

Thrive let GlobalGiving track return on social media investment

smallact
Make a big impact in social media.

Case study



“When we could say our reach was in the millions, that meant something.”

- Alison McQuade,
Online Marketing Manager,
GlobalGiving

Through its innovative approach to philanthropy, GlobalGiving is changing the way people give. The organization, which offers hundreds of giving options to benefit projects across the globe, uses social media to highlight select causes and increase awareness.

The problem: **Measuring the impact**

GlobalGiving's early forays into social media were well received and quickly grew their audience, but the organization was challenged to clearly quantify the actual returns on that investment.

The solution: **Thrive's powerful reports**

Thrive's powerful Reports function allowed GlobalGiving to dig into their social media statistics, and in doing so, they learned that one tweet directly generated \$1,676 in donations. The tweet, keyed to online laughs over the iPad name, noted that while “iTampon” jokes are funny, girls in Uganda leave school for lack of sanitary pads.

“For whatever reason, this message took off,” said Alison McQuade, GlobalGiving's Online Marketing Manager. “We got about \$1,600 for the project in 24 hours. That isn't a lot in the bigger picture, but it's awesome for something generated from one tweet.”

McQuade said the message ultimately netted GlobalGiving about 20 new donors and helped demonstrate the power of social media. That valuable information was gleaned because GlobalGiving could track each message's effectiveness through Thrive.

The result: **A justified investment**

Thrive demonstrated to GlobalGiving the value of social media. With the investment justified, new social media efforts followed and were tracked through Thrive.

GlobalGiving has found so much value in Thrive that McQuade strongly recommends it.

“It's a command center for people like me who put a lot of strategy into what we're doing,” she said. “But I also think it's super friendly for people who are just starting out.”

About Small Act

Small Act empowers you to take social media to the next level, enhancing your fundraising, major gift-prospecting, event-planning and advocacy efforts. With their SocialData, Key Donor Intelligence, and SocialCRM solutions, Small Act proudly serves hundreds of clients, including The Nature Conservancy, National Wildlife Federation, and American Heart Association.

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