

Driving Digital Engagement & Impact for Mission-Driven Nonprofits

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INN is a network of 100+ independent, nonprofit investigative and community newsrooms across the US.



The INN Nonprofit 100





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Its mission is very simple: to aid and abet, in every conceivable way, individually and collectively, the work and public reach of its member news organizations, including, to the fullest extent possible, their administrative, editorial, and financial wellbeing. And, more broadly, to foster the highest quality investigative journalism, and to hold those in power accountable at the local, national, and international levels.



INN Programs

- Training & Educational Resources
 - CJET, Legal Guide
- Fiscal Sponsorship & Insurance
 - A “fiscal home” for orgs that don’t have their 501(c)3 yet; E&O & D&O insurance
- Revenue opportunities
 - Syndication, Impaq.me
- Collaborative Investigations
 - Data Journalism & Newsroom collaboration
- Technology
 - Largo, site development, & more

We also develop technology to help our nonprofit members grow and thrive

We developed a widget that combined social sharing with online fundraising and tested it on our members' websites

We tracked 30,000
share events
over 14 sites

Newstex

- ✓ Syndicates your content on sites looking for authoritative content
- ✓ Aimed at site publishers with in-depth topical stories
- ✓ Pays quarterly royalties based on usage of your content



Sign up: Email Lisa

Newsbank

- News clipping and research service
- ✓ used by libraries, researchers, legal firms and others
- ✓ Aimed at news publishers
- ✓ Pays quarterly royalties based on usage of your content



Sign up: Email Lisa

What I Thought Would Happen

We're going to incentivize sharing
Sharing will go up
It's just about raw numbers
And higher is better.

What Actually Happened

There are some things you shouldn't do
when you're tired







I got numbers that made me think, “These are clearly wrong. I’m going to bed and I’ll look at them in the morning.”

But when I woke up the next morning,
they were the same.

Innovation in Funding



Impaq.Me

- ✓ Combines social sharing with fundraising to boost engagement and revenue
- ✓ Built for funders who want to support more nonprofits and tie funding to attributable action
- ✓ Aimed at nonprofits who want to raise money & awareness online
- ✓ Provides a new way to engage both donors and audience



Impaq.Me


How does an Impaq.me campaign work?



Share and Mackenzie Motors will donate \$1

 Like

 Tweet

 Email

\$1322 Raised so far



Voice of San Diego is a member-based news organization.



Raise your voice. Join our community.

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NARRATIVES ▾ SECTIONS ▾

VOICE of SAN DIEGO

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SAN DIEGO • ORANGE COUNTY • LOS ANGELES

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CORPORATE REAL ESTATE ADVISORS

Tackle the San Diego sports world!

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What to Watch for as Election Day Unfolds

BY: [LISA HALVERSTADT](#) [CONNECT](#) & [LIAM DILLON](#) [CONNECT](#) | 4 HOURS AGO | 1 COMMENT

♥ SHARE AND VOICE OF SAN DIEGO WILL RECEIVE \$1

[Like](#)

[Tweet](#)

[Email](#)

\$2638 Raised so far



2

2

2

0

0



WHY MARY WALSHOK KEEPS PUSHING TO MAKE SAN DIEGO SMARTER

PARTNER VOICES

FIND OUT WHY ON

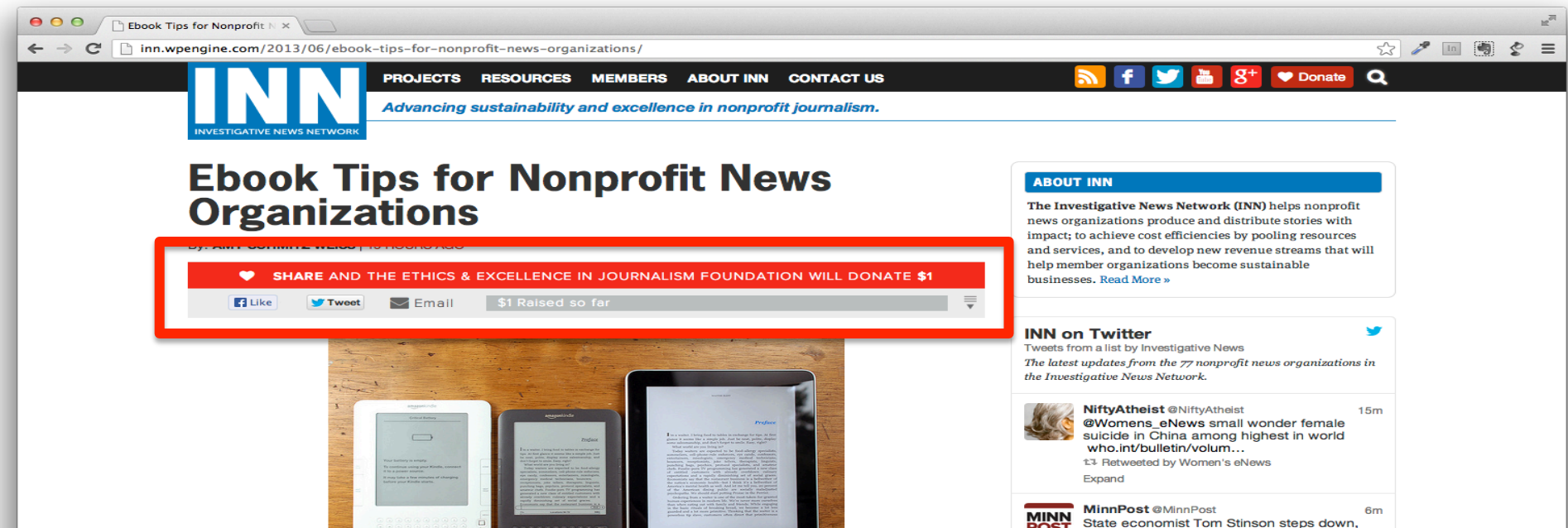
NARRATIVES

[Sign up or log in](#) to follow these narratives:

[City Council](#)

Impaq.me

- Combines social sharing with
- ✓ fundraising to boost engagement and revenue
- Aimed at nonprofits who want to
- ✓ raise money & raise awareness online
- ✓ Provides a new way to engage both donors and audience



Share widget

- Replaces standard share tools
- Appears at the beginning or end of an article on a publisher's website

Impaq.Me Share Tools



1. Start with a campaign fund

The money goes into your campaign account.

Each time someone shares a link, the participating organization gets \$1.

We track everything – what gets shared, when it gets shared, on which platform it gets shared, and how effective each share is (how many people click on a shared item).

Campaigns can be “challenge campaigns” or can run until the money offered by a sponsor ran out. (We’re also working on matching campaigns).

**MINN
POST**



CIR

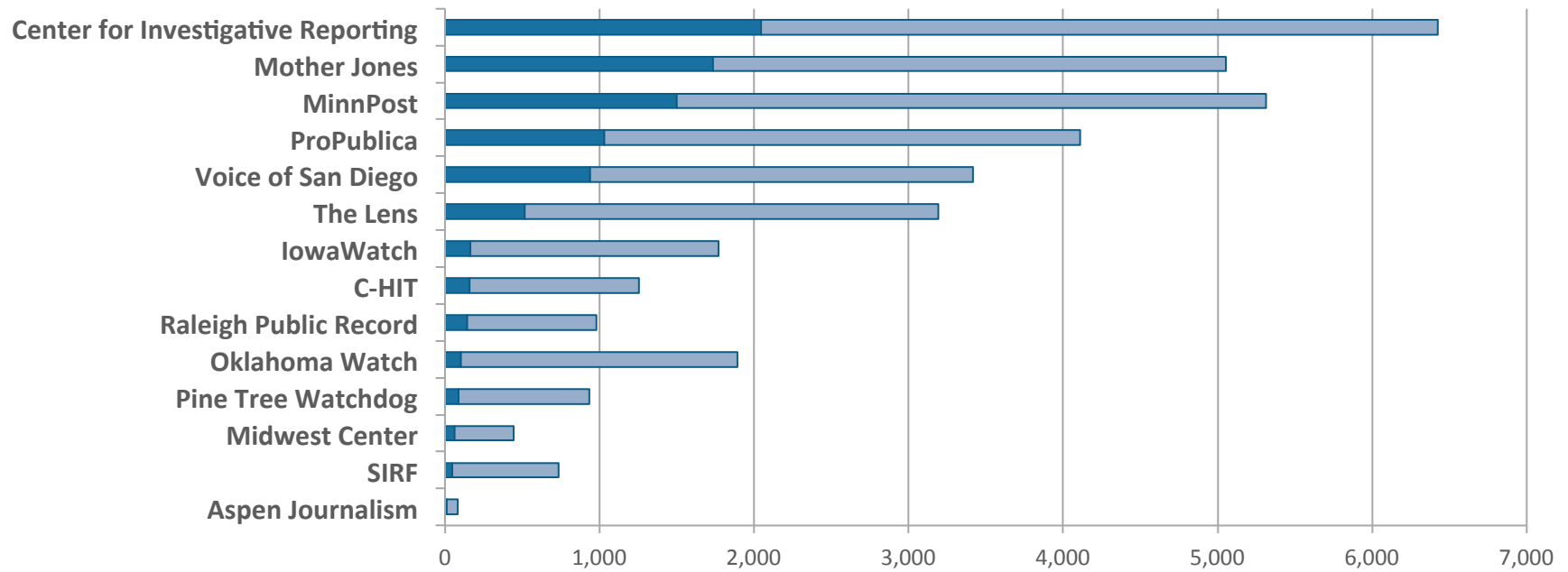


HONESTATIS, VERITATIS, DOCUMENTA



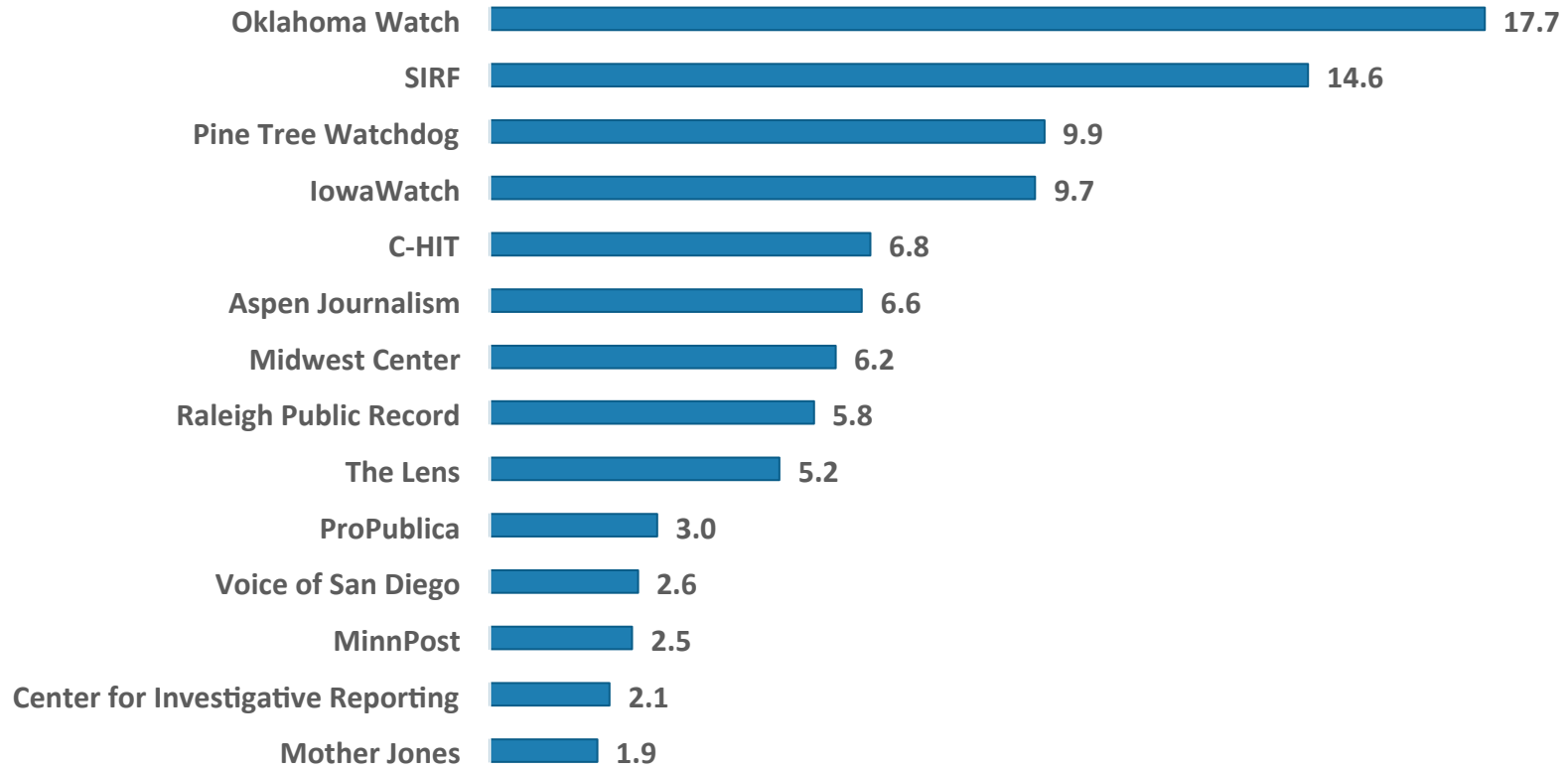
**Mother
Jones**





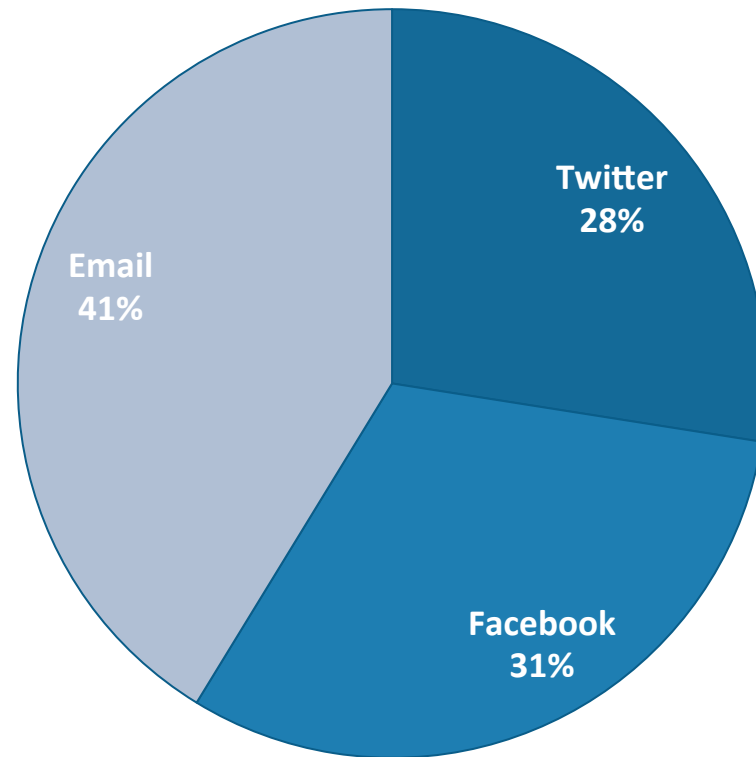
	Aspen Journalism	SIRF	Midwest Center	Pine Tree Watchdog	Oklahoma Watch	Raleigh Public Record	C-HIT	IowaWatch	The Lens	Voice of San Diego	ProPublica	MinnPost	Mother Jones	Center for Investigative Reporting
■ Shares	11	47	62	86	101	145	161	165	518	939	1032	1501	1734	2047
■ Clickthroughs	73	686	382	850	1,792	837	1,092	1,605	2,676	2476	3078	3812	3321	4376

Share power

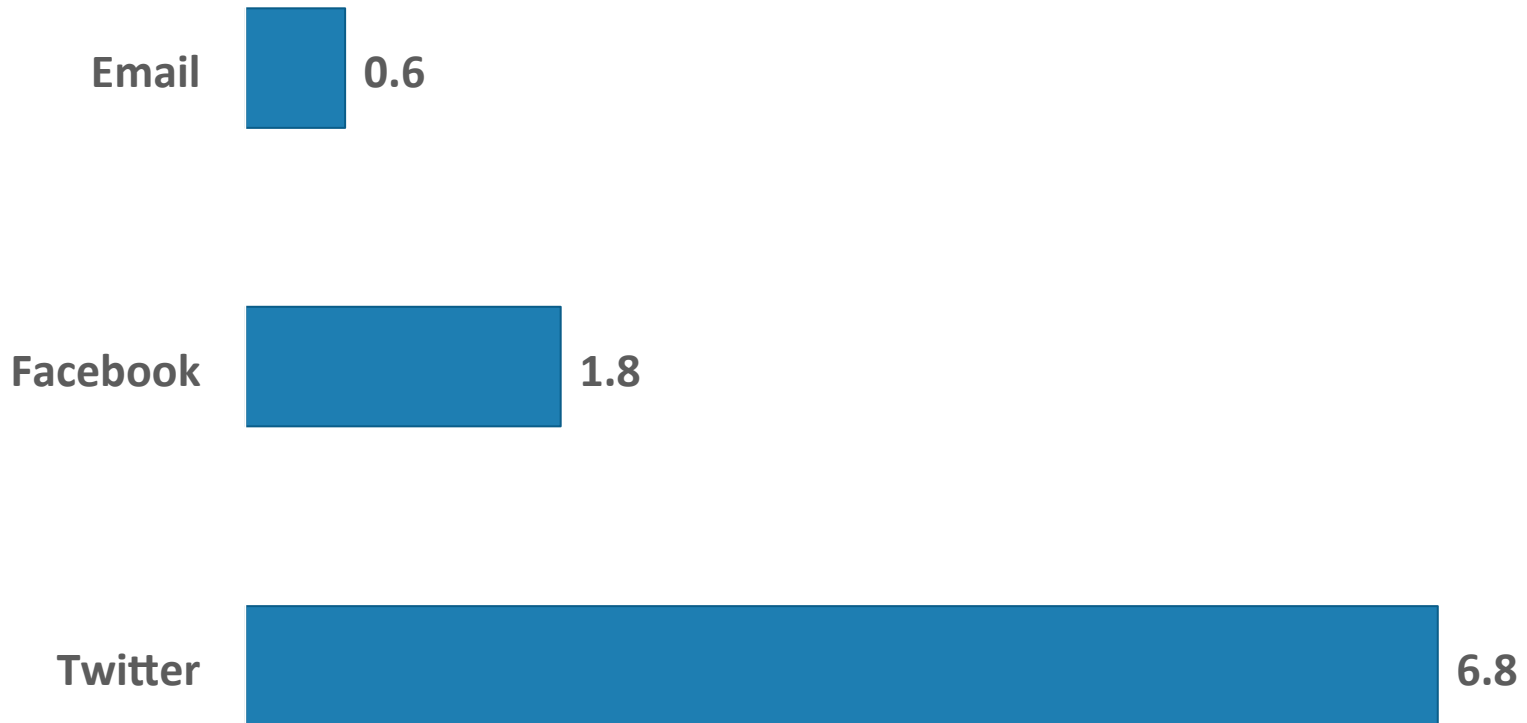


Shares per platform

Test



Share power by platform



Now comes the stuff that made me think
I'd made a mistake with the data

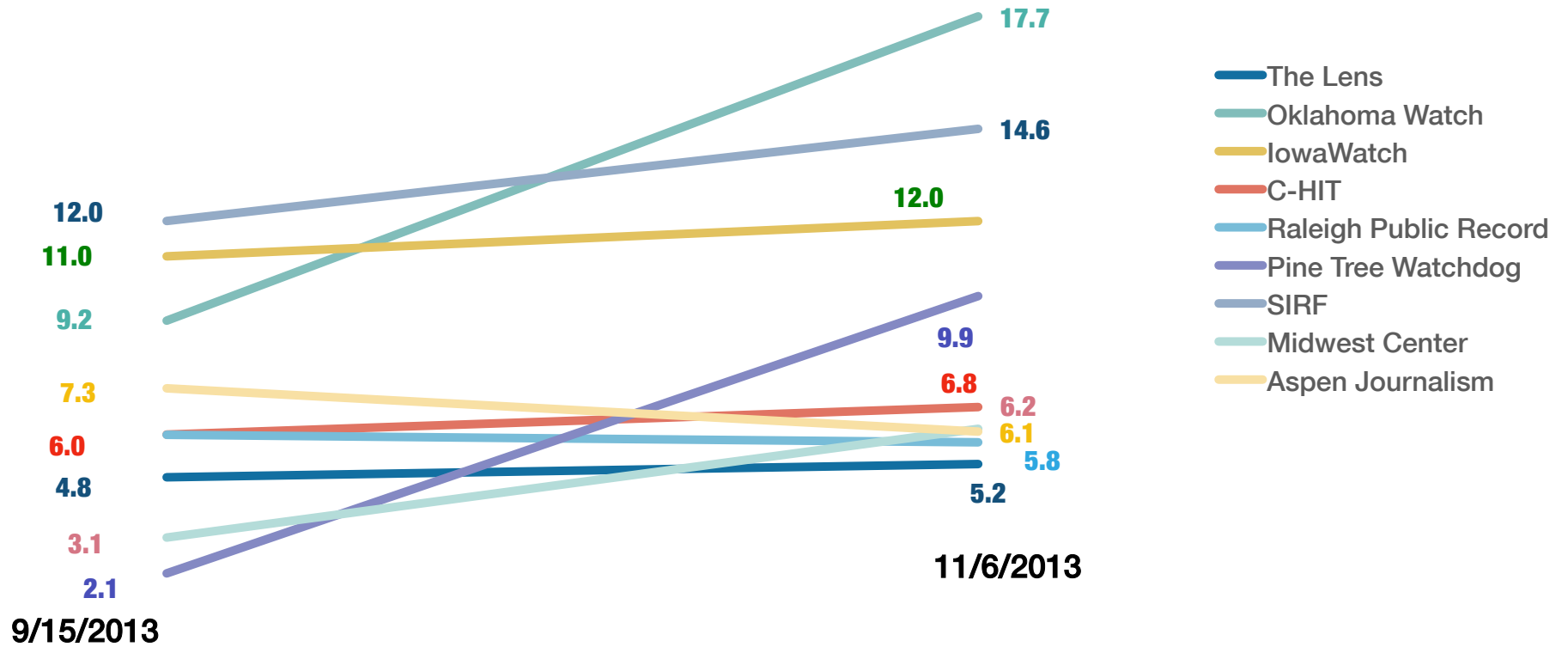
“Sharing for a purpose” appears to make sharing more effective

When people share a link to support an organization, more people click on that link – even if the people clicking have NO IDEA that a nonprofit got \$1 when that link was shared.

Why? We don't know yet.

Impaq.me makes sharing more effective

Number of clicks per shared item



What makes a share more effective?

GOOD HEADLINES

No, really: good headlines

Good titles for pages

Titles short enough to fit in a tweet

Good content.

“Tinker, Lawyer, Hustler, Lies: One Man’s Path to a Dope Fortune,” by Roddy Boyd

“Most Shared” and “Most Clicked” had very little to do with each other

Most-shared items had great headlines and compelling content.

Most clicked items were informational OR opportunities to affiliate with the nonprofit

“Come to our event,”

“Support our Kickstarter,”

“Become a member today,”

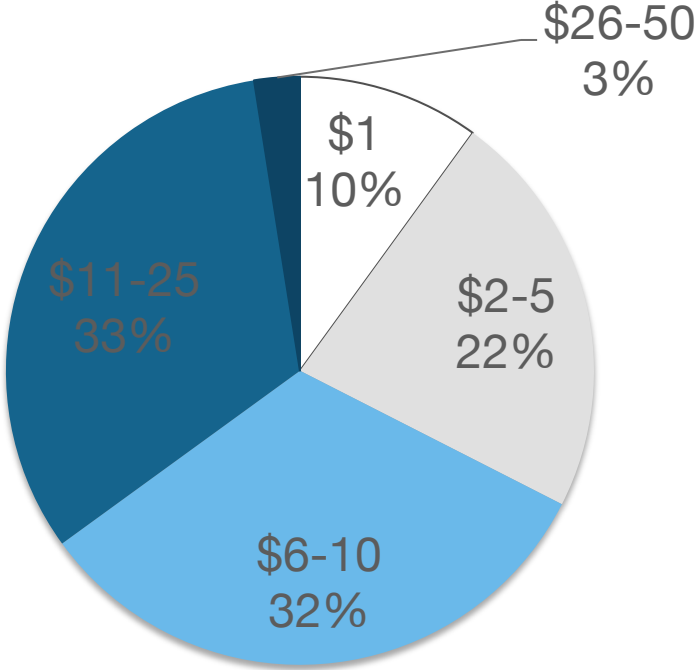
Reveals the part of your work visitors care about the most

Startling data #2

We asked for \$1. But 9 out of 10 people who did give gave more.

The average donation was \$14.

Consumers are choosing to give -- and more than \$1



When we asked for \$5, donations
dropped to zero.

Donations are tied to “Most shared,” but signups are tied to “Most clicked.”

Outcomes

- Participating organizations got a “boost” from incentivizing sharing
- But they didn’t lose the boost after the campaign was over
- Local businesses saw it as an attractive alternative to traditional giving or underwriting
- They learned a lot about where they spent their energy vs. where their audience was

What about the funders?

- Lets funders invest in a sector, rather than making bets on one-offs
- Ties funding to actions – no more funding programs and content no one sees
- Creates more engagement between the funder and the nonprofit
- Leaves knowledge & skills behind

What we want to do next

- Want to partner with a foundation that works with a network of nonprofits
- Want to find a way to test the combination of the Impaq.me widget and social media training with a wider array of nonprofits
- Want to include other mission driven nonprofits
- Want to figure out what will be most effective on sites that aren't "article-driven"

Thank you

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