

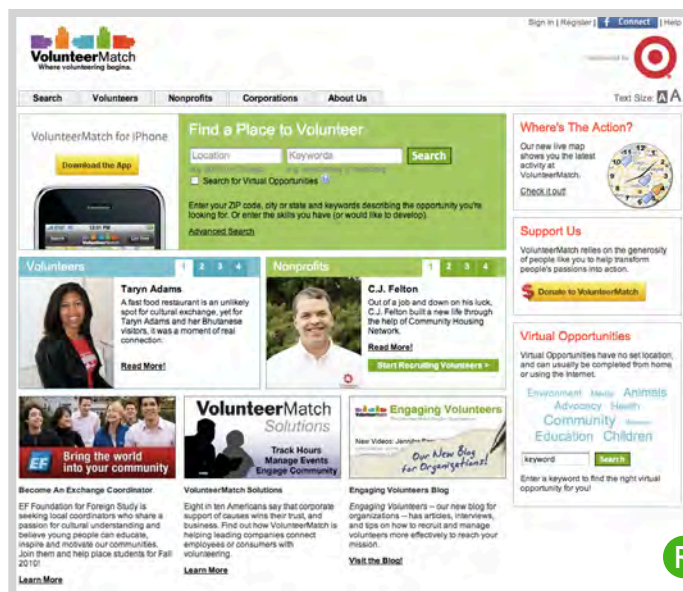
Virtual Volunteerism

Virtual volunteerism is the process of volunteering remotely from the organization being assisted, utilizing the Internet and any form of Internet-connected device. Virtual volunteering is similar to telecommuting, except instead of online employees working for a business, online volunteers work towards the benefit of a nonprofit organization. Virtual volunteers participate in multiple activities including recruitment and the organization of volunteers. Other activities performed remotely are writing newsletters, press releases, proposals, creating Web applications, podcasts, moderating online discussion groups and recruiting online donations through the social Web, i.e. Facebook and Twitter.

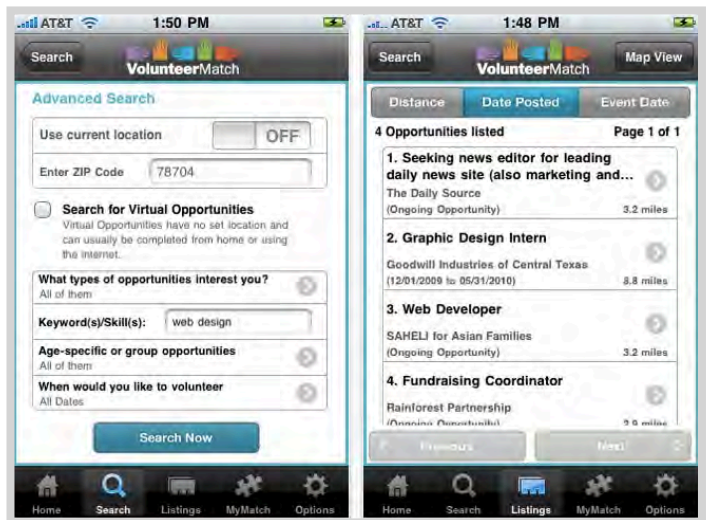
The following are examples of virtual volunteerism models, these digital applications provide virtual volunteering through Web, mobile and social applications. Categories of virtual volunteerism included are **Recruiting R**, **Events E**, **Tasks T** and **Crowdsourcing C**

The successful Twestival.com is an example of utilizing the social Web. Twestival is the largest global grassroots social Web based fundraising initiative to date, raising over \$1.2 million within 14 months for 137 nonprofits. All local events are organized 100% by volunteers and 100% of all ticket sales and donations go direct to projects.

The matching of people seeking to volunteer with a cause is the primary purpose of VolunteerMatch.org. VolunteerMatch has over 70,000 participating nonprofits, 2.5 million members and 4.5 million volunteer referrals.



To facilitate virtual and onsite volunteerism, VolunteerMatch developed an iPhone app that utilizes geo-location to search for nonprofit causes.

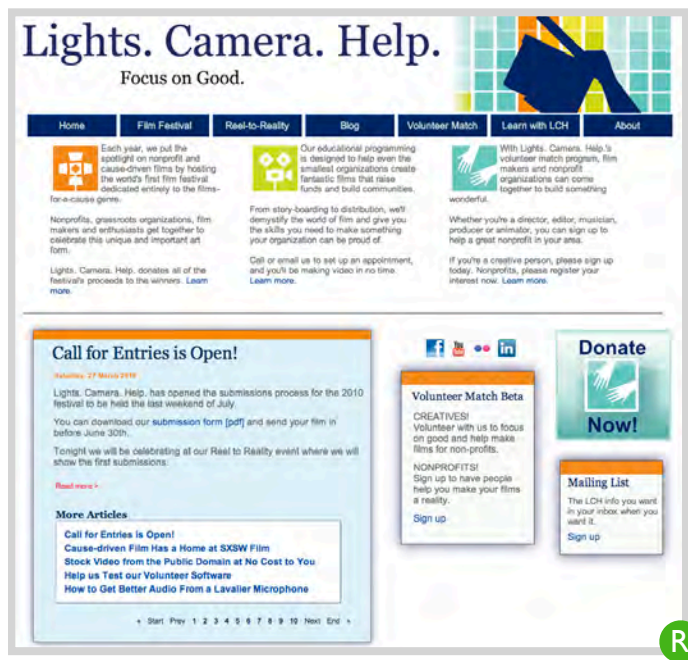


The Pepsi Refresh Project refresheverything.com is a crowdsourced marketing effort to revamp U.S. communities. Pepsi set aside \$20 million to fund a variety of community projects, rather than simply donating to charities, the refresh project invites



consumers to suggest and vote on the projects Pepsi funds.

Lights. Camera. Help. lightscamerahelp.com is an interactive database for matching nonprofits and grassroots organizations with creative talent. Their volunteer match program is designed to help nonprofits locate creative talent they need and for creative people to find amazing opportunities to help change the world through film.



Texas-based non-profit Givv.org is making the recruiting of online donations to charities very simple. Donors support multiple organizations with a single monthly payment. Givv.org takes care of the



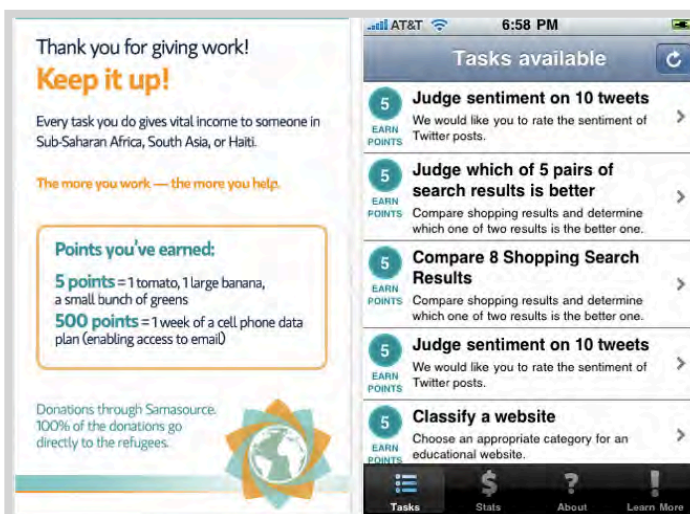
distribution to each individual non-profit cause. Participants can socially share their “Givvlist”, and submit other registered charities

to the database, increasing exposure for lesser-known non-profit causes.

Samasource.org partners with non-profit training centers in Kenya, Uganda, Cameroon, Ghana and Pakistan. Partners are screened for economic impact and for their ability to deliver. Samasource provides those organizations with free business training through web-based tools and site visits. The virtual services are marketed online to paying clients around the world for tasks such as data entry, digitization, web development, project management, research assistance and virtual assistance tasks.



Samsource is training workers at a refugee camp in Kenya with the assistance of an iPhone application that allows volunteers in the developed world to verify their work.



Jim Cook
Vice President, Interactive Strategy
Mission Data