



## Save The Children

Save the Children is the world largest independent children's rights organization. It works to ensure that children's rights are acknowledged and observed all over the world. In Denmark there are approximately 1000 volunteers and 18.000 subscribers.

## An online call for children's rights

What do you want to be when you grow up? Everyone has faced this question, and every child should be able to express its most sincere and imaginative wishes for the future. Unfortunately this is not the case, and even though a place to live, education and safety are fundamental rights for every child around the globe, they are often forgotten in times of poverty and crises.

Save the Children has made it their mission to ensure that all societies around the world acknowledges and ensures the rights of children. An important aspect of this mission is to engage the public, raise awareness and spread the word in an online world. For this purpose Save the Children Denmark has found BetterNow to be a useful and profitable tool.

### Let your donors do the talking

Save the Children works to ensure that the UN child convention is well known and applied all over the world. In Denmark they do a tremendous job, and in five years they have raised their funding from 20.6 millions euro in 2006 to 41 millions in 2011 and helped numerous children to a better future.

Like many other charities Save the Children Denmark are working hard to get their message across to the public and ten percent of their budget is used on information and campaign material. But why not let your donors carry the word.

**BetterNow is a very powerful fundraising tool, because people get the chance to identify themselves with our cause and involve their own network through Social Media.** – says Mette Christensen, corporate fundraiser for Save the Children Denmark

### 120-year birthday for children

Mette Christensen points to two specific areas where Save the Children Denmark gets support through BetterNow: relief and event fundraisers. Whether it's a relief fundraiser for the refugees in Syria or an charity event raising

money to fight child labor in Bangladesh, it's all for a good cause and easy-to-do through BetterNow.

Three friends had their 40-year-old birthday coming up, and they decided to do a good deed. By requesting for donations rather than presents, they raised more than € 2000 from friends and family. And as they wrote on their BetterNow fundraising site: 'It's a good cause and vulnerable children is everyone's responsibility'

Save the Children Denmark picked up on this event and wrote a friendly thankful note through their Facebook-site and thus got closer to their donors and helped spread their message.

'We try to think BetterNow into our campaigns and it's obvious to use in our online marketing and integrate in our newsfeed and Facebook updates' Says Mette Christensen

### Word of mouth

With online fundraising engaging supporters is easy and through BetterNow everyone can join and start their own fundraiser or donate directly to Save the Children.

**The site is very easy and simple to use, and there are many instructions and ideas on how donors can spread their message and raise more funds for Save the Children.** – says Mette Christensen

Whether it's helping abused children in Denmark or funding a school in Somalia donors get engaged and through BetterNow they raise funds and through social media they raise awareness.

So far Save the Children Denmark has collected € 85.000 as well as given their supporters a way to promote their cause.

## Results on BetterNow

