



JustGiving

Scorecard report

A Brandwatch report

am@brandwatch.com ; sales@brandwatch.com | Tel: +44 (0)1273 234 290

METHODOLOGY

- The following is provided as an example of a Brandwatch report and can be freely distributed accordingly.
- Data was collected for the period **14th May – 14th June 2012**.
- The brands in this report are online fundraising service providers:
 - **JustGiving**
 - Virgin Money Giving
 - Bmycharity
- A randomly selected sample of 377 Twitter mentions was manually scrutinised for more in-depth analysis.
- Conversation was also manually analysed to determine the gender and approximate age of each tweeter, as well as their relation to JustGiving.
- Social networking sites are categorised as ‘general’ pages. Due to the prominence of Facebook within this field the terms ‘general’ and ‘Facebook’ are interchangeable for the purposes of this report.
- The category ‘Semi-automated tweets’ refers to tweets which use preset phrases and can be posted using a button on an external site.

CONTENTS

• Executive summary	4
• Total JustGiving mentions	6
• Competitor analysis	7
• Mentions by sentiment	8
• Competitor analysis	9
• Mentions by page type	10
• Competitor analysis	11
• Platforms over time	12
• Twitter	14
• Tweeter demographics	15
• Tweet types and features	18
• Cancer Research UK Relay for Life	21
• JustGiving buzz in relation to charity events	22



Executive summary

KEY FINDINGS

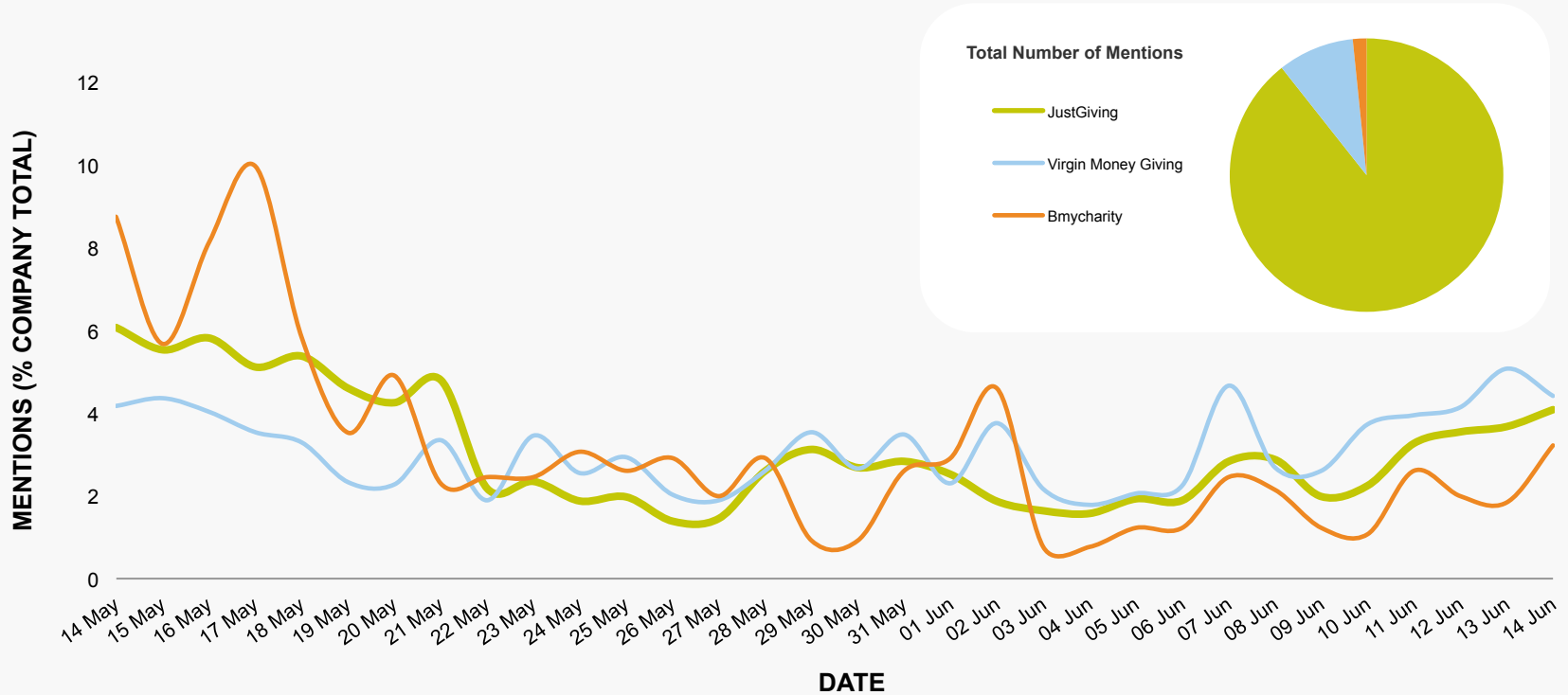
- JustGiving consistently showed a **greater online presence** than same sector companies throughout the month.
- The majority of **JustGiving mentions were upbeat**, in line with the sentiment of Virgin Money Giving (VMG) and Bmycharity (BmC) conversation.
- The proportion of JustGiving mentions sourced from Twitter was **double that of the average within the same sector**.
- There was a **slump in JustGiving mentions** towards the end of May, corresponding to fewer fundraising events, highlighting the importance of offline happening to stimulate online activity.
- The slump was caused by fewer Twitter mentions: **Twitter buzz varied** from day to day.
- The majority of JustGiving **tweeters fell within younger age brackets**.
- The most mentioned JustGiving charity was **Cancer Research UK**, for which there is a **large female twitter base**.
- JustGiving fundraisers appealed to **celebrities to increase their reach on Twitter** and this, in turn, increased the reach of JustGiving mentions.
- JustGiving conversation online depended largely on offline fundraising activity. A strategy in which the company is more active itself on social media during lulls in discussion online could prevent this lack of chat between charity events.

A large, solid green circle is centered on the page. Inside the circle, the text "JustGiving conversation" is written in white, sans-serif font, with "JustGiving" on the top line and "conversation" on the bottom line.

JustGiving
conversation

volume and
sentiment

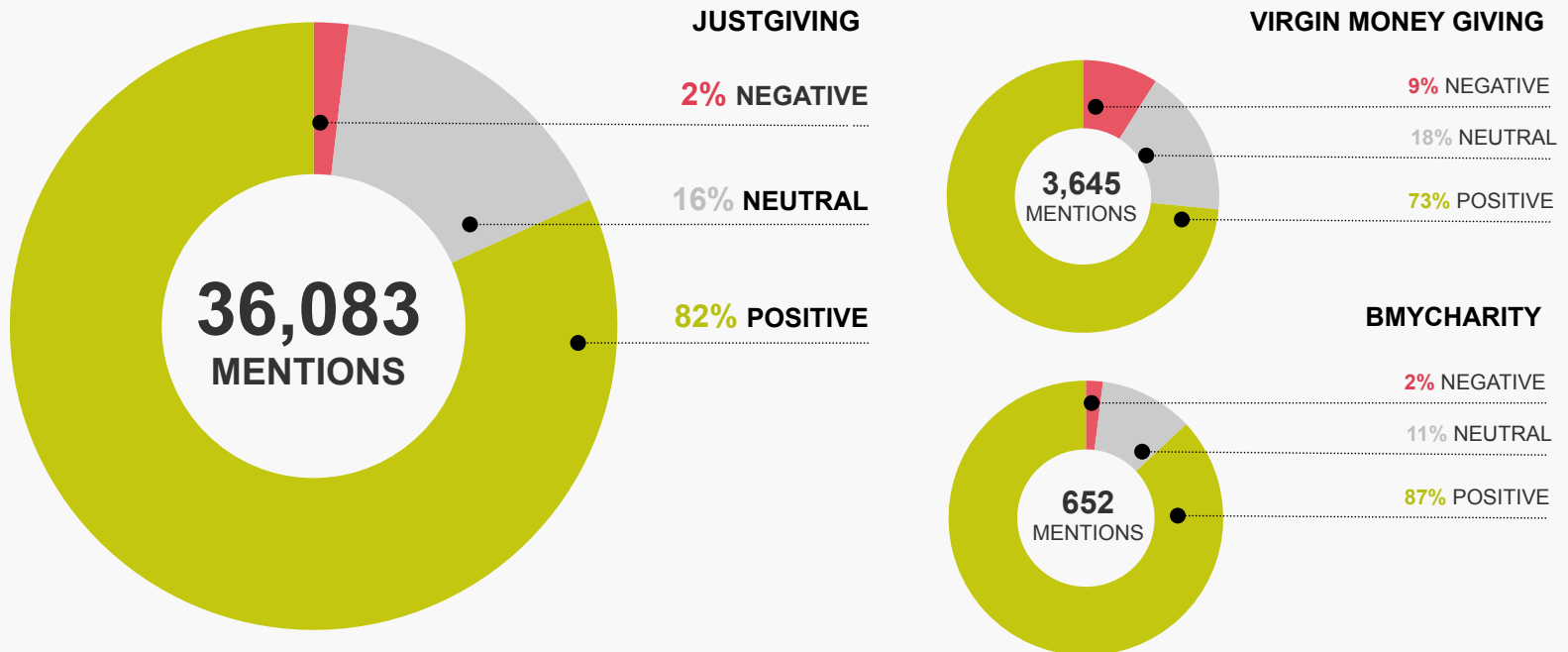
JUSTGIVING WAS CONSISTENTLY MENTIONED MORE FREQUENTLY than its competitors throughout the month




The graph above shows the relative buzz of each company as a percentage of its total monthly mentions count.

- JustGiving’s online presence was significantly greater than that of Virgin Money Giving or Bmycharity.
- Conversation levels fell following the 21st May and dipped again during the first week of June.

CONVERSATION WAS UPBEAT for both JustGiving and same sector companies

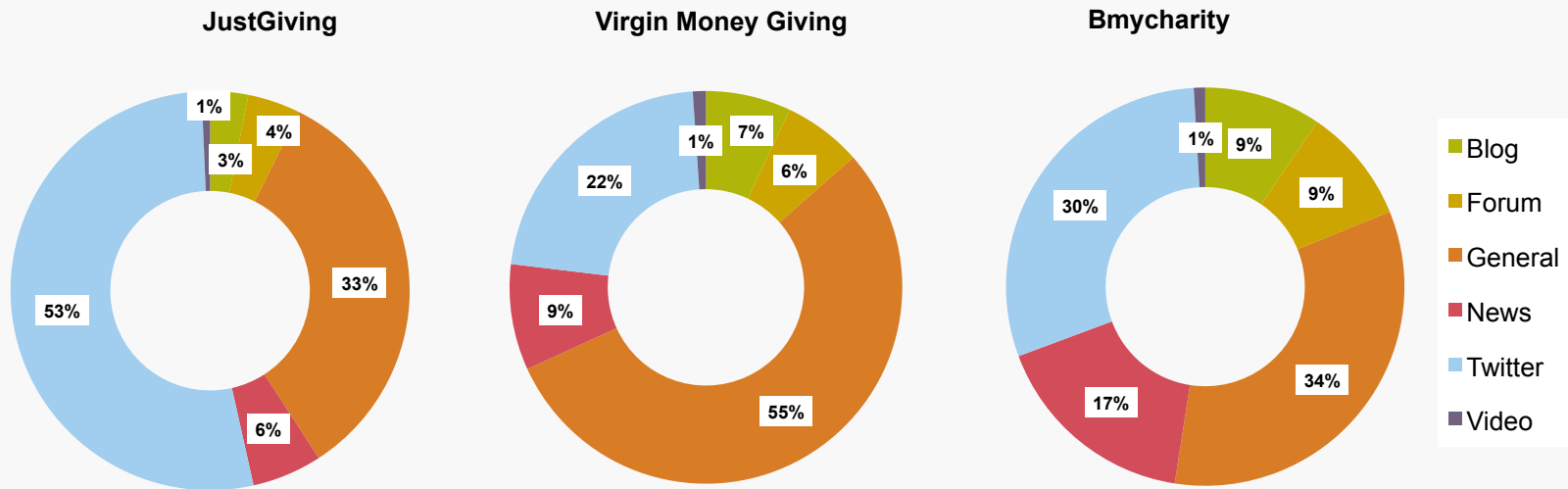


- Mentions for all three companies were largely upbeat, suggesting a more widespread trend within the charity sector.
- Negative sentiment, though minimal, centered on controversy relating to website fees for charities.
- Bmycharity was proportionately the subject of more upbeat conversation in the reporting period than either analysed competitor.



Mentions
by
page type

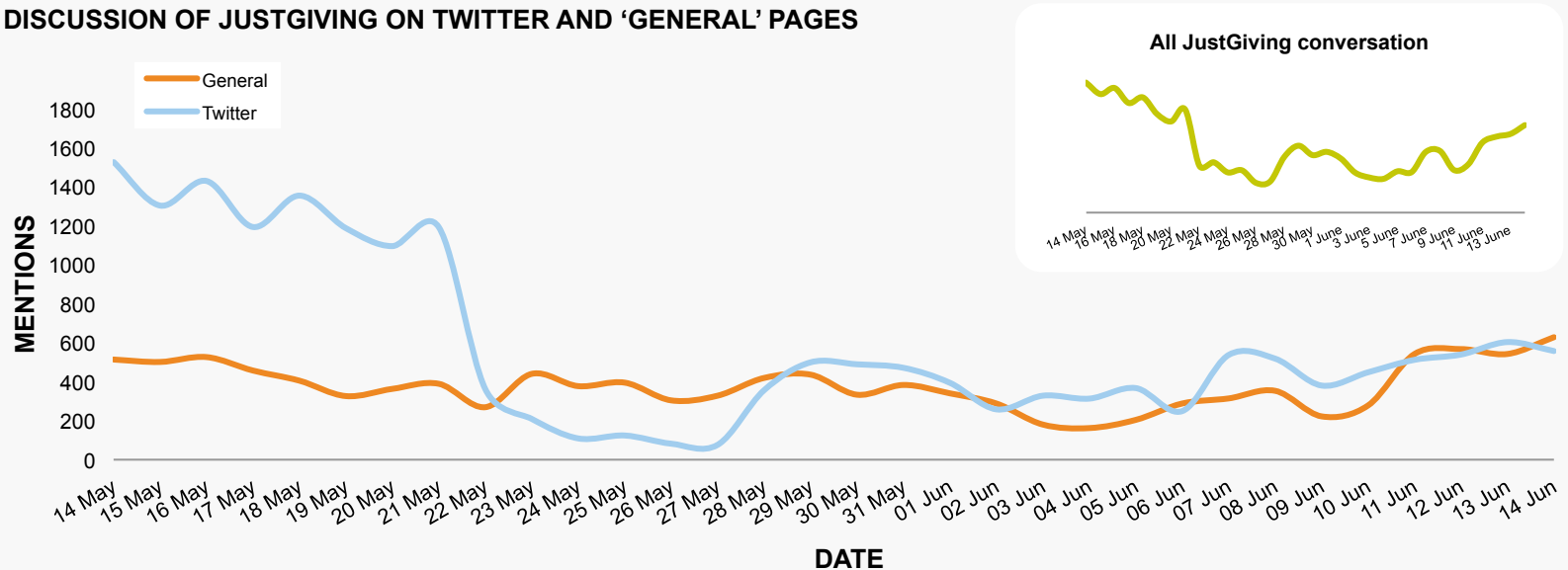
THE MAJORITY OF JUSTGIVING MENTIONS were posted on Twitter



- Over half of JustGiving's discussion in the period was tweeted, compared with less than a quarter of Virgin Money Giving and less than a third of Bmycharity mentions.
- Despite other companies being proportionally more reliant on Facebook for reaching social media users, JustGiving was more visible in terms of raw conversation levels.

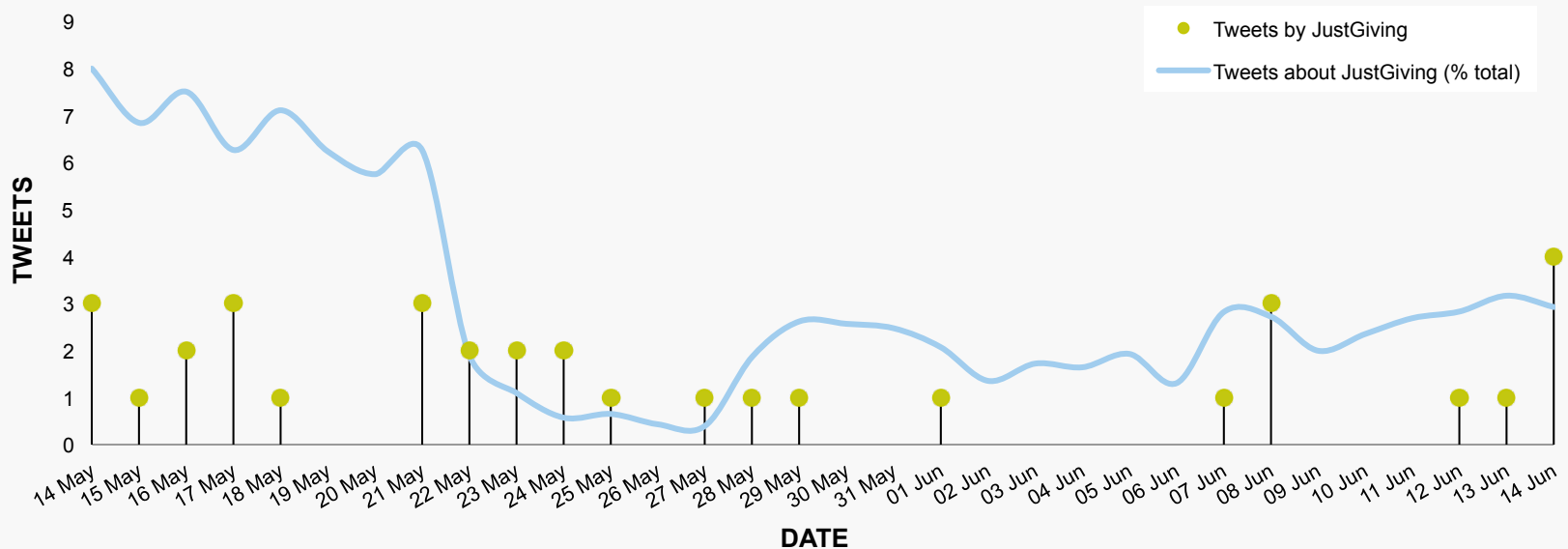
A SLUMP IN TWITTER MENTIONS towards the end of May impacted on overall exposure for JustGiving

DISCUSSION OF JUSTGIVING ON TWITTER AND 'GENERAL' PAGES



- The volume of Facebook (general) activity was relatively stable throughout the month with an increase in conversation from the second week of June.
- Fluctuations in Twitter mentions match the total mentions buzz line (inset), highlighting the importance of Twitter for JustGiving as a means of driving overall exposure online. Social media users did not simply use other sites during these period, they stopped contributing altogether.
- This is further clarified by showing that blog, forum, news and video platforms contributed a minority towards the total JustGiving mentions and did not fluctuate greatly during the month.

OFFICIAL JUSTGIVING TWEETS encouraged chat, but were fewer during lulls in conversation



- The official JustGiving twitter account posted 34 tweets between the 14th May and the 14th June.
- On the 26th May, the second lowest day in terms of fundraising buzz, JustGiving was not active on Twitter.
- JustGiving posted only two tweets during the first week of June (during a lull in conversation) compared with 10 tweets during the most active seven day period in May.
- A strategy in which JustGiving is more active during lulls could prevent this lack of mentions between charity events. This would lead the company to influence, rather than reflect, fluctuations in interest.



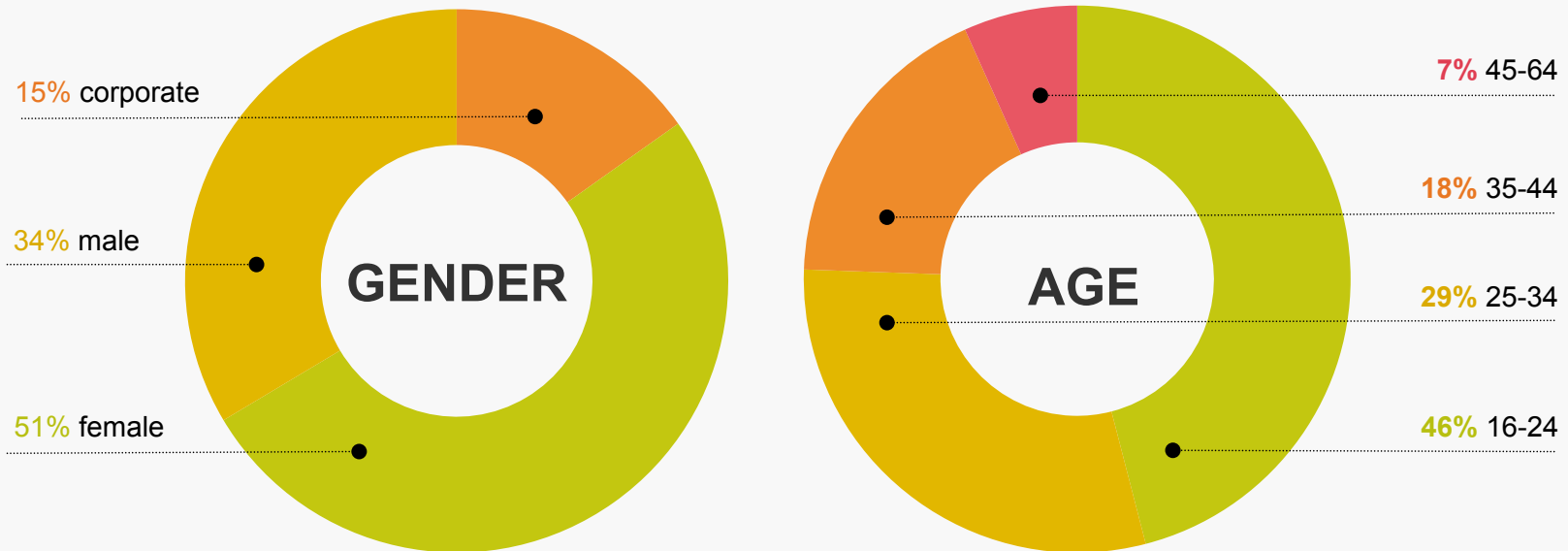
Twitter

CELEBRITY ACCOUNTS were among the top JustGiving tweeters

ACCOUNT	TWEETS	FOLLOWERS	TYPE
REALTONYROCHA	2	1,387,597	Personal
GORDONRAMSAY01	4	989,371	Celebrity
CHRISCOWLIN	1	592,346	Personal
ANNE4COX	3	586,338	Fundraiser
LUCASLEIVA87	1	575,213	Celebrity

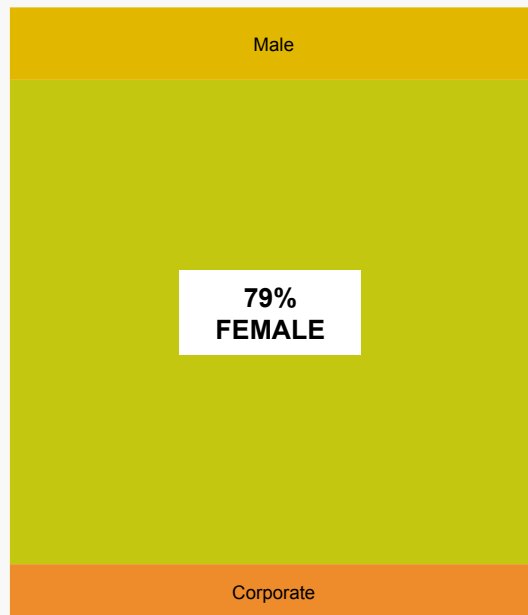
- Celebrities endorsed JustGiving fundraising and increased awareness of the company. Gordon Ramsey's account, for example, retweeted: '@simondenye: I'm running the Edinburgh marathon on Sunday for Scottish Spina Bifida. Justgiving.com/simondenye Good luck Simon & SSBA'.
- Other top tweeters included Ben Fogle, presenter Alison Hammond, and actress Lucy-Jo Hudson. Fan sites, including @1DUpdates, also boosted JustGiving's online reach.

FEMALES TWEETED ABOUT JUSTGIVING more than male tweeters

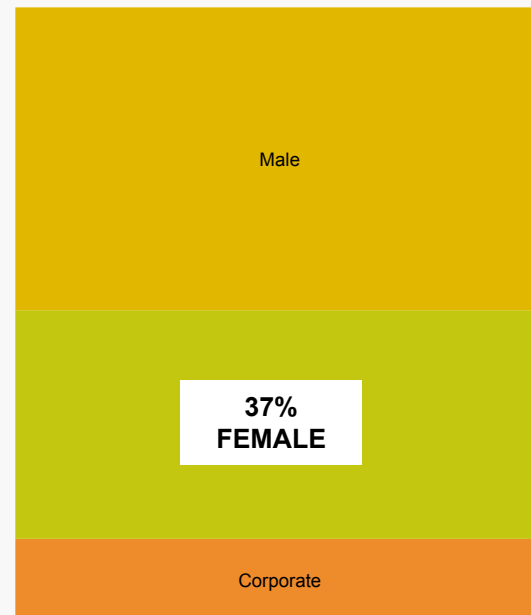


- For every seven male tweeters discussing JustGiving, 10 female tweeters mentioned the brand.
- In contrast to traditional alternatives, potentially, online fundraising is more prominently addressed by younger age demographics.
- These findings suggest that JustGiving appeals, on social media at least, to a predominantly young, female audience. Effective strategies may promote engagement within this group, or else expand to appeal to wider demographics.

JUSTGIVING HAD AN INCREASINGLY FEMALE TWITTER BASE throughout the month



CANCER RESEARCH UK



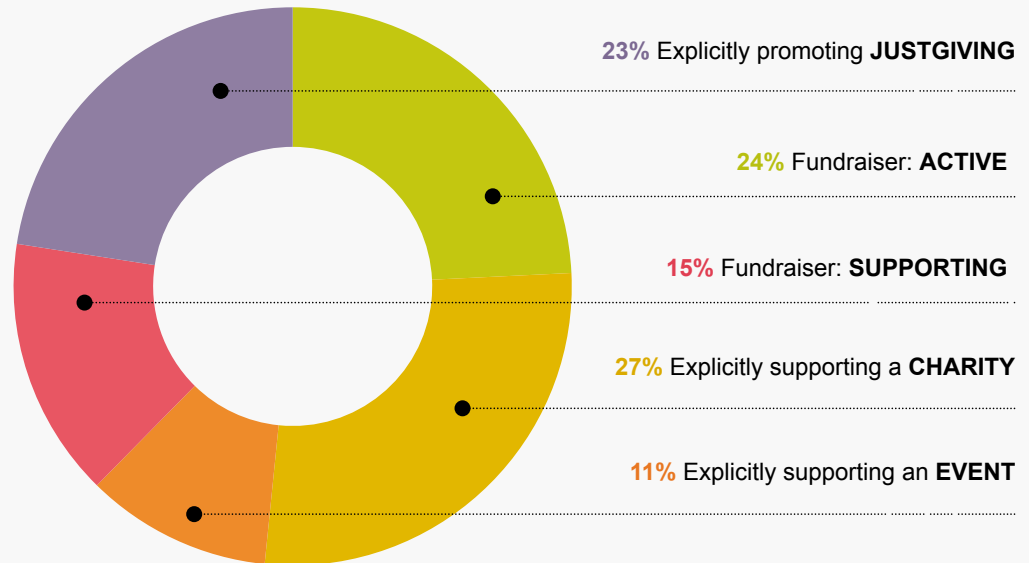
OTHER CHARITIES

- Those fundraising for Cancer Research UK using JustGiving and Twitter were more likely to be female than male. This imbalance can be attributed in part to fundraising events such as the Race for Life, which is a female only event.

ACTIVE FUNDRAISING AND SUPPORT for JustGiving provided the majority of Twitter updates

- The JustGiving website was promoted in just under one quarter of all relevant tweets.
- Cancer Research UK was the most frequently referenced charity on Twitter.
- Though the majority of tweets included a link to a JustGiving page, less than a quarter provided additional reference to the company. Increasing this proportion could ultimately encourage a growth in JustGiving market share.

Types of JustGiving tweets



'Active fundraisers' were distinguished from 'supporters', who retweeted mentions and donated using the JustGiving site.

JUSTGIVING TWITTER EXAMPLES

ACTIVE FUNDRAISER

SEMI-AUTOMATED

"I'm fundraising for British Heart Foundation using @JustGiving. Check out my page #JustGiving..."



TWITTER
@ANGELABTWEETS

CONGRATULATORY

"Thank you to everyone who has donated to my @JustGiving page for both @PilgrimsHospice & @CR_UK .. some of which have remained anonymous."



TWITTER
@ANDREWLOWELL

CELEBRITY

"Gearing up for the Nightrider 100km cycle challenge, overnight! For #WWF_UK. Can't wait! Go Team WWF! <http://www.justgiving.com>"



TWITTER
@BENFOGLE

SUPPORTER

"My amazing friend is fundraising for charity on @JustGiving & could use your support. Support them herejustgiving.com/..."



TWITTER
@FISHY53

"Henry Tufton recently raised £1000 for @macmillancancer, using @justgiving..."



TWITTER
@JUSTCHARITYORG

"RT @simondenye: I'm running the Edinburgh marathon on sunday for Scottish Spina Bifida.justgiving.com/simondenye Good luck simon & SSBA"



TWITTER
@GORDONRAMSAY01

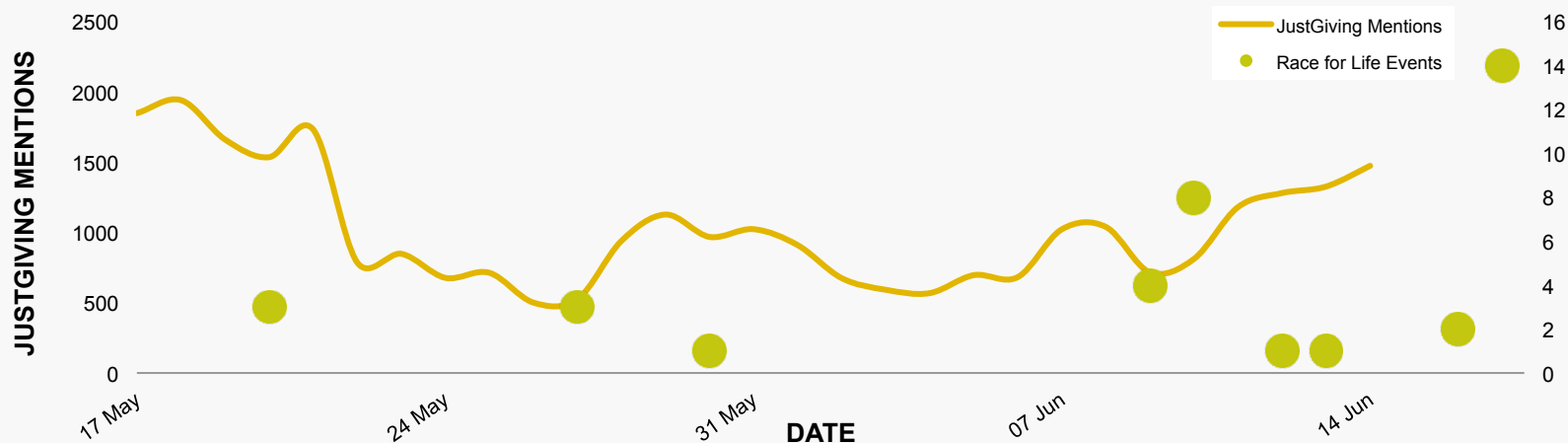
- Both active fundraisers and supporters made use of default tweets and upbeat congratulatory mentions.
- In addition, JustGiving fundraisers both included, and appealed to, celebrities to increase the reach of their fundraising appeals.



Cancer
Research UK

Race for Life

THE MID-PERIOD SLUMP corresponded with Cancer Research UK event frequency



- The fall in JustGiving buzz on the 22nd May follows a period of multiple Cancer Research UK fundraising events.
- Most JustGiving mentions are posted prior to a fundraising event in order to gain sponsorship. This suggests a link between the increase in June in the number of twitter mentions and the 18 Race for Life events hosted between the 12th and 14th of June.
- Lulls, on May 27th and June 4th, may be the result of charity event clusters. This could be addressed with a more even distribution of CR UK social media content as part of a wider strategy to increase underlying discussion online.
- Social media conversation is fuelled by the run up to a fundraising event. The rise in buzz between June 10th and June 14th occurs in the run up to other charity events, such as the forthcoming London to Brighton bike ride on Sunday 17th June.

TWEETS IN THE RUN UP to Race for Life events

“5 days to go til I do the Race For Life! You can sponsor me through this link Every bit helps! #justgiving”

 **TWITTER**
[@S.JMYLES](#)

“Doing Race for Life in July. The plan was to run the whole thing, but my knees disagree! Still training!#justgiving”

 **TWITTER**
[@KATIEKATEPRICE](#)

“I am doing race for life this weekend to make a donation to help cancer research charity please gojustgiving.com”

 **TWITTER**
[@MUMMYBEES](#)

“My Race for Life is today - please sponsor me if you haven't yet#justgiving”

 **TWITTER**
[@LOCUTUS2003](#)

TIME 

- Due to fund submission deadlines the majority of JustGiving tweets occur in the run up to events, including the Race for Life, with a last minute surge of fundraising typically in the week prior to the charity event.
- By taking a more active role social media following an event, fundraising charities can encourage more consistent levels of online conversation.

CONTACT

You can contact the Brandwatch team via contact@brandwatch.com or call us on +44 (0)1273 234 290

Our website is <http://www.brandwatch.com>

You might also be interested in our latest [Brandwatch product updates](#), [Brandwatch tutorials](#), our newsletter the [Friday#](#), the [Brandwatch blog](#) and our tweets [@brandwatch](#)

TWITTER: [@brandwatch](#)

SKYPE: Brandwatch

FAX: +44 (0)1273 234 291

DOCUMENT LIMITATION

The information given in this document has been checked for accuracy and completeness however Brandwatch shall not be liable for any errors or omissions.

Brandwatch is a trading name of Runtime Collective Limited. Registered in England & Wales: 3898053
4th Floor, International House, Queens Road, Brighton, BN1 3XE, United Kingdom