

Homeless Charity Launches Cutting-Edge Online Fundraising Tool

Submitted by Anonymous on 3 December 2009 - 2:02pm

Dublin Simon Community has launched a new interactive fundraising tool on their website that is designed to bring the public closer to the work done by the organisation and to encourage donations.

The website tool (or plug-in), powered by Donor2Deed comprises an interactive map giving viewers the ability to see the projects, the teams working in the services, and allows donors to get regular updates from the projects they support.

“This is a fantastic new step for Dublin Simon as we hope to further capture the huge audience that utilise the internet. We have 13 services throughout the city and are initially highlighting four of our services on the new plug-in which can be seen on www.dubsimon.ie [1]”, said Glenda Wright, Head of Fundraising and Communications with Dublin Simon Community.

Donors can browse various Simon projects through the interactive medium of Google Maps/Earth. Simon staff and volunteers upload project updates to Donor2Deed’s online fundraising platform and can simultaneously push those updates to a range of social media networks including FaceBook, Twitter and YouTube, and websites including www.donor2deed.com [2] and www.dubsimon.ie [1].

“For us it means that we can connect with our donors through a range of internet mediums effortlessly and keep them updated regularly on the impact of their donation. In addition, donors can choose how and when they want to be communicated with in relation to their donations to Dublin Simon projects,” according to Glenda Wright.

The demographics of our supporters are not the same as those who would be utilising web technology on a daily basis and we feel that this new interactive plug-in, which will be followed with a facebook application, can help us reach that audience. Currently one of our emergency hostels needs new mattresses and our treatment services want to provide a Remembrance Garden so it’s projects like these, that we may not have the funds for, that we hope Donor2Deed can assist with.”

[Visit the Dublin Simon website](#) [3] to see the plug-in in action.

[Return to Funding home](#) [4]

The Wheel is compliant with the Code of Practice for Good Governance of Community, Voluntary and Charitable Organisations in Ireland.

www.governancecode.ie

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Company Number: 302282

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Links:

[1] <http://www.dubsimon.ie>

[2] <http://www.donor2deed.com>

[3] <http://www.dubsimon.ie/index.html>

[4] <http://www.wheel.ie/funding>