

Bringing Travelers' Philanthropy Online

A Year of Challenges and Solutions



Online Commerce Trends

- Over the past year, e-commerce sales in the United States grew at over 5 times the rate of total retail sales.¹
- In the third quarter of 2008, e-commerce sales continued to increase despite the slump in overall retail sales.¹
- Conclusions: e-commerce is of growing importance to the US economy and others, and is potentially resilient to economic downturns.

Giving Trends

- By 2007, US citizens have begun donating at a rate of \$300 billion annually.³
- Trends suggest strong ongoing growth in donations to education, environment, and social programs.

Who donates?

- 5% are corporate donations³
- 12-13% are by foundations^{2,3}
- 75-80% are by individuals^{2,3}

Sources: 2) GivingUSA, 3) Association of Fundraising Professionals



Where do donations go?

- Among the most popular topics are many of those most commonly addressed by travel-related philanthropy:
- Education (14% of total contributions)²
- Human Services (10% of total)²
- Health (8% of total)²

Source: 2) GivingUSA

CESD's Travelers' Philanthropy program

- Works through a network of responsible tour operators around the world, who support local community projects.
- Provides a **website** where donations to projects can be collected securely online, and made tax-deductible.
- Promotes both the project and the tour operator, as a pair.
- Educates the public about responsible travel, and giving.



Tour operators help identify successful, locally relevant projects, and market our service to their travelers.

Creating TravelersPhilanthropy.org



Pre-Launch:

- Identify purpose of the site
- Identify target users
- What are some essential features?
- What visual feel to capture this audience?

Post-Launch:

- Online Promotion
- Growth strategies
- Legal and administrative note

1. Identify the purpose

Is the site designed to explain something? To sell something? To elicit a certain action or belief? What will the site provide to users?

- To explain the concept of travel philanthropy and the greater movement behind it.
- To inform about our donation service.
- To motivate donors to give through our site.
- To connect, inform, and guide companies engaging in (or curious about) travel philanthropy.



2. Identifying the Target Users

Who is it who will visit the site? Which groups will have clear roles to play, and which will have more diverse needs? Which groups are most important?

- Recent travelers familiar with a project after travelling with its sponsor company.
- The companies and projects.
- The interested public.



3. What are some essential features?

- Forum: To connect companies to one another, and allow public discussion.
- Newsletter opt-in
- “Tell a friend” option
- Quick link to donate
- Tips for responsible travelers

4. What design will capture this audience?

- An attractive, dynamic welcome page
- Color and image-heavy, to spark interest
- Well designed custom graphics, to encourage donations
- Warm colors, modern feel



Post-Launch

- Promotion – how best to promote online?
 - Gather information on your users
 - Get your URL out in online forums
 - Partner organizations' pages and newsletters
 - Press releases
- Importance of search ranking
 - Inbound and outbound links
 - Title tags of web pages
 - Keywords, keyword density

Growth: Looking to the future

- It is important to build in growth potential for the site and the donation platform.
 - Growth strategy?
 - How will the site structure change to accommodate new members?
 - How will donor management, donor communication, and marketing change in a larger model?



Legal and administrative note

- Sending money: accounting must be transparent, with precise records.
- Verifying use: Ideal is to conduct site visits. Also helpful: obtain photos, receipts, and records, and identify procedure in case of misuse.
- There are national legal issues of due diligence on the recipients:
 - The US has laws on who cannot receive (Terrorist Exclusion List, and List of Specially Designated Nationals).
 - Funds must be managed independently by grantor, according to IRS rules.
 - Audits can occur any time, and records must be on hand.
- Recipients should sign agreement to provide financial records, and designate individuals to be responsible- affidavit recommended.
- There is a spectrum of protection, few definite laws. Can mean more flexibility, but also more risk.

Our original site:

Travelers' Philanthropy
CONTRIBUTING TIME, TALENT, OR TREASURE

HOME FAQ PROJECTS NEWS EVENTS RESOURCES MEDIA DONATE CONTACT

Google™ Custom Search Go

Home

What is Travelers' Philanthropy?

All over the world, a new source of international development aid called Travelers' Philanthropy is evolving. Civic-minded travelers and travel businesses are giving financial resources, time, and talent to further the well being of the host communities that they visit in their travels. This emerging voluntary movement is helping to support and empower local and indigenous communities by providing jobs, skills, business and home ownership, and lasting improvements in health care, education, and environmental stewardship. In order to provide a portal for travelers to make a difference at their destinations, we created Travelers' Philanthropy, a quick and easy way to learn about and donate to development projects at home and abroad.

Travelers' Philanthropy is a project of the [Center on Ecotourism and Sustainable Development](#).



Photos are courtesy of William Durham, Country Walkers, and Generosity in Action.

Quick Links:

[Click here](#) to read about sponsored development projects and donation options.

[Visit our FAQ](#) to learn more about the donation process.

[Learn more about CESD](#), the non-profit organization behind Travelers' Philanthropy.

News

Announcing the 2008 Travelers' Philanthropy Conference in Arusha, Tanzania

Visit the official conference webpage at <http://www.travelersphilanthropyconference.org/>

For additional details on the conference, its purpose, and related travel opportunities for attendees, please see our [Conferences](#) page or contact us for more information.

[More News...](#)

Travelers' Philanthropy Conference



- The focus is on informing, teaching, and inspiring.
- Lacks power to motivate gifts.
- Lacks features to connect companies and projects.
- Too much text.
- Lacks authentic marketing feel. Too simple, brand hidden.

Redesigned with the purposes and target audiences we identified.

Travelers' Philanthropy



What is Travelers' Philanthropy

About Us

Community Projects

Travel Tips

Resources

Donate



Contributions from travelers have funded numerous programs in local communities, promoting environmental awareness, creative arts, and local traditional culture.

Photo Courtesy of: Hotel Punta Islita Resort and Spa

Celebrate the Holidays

Donations in support of global communities make great, meaningful gifts! Learn how you can contribute to sustainable community-based development and conservation programs this holiday season, and dedicate the gift to a friend or loved one. [Read More >>](#)

Support Global Communities

DONATE NOW

to one of the leading community projects around the world.

It's EASY!
+ get your tax deductible receipt.

TRAVEL WITH OUR PARTNERS

Have an authentic travel experience and see their successful community projects.

[Read More >>](#)

Learn how to be a responsible traveler. [Travel tips >](#)

Announcement

TRAVELERS' PHILANTHROPY CONFERENCE

Arusha, Tanzania
Dec 3-5, 2008

[Register >](#)

Recent news

Announcing the 2008 Travelers' Philanthropy Conference in Arusha, Tanzania

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1333 H St., NW Suite 300, East Tower
Washington, DC 20005, USA
Tel.: 202-347-9203 | Fax: 202-775-0819



450 Serra Mall, Building 50, Room 510
Stanford, CA 94305-2034
Tel.: 650-723-0894 | staff@ecotourismcesd.org

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Community Projects

- Community Projects
- Companies
- Global Impact

Travelers' Philanthropy

Community Projects

Community Projects Listing

Our project directory features a growing number of successful social development programs and conservation initiatives, which have been organized by reputable responsible travel providers.

You CAN make a difference to communities and conservation by supporting the project(s) of

CLICK HERE to see a map showing the global impact of our work with Community Projects.



REGISTER

News

Award-Winning Travel

Congratulations to our travel partners, Micato Safaris, Country Walkers and Lindblad Expeditions for their top rankings among the "World's Best" Awards by Travel & Leisure Magazine. **Click here** to read the full article.

Announcing the 2008 Travelers' Philanthropy Conference in Arusha, Tanzania

Visit the official conference webpage **here**. For additional details on the conference, its purpose, and related travel opportunities for attendees, please see our **Conferences** page.














DONATE NOW

It's EASY! get your tax deductible receipt.



TRAVEL with our PARTNERS >>>



<p>Perú  Inferno Community Fund</p>	<p>Costa Rica  Nature Kids Fund</p>
<p>Dominica  Jungle Bay Community Fund</p>	<p>Perú  Patacancha Dormitory Project</p>
<p>Tanzania  Emboreet Secondary School</p>	<p>Tanzania  Simanjiro Water Bore Hole Project</p>
<p>Costa Rica  Sarapiquí Conservation Learning Center</p>	<p>Kenya  The Femina HIV Aids Awareness Project</p>
<p>Kenya  The Maasai Brand</p>	<p>Kenya  Mara Cheetah Conservation Project</p>
<p>Kenya  Maasai Education Project</p>	<p>Costa Rica  Punta Isleta's community efforts</p>
<p>Costa Rica  Titi Conservation Alliance (Formerly ASCOMOTI, Association for Conservation of the Titi Monkey)</p>	

Search our **Travel Company Directory** for holiday providers around the globe who are deeply committed to offering memorable and authentic travel experiences. All companies listed are leaders in the growth of Travelers' Philanthropy and Corporate Social Responsibility.

DONATE NOW

It's EASY! get your tax deductible receipt.

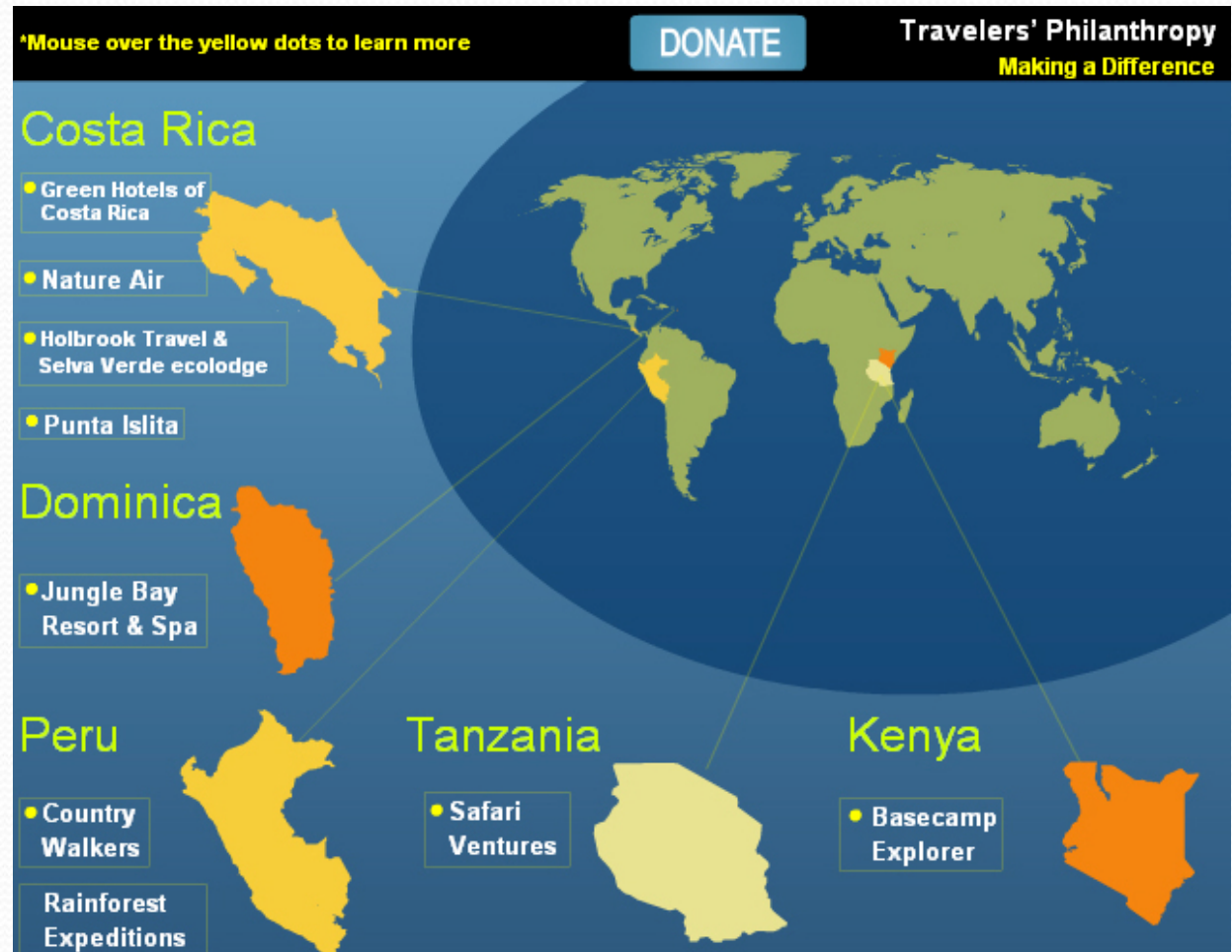


For a meaningful holiday gift, include a dedication and honoree's mailing address with your donation. We will send your honoree a letter to show them the impact made in their name!

- This page presents donation options as a list.
- Visitors can browse by country, project name, or thumbnail photo.

Visualizing Impact

- This map highlights our impact visually, as well as in text.
- Allows visitors to search by geographic region.



TravelersPhilanthropy.org

Current status:

- A fully functional web donation portal accessible from anywhere in the world.
- 14 community projects in 6 countries, and growing.
- 1000's of dollars of donations already accepted, processed, and sent to projects in developing world.
- US tax deductibility for donations, and IRS compliance.
- Growing network of partner organizations and evolving web promotion plan to reach donors.



Sources and Acknowledgments

- U.S. Census Bureau: <http://www.census.gov/mrts/www/data/html/08Q3.html>
- GivingUSA press releases: http://www.givingusa.org/press_releases/releases/20080622.html
- Association of Fundraising Professionals: http://www.afpnet.org/ka/ka-3.cfm?folder_id=2345&content_item_id=24114

Our Thanks Go To:

- Titi Conservation Alliance
 - Nature Kids Foundation
 - Sarapiquí Conservation Learning Center
 - Jungle Bay Community Fund
 - Patacancha Dormitory Project
 - Infierno Community Fund
 - Emboreet Secondary School Project
 - Simanjiro Water Bore Hole Project
 - Femina HIV-AIDS Awareness Project
 - The Maasai Brand
 - Maasai Education Project
 - The Mara Cheetah Conservation Project
 - Green Hotels of Costa Rica
 - Jungle Bay Dominica
 - Holbrook Travel
 - Country Walkers
 - Rainforest Expeditions
 - Nature Air
 - Punta Islita Resort and Spa
 - Safari Ventures
 - Basecamp Explorer
- Our conference sponsors, and the web design team at Solimar Travel and Marketing, Costa Rica.