



@PAULLYOUNG
@CHARITYWATER

1. solve the water crisis.

800 MILLION

**PEOPLE DON'T HAVE ACCESS TO
CLEAN, SAFE DRINKING WATER.**



WATER CHANGES EVERYTHING.





2. reinvent charity.



SEPTEMBER CAMPAIGN 2012



\$919,368 raised

\$1.7M GOAL

DONATE

START A CAMPAIGN

The people of Rwanda are rewriting their story.
And it starts with clean water for everyone.



▶ PLAY

INFLUENCE

RAISE

\$



bit.ly/lorys6

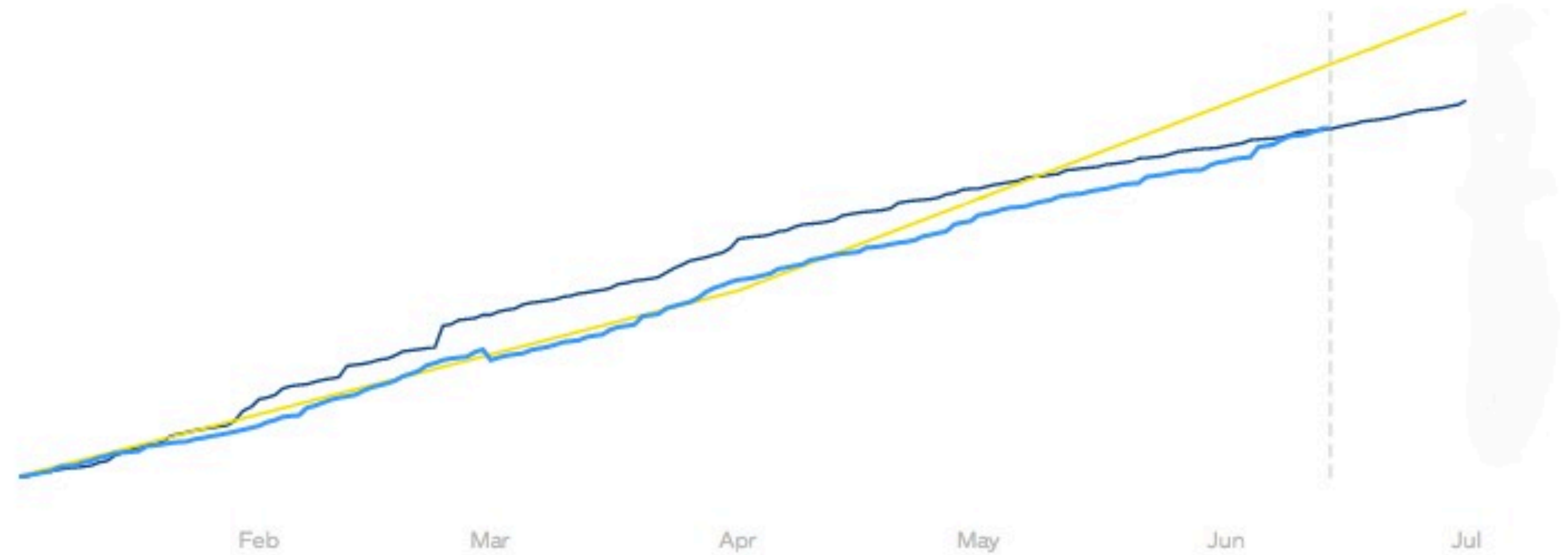
\$1.7 MILLION GOAL

- 1 400 grassroots fundraisers @ \$400 average
- 2 30 fundraisers @ \$5000 average
- 3 15 fundraisers @ \$15,000 average
- 4 8 fundraisers @ \$30,000 average
- 5 5 fundraisers @ \$50,000 average
- 6 3 fundraisers @ \$100,000 average

WATER REVENUE

Where We're At <small>Actual YTD</small>	\$X,XXX,XXX
Goal for the End of Q2 <small>Plan Q1+Q2</small>	\$X,XXX,XXX -\$XX,XXX (-X%)
Where We Should Be Today <small>Plan YTD</small>	\$X,XXX,XXX -\$XX,XXX (-X%)
Where We Were Last Year <small>PY Actual</small>	\$X,XXX,XXX +\$XX,XXX (+X%)

Actual Plan PY Actual



REVENUE STREAMS

MYCW

CWO

OFFLINE



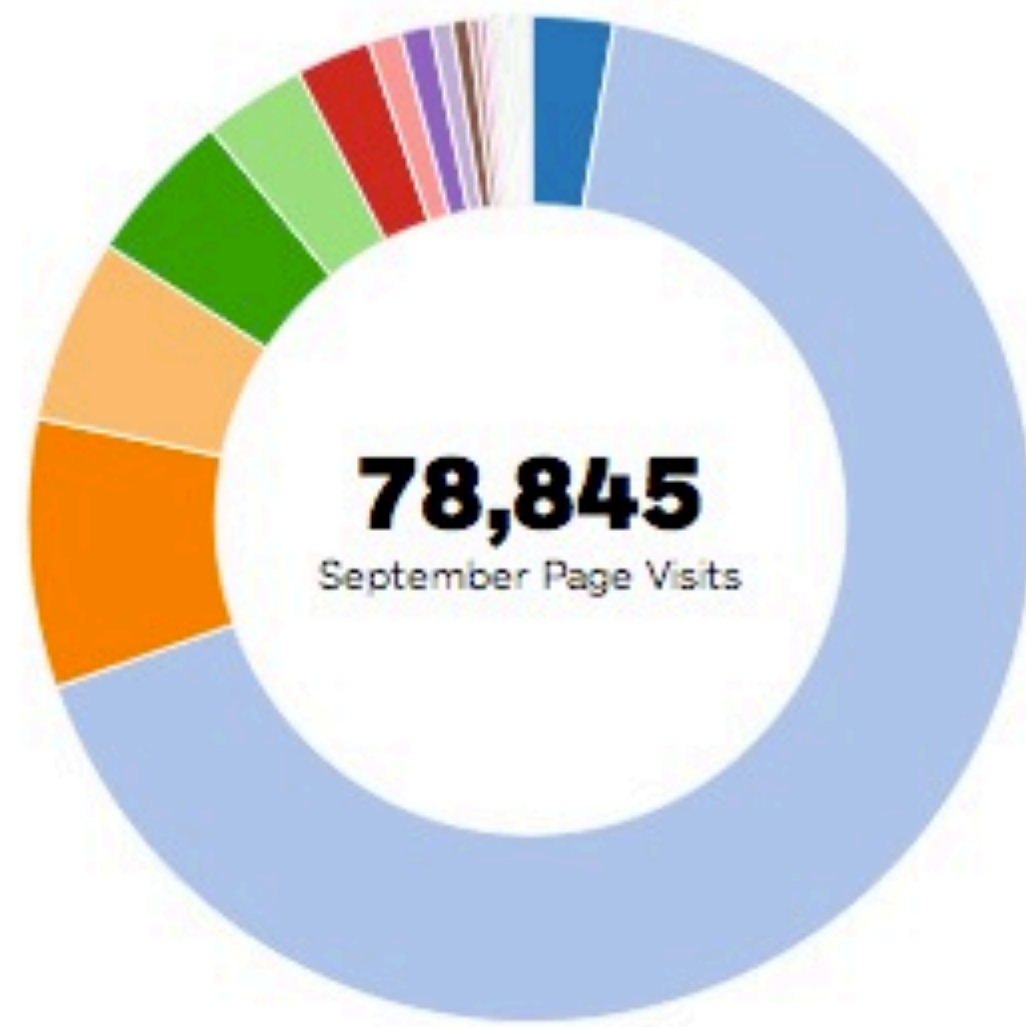
Where We're At <small>Actual YTD</small>	\$X,XXX,XXX	\$X,XXX,XXX	\$X,XXX,XXX
Goal for the End of Q2 <small>Plan Q1+Q2</small>	\$X,XXX,XXX -\$XX,XXX (-X%)	\$X,XXX,XXX -\$XX,XXX (-X%)	\$X,XXX,XXX -\$XX,XXX (-X%)
Where We Should Be Today <small>Plan YTD</small>	\$X,XXX,XXX -\$XX,XXX (-X%)	\$X,XXX,XXX -\$XX,XXX (-X%)	\$X,XXX,XXX +\$XX,XXX (+X%)
Where We Were Last Year <small>PY Actual YTD</small>	\$X,XXX,XXX -\$XX,XXX (-X%)	\$X,XXX,XXX +\$XX,XXX (+X%)	\$X,XXX,XXX +\$XX,XXX (+X%)

SEPTEMBER CAMPAIGN

11

Campaigns Activated Yesterday
(797 Total)





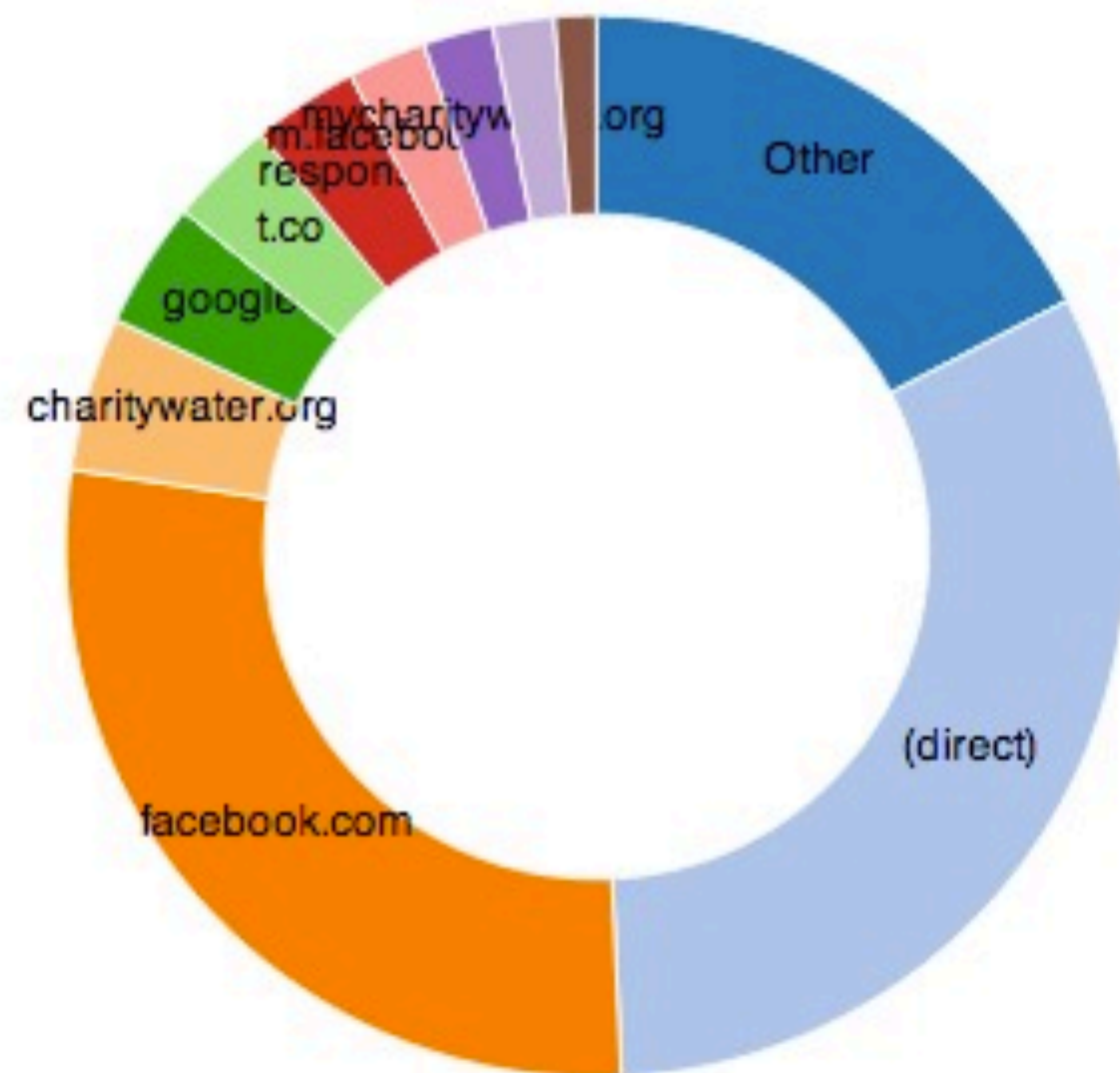
1,217
Start Campaign Button Clicks
2% Conversion Rate

670
Campaigns Created
55% Conversion Rate

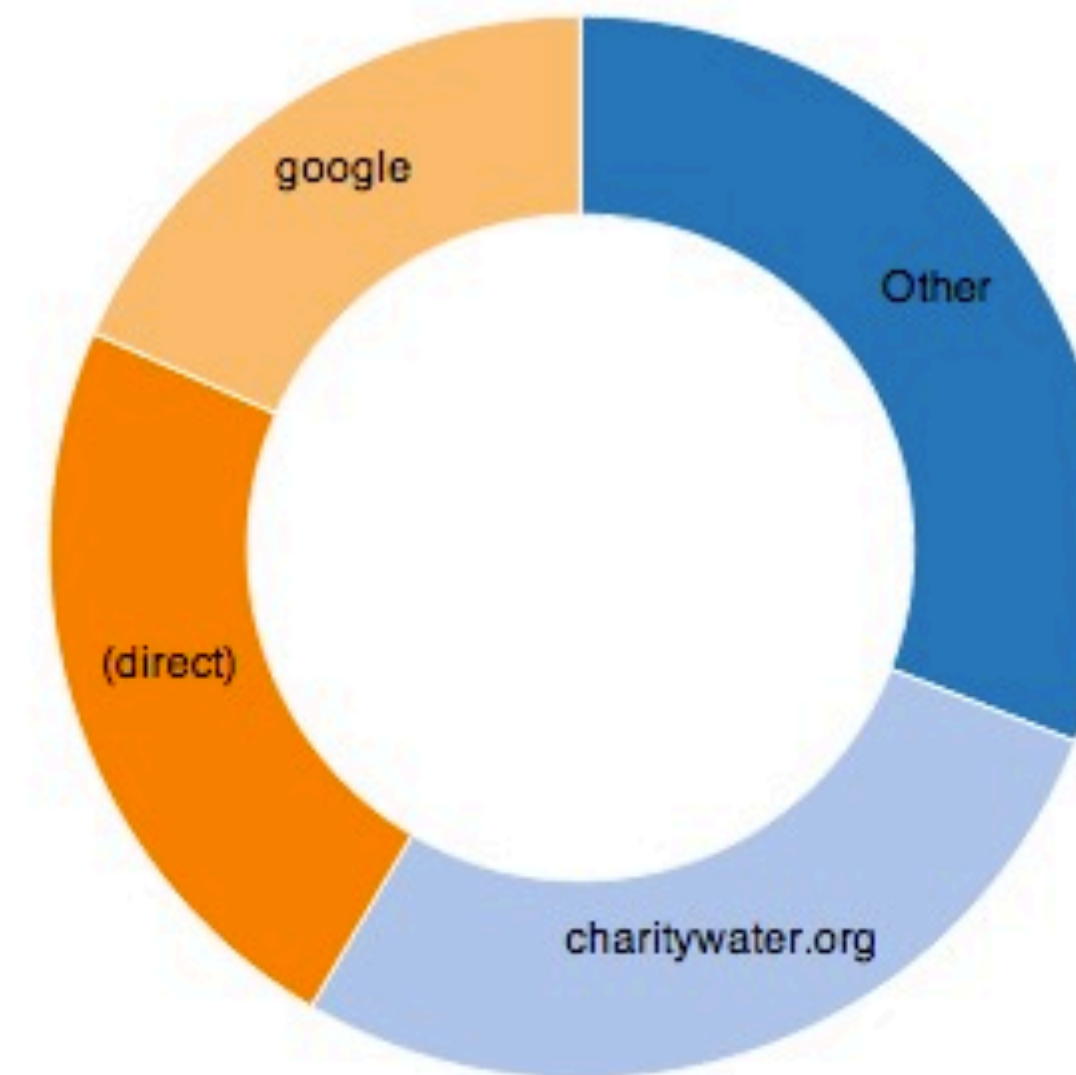
1,095
Donate Button Clicks
1% Conversion Rate

900
Donations
82% Conversion Rate
\$46,351

Donation Referral Sources



Campaign Creation Referral Sources



TAKEAWAYS

- 1 ALWAYS BE TESTING. TRY OUT OPTIMIZELY FOR EASY A/B TESTS**

- 2 GOOGLE ANALYTICS SOURCE TO CONVERSION TRACKING.**

- 3 FORGET LIKES. FOLLOW DOLLARS.**

- 4 MEASUREMENT IS ABOUT PROCESS AND CULTURE, NOT TOOLS.**

- 5 THE GREATEST ANALYTICS ENGINE OF ALL IS THE HUMAN BRAIN.**

THANK YOU.

@PAULLYOUNG
@CHARITYWATER