

# Knudger.com

## KNUDGER GROUPS

### WHAT IS IT?

Knudger Groups is a ground breaking social fundraising model. It enables clubs, charities or organisations to fundraise by using their members' social networks.

### WHO COULD USE THIS?

Any club, charity or organisation that wants to raise funds.

### HOW DOES IT WORK?

- Step 1. Club organisers set up a group on [www.knudger.com](http://www.knudger.com)
- Step 2. The club recruits their members to register their social networks with the group.
- Step 3. Knudger finds a symbiotic organisation that would like to promote itself through the members' social networks.
- Step 4. A campaign with example text, an image and a link are presented to the group.
- Step 5. Group members post the campaign on their social network through the [knudger.com](http://knudger.com) platform
- Step 6. The club is paid each time one of their members' followers click on the link.

## ADVERTISERS

Advertising organisations can set the amount they want to spend. They can also select the amount they wish to pay per click to the chosen website. Advertisers decide on the example text they wish people to use and have access to a management dashboard to see who posted the campaigns and how many clicks it generated for them.

## WHAT'S IN IT FOR A CLUB?

- » No cost and high impact revenue generation.
- » Transparent, simple and fast fundraising capability.
- » Harnessing their members' social networks.
- » Over 8 social networks supported.

## WHAT'S IN IT FOR AN ADVERTISER?

- » Word of mouth referred traffic to a chosen website link.
- » Localised social seeding promotion on multiple social networks.
- » CSR donation to a chosen charity.
- » Social signals SEO benefit.