The Computerworld Honors Program

Honoring those who use Information Technology to benefit society

Final Copy of Case Study

YEAR:
2012

STATUS:
Laureate

Organization:
iGivefirst

Organization URL:
www.igivefirst.com

Project Name:
iGivefirst

What social/humanitarian issue was the project designed to address? What specific metrics did you use to measure the project's success?

iGivefirst was designed to address the issue of social involvement through the avenue of mainstream media and new technology. There has been proof that people pay attention to and are sympathetic towards the social/humanitarian issues that they read on news websites, but other than passing that information on through their social circles, their involvement doesn't go any further. iGivefirst is a social giving platform that allows website visitors to safely donate to their favorite federally registered charities with one click of the "Give" button. Website owners, bloggers and online publishers can implement the technology into their sites and encourage their visitors to donate any dollar amount to the charity that relates directly to the issue they read about. This allows users to no longer just share the information that touches them, but truly make a difference.

Please describe the technologies used and how those technologies were deployed in an innovative way. Also, please include any technical or other challenges that were overcome for the successful implementation of the project.

The expansive reach of social media was the inspiration for the project. We know that people are interested in reading about social issues online and that they also like to share those issues with their friends via Facebook, Twitter and other social media outlets. iGivefirst deploys its technology

in an innovative way because we are drawing upon technology that is already familiar and proven to be in use but we utilize it in such a way to increase social involvement. The "Give" button is very similar to the Facebook, Twitter and other sharing buttons accompanied with websites and used by millions online each day. iGivefirst completes the social Internet trifecta of the future which will be "Like", "Tweet" and "Give". iGivefirst encourages Internet users to not only voice their empathy and support for social issues, but to contribute financially and make a significant impact. Some of the challenges have been associated with the security of our technology and the potential for online hackers to take advantage, much like what happened during Hurricane Katrina. We have overcome these challenges by ensuring each person's donation is safe and legitimate. iGivefirst piggybacks on consumer-recognized media brands to enable people to give directly from the article they're reading. This creates an additional layer of security, which would require hackers to hijack the larger media sites. We also use 256-bit encryption on all transactions.

Please provide the best example of how the project has benefited a specific individual, enterprise or organization. Feel free to include personal quotes from individuals who have directly benefited from the work.

Nonprofits benefit because there is no up-front cost to participate in the program and they can expand their donor reach. Media partners benefit because they can generate new ad revenue by displaying the "Give" button. Sponsors benefit by strengthening their corporate cause marketing and community support initiatives.