

TOP NONPROFITS HIGHLIGHT SOCIAL MEDIA AS KEY FUNDRAISING DRIVER IN [FUNDLY.COM](#) VIDEOS

Nonprofit Volunteer Network HandsOn New Orleans Wins \$1,000 Grant for Best Video

Palo Alto, CA JULY 20, 2011 –

Fundly, the provider of the largest social fundraising platform, today announced the winner of a first-of-its-kind social fundraising video contest. [HandsOn New Orleans](#), a nonprofit volunteer network with a mission to transform communities through volunteer service and leadership development, was named the winner from among an impressive field of entrants.

“We want to tell the story of how volunteers come to take action, make an impact, and stay involved,” HandsOn said in the winning [video](#), recipient of a \$1,000 grant for creating the top video in the contest.

“HandsOn New Orleans will be using our grant to engage a wider local volunteer base to provide continuity to our visiting volunteer efforts,” said Stefanie Alexander, head of social media for HandsOn New Orleans. “These volunteers will serve as volunteer leaders, providing not only continuity to the various projects we have throughout the city, but also helping to recruit new volunteers within the community.”

“As these projects develop and gain strength from our volunteer leaders, the HandsOn social media department will document the progress of each project,” said Alexander. “Using photo and video documentation will enable HandOn New Orleans to develop fundraising campaigns that powerfully demonstrate to our donors the impact of their gift.”

HandsOn New Orleans’ 1-minute [video](#), finished as the favorite among viewers with hundreds of views and the winning vote count. HandsOn successfully engaged it’s own network via social media to view, “like” and vote for the video in the week-long judging period.

It was also the jury favorite. “The enthusiasm of the Hands On New Orleans organization really shone through in the video and the members of the jury gave it high marks for winning hearts and minds by telling volunteerism stories via the social web,” said Dave Boyce, ceo of Fundly.

Dozens of [videos](#) were submitted to the Fundly Social Video [contest](#), many of which demonstrated engaged non-profit organizations’ elevated awareness and understanding of the fundraising potential for social media. Notable mentions included submissions from [The Tipitina Foundation](#), [Falling Whistles](#), [Young Angels](#), [Philanthro](#) and [Alliance for Climate Education](#), making the final decision a tough one for the jury panel.

About Fundly

www.Fundly.com

Based in Palo Alto, CA, Fundly was launched in 2009 and has over 500 cause-based organizations as customers (non-profits, political organizations, and educational institutions). Fundly has been growing 600% year-over-year and has helped clients raise more than \$211 million to date. Current customers include Silicon Valley Education Foundation, American Red Cross Silicon Valley Chapter, Boise State Athletic Association, and Special Operations Warrior Foundation. The company has won multiple awards, including three Pollie Awards, two Reed awards, and one Silicon Valley Emerging Technology award.

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