

Application of Internet Marketing in Effectiveness of Leading Non-Governmental Organizations of India

Shubhra Sinha

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Abstract

The whole world is facing problems on various dimensions of human existence such as; economic, social, environmental or security. Issues related to conflicts, natural and human made disasters, forced migration civil wars etc. are emerging at regular intervals at global scale, which leads to many problems some are man made and some natural in both cases human being are sufferers. Governmental help and efforts are not enough to address all issues. Here Non Governmental Organizations (NGOs) plays an important role in creating peaceful societies and help marginalized people or groups. The NGOs need help to channelize their cause and reach out the people in a very cost effective way and a very short span of time. Undoubtedly in all this internet acts as a marketing medium for NGO is a great help.

While there are numerous studies on marketing of NGOs but there are few studies on how internet and its marketing allies can help NGOs. This study had used exploratory research paradigm and established the role of internet marketing for NGOs and its effectiveness. It was found that leading NGOs of India are using popular social media tools and its use is proportionately increasing according to their annual income and expenditure.

Keywords: Internet marketing; NGOS; Social media.

Introduction

In a society there are always some changes and challenges. No matter whether they are developed or developing. There are always a section, a thought process and many other evils which need to be addressed. Where developing world facing

the problem of unemployment, poverty, education, gender inequality etc. The developed world is facing problems like abuse, cyber crime, natural calamities etc. So both worlds have place for issues to be addressed. To deal all these problems governmental agencies and their role are not enough. Non government organization plays a vital role in solving all these causes. Government sector provides basic service in all countries but resources ingenuity of private and voluntary sector must play their role in the key development and equity challenges. They are doing great job in keeping the commitment "*leave no one behind*".

Estimates of Number of NGOs

- ❖ 30,000 national NGOs in developing countries
- ❖ 29,000 approximate international NGOs
- ❖ Community based organizations across

Author's Affiliation: Research Scholar, School of Business Student, Sharda University, Greater Noida, Uttar Pradesh 201310, India.

Coresponding Author: Shubhra Sinha, Research Scholar, School of Business Student, Sharda University, Greater Noida, Uttar Pradesh 201310, India.

E-mail: shubhra.s259@gmail.com

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the developing and developed world that number in the hundreds of thousands

--World Bank, Economists

“The number of NGO has increased in the last decades” (Pope, et al. 2009).

For achievement of sustainable development goals (SDGs) any government or country need help of some other organizations which easy access to the society, different society group. NGOs help the needy people through their own initiative programs etc. and even implement government programs easily among needed people due to their easy reach. Today world is changing and NGOs also not far away from this. They also need modern mediums in their functioning. Here comes the role of internet marketing for the social causes. This medium is very helpful due to its 24 hours presence, easy access to wide range of people and very cost effective.

Internet helps nonprofit organizations in:-

- i. Fund raising
- ii. Donations
- iii. Social causes
- iv. Charity events
- v. Reaching supporters etc

According to Mokwa NGOs main role is:-

- i. To attract resources (funds and volunteers)
- ii. To establish priorities for social action programs
- iii. To allocate resource to beneficiaries

The world’s environment increasingly turbulent, unstable and changing. Now society is more

complex, competitive and demanding which need accountability and responsiveness. There is great demand for informal networking, money and volunteers for many causes. All non governmental organization need better resources, strong donor, staff and volunteer loyalty.

“This has led to a more competitive environment for NGOs and their continuity. Many NGOs are facing resource scarcity in varying degrees and proportions” (Balabanis, et al. 2007).

So internet and social media are powerful tools for any NGOs.

Aim of study

- This paper is going to study the effect of the use of internet marketing by the Non government organizations.
- To explore the engagements patterns and trends of leading NGOs of India in digital marketing.
- How they have benefitted through this medium of marketing?
- Learning from the experiences of selected digital media campaigns by NGOs.

Literature review

Most nonprofit organizations use marketing as the tool to create the change they are trying to achieve. In 2009, Recharad Waters, Emily burnett, Anna Lamm and Jessica Lucas explored how nonprofits had utilized Facebook since 2006 when

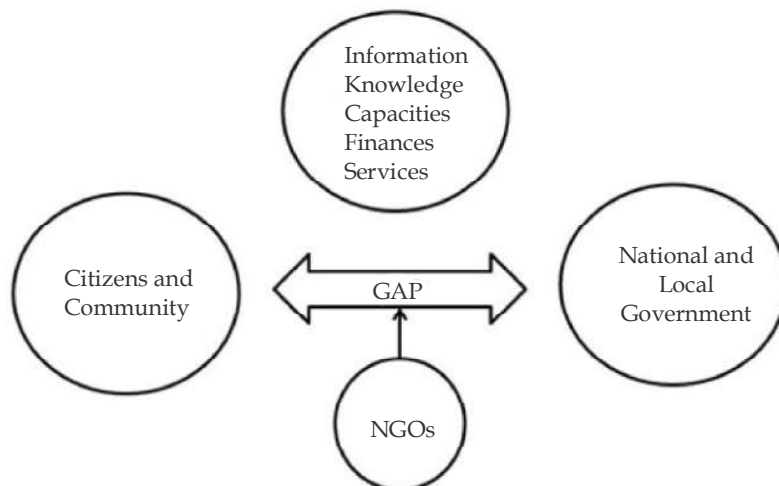


Fig. 1: NGO’s “gap filling” Role in Development

Facebook first allowed organizations to create pages. In their article, "Engaging stakeholders through social networking: How nonprofit organization are using Facebook" they conducted a study that analyzed 275 random sample nonprofit and the content on their Facebook pages.

"Funding agencies helped the NGOs by creating common platform for them to reach the donors but many NGOs are unaware of such agencies" - (Wiebe, G.D -1952 and Kotler - 1971).

"Social marketing technical and tool can be applied in a wide range of human situations and context and useful for non-profit" - (Bennett and Sargent - 2005).

"The non-profit marketing theory is linked to economic social and political model"- (Powell and Stemberg - 2006).

"Marketing can provide management orientation and policy frame works that is compatible with NGO perspectives" - (Mokwa).

"Social marketing is a much larger idea than social advertising and social communication" - (Kotler and Ealtman).

Nancy Schwanrtz, founder and president of a Non-profit marketing firm said "Marketing for non-profit is all about building relationship". Social media sites are a gold mine of free marketing opportunities. It is important to research that most of the advertising on these sites are free for NGOs but it does take time for someone with the organization to keep it working and "Time is Money". Each of these techniques works in tandem with others.

Hebbar and Acharya, (2003) looked in to the direction of change in the existing social institutions and those established in India after independence and also the obstacles to forming effective social institutions in the country.

Tiwary, (2003) evaluated the effectiveness, efficiency and impact of NGO work making a study of two NGOs in West Bengal and Jharkhand respectively in the field of joint forest management and rural development.

As society moves out of the "Information age" and in to the "connected age", social media marketing has become increasingly important and essential for nonprofit organizations looking to distinguish themselves and compete for the limited amount of funds available. According to the social exchange theory, there are a number of factors leading individuals to give to a charitable cause. - Bekkers and Wiepking (2011).

Sixty four (64)% of NGOs indicate they struggle connection supporters with their fund initiatives. Managerially, 59% want to be able to engage supporters but lack marketing capability to do this for funding purposes. A little over one third of these trying to develop effective marketing strategies have difficulties implementing their plans. Furthermore, 22% want to make their marketing dollars to further, yet lack the skill set to measure impact from these efforts. NGOs are using the internet to raise funds, increase awareness, and improve relationship. A lack of expertise and financial resources hinder NGOs capitalization of web content. - (Constant Contact - 2012)(www.constantcontact.com/in).

"Marketing for non profit is creating, communicating, delivering and exchanging offerings that have value for customers, clients, marketers and society at large. (Anderson, 2012).

Social media and the internet present NGOs vast opportunities to extend reach and drive donations. NGOs surveyed by the Case Foundation reported that their most important communication tools were their websites and email. (Sharma, 2014).

As the number of nonprofit organization continues to increase, competition for donations in the nonprofit sector intensifies (Hopkins et al., 2014). To make matters worse, people are also becoming unwilling to donate because they do not trust NGOs (National council for Voluntary Organization 2004: Sargeant et al., 2006). In Taiwan, 34.16% of NGOs are experiencing operational difficulties caused by inadequate funding. This scarcity of funds is also common in other countries (Charities Aid Foundation, 2014; Nonprofit Finance fund, 2014).

This literature review has revealed that internet marketing has come a long way in a short time. Internet marketing has influenced and helped in key four areas of NGOs marketing. These are Branding, Cause relative marketing & Celebrity endorsing, fundraising and finding volunteers.

- a. *Branding*: - A NGOs develops its presence through sign, symbol, design & combination of other social activities. Internet as a medium helps a lot in this, many top active NGOs developed their brand through the immense reach of internet and now they are house hold name like "Save the children", Helpage India etc. As Bennett and Gabriel (2003) found that a more favorable brand image results in higher donation amounts.
- b. *Cause related marketing*: - There are many

examples where an organization started taking care social issues and placed it on platforms and their message reached to millions in few hours, which was not possible through any other medium so fast and quick. As many said "Internet help in mission identify, satisfy societal expectations for social engagement, while maintaining focus on the firms profit generation." (Runte et al.).

- c. *Celebrity endorsing*:- This is a very popular form of Marketing now days and NGOs have also benefitted a lot through this. On internet many platforms celebrity endorsing is free for NGOs and reach is very high because of the popularity of celebrity.

These similar kind of approaches used by NGOs to gear up their activities and causes.

- d. *Funding and volunteers*:- these two are core issues for all NGOs and they find difficulties but Internet a 24/7 medium is very effective in this, many leading NGOs raised a lot of fund through internet and also like minded people joined the organization when they came to know about the issue.

Discussion

Whether small or known global organization, regardless of their size NGOs all over the world are essentially facing the same challenges, carrying out their mission with limited resources communicating the issue they advocate to their stake holders, to the media and raising the funds they require to do so.

- i. Changing society and profile of available volunteers changed
- ii. There is decrease in govt. support of finances and increase of legislation
- iii. Tax benefit lowered the bracket made fund raising difficult
- iv. Reaching out to right people for right cause
- v. Listing the promotional efforts, communication channel and promotional material etc

There are some key problems faced by all NGOs like (Maximpact, 2017):

- i. Lack of resource, budget, absence of strategic planning, poor governance, networking, and time management etc are challenges that mainly NGOs experience.

- ii. Most NGOs do not maximize the use of current technologies which could facilitate better communication and networking.
- iii. Development approaches are not much flexible sustainable and relevant
- iv. The funding has no conceptual programs
- v. Lack of dedicated leadership
- vi. Inadequate train staff
- vii. Misuse of fund
- viii. Lack of public participation
- ix. Lack of volunteers

In all these problems internet marketing can play a great role. All elements internet marketing like websites, blogs, SEO, email marketing and social media are some of the bigger players in NGOs marketing strategy. Internet spread the messages of all change and work done with a speed which any other means cannot do. Effective use of internet can assist NGOs in staying ahead of important regional, national and global concerns. There are many apps available on internet like Maximpact, etc. and help with new skills, can train staff, helps in branding the organization, easily connect to volunteers, target audience. With the help of internet NGOs can find out constituencies to work, can identify what they want and how they can provide that easily and satisfy people efficiently.

With the help of available apps on net NGOs can easily sort out things like:

- i. What are the direction or points need to be addressed.
- ii. To monitor result of their work and publicize them.
- iii. How to modify their programs.
- iv. Focus the key audiences and needy and articulate strengthen and weakness.
- v. How to communicate with audience to know how to contact organization and use services.

"Social proof is the positive influences created when people find out others are doing something. Now suddenly every else want to do that something too" - (Brian Gardner)

Relevance of internet marketing for NGOs

Internet marketing is demand of the century and, there are companies which in a time period of four five years reached to the level of multinational just with help of internet marketing like Jabong,

flipkart, Paytm, quikr etc. The same is with NGOs many leading NGOs have taken advantage of internet marketing and succeeded in their goals and continue to grow. They cannot imagine their marketing without internet.

Some leading campaigns on internet which was very successful:

We can take examples of top ten NGOs of India like Goonj, Smile foundation, Samman, Pratham, Helpage India etc. all of them are related to cause of children, social problems, poverty etc. and has been profited by online marketing campaigns whether it was awareness or collecting funds internet helped them a lot.

We can take examples of many innovative social cause marketing campaigns on internet which are hugely successful. They could not have been popular and effective without internet. Some leading campaigns in India are also suggesting the success of well throughout social media campaigns (Vinaya, Eleven innovative social cause marketing campaigns of 2015, 2015).

i. Mahindra # seed the rise

Mahindra and Mahindra initiated crowd funding campaign to help farmers in which celebrity endorsing was used. Nawazuddin an actor (himself a farmer's son) was used to promote the cause. They also tied up with food bloggers and chefs across India and donation was pouring up.

ii. Nivea India Moms touch

Social media campaign in which extraordinary mothers who wants better future for their child and their stories shared on social media each time the video was shared Nivea contributed 100 grams of rice.

iii. Turtle # Save little Shelly

Men's life style brand started a campaign on world's turtle day to raise awareness about these endangered species.

iv. Water is life

This is campaign through videos and email to raise awareness about misuse of water. The fund of more than \$2 million was raised and clean water for around 30,000 people in Rwanda was made possible.

Big Dig campaign of water on Instagram raised almost \$3 million and clean water was made available for around 35,000 people in Malawi.

v. The awkward conversation project

Deptt. of health started this teens related problems. Youtube videos were posted on social media which talk about embarrassing or difficult issues that can be damaging to their health. These ten videos were watched by 4 million people in a very short span of time. The results are:-

- These videos have 3, 974,897 views
- They achieved 135,707 Youtube likes
- All video featured in the top 50 most liked videos on Youtube

vi. Join my village

Join my village is a non profit organization the works on the basis of click to connect social change initiative. It gives the power to inspire charitable donations from companies like General Mills and Merck to women and girls from Maloawi and India through CARE. All you had to do was "like" the Facebook page and become a fan. For every like, the companies would donate \$1 (Vinaya, Join My Village:\$1 For Every Facebook Like!, 2012).

vii. The Bloodline Club, a Tata Docomo Initiative

Needing blood urgently is a very common phenomenon and despite having a large number of donors around us, sometimes we do not connect at the right tie and a life is lost. The bloodline club, an initiative by Tata Docomo is a website that takes your mobile number and blood group. You can request as well as donate blood quickly through this existing network that also users Facebook and Twitter.

viii. American red cross: Hurricane Sandy app

This app created by red cross society to communicate with people in a new way. It provided real time information which enabled users to track the storms and find the nearest shelters. They can even contact with their loved ones. It also offered valuable advice on protecting homes before disasters. This app was success with:-

- 900% increase in engagement with Red Cross preparedness information compared with previous methods

- 750,000 downloads
- 52m page views
- 15 m visits
- 11m alerts sent

ix. 38 degrees: Save our NHS

In Feb-2012, 38 Degree wanted to make the government’s proposed the change to the NHS a major issue during the London Mayoral elections. The aimed to do this with a high profile poster campaign but funding was very expensive. So they started an email campaign to raise pound 5000 in three days. The result was impressive with the initial point 60,000 target met in just 6 hours.

x. Ching’s Secret India Ke hunger kibajao

The Hakka Chinese brand in partnership with Akshay Patra a non profit organization which runs the largest mid day meal program. The campaigns said it takes only Rs. 750 to feed a child for a whole year. A video featured actor Ranvir Singh was shown that what all can be bought with Rs. 750/- . A campaign website served as an information and donations hub.

Some other examples are

Social Initiatives Group (SIG) of ICICI. A particularly innovate ICICI supported programs is the new GIVE Online, promoted by Give Foundation, a non profit organization whose mission is to help non profit organization to raise funds and to promote greater accountability and transparency. This is a charity portal that allows people to donate online.

Google org. is supporting Pratham Books to rapidly expand the reach of their translation platform. The books are translated into regional languages of India and made available to the children. Like this Google is giving an open source platform to translate books.

Creating opportunity through mobile cash transfers:- Research shows that giving money directly to the world’s poorest has a positive long term of impact on their food security, mental health and earnings.

Closing the education gap:- In 2016 Google org. launched and a supporting innovative education to non profits with a \$50 million global initiative.

Ice Bucket challenge:- This was popularly known as ALS Ice Bucket Challenge to promote the awareness about a less known disease Amyotrophic lateral sclerosis or motor neuron disease. It was an activity of dumping a bucket of ice and water over a person’s head by himself or by other person. People shared more than 1.2 million videos, at its peak, the challenge generated more than 70,000 tweets per day (Frazier, 2016).

“The Ice bucket challenge was a gross root campaign but that experience shined a light on the potential of social media and how non-profits can leverage the channel for good”. Ryan Merclean.

Recently whole nation was outraged after Pulwama attack. Each and every one wanted to connect with the family of martyrs and do something for them.

Bharat Ke Veer is a government initiative. It is website and trust where anyone can donate money directly to the account of martyrs. Within a week after the Pulwama attack all 40 martyrs received 15 lakh each. We can see the power of

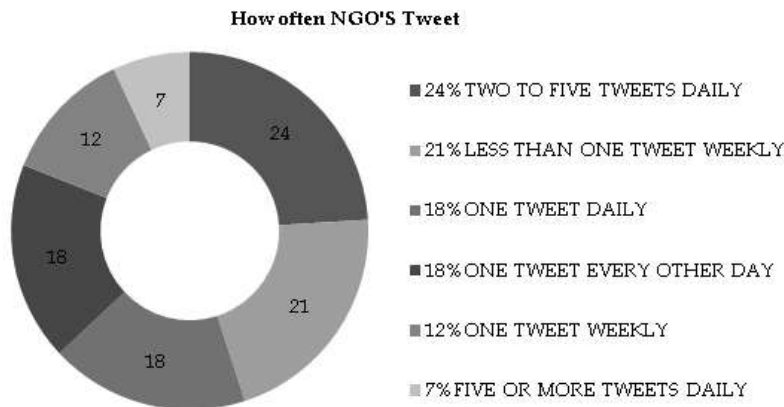


Fig. 2: Shows how frequently NGOs are tweeting and active [1].

1. <http://techreport.ngo/2018/02/22/often-ngos-post-social-media/> How often the NGOs use social media (Techreport, 2018).

How often Nonprofits Communicate



Fig. 2:
Source:- 2016 Non profit communications, Trends report npmg.us/2016

internet. Even government grants can not reach to the family of martyrs so quickly and easily. Till date this website has received appx 200 Crores in short time. You can pay minimum Rs. 10/- to this website. With this initiative social cause reached to the grass root.

Paytm also collaborated with NGO CWWA (CRPF Wives Welfare Association) and raised 47 Crores in a week for Pulwama Martyrs. These are some examples which shows the power of technology and internet when collaborated with the cause.

There are also some free internet marketing available for nonprofit organization:-

- i. **Google Ad Grants:-** Google’s Ad Grants program, which is basically free money given to non profit to advertise on the world’s largest and most effective search engine. Both Microsoft and Google give roughly 1 billion dollars to help non profits promote their causes online each year.
- ii. **Make YouTube Videos:-** With more than 80 million monthly visitors, YouTube is an effective online venue to market non profit organization. In order to successfully do this, non profit have to go beyond just posting product videos or sharing random thoughts. Be focused and determined with message.
- iii. **Create your Own LinkedIn Group:-** Creating a LinkedIn group is absolutely free, and it enables non profits to give target market and other professionals in their cause.
- iv. **Apply for Facebook “Donate Now” Button on Non profit page:-** In Aug-2015 Facebook announced that they are allowing selected

non profits to add a “Donate Now” call-to-action button to their Facebook page encouraging users to act right on Facebook.

- v. **Get a local Celebrity and endorse charity:-** A local celebrity can endorse a social cause free for the organization.

There are many free online courses for NGOs to help in marketing:-

These courses provides free and affordable classes. Some of these are Udemy, Google Certification and Courses, Constant Contact Social Media Quickstarter, Copyblogger Internet Marketing for Smart People, Hubspot Inbound Certification, NonprofitReady.org etc.

Table 1. Illustrate that all of these top Ngos have their payment modes and they are spending money on their website development and social media presence. All of them are spending a significance amount of money and they have their online donation links. We have studied about the expenditure in year 2015-16 of all these top NGOs and we can see they have substantive allocations of funds like Care and world vision have 2,196 millions and 3,644 millions respectively. There are some organization which are not more than ten years their expenditure is not as much as comparively high like other established NGOs but adequate enough to maintain social media.

Table 2. Shows the intensity of social media presence particularly on facebook, Twitter, Instagram and You tube. We can see for example in the case of SMILE foundation their likes is 13,94588 on facebook, Nanhikali have 1,48000 followers on twitter and Akshyapatra have 8,662 tweets and smile 9998 which shows how much they are active on social platforms. In month of March almost

all above listed NGOs have 20 posts on average Facebook. This shows that almost each and every activities they are sharing on social media. Similarly on Instagram and youtube have many followers and posts about their activities. Like Care foundation has 1898 posts on instagram and 16,700 followers, all NGOs are very active on their all accounts and regularly posting which shows they

have a social media marketing active and efficient team. They are very active on all platforms of social media and using this medium for their activities. With the help of social media they are spreading their cause and activities to millions in a very short span of time and very effectively. They are reaching to new people and connecting with them easily. They are involving a very influencing population

Table 1:#

Name of NGOs	Payment Mode			Website Development Cost Range	Expenditure of 2015-16 (in millions)
	Online Payment	Wire Transfer	Draft/CC		
Deepalaya	Yes	Yes	Yes	10000 - 14000	Rs.103.6
Dignity foundation	Yes	Yes	No	20000 - 25000	Rs.31.9
Smile	Yes	No	No	45000 - 47000	Rs.249.04
Cry	Yes	No	Maybe	14000 - 17000	Rs.226
Goonj	Yes	Yes	No	18000 - 21000	Rs.139.8
Akshaya Patra	Yes	Yes	No	18000 - 21000	Rs.278.7
Nanhi Kali	Yes	No	No	16000 - 17000	Rs.389.9
Pratham NGO	No	No	No	2000 - 5000	Rs.276.18
Bachpan bachao	Yes	No	No	8000 - 12000	Rs.79.52
Save the children	Yes	No	No	12000 - 25000	Rs.68.28
World vision	Yes	No	No	28000 - 32000	Rs.3,644
Care foundation	Yes	No	No	20000 - 28000	Rs.2,196
Helpage India	Yes	No	Yes	15000 - 22000	Rs,915

This table is prepared by author from compiling data for annual revenue from their annual report of 2015-2016 and the website development cost is approximated on the basis of website features. Online payment modes and other features are directly taken from the investigation of the website.

www.worldvision.in/
www.smilefoundationindia.org/
www.savethechildren.in/about-us
www.pratham.org/
www.nanhikali.org/
www.cry.org/
www.helpageindia.org/
www.helpageindia.org/
www.dignityfoundation.com

Table 2: Social Media Presence ##

Name of NGO	Facebook	Twitter		Instagram		YouTube	
	(No. of Likes)	(No. of Followers)	(No. of Tweets)	No. of Followers	No. of Posts	Subscribers	No. of Videos
Deepalaya	9429	736	1688	216	66	137	23
Dignity foundation	14948	968	1127	3,879	138	211	10
Smile	1394588	18700	9998	24300	2217	1124	80
Cry	415964	2083	9,620	16700	1,898	3768	223
Goonj	208416	1,004	3,758	14,500	827	1529	98
Akshaya Patra	2127066	12500	8662	22300	817	5010	250
Nanhi Kali	61290	148000	5002	3294	771	1075	73
Pratham NGO	73320	21412	4,560	2663	894	6641	194
Bachpanbachao	28987	9815	1191	1559	84	1015	5
Save the children	1345800	27200	7401	720000	2398	97964	262
World vision	247209	156000	4063	2237	908	2326	201
Care foundation	708790	32000	3624	279	45	708	88
Helpage India	121890	3159	6015	3542	423	8582	175

##. Table 2 is a compilation of author from social media pages of leading non-government organizations. Sources of the information are their respective social media pages on facebook, twitter, Instagram and youtube. The above data was taken on March 25th 2019 and figures are inclusive of previous day activity.

youth with their cause with the use of Internet, as we know that this medium is very popular among younger generation. Nearly 50 percent of the developing world population is young and children so without youth participation no campaign, strategy or mission is going to succeed.

Conclusion

Awareness, Engagement and result is the core issue for any NGO and Internet marketing is solving this purpose for NGOs. We have seen examples where a difficult cause was easily solved, whether it was donation or awareness all achieved through internet marketing. Internet present vast opportunities to extend reach and drive donations. In the fast changing environment the number of NGOs is growing and resource acquisition becoming difficult day by day. They have to build a marketing strategy to fulfill their goals. NGOs always have a governance gap and find difficulties in fund raising, reaching out to people, finding volunteers etc. These all issues can be addressed with the help of internet marketing. "Internet marketing shouldn't be out there alone; it should be integrated and aligned with strategic goals and target audience," – Beth Kanter.

Any NGOs need a focused group of volunteers to carry out their agenda and for this they need demographic census data, key informants, survey of consumers, sponsors, donors, referral sources etc. All this can be achieved in few hours with help of Internet. With the help of Internet marketing NGOs benefits 4 major things for their organization:

- i. They can enhance their reputation and build up a brand for their work and organization in a community.
- ii. They achieve credibility and loyalty with community and people.
- iii. They can easily deliver their works and services, and purposes to the society.
- iv. Gain volunteers more quickly and build membership even strengthen their donor list.

NGOs no matter, big or small, in size, global or national, moderate budget or more budget, one thing is clear that with the use of internet marketing the achieved credibility while building loyalty, enhanced their reputation, build membership and volunteers quickly and strengthen donor relation and build new ones in a short time. Social media sites works as a gold mine for NGOs where all type

of problem has an answer.

"Great marketing goes not have to be expensive in fact the more creative you are with marketing the less you will have to spend." - Vivian Wagner.

So for NGOs internet marketing is a very effective tool it gives **vision and mission** among society and this is the core of NGOs marketing. As Clay Shirky said "When we change the way we communicate we change the society".

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