



Internet Society Donation Campaign Leaders Q&A

The Internet Society (ISOC) will be launching an end-of-year Donation Campaign on November 15, 2017. All 103,000 individual members will receive one of two email messages inviting them to make a donation to support the mission and important work of ISOC. The response from this trial campaign will help guide our fundraising efforts in the future, as part of our initiative to expand engagement opportunities and strengthen our relationship with members.

Questions and Answers:

Why is ISOC asking members to make a donation?

As a global community, ISOC's work for an open, global and trusted Internet is amplified through the support of our members. Together, we can do more for the Internet.

This donation campaign is just one way for us to deepen our collaboration as we work together to build our presence and strengthen our impact around the world. Other ways for members to get involved include things like supporting local Chapters, participating in events, networking and sharing expertise on challenging issues, and applying for grants and leadership development opportunities to further their work.

There is always a greater – and growing – demand for our expertise than ISOC can meet from its current resources. ISOC does receive significant funding from Public Interest Registry (PIR) proceeds, but member contributions will expand on this to allow greater support for current programs such as fellowships, connecting the unconnected, and keeping the Internet secure, to name a few.

Our members frequently ask how they can tangibly support our work. This fundraising not only provides an easy way for members to make a donation, but it is also important as a US-based, not-for-profit organization and our 501(c)(3) status to show that we have support from a wide variety of voluntarily contributed sources.

How will the funds be spent?

All donations will support the broad range of Internet Society programs. Things like training for the next generation of Internet leaders, expertise and equipment to build Internet networks in communities that need access, and smart standards and policy-making so the Internet continues to be safe, open, and a means of opportunity for people around the globe.

Will ISOC provide an update on how the donations made a difference?

Yes. After the campaign, we will send an update email in December to all donors who made a contribution, letting them know about the results of the campaign, and later on about some of the successes we've achieved as a result.



Why is ISOC asking Chapter members to give? Won't that limit what Chapters can do?

Chapters are central to our work. Members are encouraged to engage with their local Chapters, with both time and financial support so that the great work around the world, at the local level, can continue to flourish.

The Internet Society is piloting this fundraising campaign to help guide us in future support initiatives for ISOC's programs, including Chapter fundraising, specific program initiatives, and other community activities. If this program is successful, we will work on ways to share our experience so that our Chapters can benefit from it as well.

Does the Internet Society sell and buy mailing lists like other not-for-profits/charities?

No. This campaign is directed only to ISOC individual members. The messages will be sent to members over the course of a day, to arrive at an appropriate local time in each region – Africa, Asia-Pacific, Europe, Latin America & Caribbean, Middle East, North America. There will be versions in French and Spanish that recipients can select by clicking a link in the message header.

Rest assured, ISOC does not sell or buy lists. And we protect our member and donor privacy, as described in our Privacy Policy [here](#).

Why are there two different messages?

Using two messages – randomly assigned to recipients – will allow us to learn which method of presenting ISOC is most compelling to our members. Half of the members will receive a general message on ISOC's 25th Anniversary and the other half will receive a message on the great work done in Community Networking.

Will I receive a tax receipt?

Contributors will receive a confirmation of donation. Only US citizens will be eligible to use the receipt for tax purposes.

What are ISOC's administration costs for fundraising?

Internet Society will direct 100% of donations to the many programs that support a free and open Internet and to provide access to the Internet around the globe.

Can I take my name off future donation mailings?

Yes. Anyone can request to be removed from future emails requesting donations. Please email donate@isoc.org.

If I have questions relating to the campaign, who can I contact?

Please email your questions or suggestions to donate@isoc.org, and a member of the Partnership team will respond to you promptly.