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GEXSi

The Global Exchange for Social Investment

Europe of Engaged Citizens – Resources & Sustainability



R O U N D I T U P

operated by **GEXSi**

5 steps

towards establishing
Rounditup as a „middle class habit“
in your country

Step 1

To set out the vision, start by:

1. Calculating numbers of customers (& microdonation potential) for

Key utilities (telephone, gas, electricity, water etc.)

Other routine bills (credit cards, hotels, department stores, restaurants, etc.)

Roundit “down“ on some major company payrolls

2. Calculate different % of voluntary participation

Step 2

Structure Demand

Form a coalition

Civil Society Organizations - environmental and social

Formalize a joint Rounditup *Association*

(which may later incorporate as a non-profit Firm)

Step 3

Mapping - do your homework

- Precedents in micro-donations?
- Corporate Social Responsibility track record?
- Most suitable (modern) Billing Systems?
- Administrative & Tax aspects?
- Campaign Communication
 - Solidarity rather than exclusivity?
 - Strong feedback on effectiveness?
- Criteria for prequalification & sequential inclusion of beneficiaries?
- Accountability & transparency (donating customers will want to know their money goes „straight“ to a chosen cause & is properly accounted for)?

**Possible link to Rounditup
(impartial external transparency service & network)?**

Step 4

Champions you want to find

- 1. Identify a conceptual Champion**
Cause oriented, charismatic, respected, influential
- 2. Find a private sector Champion**
Who helps enlist first-movers
- 3. Find a sponsoring PR firm Champion**
who helps tailor your campaign

Step 5: Approach Private Sector Companies

Possibly work through Industry Associations & Business Networks

Find your starting point: one or several pilot companies

Within one year you could achieve

1. A „beneficiary – driven“ national campaign
2. A center of accountability for *Rounditup* in your country
3. A credible feedback & transparency system
4. Private sector & customer sign up at a first, small level – setting the example
5. A first group of civil society organizations benefitting



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**You are welcome to contact us:
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