

How To Enter Web3 As A Charity Without Falling Flat On Your Face

A guide by **Honey Badges** founder, **G.D Anderson**

Entering the Web3 space is daunting. It's a deep rabbit hole of information, opportunity, technology and jargon. Sure, you can start by utilising Philanthrop3's resources to learn the terminology, see what others have done and start crypto fundraising, but how can you establish a presence?

It's harder than you think. With Web3 being a 24 hr digital playground, the demands of the space are high. Regular engagement, a strong social media presence (with emphasis on Twitter) and an understanding of smart contracts is the starting point. The best way to obtain these three base skills is through networking with established players. **Cross promoting, leveraging established Web3 audiences and picking up on the communication style of Web3 natives, will fairly quickly move you into a position where your Web3 ambitions fit the culture.**

"There's nothing worse than watching a Web2 brand launch into the space with a business proposition, where it is blatantly obvious to the consumer that the goal is money. That's not what Web3 is supposed to be about and people in crypto generally do not respond well to it. It's the visual of a seventy-two year old man with an Ed Hardy shirt on, winking at a bunch of college kids, whispering "how good's the blockchain, am I right?" and thinking they're blending in..." G.D Anderson

However, strong brand transitions into Web3 do happen, often hand in hand with companies, influencers or projects that know the space well. **As Non Profits, think about your network, your corporate partnerships and young donors. Who is in Web3 already, who can you reach out to?** If the answer is no one, then do some research into your fellow charities, are any of them registered with The Giving Block or accepting cryptocurrency?

Collaboration and partnership is the key. Come up with a campaign, make it make sense! **Have it be the groovy younger cousin of one of your previous charity campaigns**, not something so far removed from all past work that it doesn't make sense to your brand. Think about a small benefit that can be provided to supporters of the campaign. **Web3 is a space where tokens of appreciation can be digital and stored in wallets.** Work with artists in the space to create NFTs that showcase the fact that someone is a donor and help them create a wallet portfolio that showcases their values and donations.

The great part about Web3 is that if you're authentic and creative, if you think in terms of collaboration and give and take, you'll find a space. If you rush in, head first, full steam ahead, you'll trip and fall on your face. It's a commitment, it will take a month or so to find the corner of Web3 that aligns with your organisation, but when you do, you'll be tapping into a global donor base that will quickly become your community.