

How would you convince charity boards to care about crypto?

An interview with G.D Anderson and Jane Curtis

G.D, What is the first step to talking Web3/Crypto with a charity board?

As the CEO of a charity that recently started exploring Web3, the fear of starting the conversation with the board of directors is very familiar. Firstly, breaking down some basic misconceptions about crypto is helpful, most people enter the discussion with preconceived notions front of mind.

Secondly, anticipate the fears. Is the fear about volatility of the market? Then perhaps partnering with a crypto donation platform that auto-liquidates the crypto into your local currency is the way to go!

Is the fear about damaging the environment? Did you know Solana is a carbon neutral blockchain? There are plenty of proof of stake blockchains that do the same level of damage to the environment as your website does.

In short, anticipate the concerns and meet them with educated answers.

Jane, how would you start the conversation?

I'd collate and share some of the success stories, like this one from Edinburgh Dog & Cat Home:

<https://edch.org.uk/edinburgh-dog-and-cat-home-receives-118000-cryptocurrency-donation/>

I'd find out if there were Trustees/CEOs at those charities who would be willing to give testimonials and I'd also want to create a FAQ of the most commonly asked questions such as: What about the Environmental Impact, Why should we accept Crypto, Is it safe/legal etc... Due diligence protocol etc...



Charity boards are on the whole risk averse. We are at an early adoption stage, but I think as more charities jump on board to accept crypto and see it as a normal and non risky thing to do, it would be hard to argue against. Especially if the environmental impacts are addressed.

I would want to address all the objections including that yes, there are some dodgy projects and scammers in the space. But there are dodgy people in web2 and existing charities. Web 3 has the potential to be more transparent and for DAOs to be built from the bottom up. And the good stuff in web3 is built on the principles that a lot of not for profits exist to change. More equity, diversity, lived experience, a redistribution of the power and money for long lasting impactful change on a global scale.

I think there's potential to hold regular webinars for charity boards to attend - Q&As with a panel. And I'd create a downloadable PDF for interested charities to share with their managers and stakeholders, in a format that they understand and could easily digest.

Above all else, it's about painting a picture of what this future could look like because in my experience people find it hard to visualise and end up just looking at all the obstacles and barriers to success, not what could be achieved.

(side note part of why I love the space so much is it is full of people who look at the possibilities not the barriers, total opposite of most charities i've ever worked in!)