

World Improvement Number Program for Not-for-Profit & Charities:

(Watch video number 3 on our landing page)

The Key Benefit:

The World Improvement Number (WIN) program for Not-for-profit and Charity organizations clearly demonstrates how that organization works and clearly demonstrates a “Return on Investment” to their supporters and potential supporters.

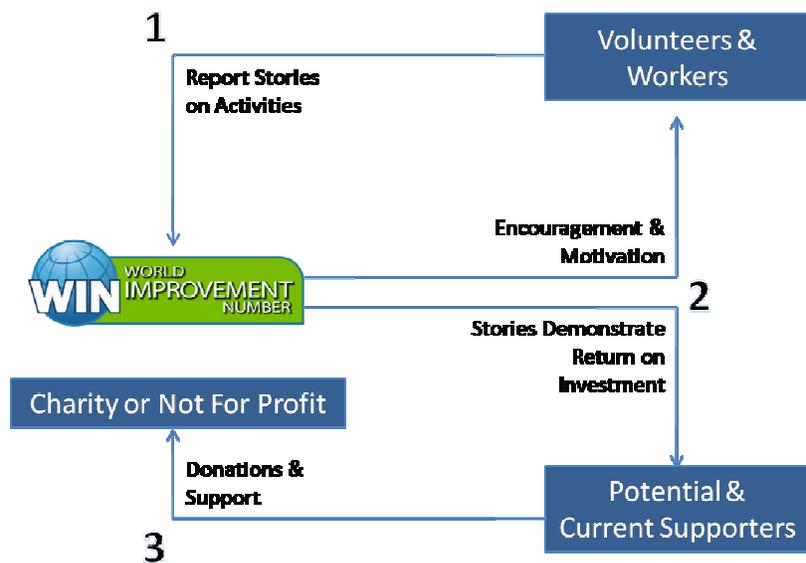
The Program:

Not-for-profits and charities have many challenges including; finding ways to show their value, continually maintain and increase donations, and provide support and encouragement to their employees and volunteers working in often difficult situations.

The system automatically calculates an organization’s WIN number and also creates a knowledge center that can be accessed for training, best practices and benchmarking. In fact, a company’s WIN number can be a key differentiator when donors, potential donors, employees, potential employees and partners consider their alternatives. World Improvement Number helps to demonstrate this “ROI: by capturing and consolidating real stories on field activities going giving great clarity on how the donation money is being used. This will show the true value of the work in a well organized and easily accessible way.

Here is how it works:

The organization sets up a community in worldimprovementnumber.com and then encourages its members, workers and supporters to join and record stories about the positive work that is being accomplished throughout their area of influence.



These individuals then tag those stories to the organization and a knowledge centre will be established and fed with stories from every location in any language. This knowledge centre can be accessed by supporters to recognize their work, and others who may want to support their efforts through donations.

The organization will have its own WIN number and can easily show the return on investment (ROI) that its supporters are achieving.

The system can be set up for an ongoing group or association or it can be for a specific initiative such as disaster relief. Imagine having many heartfelt positive stories all gathered in one place.

Advertising, canvassing and fundraising efforts can then ask their target market to join World Improvement Number and view firsthand the stories and case studies of the positive work that is being accomplished as a result of their support.

What is Your World Improvement Number?

World Improvement Number (WIN) is a **fully multi-lingual** site designed to help a person, or any group of people understand how their actions (both individually and together) can positively affect others around the world.

WIN goes far beyond “good deeds” to embrace all World Improvement Actions (WIA’s). These WIA’s can be anything from helping another person, to helping a customer, to improving the environment, to helping out in a charity to helping a friend in need. In fact, any action that “builds” and helps to improve the world counts. It is not just the act that is important, it is telling others so that they too, can be informed and inspired to take positive action. Often, people who contribute to our world are reluctant to report their own stories. So we highly encourage people telling their own story and people telling the story of others such as something that someone else did for them, something that they read about, heard or saw or just a great world improvement idea.

We measure your ‘Snowball’ effect as others are inspired to action by your stories. When you post a WIA, you receive a point for the story and then an extra point every time someone is inspired by your story. In addition, you would receive a point for every story posted by that person and subsequent stories by those that they inspire post and so on. You can track your WIN locally amongst friends, regionally, by month, year or in total and also see how your story affects people from every corner of the planet.

Our vision is to encourage all people to participate in building our world into a better, happier, healthier and safer place.

Our mission is to give everyone the ability to track the impact of their World Improvement Actions, ideas and stories around the world.

What Makes Us Different?

The World Improvement (WIN) Number is a truly unique measurement!

The WIN Maps for Visual Tracking provide you with a clear picture of your influence

Completely Neutral of Affiliation so it truly is representative of everyone

Multilingual ... so it is accessible to everyone