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Change the Web 2009 (a Social Actions challenge)

Summary

Change the Web 2009 is an online competition that will inspire third-party developers to build innovative tools that make it easy for people to find and share opportunities to make a difference.

We anticipate hundreds of contest submissions in the form of fully-functional web applications that share one thing in common—they embed invitations to make a difference in the places where people already find themselves online.

The contest submissions will do nothing short of transform the web from a place to find information and communicate into a vehicle that facilitates sustained and meaningful action on the issues people care about.

The Challenge

Change the Web 2009 builds on the success of online competitions such as NetSquared's Mashup Challenge, Advanta's Ideablob Competition, Ashoka's Open Sourcing Solutions, The Knight News Challenge, The Case Foundation's Giving Challenges and The American Express Card Members Competition.

Participants will build web applications that draw on Social Actions' database of concrete actions people can take across a range of issues. Social Actions aggregates opportunities to make a difference from over 30 online platforms, including VolunteerMatch, Kiva.org, DonorsChoose.org, Care2 and Change.org.

After the submissions have been received, community members and an expert panel of judges will vote for the top three applications. The developers behind the winning submissions will share \$10,000 in prize money. We anticipate two rounds of vetting: the first by Social Actions community members as well as the friends and colleagues of the application developers, and the second by an expert panel of judges including professionals and thought-leaders in the technology for social change ecosystem.

Developers will have four weeks to submit their applications and receive feedback. The first round of vetting will run for two weeks. The expert panel will respond to the community's vote and publicly submit its recommendations during a two week review process. The winners will be announced at the end of the eighth week.



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Schedule

Change the Web in 2009 will launch in January 2009 and run for eight weeks. Winners will be announced in early March 2009.

Sponsorship Benefits

Change the Web 2009 is an excellent opportunity to associate your foundation or corporate brand with a movement that's adding a philanthropic layer to the web.

- The logo of your foundation or company will appear on the challenge homepage, with an estimated 20k unique views between January and March 2009
- The name of your foundation or company will be included in all major press releases and blog outreach associated with the challenge, reaching hundreds of news desks and thousands of bloggers.
- Social Actions will encourage its 30+ sources of action to cross-promote the challenge and mention your foundation or company name, reaching tens of thousands of action-takers on sites like Kiva.org, DonorsChoose.org, and Change.org
- Your foundation or company will be responsible for making ways to take action as ubiquitous as Google ads.

About Us

Social Actions is a nonprofit initiative that develops technology to make it easy to make a difference. We aggregate ways people can take action from over 30 major platforms such as VolunteerMatch, Kiva.org, DonorsChoose.org and Change.org.

We have recently launched a number of initial web applications, like the Related Ways to Take Action, that demonstrate the potential of the philanthropic web. In 2008, Social Actions was a 2008 Stockholm Challenge finalist, and a recipient of the NetSquared Mashup Challenge and DonateNow Mashup Challenge award. Social Actions has been covered by PBS Online, SFGate.com, The Wall Street Journal, and The Daily Telegraph, as well as leading tech blogs like TechCrunch, ReadWriteWeb, and Mashable.

Contact

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