

# NELFIE

## PRESS KIT

### WHAT IS NELFIE?



Nelfie is a funky new way to fundraise for the cause that matters most to you. Nelfie.org is a growing community where doers share their story together with a semi-naked picture of them that is themed to their cause. By being transparent and a bit uncomfortable, doers raise attention to the issue they care about.

One photo and one story really can make a world of difference.

### HOW DOES IT WORK?



Doers share their story and Nelfie picture, which are both themed to the cause they are raising money for.

Supporters share the story and donate funds: as donations approach the initial target, the nelfie depixelates and becomes visible.

### HOW DID IT ALL START?



If you work in an office environment, you've probably been chased by a colleague about a charity donation you didn't feel that strongly about.

Online campaigns tend to be very similar, and be doer-centric.

The idea of Nelfie started from a semi-naked picture that Sir Richard Branson took to raise money for Fish life. Being uncomfortable and transparent seemed like a much more fun and engaging way to represent your cause.

Nelfie was born.

### WHO IS NELFIE FOR?



Anyone can choose a cause and decide what a Nelfie is to them.

Doers only need to be as naked as they like.

### WHAT CHARITIES DO YOU SUPPORT?



Any UK registered charity can be chosen for a Nelfie campaign.

### LOCATION



Manchester, UK

### TWITTER



@nelfiedotorg