

## #Tweeta20 raising funds for disadvantaged kids

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COLUMNISTS »

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Observer reporter Eric Frazier puts one of today's biggest stories -- the burgeoning phenomenon of social networking and digital media -- under the microscope.

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**If you've spent any time working with a charity, you know the old annual fundraising lunch routine.**

**1) Anoint well-connected "table captains" and ask them to bring friends and acquaintances to the lunch. 2) Shower said lunchgoers with inspiring stories about the charity's good works, then hit 'em up for donations.**

**Thompson Child & Family Focus is adding a social networking twist to its luncheon on May 11. The nonprofit serving disadvantaged children will have a "Twitter table" manned by 10 local Twitterati. They have a potential audience of 27,000-plus (though, with possible duplicate followers, the true number could be lower).**

**They will pound out tweets during the lunch asking for pledges of at least \$20, and they'll use #Tweeta20 as their hashtag. The tweets will carry hot links to a website where credit card donations can be made.**

**The campaign's name? Tweeta20, of course. It's the brainchild of Kathy Rowan of the Corder Philips advertising agency ([twitter.com/prqueen](http://twitter.com/prqueen), or @PRqueen to local Twitterers).**

**"Social media to me is so much like fundraising, because it's all about relationships," she said. "Who knows if it'll work? We'll just spread our wings and see what happens."**

**Donations are already being accepted. Go to [www.thompsoncff.org/](http://www.thompsoncff.org/)**