The Democratization of Corporate Giving: JPMorgan Chase & Company’s Attempt to Bring Philanthropy to the Masses Through Facebook

A Case Study of the Chase Community Giving Campaign

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II. APPENDIX
“Chase’s PR people have not admitted to any vote tinkering, even though the vote tallies were mysteriously removed several days before the contest deadline. But it is clear that Chase was being dishonest (at best) when it told voters on Facebook, ‘You Decide What Matters.’”  

-Mike Meno, Marijuana Policy Project

1. INTRODUCTION

1.1 A New Type of Corporate Philanthropy in an Age of Corporate Mistrust

Click here, vote for your charity of choice and they may win a $1 million donation! That is the basic idea of the Chase Community Giving Campaign, created by JPMorgan Chase & Co. in 2009. The program, which continues to this day, has provided lessons learned – both on what to do and what not to do – for a number of similar corporate philanthropy initiatives such as the Pepsi Refresh Project and the Target Bullseye Gives Facebook Challenge. With the explosive growth of social media it was only natural that corporations wanting to contribute to the social good, while building their reputations, would turn to the Internet as a quickly evolving communication channel capable of reaching stakeholders in new ways.

New experiments in engagement could not have come at a more crucial time. Trust in business to do what is right is declining in the United States, according to some studies. Only 46 percent of Americans believe business will “do what is right,” reported the 2011 Edelman Trust Barometer. This figure represents a five percent decline in trust from a year prior. What’s more is that the banking industry is among the least trusted types of business in operation today.

According to the same study, only 25 percent of respondents said they believe banks will “do what is right,” which represents a 46 percent decrease in the same belief from 2008.

While trust in companies may be declining, the belief of consumers that business must play a role in improving society instead of merely making money has never been higher. According to the 2011 Cone/Echo Global CR Opportunity Study, approximately 81 percent of respondents from 10 different countries, said that business in society must take on one of the following three social benefit roles: “change the way they operate to align with greater social and environmental needs; support larger issues with donations and time and advocate for change; or support larger issues with donations and time.” The same study reported that more than nine-in-10 respondents said that “companies must go beyond the minimum standards required by law to operate responsibly and address social and environmental issues.”

1.2 The Crowdsourcing of Charity

With the decline in trust and rise in consumer’s expectations that businesses must advance the social good, new opportunities and challenges for corporations to engage with stakeholders while giving back to the community have arisen. The idea of crowdsourcing, or enlisting the collective intelligence of the masses to help decide where companies should make charitable donations, has become a popular strategy to do just that.
**CROWDSOURING** is the practice of obtaining needed services, ideas, or content by soliciting contributions from a large group of people and especially from the online community rather than from traditional employees or suppliers, according to the Merriam-Webster dictionary.

Although turning to the masses for ideas is not a new business idea, crowdsourcing in its current incarnation is. The term is widely cited to have first been coined by Wired magazine’s Jeff Howe in 2006.\(^7\) With the rise of Internet communities, especially sites like Facebook which boasted more than 300 million members in 2009\(^9\), the idea of crowdsourcing has been deemed by some marketing and business world experts as a smart may to engage consumers interactively around an issue or product.\(^9\)

Crowdsourcing has been applied to corporate philanthropy, especially so through the creation of online contests where the masses – instead of business executives in a board room – determine where a corporation spends its money, with the hope of the company to be seen as a good corporate citizen in the process. JPMorgan Chase & Co., through its Chase Community Giving campaign, was one of the first corporations to integrate crowdsourcing as a main strategy in its corporate philanthropy work.

More than 44 percent of business executives say their companies have used crowdsourcing to engage stakeholders around corporate social responsibility programs, according to the “Crowdsourcing and Social Media in CSR” study conducted by Weber Shandwick and KRC Research in 2010.\(^10\) JPMorgan Chase & Co. was an early adopter of the crowdsourcing philosophy and this democratization of corporate giving appears to be here to stay. The company has donated more than $18 million to date through the Chase Community Giving program with no signs of slowing down.

The Chase Community Giving program’s goal has been to reach new audiences while making large monetary donations to charities. However, the contest received criticism on several fronts as soon as it was launched. Much of the criticism focused on the issue of transparency and accountability. The top one hundred charities with the most votes at the conclusion of round one would each receive $10,000 and be eligible for additional donations in the next contest round. A leaderboard, to rank which charities were among the top vote receivers, was mysteriously removed in the middle of the contest.\(^11\)

The company also disqualified several charities which would likely have become winners, with little explanation. Allegations of voter fraud erupted and criticism over the company’s motives for the contest’s creation surged.\(^12\) Some media, consumers and charities up for funding began to question whether the contest was creating more trouble than it was worth.\(^13\)

Despite the criticisms, the Chase Community Giving program concluded its fourth contest in November 2011 and has become JPMorgan Chase & Co.’s signature corporate giving initiative. More importantly, business and communication professionals around the world have looked to
the campaign as an experiment into whether corporations can successfully harness the power of the Internet for corporate social giving campaigns to bring philanthropy to the masses.

2. A BRIEF HISTORY OF JPMORGAN CHASE & CO.

2.1 Acquisitions and Profit

JPMorgan Chase & Co. is one of the oldest and most profitable banking institutions in operation today.14 Founded in 1799 in New York, the company in its current form is the result of the merger of several large banking companies including: Chase Manhattan Bank, J.P Morgan & Co., Bank One, Bear Stearns and Washington Mutual. Today JPMorgan Chase & Co. is the largest bank in the United States, when ranked by assets and market capitalization, and one of the largest in the world.15 Publicly traded on the New York Stock Exchange (NYSE: JPM), the company posted a $35.18 price per share at the close of trading on January 13, 2011.16 JPMorgan Chase & Co. has assets of approximately $2.3 trillion and operates in 60 countries with approximately 240,000 employees.17 The company has had a steady increase in profits in recent years, including a 23 percent increase in 201018 and a record profit of $19 billion in 2011.19

Branded under several different umbrellas of operation, JPMorgan Chase & Co. is organized into six business segments and offers services such as investment banking, credit card services, commercial banking and asset management. Despite its size, JPMorgan Chase & Co. faces stiff competition in the financial industry. The company's main competitors include: Bank of America, Citigroup and Wells Fargo. Together these “big four” banks “hold almost half of U.S. consumer and business loans.”20

Jamie Dimon, who was named as the CEO of the year by the All-America Executive Team Survey in 2011,21 serves as JPMorgan Chase & Co.’s chairman, president and chief executive. Guy Chiarelli is the chief information officer and sits on the company’s executive committee22 while Kristin Lemkau is JPMorgan Chase & Co.’s chief communications officer.23 The company also has a large staff of communications professionals assigned to each business unit and geographic area of operation.24

2.2 Corporate Scandals

JPMorgan Chase & Co. has a long history of alleged participation in a number of high profile corporate scandals during the course of its history. The company spent $3.2 billion in 2011 and $5.7 billion in 2010 to fight lawsuits, reported the Washington Post.25 A few recent legal and regulatory conflicts of note JPMorgan Chase & Co. has been involved with include:

- **The Enron Scandal**: Congressional investigators claimed that JPMorgan Chase & Co. helped Enron set up “sham” transactions to alter finances that hide billions of dollars of debt.26 The bank would eventual pay $160 million in fines to the Securities and
Exchange Commission and $2.2 billion to settle a class action lawsuit filed by former Enron investors.  

- **WorldCom Bond Settlement:** JPMorgan Chase & Co. was the largest WorldCom lender and helped to underwrite $15.4 billion of that company’s bonds. The bank agreed to a $2 billion settlement to investors in 2005, the second largest settlement to have come out of the WorldCom scandal.

- **Subprime Lending:** The company provided financing to two of the largest subprime lenders in the United States, Countrywide and Ameriquest. This funding provided those lenders the capital they needed to originate subprime mortgages, or mortgages to individuals with poor credit histories. Many foreclosures resulted from individuals who were unable to pay back loans and “mounting investigations and likely lawsuits over its [JPMorgan Chase & Co.’s] admitted sloppiness in handling home foreclosures,” are possible according to the Huffington Post.

- **The Bernie Madoff Ponzi Scheme:** The company was one of Madoff’s main bankers and despite receiving negative media coverage, was “never investigated for the reasons behind Madoff’s moving hundreds of millions of dollars from the Madoff accounts in New York to one in London – and then back to New York again,” according to a report in Forbes. However, a lawsuit against JPMorgan Chase & Co. which seeks a $6.4 billion payment to recover fees and pay damages against those impacted by the scheme is currently pending.

- **Overcharging Military Families:** In 2010 and 2011, the company acknowledged it collected more than $2 million from military families and foreclosed on 14 of their homes in violation of the Service Members Civil Relief Act. “Some families lost their homes while battling Chase for the protections they are legally entitled to receive. It’s nauseating to think that even one military family would face foreclosure while their loved one is overseas protecting Chase’s right to conduct business – never mind 14,” said AMVETS National Commander Jerry Hotop in a press release. The company paid $27 million in 2011 to settle a class-action lawsuit that resulted from this error.

### 2.3 A Focus on CSR and Linking the Chase Brand to Social Good

JPMorgan Chase & Co. has integrated corporate social responsibility (CSR) into the company’s business in numerous ways. The company has a global corporate responsibility program based in the firm’s headquarters in New York and also a CSR presence in each of the major regions in which it operates. William M. Daley, who has held a number of high-profile government positions and was most recently the White House chief of staff, served as the company’s first head of the office of corporate social responsibility.
**CORPORATE SOCIAL RESPONSIBILITY** encompasses not only what companies do with their profits, but also how they make them. It goes beyond philanthropy and compliance and addresses how companies manage their economic, social and environmental impacts, as well as their relationships in all key spheres of influence: the workplace, the marketplace, the supply chain, the community, and the public policy realm, according to the Harvard University Corporate Social Responsibility Initiative.

JPMorgan Chase & Co. has communicated the company’s approach to CSR in different ways, including publishing the *Our Business Principles* guide. “We believe that building a strong, vibrant company, one that stands the test of time, will eventually benefit not only our shareholders, but everyone we touch,” the guide states. The company also has an extensive CSR section on its website with links to its value statement, ethics policy and the philanthropy work of each region of operation, among other topics.

The company cites three main areas of philanthropic focus: community, education, arts and culture. A number of third parties have given JPMorgan Chase & Co. accolades for integrating CSR into its brand. “By establishing itself as a leader in sustainability, J.P. Morgan plans to play a role in shaping what may be the next era in global business – an era in which corporate responsibility and financial success go hand-in-hand,” according to an independent report entitled *Partner in the Global Pursuit of Sustainability* by the Accenture Institute for High Performance.

The report continues: “The company is confident that embedding sustainability initiatives across business lines and pursuing a more durable philanthropic strategy will help with corporate citizenship. Indeed, many feel that nurturing a positive, responsible corporate culture is integral to the longevity of the company and its sustainability commitments.” The company has also received praise for having an established environmental policy and subscribing to “The Equator Principles,” a framework for evaluating risk in social and environmental areas.

### 2.4 The Creation of the Chase Community Giving Contest

One key way in which JPMorgan Chase & Co. focuses its CSR work is through the Chase Community Giving contest. Created in 2009, the program was designed to build on the company’s pre-existing corporate philanthropy work which results in donations of approximately $100 million each year around the world. The contest is run through the JPMorgan Chase Foundation and led by foundation president, Kimberly Davis. The foundation “directs the majority of its time, attention and investment toward specific neighborhoods in cities where we have major operations,” according to the company’s website. Through the contest, JPMorgan Chase & Co. soon expanded its community through the connecting abilities of Facebook.

Immediately the contest was recognized as one of the first efforts of its kind to utilize Facebook for philanthropic crowdsourcing. “A philanthropic entity is opening up its decision-making to crowds. That’s never happened before. Those decisions are usually made behind closed doors,”
noted Allison Fine, a senior fellow at Demos, a New York City think tank, in the New Jersey Star-Ledger.44

Leaders within JPMorgan Chase & Co. knew they were experimenting with a new form of philanthropy and technology. “The grassroots nature of Facebook will allow us to hear directly which local charities matter most to our communities, hopefully creating an even bigger impact,” Jamie Dimon, chairman and CEO of JPMorgan Chase & Co. stated in a press release announcing the contest.45

In an attempt to simplify the contest, Facebook was the sole communication channel at the campaign’s beginning through which people could participate in the Chase Community Giving contest. People had to “like” the contest page in order to choose from the eligible small and local charities with an operating budget of $10 million or less that served in one of the following areas: education, healthcare, housing, the environment, combating hunger, arts and culture, human services and animal welfare.46

The contest vowed to distribute a total of $4 million to the top vote receivers, as well as $1 million to charities selected by the a special advisory board made up of well-known figures such as actress Eva Longoria, NBA Hall of Famer David Robinson and Nancy Lublin, founder of the Do Something organization. The original press release stated that “Chase and the Advisory Board will reserve the right to eliminate any organization not meeting the program rules.”47 Research suggests that little main stream media coverage resulted from the contest launch, although blogs and outlets focused on nonprofit communication covered the contest widely throughout its duration. Most communication about the contest took place via the Facebook page. For example, no website did or does exist for the contest and a Twitter handle was not established for the initiative until February 2011.

3. HOW THE CHASE COMMUNITY GIVING CONTEST WORKS

3.1 Contest: Round One

Round one started on November 16, 2009. During this time, interested Facebook users had to become fans of the Chase Community Giving Facebook page in order to participate in the contest. Once a fan, participants could utilize a specially made application search tool on the page, and typing in either a zip code or the name of a charity of which they already were aware, to find which organization they would like to receive their vote. More than 500,000 eligible charities from across the United States were listed on the Facebook page.48

One month later, JPMorgan Chase & Co. announced the conclusion of round one and the 100 charities who received the most votes as the recipients of $25,000 each from the company, via Facebook and a press release. More than one million fans participated in the first round of voting and the top charity vote-getters spanned 31 states.49
3.2 Contest: Round Two

The 100 top vote-getting charities went up for a second round of voting beginning January 15 to try to be the grand prize winner and receive the $1 million. Each organization had the option to submit a public proposal to Facebook users “detailing the difference they would make in their local community with the significant extra resources,” according to a JPMorgan Chase & Co. press release.\textsuperscript{50} Although the company originally cited the second round would continue until February 1, they ended the contest and declared the winner on January 23, 2010 instead.

Invisible Children, an organization that advocates for the rescue of children in Africa who have been forced to serve as child soldiers, was declared the grand prize winner by a narrow margin. Five runners up were each named as recipients of a $100,000 prize. The number of Facebook fans for the contest nearly doubled in round two, according to JPMorgan Chase & Co.\textsuperscript{51}

4. THE CONTEST LAUNCHES

4.1 Cultivating an Online Community and Chase’s Reputation

The Chase Community Giving campaign placed heavy emphasis on being a Facebook only contest, especially in the contest’s first incarnation. The simplicity of the campaign was considered by some pundits to be its biggest strength. According to the Network for Good’s Cause Marketing Through Social Media guide, campaigns that are easy to participate in are the ones that are most successful. “Brand marketers are often enamored of flash technology with all the latest bells and whistles and seek those extras when envisioning an online cause marketing campaign. But you need to pay attention to your audience,” the guide explains.\textsuperscript{52}

Research suggests that the campaign was not flashy by design. It consisted only of the Facebook page which listed the available charities to vote for and a “wall” where fans could post conversations about whatever was on their mind. The Chase Community Giving page had approximately two million fans by January 2010, when it was in creation for less than two months. The page increased to more than 3.3 million fans by January 2012 and Facebook cites that 2,354 people are “talking” about the page through other posts at that time.\textsuperscript{53}

Social media-driven campaigns like this one rely heavily on the theory of social proof. The theory states that “people hesitate to act until they see public proof that others are acting with them or at least approve of their behavior.”\textsuperscript{54} For some, seeing the action of personal friends will persuade them to action as well. For example, the author of this case study can see that 29 Facebook friends also like the Chase Community Giving page and view what activity they have taken relating to that page. Charities Get in on the Action

As soon as the contest launched, many of the charities up for consideration launched campaigns to persuade supporters to vote for them. Invisible Children, the grand prize winner, was particularly active at garnering votes through a number of communication channels. To some public relations practitioners, the ripple effect of crowdsourcing contests is for charities
to promote the corporate sponsor. “When you do something good, it used to be that you had to buy a bunch of media and tell people or do PR. Now, the potential is for people to tell each other that you do good,” observed Joe Marchese, president of SocialVibe, in *Adweek*.55

A few of the notable ways Invisible Children communicated about the contest include:

- **Blog Posts**: The organization posted frequent blog posts on its website to supporters encouraging them to vote for Invisible Children. “Do not waste your time hating or cutting down another, but enlist that energy in the service of encouragement. Support what matters to you, and pour yourself into it. Don’t be passive. This world has too many of those people. Be active, activists, on fire for what matters,” one blog post pleaded.56

- **Celebrity Engagement**: Invisible Children had celebrity support prior to the Chase Community contest and enlisted a number of well-known individuals, including singer Katy Perry, to tweet about the contest.57

- **Facebook Presence**: The organization created a Facebook page, in addition to its pre-existing one, for the contest entitled “Help Invisible Children Win $1 Million.”58

- **Live Video Stream**: “We had a live video web stream where our supporters from around the world could watch the action happening in the office [in] real time,” explained Cameron Woodward, the organization’s social media manager, in a web video produced by Invisible Children.59 The organization, which had extensive in-house video production capabilities, produced a number of videos pleading their case for the grand prize and published them on YouTube and other social media platforms.

- **Utilizing Interns to Help**: The organization turned to its group of 50 interns and volunteers the last two weeks of the campaign to call every phone number in Invisible Children’s database to encourage them to vote for the organization.60

- **Consistent Call-to-Action and Expression of Gratitude**: Throughout all communication about the contest, Invisible Children made a consistent effort to make it easy for supporters to vote by providing only one link to the contest. Management also regularly expressed gratitude to participating supporters. “We are forever indebted to every one of you. You called your friends, you tweeted, you put up with our barrage of facebook comments and updates, notes, tagged pictures, blast emails,” Invisible Children wrote in a blog post once the organization was announced as the contest winner.61

5. **MEDIA, CONSUMERS AND CHARITIES CRITICIZE AT WEB 2.0 SPEED**

5.1 **Transparency Called into Question**
Less than 24 hours after the conclusion of round one of the contest, criticisms came from the media, consumers and the charities. At issue was the handling of the contest and concern over lack of transparency as a series of events unfolded as the contest was nearing completion. The following contest criticisms, and subsequent actions, took place:

- **Certain Charities Disqualified at the Conclusion of Round One:** Several charities that were among the top 100 vote getters were disqualified without explanation by contest administrators. Among the charities were the Marijuana Policy Project and Students for a Sensible Drug Policy, who took to the very social media outlet used to administer the contest to criticize it. “If anyone is wondering what happened with SSDP and MPP in the Chase competition...we had more than enough votes to make the top 100, but there’s either been a big mistake or we’ve been unfairly disqualified. Don’t boycott (yet),” a status update on the Students for Sensible Drug Policy Facebook page from December 17, 2009 said. Certain commentators questioned whether JPMorgan Chase & Co. disqualified those charities because they had controversial areas of focus. The company never formally responded to its decision to disqualify organizations.

- **Facebook Comment Section Closed:** Critics also used the Chase Community Giving Facebook page to express concern over the handling of the disqualifications. As negative comments escalated, the company decided to suspend the commenting function on the contest Facebook page. Some observers believe that the backlash about the contest could have been worse if not for timing. “The disqualified groups organized a boycott of Chase and probably would have ignited an angry crowd if not a matter of timing. The events happened right before Christmas when everyone [was] distracted by holiday celebrations. Chase Bank did not apparently make any formal, public concessions to the disqualified groups and the nonprofits decided to move on,” explains nonprofit communications professional Beth Kanter in her blog.

- **Improper Voting in Round Two:** A number of the charities competing for the grand prize, were accused of improper voting practices by competitors. Questionable Facebook profiles emerged which were used to vote for charities, especially so for the Isha Foundation which would eventually become second runner-up. With more than one million votes cast in the entire contest, not even 1,000 votes separated the first and second place winners.

- **Public Leaderboard Removed:** Several days prior to the conclusion of round two, the public leaderboard which ranked how many votes each charity currently received, was removed. Facebook users could no longer see how each charity stacked against another. No explanation as to this action was given by contest administrators.

### 5.2 JPMorgan Chase & Co.’s Motives Called into Question
Studies suggest that the majority of Americans are willing to be vocal about their objections or support of corporate behavior. Approximately 71 percent of Americans are “willing to voice their opinions to a company about its corporate responsibility efforts,” according to the 2011 Cone/Echo Global Corporate Responsibility Opportunity Study.  

This finding is in line with the amount of communication, both favorable and unfavorable, that the Chase Community Giving contest inspired. After concerns about a lack of transparency arose, however, the tone of responses about the contest took a downward slide and the motives of the company were called into question by some. Was the contest about helping the charities involved or simply about furthering corporate reputation at whatever cost, some critics questioned. “Institutions poor and weak enough to be moved by a $20,000 carrot recite the bank’s name relentlessly to their audiences. That’s a lot of advertising for very little money. Of course, all corporate giving is advertising, but this is of a special, insidious kind,” argues Kelly Keliman in the Huffington Post.  

Keliman continues: “The argument about who’s entitled to judge art is a side-show, doubtless one Chase would be happy to have theaters and critics debating from here to eternity. Meanwhile, the bank laughs all the way to – the bank.”  

5.3 CHARITIES AND EXPERTS CONSIDER THE BENEFITS VersUS THE COSTS

The first Chase Community Giving made $5 million in donations to more than 100 charities from throughout the United States. Despite the financial incentive, a number of charities and experts were quick to point out the amount of resources from the charity that must go into winning an online crowdsourcing contest. “Some critics say the online fund-raising contests can distract charity executives and exhaust a charity’s supporters and may not be worth the time they require” noted the Chronicle of Philanthropy’s Ben Gose.  

To others, including Chris Jones of the Chicago Tribune, the very structure of Chase Community Giving was the wrong one: “I also think that this is yet a further example of the rampant cult of the amateur, masquerading as grass-roots movements. Deciding who deserves a check (and why, and how much) takes the work of a dedicated professional with integrity in their middle name...I trust them far more than any faux-popularity contest, and I think well of the smart corporations who employ and fund them,” he wrote in the newspaper.  

No studies exist publically to shed light into how the Chase Community Giving contest has impacted the reputation of JPMorgan Chase & Co., but a number of comments on social media outlets have not been flattering. “JPMorgan Chase made $250 million a week a profit last year. The $5 million it gave away in its facebook ‘community giving’ contest was a tiny pittance. Nonprofits and individuals were hapless pawns in the advertising campaign of a predatory bank that is causing incalculable misery in our communities,” a user named Andy commented in a blog post on Beth’s Blog: Nonprofits and Social Media.  

6. TIMELINE OF KEY EVENTS
November 16, 2009: The Chase Community Giving Campaign launches on Facebook. “This $5 million Facebook effort is in addition to the bank’s traditional philanthropic giving, and if successful, the bank hopes to commit more of its annual philanthropy funds using this innovative method of giving,” a joint press release distributed by Chase and Facebook announcing the campaign stated. The contest immediately begins to stimulate much discussion through social media outlets.

December 16, 2009: Round one of the contest concludes as Chase announces the top 100 winners of $25,000, on its Facebook page and through a press release. More than one million fans voted in round one of the contest, according to Chase.

December 17, 2009: Several nonprofit organizations, including Students for Sensible Drug Policy (SSDP) are disqualified from the contest even though they were among the top 100 vote getters. SSDP issues a press release and statements on its Facebook page encouraging supporters to communicate their frustration to Chase.

December 18, 2009: An article entitled “Charities Criticize Online Fund-Raising Contest by Chase” is published in the New York Times. The article features interviews with Joseph Evangelisti, a spokesman for Chase, as well as representatives from three of the nonprofit groups who claimed they were disqualified for unfair reasons. “They never gave us any indication that there was a problem with our organization qualifying,” Micah Daigle, executive director of Students for Sensible Drug Policy is quoted as saying in the article. “Now they’re completely stonewalling me.”

December 19-21, 2009: Criticism of the contest continues in social media outlets with blog articles written on such websites as the Chronicle of Philanthropy and the Case Foundation, which was a contest sponsor. An open letter to Chase written by Nathaniel Whittlemore was published by Chage.org. “You’ve demonstrated some pretty bonehead anti-transparency tendencies which have hurt your brand with exactly the people you were supposed to be getting excited,” Whittlemore wrote in the letter. Negative hashtags such as #chasefail, #chasesucks and #causewashing begin to appear on Twitter conversations.

December 21, 2009: In light of increasing negative criticism, Chase removes fan comments on the wall of the contest Facebook page and disables the fan commenting ability.

December 22, 2009: Vocal frustration from disqualified groups continues and in some cases accelerates. Students for Sensible Drug Policy create the now defunct www.chaseboycott.com website.

January 15, 2010: The second round of the contest starts and voting begins again for the top 100 organizations. The top vote getter in this round will receive the $1 million grand prize.
January 22, 2010: A number of celebrities, including singers Jessica Simpson and Miley Cyrus as well as actors Joaquin Phoenix and Liv Tyler, tweeting calls-to-actions for followers to vote for their selected organizations.

January 23, 2010: The second round of the contest concludes and Invisible Children, a nonprofit organization based in San Diego, Calif. is announced as the $1 million grand prize winner with 123,930 votes. The Isha Foundation is named the runner-up with 122,742 votes. More than two million fans participated in the contest, according to a Chase press release.80

January 31, 2010: Invisible Children receives the $1 million from Chase in a ceremony attended by Kimberly Davis, president of the JPMorgan Chase Foundation.

7. CHASE COMMUNITY GIVING CONTEST MOVES FORWARD

On June 9, 2010 JPMorgan Chase & Co. announced that it would launch a second Chase Community Giving contest. “This initiative is a new paradigm for corporate giving because it removes logistical barriers for small non-profits…and allows individuals to have a voice in our philanthropic giving,” Kimberly Davis, president of the JPMorgan Chase Foundation said in the press release.81 The contest eventually distributed more than $5 million to charities.

Further evolving the Chase Community Giving brand, the company partnered with NBC to air the “American Giving Awards,” which was created and sponsored by JPMorgan Chase & Co. “The two-hour show, with Bob Costas as host, will profile recipients of Chase donations, will be book-ended by Chase commercials and will regularly remind viewers that the whole event is presented by Chase,”82 according to a report in the New York Times. The show featured appearances by a number of celebrities, including Will.i.am and Miley Cyrus. Responses to the show were mixed, with one person writing on Chase’s Facebook wall: “it’s humorous how easily you can convince people you are doing something good.”83

On March 31, 2011 Chase announced via press release that the company has committed an additional $25 million to the Chase Community Giving program over a two year period. The company also announced that it will hold a live forum on Facebook entitled “Chase Charity Insights: Conversations on Social Media” to help connect nonprofits with social media experts that day. Questions for the forum were also accepted through the Twitter handle @chasegiving. The forum was also used to launch the third Chase Giving Contest.84 “[Successful prize contests] often educate the public and improve the skills of participants, welcome byproducts of the competitive process,” according to a McKinsey & Company study.85

The third Chase Community Giving contest began on April 21, 2011 with a total of $5 million eventually distributed to charities. This contest was geared toward medium-sized charities with annual operating expenses between $1-10 million.86 On November 8, 2011 the fourth Chase Community Giving contest began with donations of $3.025 million donated to 100 charities.87


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