

Donio

Crowdfunding for Democracy in Slovakia

Zuzana Suchová



**Media monitoring allows us to
respond immediately to war
natural disasters, serious
accidents or injustice.**



Donio

Who will help Ukraine?

€2,058,526 raised

from 23,711 donors



DONATE

SHARE

✓ We verify all campaigns

When waiting is not an option

We brought together 40+ NGOs in a collaborative fundraising effort, 200+ volunteers & accepting material donations

These contributions were distributed to Ukraine or allocated at local aid dispensaries. Campaign is still live.



Humor builds emotional connection



Donio

Let's support Petr
Sabaka and stand up
for our experts, health
workers and scientists

Received **€18,575**

from €10,000



1,057
supporters
It was quite involved

€18
Average donation
amount

€1,000
The ultimate gift

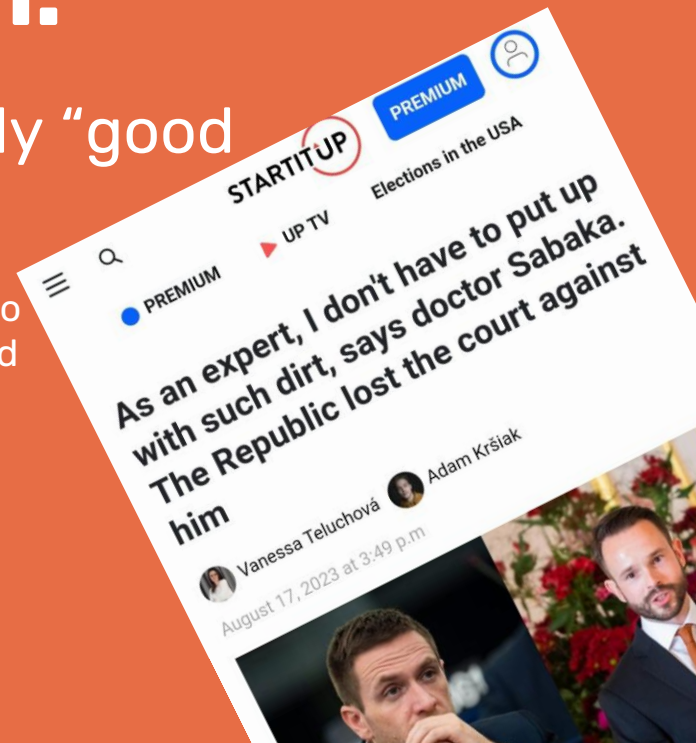
1 day
Obtained for

No perks? No problem.

Use humor for only “good
feeling” rewards

I want Mr. Uhrík and Mazurek to
contribute to Peter Sabaka and
also to the improvement of
medical care for the people of
Slovakia.

25 - 50 - 75 - 150 €



The Hoax and Fraud project starts again! Contribute to its launch.

MILESTONE 3/3

No one is going to stop us anytime soon. We will add offline activities to the online content. Spread love, not hoaxes!

Received **€31,085**

from 30,000 €

#ZASTAVMEHOAXY



1,237
supporters
It was quite involved

25 €
Average donation
amount

Fighting misinformation

Invite your international
friends—even if you
don't have any. Yet.

Special offer from George Soros:
Contribute €666 and join forces
with George so he doesn't stand
alone.



Help slow down the dismantling of democracy in Slovakia.

MILESTONE 9/9



We will strengthen SMM's presence on social networks for better visibility and even more effective content communication.

€46,421 received
from €45,000



1,663
supporters
It was quite involved

€28
Average donation
amount

Media monitoring

This references Ľudovít Štúr, a 19th-century national revivalist and journalist

The National News regularly to the Brussels assembly.
Contribute 200 € or more



Rage and anger
mobilise action and solidarity

A large, stylized, light orange number '3' that serves as a background element for the logo.

Donio

**For the families of
investigators Ján
Čurilla & colleagues
placed out of service.**

€115,072 received

from 3,492 donors



3,492 donors

It was quite involved

€33

Average donation
amount

€1,200

The ultimate gift

25 days

Obtained for



Protecting the individuals

To protect the founder
from potential backlash
and maintain donors'
trust, we took on this
cause ourselves.

Even amid undue pressure from
oligarchy-owned media, our
commitment to this issue remains.



**They investigated
mafia and politicians.
Today they face their
revenge. Let's stand
up for them again.**

€317,017 raised
from 6,550 donors



6,550 donors
Total involved

48 €
Average donation
amount

18 904 €
The highest gift

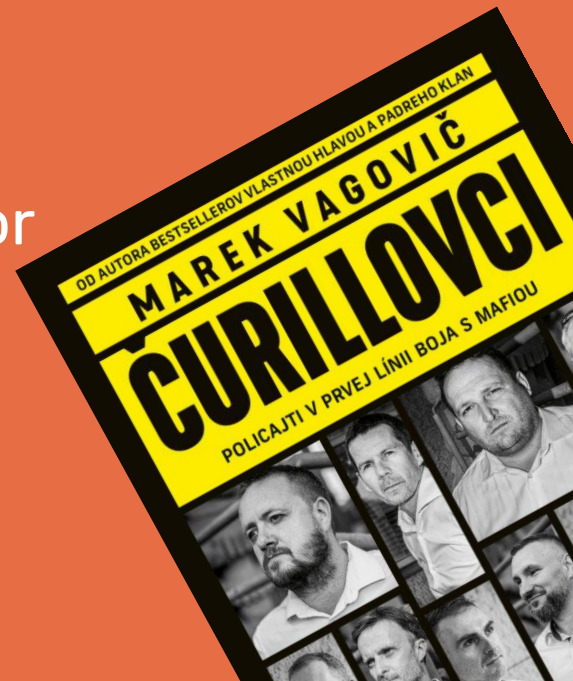
46 days
Obtained for



Protecting the individuals II

Cooperation with the
Stop Corruption
Foundation and author
Marek Vagovič - gave
book profit.

Through the book and media, the
public discovered the human side of
anti-corruption investigators.



Support people from culture, art and media. It is extremely important. Support people from culture, arts and media. It is important.

€19,491 received

from 675 donors



675 donors

It was quite involved

€29

Average donation amount

€1,000

33 days



No legal entity? We'll sort it out

We have opened the platform, provided free comms support, and are managing the funds raised.

We're also managing META ads on their behalf.



SLOVAKIA IS
EUROPE. Support the
organization of protests.

MILESTONE 15/15

The minimum amount needed to organize
fifteen protests and possibly support those in
the regions.

€211,675 raised
from €225,000

36 days
to completion



Defense of democracy
and European values
in the streets

Supporting protests of Slovaks
at home and abroad through
one organizer.

100.000 people in the
streets in 50+ cities



Follow the 30-30-30 rule and ask influencers to multiply your voice and donation.



Donio

360° | Help the creation of Michal Kovačič's new project.

MILESTONE 7/7

We are giving away 5,000 free subscriptions for primary and secondary school teachers and university students for one year.

received **€593,704**
from €600,000

360° Nový projekt
Michala Kovačiča



16,470

€36

500.000 € in 48 hours for independent media

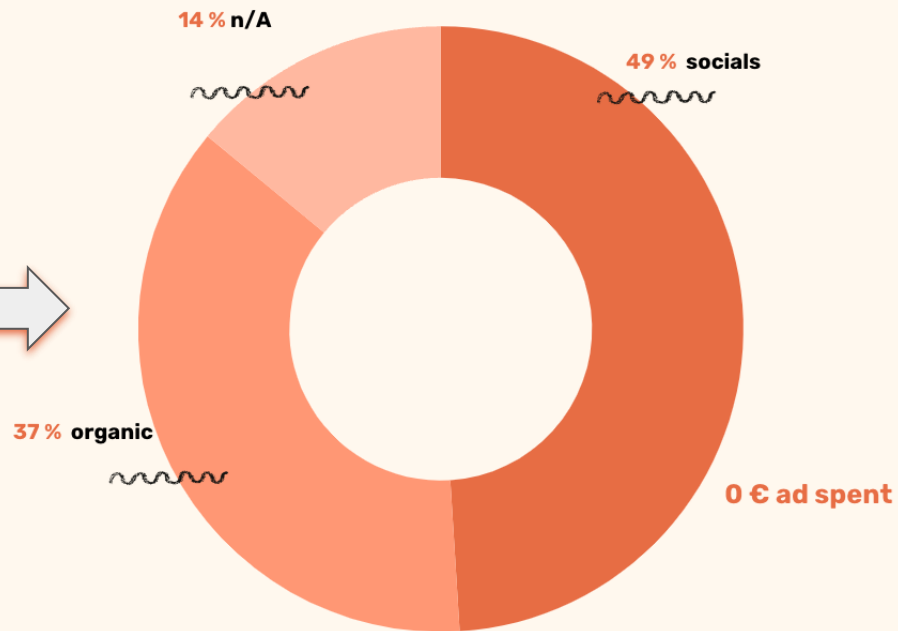
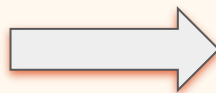
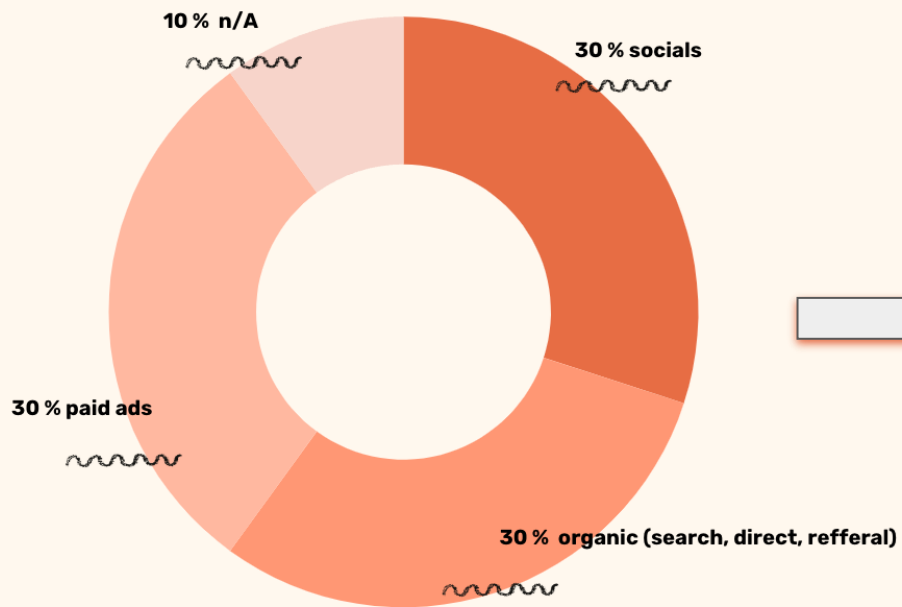
Michal Kovačič, unjustly dismissed from TV Markíza, gathered 16,470 supporters within the first 48 hours.

This was primarily influenced by his story, endorsements from key influencers and the strategic application of the 30-30-30 rule.



How come they've done it with 0 € ad spent?

- They convinced ~~15.151~~ contributors → 13.520
- With an average contribution of ~~33€~~ → 37€
- At an average conversion rate of ~~7%~~ → 13.12%
- This equals to ~~216.000~~ unique visits → 103.000



Don't be afraid. Go bold.
Know your audience.
Trust the data.
Dream big. Use humour.
Change anger to solidarity.
Make a difference.



**Our difference is
freshly launched
podcast: What
connect us?
about solidarity
in our lives.**

<https://bit.ly/CoNasSpaja>

Donio

Thank you

Zuzana
Suchová

