

Oxfam leads charities in using single widget to unite support

OXFAM and campaigning coalition Global Call to Action Against Poverty are to launch a widget to unite messages from over 200 organisations.

The widget, which is being spearheaded by Oxfam, will launch on 1 June across various charity, NGO and campaign sites ahead of this year's G8 Summit in Germany.

It will let users send their calls for change to world leaders and leave details of their support.

Karina Brisby, interactive campaigning manager at Oxfam, said,

“In the past each organisation would try to link up through different sites, so the messages and data would often get confused and lost. This is one simple, clean widget that every organisation can take on and cater to their message.”

The widget was created by social media agency NixonMcInnes and will go live in seven languages.

Brisby hopes it will enter a second phase later in the year allowing users to add it to their personal social network pages and blogs.