

11 Steps to Success with Social Networking

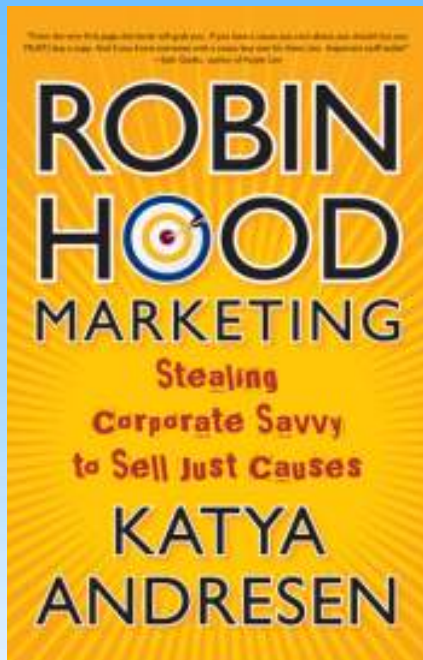
Katya Andresen, Network for Good

www.networkforgood.org | www.fundraising123.org

What I Want to Share with You

- What is Web 2.0/social media anyway?
- Absolutely essential guiding principles
- Stories: Kevin Bacon, Ali Edwards and Robin Maxwell Taught Us
- How to get started


About Me




About Network for Good

- Network for Good is a 501(c)3 nonprofit, founded in 2001 by AOL, Yahoo! & Cisco
- Our mission is to make it easier for nonprofits to raise money online, and for people to give online
- Network for Good has processed over \$240 million in donations for over 45,000 nonprofits.
- We manage all of the online fundraising on Facebook and MySpace

www.fundraising123.org




Network for Good Learning Center
A Fundraising Guide for the Overworked Nonprofit


RSS Feed 

Fundraising Social Networking Web Site 101 Email 101 Donor Databases Nonprofit Marketing Training

How Can We Help You Become a Fundraising Superhero?




GET DONORS ONLINE!
START HERE!
*expertise and big budget NOT required.




Browse the Learning Center...

- ◀ Become a fundraising superhero
- ◀ Dive into social networking
- ◀ Make your website a hit
- ◀ Solve your email challenges
- ◀ Do donor management right
- ◀ Get marketing tools and tips



About Network for Good
Network for Good provides easy and affordable online fundraising services. Visit our website to learn more.



Improve Your Fundraising
Subscribe to our weekly Online Fundraising & Nonprofit Marketing Tips Newsletter.

Email:

First Name:

Last Name:

Most Recent Articles

- **Building Trust and Transparency**
We've entered a Catch-22 of sorts...
- **More Than a Donate Button: Composing Your Online Fundraising Plan in '09**
There's more to online fundraising...
- **The Joys of Google Grants, Part 1**
When the National Women's Law Center...
- **Should You Start a Grants Program Now?**
This was one of the questions asked...
- **First 100 Days in Your New Nonprofit Marketing Job**
Download your free copy of "The..."

Most Popular Articles

- **Help! I Have No Marketing Budget!**
One of the most common questions I...
- **10 Ways to Engage Constituents Online**
Three very smart peers-Jonathon D....
- **How to Do Grand-Plan Marketing 90 Days at a Time (Case Study)**
The Challenge: When Sandra Jordan,...
- **Is Marketing Slimy?**
Many nonprofit organizations struggle...

What is Web 2.0 Anyway?



Brian Solis of PR 2.0

Mashup!

Search Web | My School | Answers | Local | Music | My Work

Network for Good. ©2006 Network for Good. All rights reserved. | [Home](#) | [About Us](#) | [Contact Us](#)

Are you a nonprofit?

HOME | DONATE | VOLUNTEER | CRISIS RELIEF | MY PROFILE | Short Cuts | [Go](#)

find any charity

I want to donate.
 I want to volunteer.

Keywords:

Charity Name:

State:
Select a state

[Search](#) [Join Us](#)
[Become a Partner](#)

Powered by [GuideStar](#) and [VolunteerMatch](#)

hot topics:

- [hurricane katrina](#)
- [environment](#)
- [java earthquake](#)
- [lms](#)
- [about network for good](#)
- [darfur](#)
- [giving calculator](#)
- [business](#)

give to your favorite charities in one place!

[donate now](#)

why should I give here?
It's easier than writing a check and your receipt are stored for tax time.
[learn more](#)

is it okay to donate here?
Over 300,000 donors have given \$90 million to 20,000 charities.
[learn more](#)

give monthly!
Set up an automatic credit card deduction your favorite charity. If I do others do it and so can you.
[donate now](#)

Our Definition of Web 2.0

It's about people wanting to be
seen and heard.

And to connect with others.

The Official Definition (thanks, Wikipedia)

*“Web 2.0 is a living term describing changing trends... It does not refer to an update to any **technical** specifications, but to changes in the ways (**people**) use the Web.”*

A New Model

- Not about them coming to us
- A new way to listen
- A new way to engage: It's about user-driven content and an evolving conversation

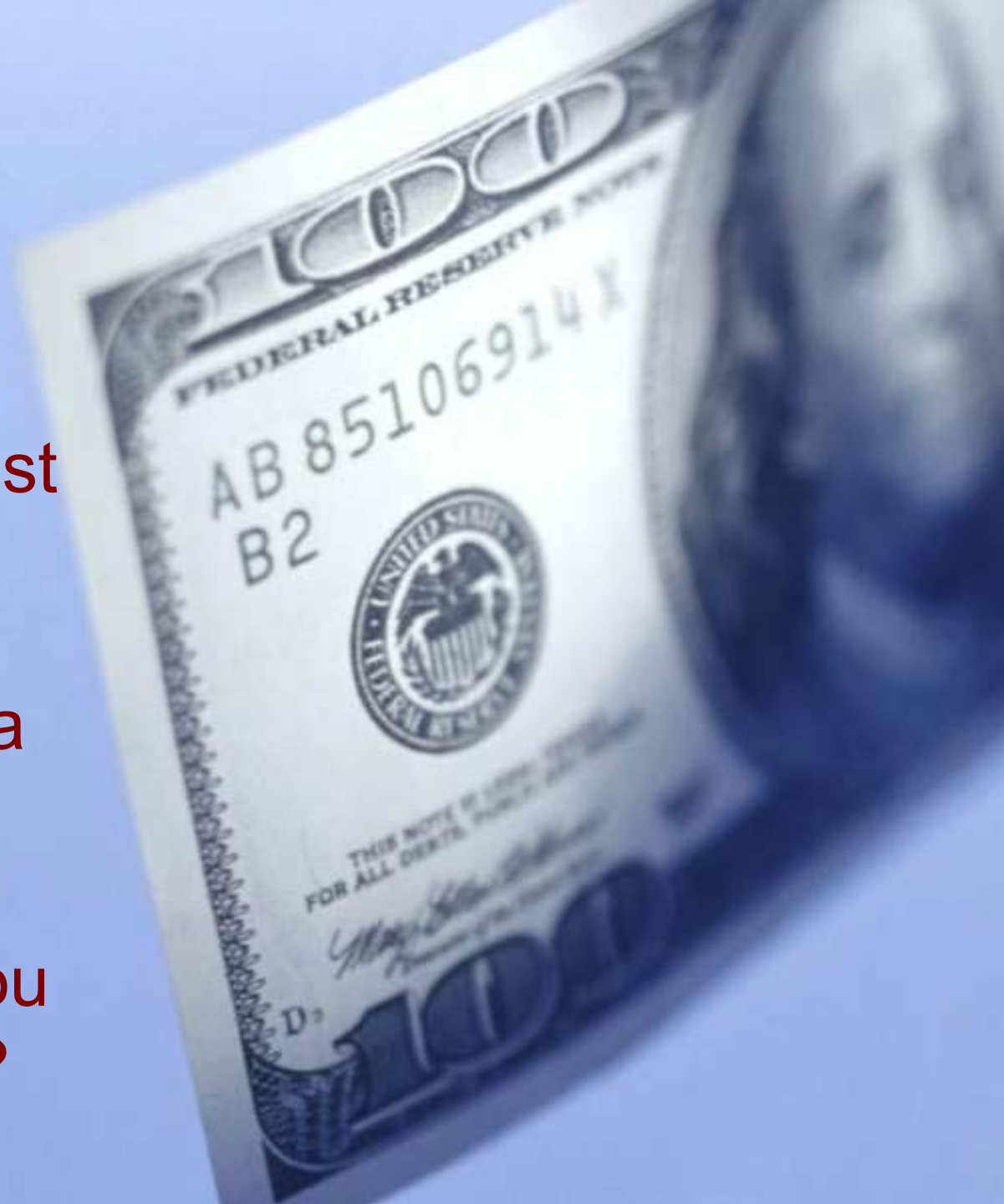


5 Human Needs at Work Here

1. To be HEARD
2. To be CONNECTED
3. To be part of SOMETHING GREATER THAN THEMSELVES
4. The security of TRUST
5. To feel HAPPY 😊

A question for you

- When was the last time you saw, heard or read something from a good cause (not your own!) that prompted you to donate or act?



Being Heard

Web 1.0:
Launch and
walk away

Web 2.0:
Engagement!





SHE HAS **THE POWER**
TO CHANGE HER WORLD
YOU HAVE **THE POWER**
TO HELP HER DO IT.

Find out how CARE is working
with women to fight poverty,
and what you can do to help.

[START HERE >](#)

[More ways you can get involved >](#)

I AM POWERFUL

search site...

[donate now](#)

[about care](#)

[newsroom](#)

[care's work](#)

[campaigns](#)

[get involved](#)

[careers](#)

[partnerships](#)

[web features](#)

[contact us](#)

[care wear](#)

[Tell-A-Friend](#)

Tell your friends about CARE

Get E-mail Updates:

Email Address

[Sign Up](#)

Existing Member?

[Login Now!](#)



[Latest News](#)

[CARE Calls on International Community
to Act Now in Haiti](#)

[Flooding Washes Out Bolivian
Communities](#)

[Campaigns](#)

[Pakistan/India Quake](#)

CARE is hard at work helping the people of Pakistan and India recover from October's earthquake. [Learn more about CARE's response.](#)

[Africa Food Crisis](#)

Being Seen and Connected

The screenshot shows the Flickr homepage layout. At the top left is the Flickr logo. Below it is a large featured photo of a crowd at night with a person in a white costume. To the right of the photo is a 'Create Your Account' button and the text 'Only takes a moment with your Yahoo! ID'. Below this is the main headline 'Share your photos. Watch the world.' with a 'AND VIDEO' badge. A search bar and a 'SEARCH' button are positioned below the headline. A navigation bar contains several links: '5,292 uploads in the last minute', '6,292 things tagged with [Dance](#)', '2.5 million things uploaded this month', and 'Take the tour'. Below the navigation bar are four main sections: 'Share & stay in touch' with a social media icon, 'Upload & organize' with a photo gallery icon, 'Make stuff!' with a collage icon, and 'Explore...' with a world map icon. To the right of these sections is a box titled '3 simple ways to upload your photos to Flickr' with a numbered list: 1. The Flickr Uploadr (for both PC & Mac), 2. Flickr.com/upload, and 3. Upload by Email. At the bottom of the page is a 'Take the Tour' button and a link to 'Explore Flickr: Sites, the World Map, Camera Folders, or interesting uploads from the last 7 days'.

flickr

Sign In

Create Your Account

Only takes a moment with your Yahoo! ID

Share your photos. Watch the world. **AND VIDEO**

SEARCH

5,292 uploads in the last minute - 6,292 things tagged with [Dance](#) - 2.5 million things uploaded this month - [Take the tour](#)

Share & stay in touch

Upload & organize

Make stuff!

Explore...

3 simple ways to upload your photos to Flickr

1. The Flickr Uploadr (for both PC & Mac)
2. Flickr.com/upload
3. Upload by Email

Take the Tour

Explore Flickr: Sites, the World Map, Camera Folders, or interesting uploads from the last 7 days



The Nature Conservancy

Group Pool Discussion 8,546 Members Map Invite Friends

Slideshow Share This

[» Add photos or video](#)



NEW From [David Kirkwood](#)



NEW From [Zenio Souza](#)



NEW From [Time Standing...](#)



NEW From [Time Standing...](#)



NEW From [Time Standing...](#)



NEW From [squatchman](#)



NEW From [zeynel aksakal](#)



NEW From [focushottie_2](#)



NEW From [focushottie_2](#)



NEW From [chrisboytiger](#)



NEW From [chrisboytiger](#)



NEW From [chrisboytiger](#)



NEW From [chrisboytiger](#)



NEW From [chrisboytiger](#)



NEW From [chrisboytiger](#)



NEW From [chrisboytiger](#)



NEW From [chrisboytiger](#)



NEW From [chrisboytiger](#)

Photo subjects ranged from general nature and wildlife shots to Conservancy preserves, international parks and even backyards

Flickr users discussed photos, shared tips and created links to nature.org and other sites... all due to strong community



Uluru (Ayer's Rock) is a sandstone formation formed approximately 550 million years ago in the "Red Centre" of Australia. Its circumference is 9.4 km (5.8 mi) and it is 348 m (1,142 ft) high. whc.unesco.org/en/vis/308
Isn't it worthwhile to look after our earth?

Comments



Garry pro says:

beauty

Posted 8 months ago. ([permalink](#))



henriette von ratzeberg pro says:

thanks Garry.

Posted 8 months ago. ([permalink](#))



Nathalie Jouat pro says:

Very nice colours , and the sky is gorgeous too !

Posted 8 months ago. ([permalink](#))



henriette von ratzeberg pro says:

Thank you Nathalie, I love the outback and was very lucky to capture the rainbow.

Posted 8 months ago. ([permalink](#))

uploaded on Jul 16, 2007

henriette_von_ratzeberg's photostream



broves

286 photos

This photo also belongs to:

Outback Australia (Set)



You are at the first photo.

broves

47 photos

+ Australian Images (Pool)

+ Landschaft/Landscape (Pool)

+ Cool Outdoor Picc (Pool)

+ Rocks and Geology (Pool)

+ Your "Postcard" Shot (Pool)

+ UNESCO World Heritage Sites (Pool)

+ Amateurs (Pool)

+ Australian Natural (Pool)

+ Travel Photography (Pool)

+ Desert Landscapes (Pool)

+ I LOVE NATURE- (Pool)

+ FLICKR NATURE (Pool)

Try to view this email?



Dear Loyal Conservancy Supporter,

Your favorite nature photos could win and inspire others! [Enter The Nature Conservancy's 2007 Digital Photo Competition](#) by submitting your favorite images.

Just like the more than 12,000 entries we received in last year's inaugural competition, we're looking for beautiful nature photography representing the diversity of life on Earth.

Your own original digital images of our lands, waters, plants, animals and people in nature are all eligible for the competition. [View last year's finalists](#) here.

At least 50 photos will be selected as finalists, a minimum of 25 for each category. Each category will have one grand prize winner:

- The **Best Photo from a Place We Protect** category winner's image will be printed in the 2009 Nature Conservancy calendar reaching nearly 2 million households.
- The **Best Nature Photo** category winner's image will be featured on The Nature Conservancy's website, nature.org, which is visited by more than 3 million people annually.

To [enter one or more images](#) use the Conservancy's free Flickr™ photo-sharing group and tag each for the appropriate category. Or, if you prefer, you can complete our [online form](#) and email each photo, one at a time.



An e-mail cultivation of our e-members both announced the contest and attracted supporters to view and share photos

Thank you for all you do to showcase and celebrate the beauty of our natural world and inspire others



The Nature Conservancy

Share This

Group Pool | Discussion | **8,546 Members** | [Map](#) | [Invite Friends](#)

Group Pool ([93,635 items](#) | [Add photos or video](#))



NEW From [Zenio Souza](#)



NEW From [Time Standing...](#)



NEW From [Time Standing...](#)



NEW From [Time Standing...](#)



NEW From [squatchman](#)



NEW From [zeynel aksakal](#)



NEW From [focushottie_2](#)



NEW From [focushottie_2](#)



NEW From [chrisboytiger](#)



NEW From [chrisboytiger](#)



NEW From [chrisboytiger](#)



NEW From [chrisboytiger](#)

[» More](#)



TheNatureConservancy (a group admin) says:

15 Sep 08 - Don't forget to enter the [2008 Digital Photo Competition!](#) Tag each submission with **PhotoContest-TNC08** by October 15, 2008 for your chance to be featured in The Nature Conservancy's 2010 calendar.

Discussion ([167 posts](#) | [Post a new topic](#))

Title

[Share your Own and Save photos with friends & family!](#)

[Photo Contest](#)

Metric showing strong engagement: on average, every one group member shared nearly 11 photos

[Share your Own and Save photos with friends & family!](#)

[Photo Contest](#)

Replies | Last Post


2

75

Being Seen and Connected cont'd

Facebook Update Close

Facebook is announcing a new approach that allows users to have a role in determining the policies that govern the site. For more information and links to the groups containing our new draft policies, check out the Facebook Blog.




Katya is writing her AFP workshop. a moment ago · dear

What are you doing right now?

News Feed


Status Updates Photos Links Live Feed

- Katya Andresen is writing her AFP workshop. 2 seconds ago · Comment · Like
- Vereen Lagden is tired. 5 minutes ago · Comment · Like
- Randal L Dill is back at T4T - looking over a new website layout. 14 minutes ago · Comment · Like
- Michaela Hackner is a wound-up stressball maximus. 14 minutes ago · Comment · Like





Phil Rau at 4:31pm February 26
O well, there's your problem. You just need some... dare I say... lava? :-P

I hope that you can destress a bit!



Scott Goss at 4:02pm February 26
I am right there too... I'm about to fart lightning bolts! 6 more days..... 6 more days.....

Marc A. Pitman and Poppy Garner changed their profile pictures.



Marc Poppy

Requests

- 1 friend suggestion
- 3 event invitations
- 71 other requests
- 4 friend requests
- 1 share the goddess request

Updates

1 new update


Applications

Edit

- Photos
- Events
- Causes
- Groups
- Marketplace
- Slide FunSpace

more

Sponsor



Kingdom of the Blue Whale
National Geographic Channel embarks on a mission to find and record the breeding calving grounds of the world's largest creatures.

Date: March 8 at 8:00pm
Location: National Geographic Channel
Attendees: 424 people
RSVP: Yes Maybe No

Pokes

You were poked by:

Getting a Sense of Trust

The screenshot shows the Starbucks Idea website interface. At the top, the logo reads "my STARBUCKS IDEA" with the tagline "SHARE. VOTE. DISCUSS. SEE." and the Starbucks logo. Navigation tabs include "Share Your Idea", "View All Ideas", "Ideas In Action", and "About This Site". Below these are sub-tabs for "Popular Ideas", "Recent Ideas", "Top All-Time", and "Comments". A "View Category" dropdown is set to "All". A pagination bar shows "1 2 3 4 5 ... 4311 Next".

A green button says "Got a great idea?" with a plus icon. On the left, a user profile for "Welcome, MJRovner" is shown with links for "My Inbox" and "My Favorites (0)", and a "sign out" link. Below is a search bar.

The main content area features a post titled "Recycling Cold Cups - Bins and Education" by user "RoseByte" in the "Social Responsibility" category, dated "5/5/2008 8:11 AM". The post has a green checkmark icon and "10330 Points". The text of the idea reads: "I recently realized that Starbucks cold cups (the clear plastic ones for frappuccinos and iced drinks) are #1 plastic - recyclable in most communities. Would it be possible for Starbucks to include recycling bins in their stores to collect these cups? Also, an educational campaign that lets people know that the cups are recyclable would go a long way - what about a note on the cup? 'When you are done enjoying my contents, don't forget to Recycle me!'"

At the bottom of the post, it says "Thanks for reading my idea - RS" and includes links for "Comments (95)" and "Fav This".



CHARITY SEARCH

enter charity name or keywords here

Name Only **GO**

[Advanced](#)

[A-Z Directory](#)

[4-Star Charities](#)

[World Map](#)

Charity Rating



National Audubon Society

225 Varick Street
7th Floor
New York, NY 10014
tel: (212) 979-3000
fax: (212) 979-3188

[Contact Email](#)
[Visit Web Site](#)

Environment : Environmental Protection and Conservation

National Audubon Society

Protecting our great natural heritage

[Current Rating](#)

[Historical Data](#)

[Comments \(2\)](#)

Page Tools

- [Add to My Charities](#)
- [Print this page](#)
- [E-mail this page](#)

Donate To This Charity

Click the button below to make a donation to **National Audubon Society**.



Learn more about Charity Navigator's partnership with Network for Good.

Need help in justifying continued membership

Posted by cmstiefel | April 9, 2008 5:37:05 AM

Dear Mr. Flicker, As a long time Audubon member I would like to continue to support your organization and its programs, but have a difficult time justifying doing so in light of the organization's negative showing against similar entities. With so many needs in the world, one must discriminate in the choice of charitable causes. Please help me understand by providing some information on what might be different about the national Audubon organization that causes its Charity Navigator rating to be so low in various areas, and how the organization is addressing these faults. Sincerely, C M Stiefel

charity navigator

Posted by mari | January 11, 2008 7:20:39 AM

Dear Audubon President, I am quite surprised that a national environmental organization like this (of which I am a member) can not operate with a better efficiency rating than is posted on the Charity Navigator web site. I would appreciate it if you would address this issue to help

Hearing It from the Right Source



Being a Part of Something BIG

SECONDS.ORG
CHANGE A BULB, CHANGE EVERYTHING.

WHAT ARE CFL BULBS & WHY SWITCH?

HOW ENLIGHTENED IS YOUR AREA?

United States

CFL LIGHTBULBS PURCHASED SINCE 1/1/07: **4,859,916**

EQUIVALENCY:

- DOLLARS SAVED: \$142,490,964
- CARS OFF THE ROAD: 34,477
- POUNDS OF COAL SAVED: 505,930,882
- POUNDS OF CO₂ PREVENTED: 2,165,384,173

CHANGE A BULB, CHANGE EVERYTHING
It only takes 18 seconds to change a light. Save energy and cash now by switching to Energy Star CFL bulbs, available nearly everywhere light bulbs are sold.

Decreasing the amount of fossil fuels you consume — to power your home, office, or vehicle — is the most important step you can take to help slow global warming.

TURN YOUR FRIENDS ON
Make a difference by being your friend about this site.
[SEND TO FRIEND](#)

SPREAD THE WORD
Help raise awareness of energy efficient bulbs by putting a badge on your site.
[MAKE A BADGE](#)

© 2007 Network for Good. All rights reserved. [Privacy Policy](#)

There's a Place for Everyone



MEDIEVAL POTTERY RESEARCH GROUP

Welcome to the MPRG website

Home
News
Current Newsletter
Publications
Conferences
Regional Groups
UK Relics and Collections
Activities
How to Join
Travel Fund
Contacts
Links
Copyright statement
Site Map
MPRG Bibliography
(external site)

Site search powered by **Thawfire**

MPRG was founded in 1975 to bring together people with an interest in the pottery vessels that were made, traded, and used in Europe between the end of the Roman period and the 18th century. Its remit has subsequently expanded to include the pottery of the 17th, 18th and 19th centuries from both sides of the Atlantic and beyond, as well as post-Roman ceramic building materials.

The Medieval Pottery Research Group has a broad and diverse membership. The membership includes professional and non-professional archaeologists actively engaged in the study of ceramics as well as those with a general interest in ceramics or who are involved with local archaeology/history societies. Institutional members include universities, commercial archaeological field units, and local, regional and national museums. The Group has strong overseas representation among its membership, in particular from the European Union and North America.

On these pages, you can find details of our publications and conferences, and other information such as how to join MPRG and how to apply for a grant from the John Hurst Travel Fund.

MPRG is a Registered Charity.
UK Registered Charity No. 1010510



© MPRG 2001, 2005 — Last Update: Thursday 10 November, 199

No, Seriously: *Everyone*



The screenshot shows the homepage of the website **STRUCKBYLIGHTNING.ORG**. The header features the site name in a stylized font and a background image of lightning. Below the header is a search bar and a navigation menu with links for HOME, ALERT PROGRAM, SERVICES, RESOURCES, SAFETY, ABOUT US, and CONTACT.

The main content area is divided into three columns:

- STRIKE BLOG:** Contains several paragraphs of text discussing lightning safety, including the 30-30 rule and the importance of staying indoors during thunderstorms.
- NEWS:** Features articles such as "Lightning Alert Program" (with a link to learn more), "Safety Note" (reminding users that no place is safe outside), "Lightning Safety Game" (promoting educational games), and "CPR Training" (emphasizing that everyone needs to learn CPR).
- EVENT CALENDAR:** Lists upcoming events, including the "National Weather Association 32nd Annual Meeting in Reno, Nevada" (October 13-18, 2007) and the "Massachusetts Association for Health, Physical Education, Recreation & Dance Annual Convention" (November 5 & 6, 2007).

On the right side of the NEWS section, there is a graphic for "WHEN THUNDER ROARS GO INDOORS!" featuring a lightning bolt and the text "SEE OUR SAFETY MAGNETS". Below this graphic is a short description of the magnets and a link to view them.

Feeling Happy



... people who give [to charity] often report feelings of euphoria, which psychologists have referred to as the "Helper's High."

Making It About Me

The screenshot shows the LandChoices website homepage. At the top is the logo "LandChoices" in a cursive font with a green swoosh underneath. Below the logo are three navigation tabs: "The Choice is Yours", "Preserve Your Land", "Conservation Subdivisions", and "Other Choices". On the left is a vertical menu with links: Home, About Us, Sponsors, News, Projects, Contribute, Contact Us, Links, and Kids. The main content area features two side-by-side images: a barren, rocky landscape on the left and a lush, green field with a house in the background on the right. Below these images is a comparison of "Cookie-cutter" subdivisions versus conservation subdivisions. A "DONATE NOW" button is visible on the right side. At the bottom right is a photo of a man holding a dog. A "Sign Up For Our Land Tips" section is at the bottom left, and a "Privacy Statement" link is at the very bottom left.

LandChoices

[The Choice is Yours](#) [Preserve Your Land](#) [Conservation Subdivisions](#) [Other Choices](#)

- Home
- About Us
- Sponsors
- News
- Projects
- Contribute
- Contact Us
- Links
- Kids

"Cookie-cutter" subdivisions clear-cut trees, pollute water, destroy natural areas and wildlife.

Conservation subdivisions preserve clean water, wildlife and land and are MORE profitable!

LandChoices is definitely not your father's conservation group!

DOUBLE YOUR GIFT CHALLENGE GRANT

[Why give to LandChoices?](#)

DONATE NOW
SECURE DONATIONS BY [GROUNDSPRING.org](#)

NEW! Featured in The Detroit News
[Neighborhoods can be green too](#)

You have choices
LandChoices is different. We are one of the only non-profit organizations **informing landowners nationwide** about ways to protect the lands you cherish. We promote conservation subdivisions too!
[Learn more](#)

Sign Up For Our Land Tips

[Privacy Statement](#)

Aging landowners are selling land for retirement. **Up to 90%** of landowners aren't aware of any other





Brian Solis of PR 2.0

Great. Why Should You Care?

- Because it's growing fast and will someday be completely pervasive
- Because it is powerful – relationship and conversation based
- Because it puts word of mouth on steroids
- Because the price is right

How Much Do People Care Now?

- 2005: What is Social Media?
- 2006: Why does it matter?
- 2007: What does it mean to my business?
- 2008: How do I do it right?
- 2009: How do I integrate across the Enterprise?

*Nonprofits are still struggling to answer to the
“What it is” and “Why it matters” questions.*

“Fitting into” a Web 2.0 World

It's a Little Like Junior High...

- Knowing the culture is key to survival
- Social norms/herd mentality
- You have to *participate* (the clubs, cliques)



Respect the Culture

GOOD IDEA

BAD IDEA



The screenshot shows the Dell IdeaStorm interface. At the top, it says "IDEASTORM WHERE YOUR IDEAS REIGN". Below this, there are navigation options: "POST...", "PROMOTE...", "DISCUSS...", and "SEE...". The main content area displays a suggestion titled "Standardize Power Cables for Laptops". The suggestion text reads: "Nothing is more annoying than laptop power cables that are not interchangeable from one computer model to another or from one brand of computer to another. Power cables have been standardized on most electrical appliances, including desktop computers for decades. Make an effort to promote and implement standard power cables for laptops." The suggestion is marked as "Status: Under Review".



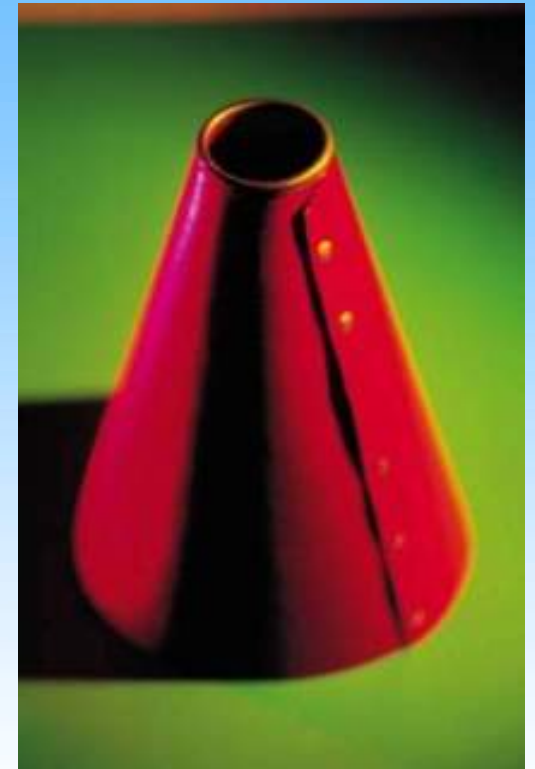
The advertisement features a large silhouette of a pregnant woman in the center. To the left of the silhouette, the text reads "WEARING YOUR BABY" in large, bold, black letters, followed by "seems to be in fashion." in smaller, red letters. To the right of the silhouette, the text reads "Motrin MOM-ALOGUE" in bold, black letters, followed by a paragraph of text: "As a mom, you know what it's like to have a unique kind of pain that's often underappreciated. From walking for hours in high heels to staying up all night, carrying a feverish child, the MOTRIN® Brand wants you to know, WE FEEL YOUR PAIN™." Below this text is a small "ORDER" button. In the bottom right corner, there is a yellow banner that says "WATCH Children MOTRIN®" with a play button icon.

Be Authentic



What Kevin Bacon, Ali Edwards and Robin Maxwell Taught Us

Kevin Bacon's Story



Kevin Bacon's Story

SixDegrees.org

Be a celebrity for your cause

It's a small world. You can make a difference.

Take Action

- Create your own badge
- Donate to your favorite charity
- Get tips for your badge

Explore

- Top ten badges
- Celebrities
- Worthless, Great, Cool, Funny

How Six Degrees Works

This is a badge
 - Use it for your cause
 - Place it anywhere online
 - Raise money, feel good

Total Donations: \$2,435,831.00

SixDegrees.org

Be a celebrity for your cause

Featured Celebrity Badges

Kevin Bacon Network for Good Inc.	Dennis Rich U.S.F. Foundation for Cancer Research Inc.
Bradley Wolford Children Off Our Back Inc.	Marc Grossbard Medical West of Academe, Inc.
Janis Kaczmarek Children Off Our Back Inc.	Ellen DeGeneres DeGeneres Society for the Prevention of Cruelty to Animals
Baldwin & Andrea Care of St. Barbara Breast Cancer Research Fund, Inc.	

All Cele

It's so blessed to have a happy wife and so happy to play a small part in the wonderful work of Operation Smile. For so little so (24), a 45-minute corrective surgery can change a child's life and future forever. - Jessica Simpson

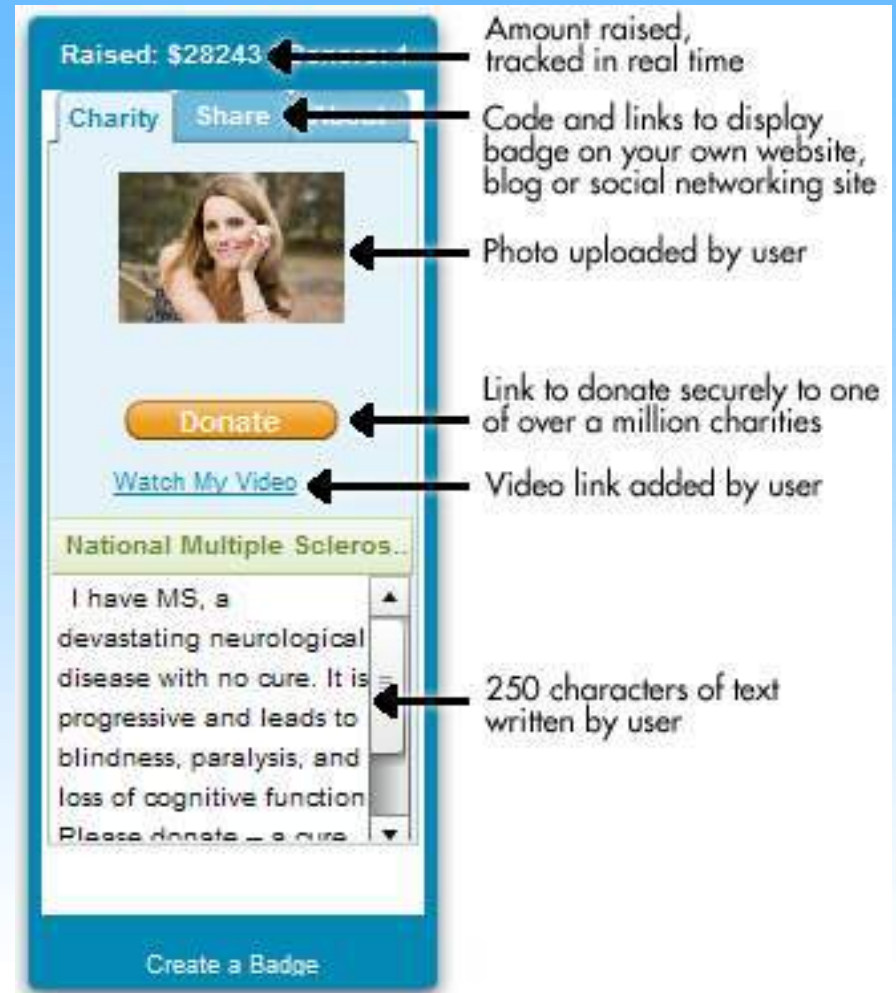
Operation Smile [Donate](#)

[Add This Badge To Your Site](#)
[Create Your Own Badge](#)
[www.sixdegrees.org](#)

In partnership with [Network for Good](#) [Join Six Degrees](#)

What's a Widget?

A person-to-person fundraising widget is the technology that makes that connections happen.



SixDegrees.org Matching Grant



Ali E.
2455 Donations
AUTISM SPEAKS INC



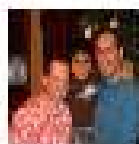
Ginny W.
1044 Donations
HELPING CHILDREN WORLDWIDE



TBAF T.
2202 Donations
BUBEL AIKEN FOUNDATION INC



nina l.
861 Donations
SAVING SHELTER PETS
INCORPORATED



Ken M.
1179 Donations
Family Pride Coalition



Joey C.
746 Donations
THE WASHINGTON MENS
CAMERATA INC



mary p.
1146 Donations
The 11TH HOUR ANIMAL
RESCUE INC



Cammie M.
521 Donations
WHOLE CHILDREN INC



Robin M.
1072 Donations
National Multiple Sclerosis
Society Blue Ridge Cha



Samantha M.
406 Donations
BET TZEDEK

Ali's Story



February 2007

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

[View photos](#) | [View Comments](#)

Here we go : www.56degrees.org

Many of you have sent me emails and left comments wondering how you can help in getting the word out about autism and fundraising. This morning I received an email from Stephanie (thank you) who let me know about a new social network set up by Kevin Bacon (yep, the Kevin Bacon) called www.56degrees.org in partnership with facebook.com/56.

Here's the basic:


www.56degrees.org is social networking with a social conscience. Through this web site, you can learn about and support the charities of celebrities and your friends, as well as fundraise for the causes close to your heart.

By creating a [56Degrees Charity Badge](#) you have an opportunity to raise even more money for your favorite cause! Your charity(s) could receive a matching grant of up to \$10,000. The six badges that have the most number of donations between January 1st and March 31st at 11:59pm ET will get a matching grant from Kevin Bacon. Multiple donations from a single subscriber to the same 56Degrees Charity Badge will only be counted once.

The process is easy, all you have to do is create a 56Degrees Charity Badge and you will automatically be eligible to receive the matching grant. Once you have created your badge, post it online to send a link to it (Google) via email to your family and friends so that they can help to support your effort.

MEMBERS
 2181
 22 Profiles
 45,000,000 Impressions

LIFE + ART
 All About Life: Artist Newsletter
 Email:

NEWS
 Top Rated: 10/17
 Trending: 10/1


My first ever post into the blogland with autism, what the heck? Well, Autism has impacted 1 in 150 children - that's one child every seven minutes to be diagnosed. There is no known cause and no cure. It is time to take the panic.

[Autism Update](#)

Ali's Story

“This is great Ali! My friend showed me your site. My little brother was diagnosed with autism...I am adding your badge to my website ...”

-posted by Laura



Robin's Story

I've Raised: \$20243
Donations: 1072 **6**



I have MS, a devastating neurological disease with no cure. It is progressive and leads to blindness, paralysis, and loss of cognitive function. Please donate - a cure for MS is possible in our lifetime with more research dollars.

Watch my video >>

National Multiple Sclerosis Society
Blue Ridge Chapter **DONATE**

cville
CHARLOTTESVILLE'S NEWSWEEKLY

Teamwork  Church Hill Homes

HOME | NEWS+OPINIONS | MUSIC | CULTURE | DINING | ARCHIVES | CLASSIFIEDS | PERSONALS | ABOUT

Saturday, March 31
Local woman fights MS

Robin Maxwell, 38, was diagnosed in January with Multiple Sclerosis. Since then, the former triathlete has poured herself into raising money for her cause. Today, she came in fifth place in a sixdegrees.org contest, sponsored by Kevin Bacon and the Network for Good. The contest lets people "become a celebrity" for their cause, and awards an additional \$10,000 to the most successful fundraisers nationwide. Maxwell raised \$17,530 for MS. She has also started her own clothing line, Perfect Health, and led the top money team at this weekend's MS walk.

CNN Video Live Video Podcasts



Sharing the spotlight >>>
Add: CNN's Report's hero is a one-woman success

Source: CNN
Added On: October 9, 2007

“I would email somebody at their office and then they would email a bunch of people...they felt like there's somebody's story that they could attach to it”

Why This Works:

We Are Not the Best Messengers!

- Donors are experts at knowing how to speak about your cause to their friends and family
- 76% of givers are motivated by friends and family, says Cone
- It's okay to relinquish control of the message

What This Means for You (Enter the 11 Steps!)

Have Faith in 1. Your Audience



and 2. Yourself



- Start by listening



Create a Google Alert

Enter the topic you wish to monitor.

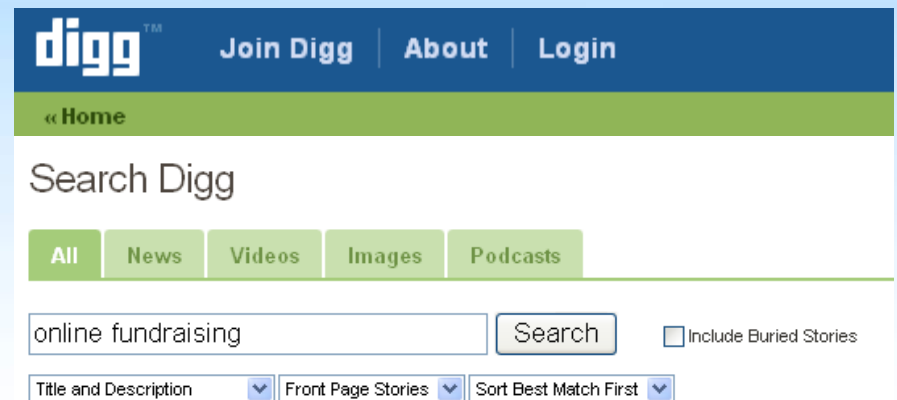
Search terms:

Type:

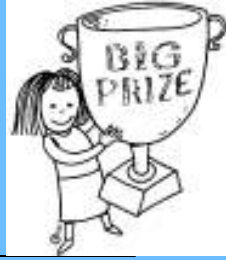
How often:

Your email:

Google will not sell or share your email address.



3. Define Your Desired Outcome



- Who are you trying to reach?
- What do you want them to do?
- Do some basic marketing planning and set some goals

How Do We Know It's Working?

Engagement & Reach

- Page Impressions, Visits, Unique Visitors
- Time Spent, Pages per visitor
- Emails opened, click-throughs
- Videos viewed, audio plays

Word of Mouth

- Number of Mentions, Posts, Comments
- Recommendations
- Mentions-per-user
- Send This To A Friend
- Inbound links

Earned Media

- Offline media mentions
- Online media mentions

Search Visibility

- Higher search results
- Greater search results "share"
- 3rd party results

Research

- Customer/stakeholder feedback
- Product sampling

4. Decide if Social Networking Will Get You There



- Don't put the cart before the horse

Is the issue time-sensitive?

Do you lack a library good photos?



5. Borrow Your Tools



- Social networks
- Widgets
- Blogs



Change.org

End Sex Trafficking



Anyone who has been exposed to the horrors of sex trafficking can't help but want to provide assistance to victims. Here's your chance.

Donations support:

Polaris Project

Total Raised: **\$65**

[Share](#) [About Change.org](#)

[Click here to Donate](#)

SixDegrees

\$24328 | Donors: 507

[Charity](#) [Share](#) [T-shirt](#)



[Watch my video](#)

[Donate](#)

ANIMAL ACTION RESCUE

Animal Action Rescue is a 501(c)(3), licensed animal rescue organization. We are dedicated to the rescue of dogs from high-kill shelters, promote

SixDegrees.org, sponsored by 

Powered by [Network for Good](#)

[Create a Badge](#)

6. Put “Social” at the Front of Social Media

- Focus on where people are
- The messenger often supersedes the message itself



7. Find Your Wired Fundraisers



Wired fundraiser

noun (wīr'd fūnd'rā'zər)

Someone who is relatively tech-savvy, spends a decent amt. of time online, and has a built-in network.

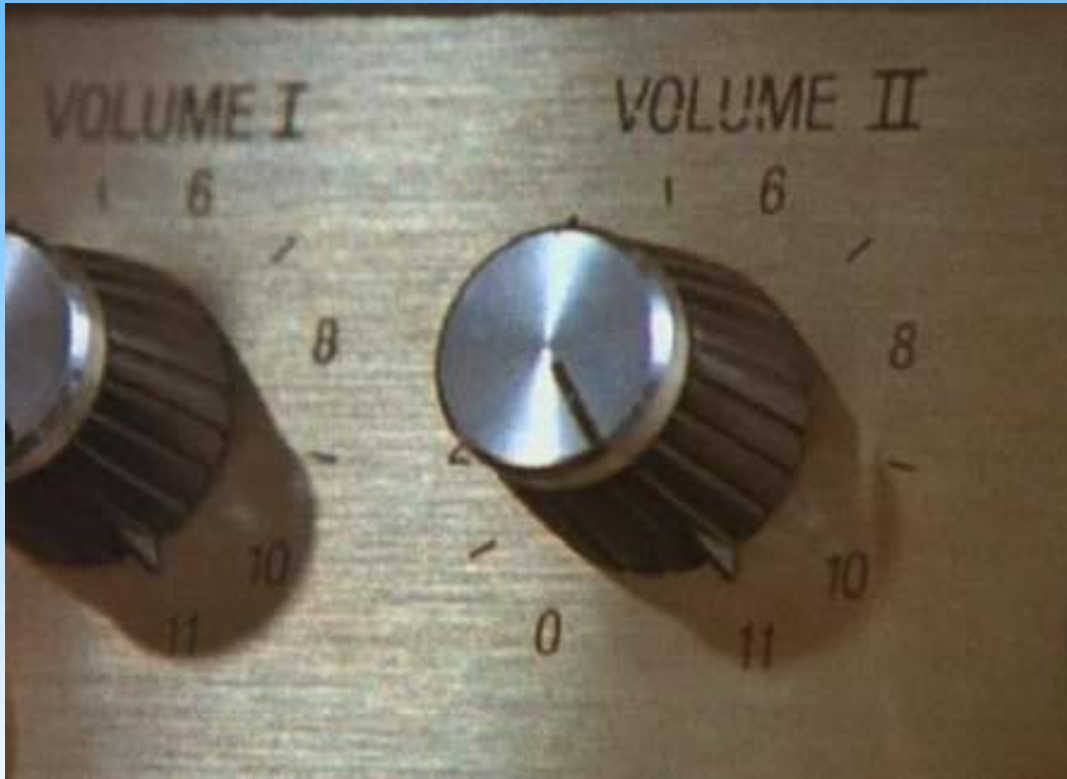
- Word of mouth maven
- Emotional connection, passionate
- Active connectors, sphere of influence
- Could be new to fundraising or dabblers
- Tech savvy
- Young 20-40yrs

8. Think Like the Marine Corps



- The few the proud
- Not every wired fundraiser is a champion
- 5% of your donors might be über-activists

9. Crank Up WOM



Nigel: *"What we do is if we need that extra push over the cliff, you know what we do?"*

Marty: *"Put it up to eleven."*

Nigel: *"Eleven. Exactly. One louder."*

Marty: *"Why don't you just make ten louder and make ten be the top number and make that a little louder?"*

Nigel: *"[pause] These go to eleven."*

10. Provide a Sense of Urgency



- Contests
- Matching gifts
- Competitions, deadlines → lead to spike of excitement
- Provide a clear call-to-action
- Be sure to follow up

11. Plug In Your Wired Fundraiser



- Add an area to your website
 - Starter text
 - Images
 - Video links
 - Testimonials
- Keep people aware of upcoming contests/deadlines
- Thank people and give regular updates

Recap – What’s This All About?

- Flipping the funnel
- The “social,” not the “media”
- Finding your champions and equipping them

Your Next Steps

- Listen (Google alerts!)
- Find and start talking with potential wired fundraisers now
- Identify fundraising opportunities
- Get to know the tools and resources

Questions

Katya Andresen

Katya.andresen@networkforgood.org

fundraising123@networkforgood.org

888.284.7978

Learning Center – www.fundraising123.org

Free Training – www.nonprofit911.org

My take – www.nonprofitmarketingblog.com