

Using Social Networking Sites to Promote Your Mission

(a.k.a. Help! My intern keeps telling me we need a Cause on Facebook!)

*Qui Diaz, Livingston Communications
Jono Smith, Network for Good*

August 28, 2008

Maryland Association of Nonprofit Organizations

About...

- 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 \$200 million in donations for over 30,000 nonprofits.
- Livingston Communications is a DC-based “social public relations” agency.
- Diverse communication programs for nonprofits and corporations. Top ranking [Buzz Bin](#) blog.
- Services: social media strategy & communications, traditional media, analyst relations programs.

Setting the context

- Americans gave more than \$6 billion to charity **online** last year
- Nearly 50 million Americans over 18 have Internet access and currently either donate their time and/or money to charity.
- Nonprofit industry analysts predict that as much as \$1 of every \$4 contributed to nonprofits will be donated over the Internet by the end of the decade.
 - If non-profits do not offer online giving, they'll lose 24% of their potential donor reach by 2010.

Online Fundraising: The Ultimate Equalizer

- Any nonprofit can do it
- It's simple
- It's efficient
- It's what donors want
- It opens the door to a different kind of engagement

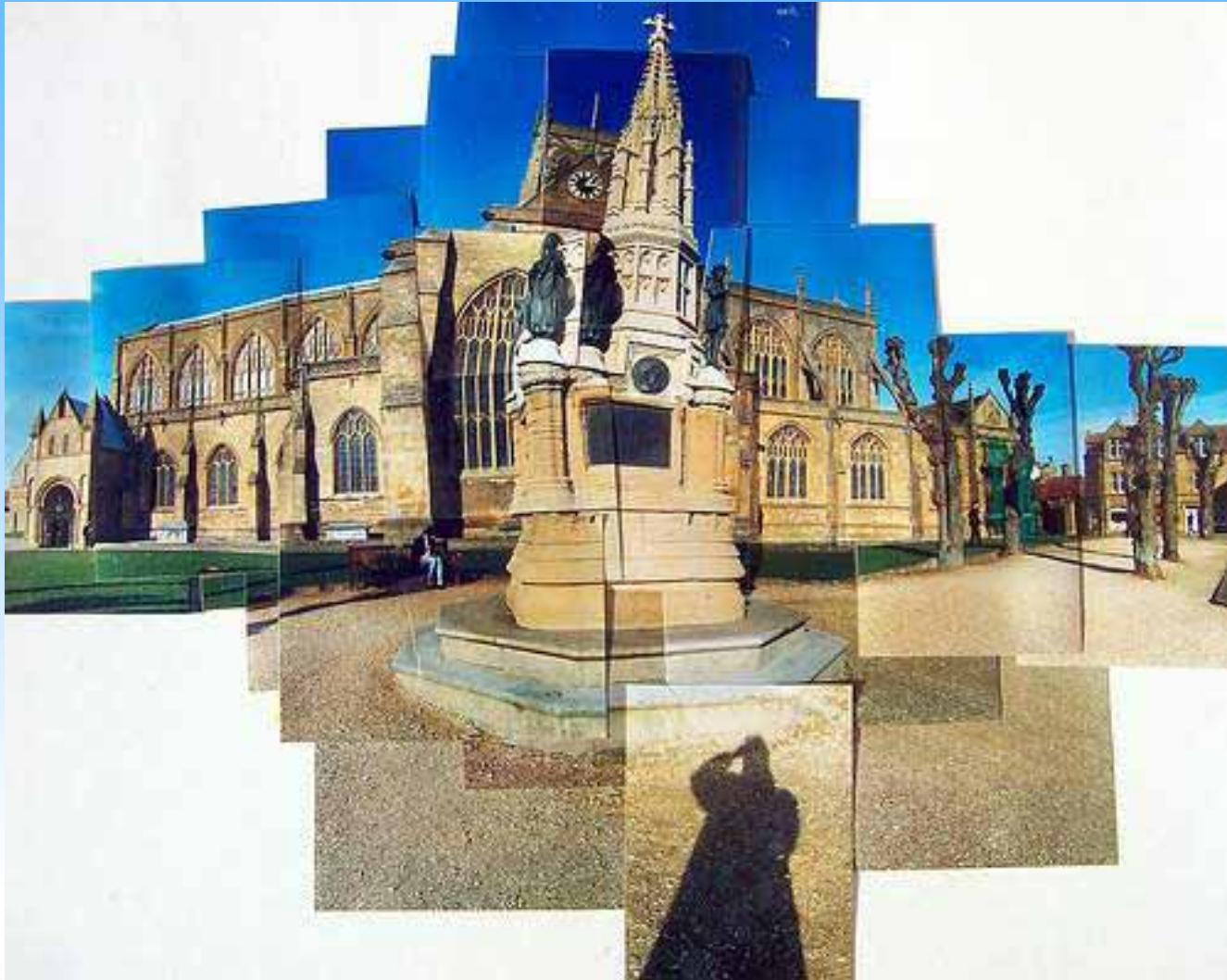
Online Fundraising Channels

- *A marketing channel is a conduit for bringing together a marketer and a target audience member at some place and time for the purpose of facilitating a specific action (i.e. donating time or money). Examples include:*
 - The Web (Website Design/Web Marketing)
 - Email Marketing
 - Online Advertising
 - Search Marketing
 - **Social Networking/Web 2.0**

Symptoms: *Web 2.0 Avoidance Syndrome*

- Panic at the mention of MySpace, YouTube, Twitter, blogs, etc.
- Asking your tweens & teens “What’s up with this Facebook thing?”
- Excessive salivation upon hearing of other nonprofits’ Web 2.0 success stories
- Increasing nervousness answering your colleagues’ questions about “Web 2.0 strategy”

Integration



The Big Picture

Strategy drives all corporate communications

- What are the objectives?
- How can the company achieve its objectives?
- Which tools will best address those needs?
- Does social media fit into the plan?

Social Media: Why all the hype?

Powerful tools + Easy to use + Cost effective =
Everyone can create content

With Social Media Brand Defined by...

- Search engines
- New influentials
- Customer conversations
- Real product experiences

Common Mistakes

- Control
- New shiny object syndrome
- Ignoring stakeholders
- Dismissing the medium
- One size fits all
- Failing to understand symbiotic relationship between fourth and fifth estates (Integration!)

Control is a Myth

“You can’t take something off of the Internet. That’s like trying to take pee out of a swimming pool.”

- Joe Ragan, Newsradio

As quoted in “Groundswell” by Charlene Li and Josh Bernoff

Social Media in a Larger Communications Plan

Outstanding PR tool for third party credibility

- Perception of thought leadership
- Earned media throughout the long tail
- Media influence
- Intangibles like speaking engagements
- User generated case studies
- Crisis tool

Social Media in a Larger Communications Plan

A nice shot in the arm for marketing, too

- SEO
- Word-of-mouth customer referrals
- Product marketing through crowd-sourcing, user-generated feedback
- Conversations provide “live” brochures
- Feedback mechanism to adjust strategy
- Sales leads
- Brand loyalty

A Means to an End

- Foundation: Define your goal/vision, measurable outcome & specific audience.
- LISTEN. This is half the battle.
- Strategy: Based on what you heard, not Shiny Object Syndrome
- Tactics: Do you *really* need a blog?
- Evaluation: ongoing measurement. Rinse, lather, repeat.

Social Anthropology

Community defines the medium

- Who is our core constituent?
- Where are they?
- What interests them?
- What issues does your nonprofit resolve? What are the issues your community faces?

Listening

- WWWWHW a.k.a. volume, tone, topics, motivations
- Glean opportunities and obstacles
- Determine a meaningful way to engage.

Criteria for Assessing INFLUENCE

Blogs

- Number of inbound links
- Frequency/timeliness of posts
- Number and content of comments
- Affiliation of author
- Search engine visibility
- Traffic
- RSS feed subscriptions

Message Boards

- Breadth of boards
- Quantity and timeliness of activity
- Search engine visibility
- Affiliation
- Membership numbers
- Traffic

Multimedia (Videos/Photos)

- Number of views and downloads
- Number and content of comments
- Ratings/peer assessment
- Relevant groups
- Number of subscribers
- Number of inbound links

Social Networks

- Membership numbers
- Types of community features present (e.g., profiles, blogs, video, message boards)
- Activity level on features
- Affiliation
- Search engine visibility

Measurement Ingredients

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

Ask your audience what they want!

The screenshot shows the SpeakeasyDC website with a green and white color scheme. The navigation menu includes ABOUT, EVENTS, NEWS, SUPPORT, CLASSES+COACHING, RECORDINGS, PRESS, and LINKS. Below the menu are buttons for DONATE, CONTACT, and MAILING LIST. The main content area features a section titled "Live from the Speakeasy - a free podcast" with a sub-header "UNDER DEVELOPMENT". The text explains that the podcast is currently under development and will feature stories from live performances and the SpeakeasyDocs7 project. It provides an email address, info@speakeasydc.org, for story submissions and a link to the mailing list. A status bar indicates the page was updated on November 5, 2007, and offers an RSS feed. Two podcast episodes are listed: "Pee Girl" by Gayle Danley (released September 11, 2007) and "Sex Education" by Stephanie Garibaldi (released October 29th, 2007). The left sidebar contains a "RADIO" section with links for the 2007 Season, a "What is a Podcast?" page, and popular aggregators like iTunes 7, Miro, and NetRadio.

ABOUT EVENTS NEWS SUPPORT CLASSES+COACHING RECORDINGS PRESS LINKS

DONATE CONTACT MAILING LIST

SPEAKEASYDC

RADIO

2007 Season
What is a Podcast?
Popular Aggregators

iTunes 7

miro

NET RADIO

more aggregators

Live from the Speakeasy - a free podcast

UNDER DEVELOPMENT

Welcome to our new podcast. We have run into some issues and are working on making this as user-friendly as possible. Once we get ourselves up and running more smoothly, we will have regular broadcasts of stories from our live performances and stories collected for our SpeakeasyDocs7 project. Check back in a month or so, or sign up on our mailing list to be the first to know when new stories are published.

If you have a favorite story you would like to see posted, email info@speakeasydc.org

Check out [SpeakeasyDocs](#) and sign up for our [mailing list](#).

Updated November 5, 2007 Be reminded of new downloads with our Radio Feed: [RSS](#)

Pee Girl by Gayle Danley
Released September 11, 2007

Sex Education by Stephanie Garibaldi
Released October 29th, 2007



Michael O. Leavitt
Secretary, The U.S.
Department of Health
and Human Services



Pierre Omidyar
Founder and Chairman,
eBay; Cofounder and
Founding Partner,
Omidyar Network



Nedra Weinreich
President and Founder,
Weinreich
Communications;
Founder, Spare Change



Georges Benjamin
M.D., F.A.C.P.,
F.A.C.E.P. (Emeritus)
Executive Director,
American Public Health
Association



Sister Patricia Talone
RSM, PhD; Vice
President, Mission
Services, Catholic
Health Association.



Michael Coston
EMT-II (Retired)
Founder, Avian Flu
Diary



Greg Dworkin
Founding Editor, Flu
Wiki & Flu Wiki Forum;
Chief of Pediatric
Pulmonology and
Medical Director of the
Pediatric Inpatient
Unit, Danbury Hospital

- Engage the right people!

Home | About | How The Blog Worked | Contributors | Comment Policy | PandemicFlu.gov



Pandemic Flu Leadership Blog

May 22 - June 27

Welcome
On June 13, 2007, Michael O. Leavitt, Secretary, U.S. Department of Health and Human Services, convened a Leadership Forum on pandemic preparedness, which brought together influential leaders from the business, faith-based, civic and health care sectors to discuss how to convince and help Americans prepare for a possible influenza pandemic. The Department hosted this short-term blog to expand the conversation leading up to and following the Leadership Forum. While comments are no longer enabled, the wealth of insight from this open dialogue will remain available online as part of the Department's ongoing effort to help Americans prepare.



Posted by
Michael O. Leavitt
Secretary, The U.S.

Closing Thoughts

As we close the HHS Pandemic Flu blog, I want thank all of you for participating. The passion of respondents was a happy surprise to me. I have come to understand there is an army of well trained and motivated people who understand this issue and the need for a sustained concentrated effort.

Search

 [Subscribe to this site using RSS](#)

Topics

[Message from the Secretary](#)

[Week 1: The Need to Prepare](#)

Why is it critical for each of us to prepare for the threat of pandemic influenza?

[Week 2: My Role as a Leader](#)

What are my constituents concerns? How can I play an important role in communicating the need to prepare?

[Week 3: Getting the Job Done](#)



Integrate & partner!

The screenshot shows a Facebook profile for 'The Nature Conservancy'. The page header includes navigation links for Profile, Friends, and Inbox (63). The main content area features the organization's mission statement, a list of positions, and a description of their work. On the right side, there are links to join, donate, and view members, along with a list of friends in the cause. At the bottom, there are statistics for 26,048 members and \$59,599 donated, accompanied by a large group of diverse cartoon characters.

facebook Profile edit Friends ▾ Inbox (63) ▾ home account privacy logout

Search Causes

Causes Home Your Profile Your Causes ▾


Causes Account About Help

Browse Causes Start a Cause

The Nature Conservancy

Our mission is to preserve the plants, animals and natural communities that represent the diversity of life on Earth by protecting the lands and waters they need to survive.

Beneficiary: Donations to the cause benefit:

 **Nature Conservancy, Inc.**
A 501(c)(3) nonprofit

Positions:

1. Protecting nature, preserving life around the world.
2. Preserving lands and waters for nature and people.
3. Using the best available science to solve complex conservation challenges.
4. Providing hope for the future of our planet.

Category: Environment - Conservation and Environmental Education

Description: For more information about The Nature Conservancy go to <http://www.nature.org/> and learn how you can join us to make a difference that lasts.

The Nature Conservancy is a leading conservation organization working around the world to protect ecologically important lands and waters for nature and people.

We work closely with conservation partners, corporations, indigenous people and traditional communities all over the world, and people like you.

We have a science-based plan that achieves lasting, tangible results all over the world and we use a non-confrontational approach.

Join the Conservancy's online community at <https://support.nature.org/site/>... and you can explore new places and build your own personal nature page!

26,048 MEMBERS [Join](#)

\$59,599 DONATED [Donate](#)

How big is this cause?



Join

Donate

View Members

Share +

Your Friends in the Cause [see all](#)

-  **Jonathon D. Colman**
-  **Crystal Peterson**
-  **Holly Ross**
-  **Kristy Graves**
-  **Chris Wolz**
-  **Roshani Kothari**

Administrators

G (Lil) Green Patch



HELP FIGHT GLOBAL WARMING! TOGETHER,
WE CAN MAKE A DIFFERENCE!

What Kevin Bacon Knows about Web 2.0: Six Degrees of Person-to-Person Fundraising

A Network for Good Case Study

Personal Motivation


“I’m a runner and a tri-athlete, and the mother of two small children, and girl scout leader. I went from being totally normal and healthy to facing a life of paralysis and future disability, and those were really, really dark days, those first two weeks.”

-Robin, MS Society Blue Ridge Chapter

Person-to-Person Fundraising

\$28498 | Donors:1078


Charity Share About




[Donate](#)

National Multiple Sclerosis

I have MS, a devastating neurological disease with no cure. It is progressive and leads to blindness, paralysis, and loss of cognitive



 SixDegrees.org
Powered by [Network for Good](#)

[Create a Badge](#)

- Amount raised, tracked in real time
- Code and links to display badge on your own website, blog or social networking site
- Photo uploaded by user
- Link to donate securely to one of over a million charities
- Video link added by user
- 250 characters of text written by user

Tools to fundraise where they are online

Robin Maxwell

Home
 About
 Contact

WELCOME • my story • journal • guestbook • photos • links • tributes • author sign in • help

* My Story

Thank you for wishing me PERFECT HEALTH & HEALING. Now, in my 38th year, in the prime of my life, I have been diagnosed with MS. This is my story.

I am 3rd in MS's Contest:
<http://www.netgoodforgood.com/bea7s/contest/charity/index.asp?contest=102452>

Team Robo MS Walk
http://www.netgoodforgood.com/bea7s/2007/team_id=9930662-024487_id=184

* Journal

TUESDAY, FEBRUARY 20, 2007 10:47 PM, EST

Subscribe to journal updates notification

Let me entertain you. Here is the link to Staley and my attempt at listening to a visualization CD today in my living room:
www.netgoodforgood.com/bea7s.htm

The other highlights of the day: volunteering at the school THREE times, visiting with the great remembrance Cancer Diamond, watching The Cancer movie, reading out

HELP SOMEONE ELSE WHEN THEY NEED IT MOST

Tell a friend about CaringBridge.

TRIBUTE DONATIONS TO CARINGBRIDGE

* Read the [carpo tributes](#) in honor of Robo.

* Take a [suggestion](#) to CaringBridge to help provide the service to others who may need similar support.

2672 VISITS FROM FAMILY AND FRIENDS WHO CARE

HOSPITAL INFORMATION
 Home
 PO Box 3123
 Charlottesville, VA 22906
 United States
 434-975-2429



[Home](#) | [About](#) | [Contact Us](#)

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			

TODAY

Visions We Seek - Many people don't know how to build and sustain a business, to believe that the world could still change for the better. And it is true that the internet is a medium to bring help that one is helped in any, "Mighty" case if there is a problem. It is worth to do help to the best of it, and often needs to be done. But then, in order of it, any without my permission, make copies of it and send to the other people. One thing is the world is not, and there is a way. And to meet all the help.

NEWS

2007

11 February

11 February 2007

[Home](#) | [About](#) | [Contact Us](#)

Here we go: www.SixDegrees.org

Many of you have read the article 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 (yes, the Kevin Bacon) called www.SixDegrees.org in partnership with [Autism Speaks](#).

Here's the basics:

www.SixDegrees.org is social networking with a social conscience. Through this web site, you can learn about and support the research of [Autism Speaks](#) and your friends, as well as fundraise for the cause close to your heart.

By creating a [SixDegrees Charity Badge](#), you have an opportunity to raise even more money for your favorite cause! Your charity badge will receive a matching grant of up to \$10,000. The six badges that have the most number of donations between January 15th and March 31st at 11:59pm ET will get a matching grant from Kevin Bacon. Multiple donations from a single individual to the same SixDegrees Charity Badge will only be counted once.

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

Robin's Story

\$28498 | Donors:1078

Charity Share About



Donate

National Multiple Sclerosis

I have MS, a devastating neurological disease with no cure. It is progressive and leads to blindness, paralysis, and loss of cognitive



Powered by [Network for Good](#)

[Create a Badge](#)

cville
CHARLOTTESVILLE'S NEWSWEEKLY

Teamwork  Church Hill Homes

HOME | NEWS+OPINIONS | MUSIC | CULTURE | DINING | ARCHIVES | CLASSIFIEDS | PERSONALS | ABODE | CONTACT

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.

Lessons learned from SixDegrees.org

1. Focus on audience values not your own
2. Choose the right messenger
3. What attracts is celebs; what motivates is personal
4. Contests are good
5. Uber-activists are more than ATMs
6. Give them the tools to fundraise **WHERE THEY ARE ONLINE**
7. Social networks are complex
8. Be prepared to help people; this is bleeding edge

Closing Thoughts

- Don't get carried away by the hype; you still need all the offline stuff
- Dabble and borrow, don't create
- It's about the audience, NOT you
- Start small; think big

Resources

Blogs

- Beth Kanter: <http://beth.typepad.com/>
- Katya Andresen: www.nonprofitmarketingblog.com/
- Qui Diaz: <http://evangelisting.blogspot.com>
- NTEN: <http://nten.org/blog>
- NetSquared: www.netsquared.org/

Networking

- NetSquared DC: monthly meet up
- Twitter, Facebook groups, LinkedIn

Contact Us

- Qui Diaz
qui@livingstonbuzz.com
www.livingstonbuzz.com
- Jono Smith
jono.smith@networkforgood.org
www.networkforgood.org/npo
www.fundraising123.org