

AFP Chicago April 2009 Lunch Meeting - Making Connections in the Virtual World: A Few Tips and Resources

Where to Learn More:

We Are Media Project - A social media starter kit created by NTEN (Nonprofit Technology Network)
www.wearemedia.org

“12 Tips for Nonprofits on Getting Started with Social Media” by Joanne Fritz, About.com
<http://nonprofit.about.com/od/socialmedia/tp/Tipsstartsocialnetworking.htm>

The YouTube Tip Sheet for Nonprofit Video Success on YouTube
http://www.youtube.com/t/ngo_tips

“Should Your Organization Use Social Networking” – A great article written by Brett Bonfield for Idealware.org
http://www.idealware.org/articles/should_you_social_network.php

Fundraising123 from Network for Good - Includes a presentation about what websites should cost, tips for nonprofit web design, and a great slideshow about social media strategy at nonprofits
<http://www.fundraising123.org/>

My Blog – Includes information about Facebook pages versus groups, examples of how nonprofit organizations use Twitter, tips for fundraising with email and more
<http://www.betsysblog.blogspot.com/>

A Few Things to Keep in Mind:

Focus on the social aspect of social networking. A press release posted online isn't a blog and Facebook and twitter posts should be friendly and engage people in conversation rather than just push information or try to sell something.

E-mail isn't dead. E-mail marketing is still the most direct and successful way for organizations to raise money online. If you don't yet have an email newsletter and you aren't sending email appeals, start now.

Ask your donors and potential donors which social networking sites they are currently using and start “listening” to what is already being said about your cause on blogs and social networking sites.

Using social networking and web 2.0 will mean you'll need to begin to think differently. You'll need to give up some control of your messaging and work cross departmentally rather than have all messaging come from the top down.

Thanks for attending today. Contact me anytime with questions.