

How Not-for-Profits Can Succeed On-Line

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How Not For Profits Can Succeed Online With Web 2.0 – What is Web 2.0?

- A more social Web
- The “read write” Web
- A more user friendly Web
- A more accessible Web
- A very inexpensive set of tools
- Lots of new vocabulary

Why Should You Care?

- ❑ Publish and disseminate information – for free!
- ❑ Network and build community – for free!
- ❑ Collaborate with others – for free!
- ❑ Share your stories with the world – for free!
- ❑ Customize and create your own tools – for free!
- ❑ Quickly and easily keep track of information that is important to you – for free!

Lots of New Vocabulary: Today's Lesson

- **Blogs:** Publish and Disseminate Information:
- **Wikis:** Network and build community
- **RSS:** Quickly and easily keep track of information

Web 2.0 and Social Networking Survey – March 2008

- Overwhelmingly, blogging was viewed as a sure, effective way to reach net citizenry and support the nonprofit.**

- Respondents were optimistic about the value of social networking technologies to “organize an event” and “spread news” about the organization.
- Respondents were less optimistic about the prospects of social networking technologies to help raise significant monetary or goods donations for their organization.

- Respondents indicated that “web traffic” was the most prominent value they have gained through use of various technologies. Other specific gains were harder to quantify.**

What are non-profits thinking about Web 2.0?

- ❑ If your Not For Profit does not have a blog on its web site yet, get one. It is by far the best place for your to share your stories. You want visitors to come to your site, get their hearts tugged by your story, then easily navigate into the rest of your web site to learn more about how they can help you succeed.
- ❑ From: How Not for Profits Can Succeed Online – Part 1
- ❑ Web:
<http://www.newward.com/articles/?p=83>

What are non-profits thinking about Web 2.0?

- Another report, the "[2008 eNonprofit Benchmarks Study](#)," finds that **nonprofits raised 19% more money online in 2007 than in 2006**. Response rates are falling, but increases in the size of nonprofit lists more than made up the difference.
- http://e-benchmarks.com/pubs/2008_eNonprofit_Benchmarks_Study.pdf

Blogs: Publish and Disseminate Information (For Free!)

- What is a blog?
 - A blog is a website where entries are made in journal style and displayed in a reverse chronological order.
 - Blogs often provide commentary or news on a particular subject, such as food, politics, or local news; some function as more personal online diaries.
 - A typical blog combines text, images, and links to other blogs, web pages, and other media related to its topic. The ability for readers to leave comments in an interactive format is an important part of most early blogs.
<http://en.wikipedia.org/wiki/Blog>
- Why do I care?
- **View: Blogs in Plain English (video)**

Some Non-Profit Blogs

- DonorPower Blog – Jeff Brooks
 - <http://www.donorpowerblog.com/>
- The Nonprofit Consultant Blog – Ken Goldstein
 - <http://nonprofitconsultant.blogspot.com/>
- Spare Change: Making a Difference with Social Networking – Nedra Weinreich
 - <http://www.social-marketing.com/blog/>

Some More Non-Profit Blogs

- ❑ Nonprofit Communications – Kivi Leroux Miller
 - <http://www.nonprofitmarketingguide.com/blog/>
- ❑ The Chronicle of Philanthropy – Give and Take
 - <http://philanthropy.com/giveandtake/>
- ❑ Everyday Giving Blog
 - <http://www.everydaygivingblog.com/>
- ❑ Groundviews: A Sri Lankan Citizen Journalism Initiative
 - <http://www.groundviews.org/>

Non-Profit Blog Resources

- About.com – Blogs We Recommend
 - http://nonprofit.about.com/od/blogs/Blogs_We_Recommend.htm
- The Accidental Marketer – Don Akchin
 - <http://theaccidentalmarketer.blogspot.com/>
- Beth's Blog: How Non-profits can use Social Media
 - <http://beth.typepad.com/>

Non-Profit Blogs

□ The Pay Pal Blog

- <http://www.thepaypalblog.com/weblog/2008/01/helping-non-pro.html>

□ 5 Tips To Starting A Non-profit Blog

- <http://havefundogood.blogspot.com/2007/01/5-tips-to-start-nonprofit-blog.html>

□ Should Your Non-profit Start a Blog?

- http://www.nancyschwartz.com/nonprofit_blog.html

Wikis: Network and build community

What is a wiki?

- A **wiki** is a page or collection of [Web pages](#) designed to enable anyone who accesses it to contribute or modify content, using a simplified [markup language](#).[\[1\]](#)[\[2\]](#)
- Wikis are often used to create [collaborative websites](#) and to power community websites.
- The collaborative encyclopedia [Wikipedia](#) is one of the best-known wikis.[\[2\]](#)

Why do I care?

View: When Wikis Trump Email (video)

How would I use one?

Nonprofit Wiki Examples

- Water Wiki

- http://waterwiki.net/index.php/Main_Page

- Tech-Soup Event

- <http://nonprofit-wikis.wikispaces.com/>

- Web 2.0 in Nonprofits Wiki

- <http://nptechbestpractices.pbwiki.com/>

- Citizendium

- [http://en.citizendium.org/wiki/Welcome to Citizendium](http://en.citizendium.org/wiki/Welcome_to_Citizendium)

Wikis for Non Profits

- WikiSpaces event on Wikis for Non-profits
 - <http://blog.wikispaces.com/2008/05/net-squareds-event-on-wikis-in-non-profits-and-education.html>
- Non-profits share their Wiki Success Stories
 - <http://www.techsoup.org/learningcenter/webbuilding/page6031.cfm>

Wikis for Non-Profits (cont'd)

□ Which Wiki farm is best?

- <http://www.techsoup.org/fb/index.cfm?fuseaction=forums.showSingleTopic&id=63928&forum=2033&cid=117>

□ WikiSpot: Wikis for Your Community

- <http://www.wikispot.org/>

□ Exploring the World of Wikis

- <http://www.techsoup.org/learningcenter/webbuilding/page5511.cfm>

Wikis for Non-profits

- Wiki Adoption in Non-Profits
 - http://www.ssireview.org/opinion/entry/wiki_adoption_in_nonprofits/
- How Non-profits can use Wikis to build community at minimal cost
 - http://www.wildapricot.com/blogs/newsblog/archive/2007/05/31/wikis-for-online-collaboration-for-non_2D00_profits.aspx

RSS: Quickly & Easily get information

□ What is RSS?

- **RSS** is a family of [Web feed](#) formats used to publish frequently updated works – such as [blog](#) entries, news headlines, audio, and video – in a standardized format. [\[2\]](#)
- An RSS document (which is called a "feed", "web feed", [\[3\]](#) or "channel") includes full or summarized text, plus metadata such as publishing dates and authorship.
- Web feeds benefit publishers by letting them syndicate content quickly and automatically. They benefit readers who want to subscribe to timely updates from favored websites or to aggregate feeds from many sites into one place.
- RSS feeds can be read using [software](#) called an "RSS reader", "feed reader", or "[aggregator](#)", which can be [web-based](#) or [desktop-based](#). The initials "RSS" are used to refer to the following formats: "Really Simple Syndication (RSS 2.0)", "[RDF](#) Site Summary (RSS 1.0 and RSS 0.90)", or "Rich Site Summary (RSS 0.91)".

RSS Continued

- ❑ Why do I care?
- ❑ **View: RSS in Plain English (video)**
- ❑ How would I use it?
- ❑ Some examples: (go to <http://reader.google.com>)

RSS for Non-Profits

- RSS for Non-profits – Tech Soup
 - <http://www.techsoup.org/learningcenter/internet/archives/page9195.cfm>
- Make Your Non-Profit More Effective with RSS Aggregation
 - <http://www.socialsignal.com/nonprofit-RSS>

RSS for Non-Profits

- 10 Ways RSS Can Help Build Online Communities
 - <http://learn.netsquared.org/getting-started-with-rss/how-can-rss-help-your-nonprofit/10-ways-rss-can-help-build-online-communities>
- Non-Profits Should Take Advantage of RSS
 - <http://www.wildapricot.com/blogs/newsblog/archive/2007/04/25/non-profits-should-take-advantage-of-rss.aspx>

RSS for Non-Profits

- 10 Reasons Non-Profits Should Use RSS
 - <http://www.digitaldivide.net/blog/marniewebb/view?PostID=929>

The 59 Smartest Organizations Online

- These charities were chosen for their **excellence in online storytelling and collaboration with their donors.** We didn't play favorites to one cause over another, nor did we look at their fundraising goals or number of members. Instead, these organizations are **winners** because of their web 2.0 smarts and a willingness to engage their constituents far beyond asking them to dig into their pockets. These are organizations that **give their volunteers and members a voice and get out of the way.** They're pros at mobilizing awareness online. They're experimenters. Innovators. On a mission. **They're fearless.**
- Web: <http://www.squidoo.com/org20>

References

- Everything You Need To Know About Web 2.0
 - <http://www.techsoup.org/toolkits/web2/>