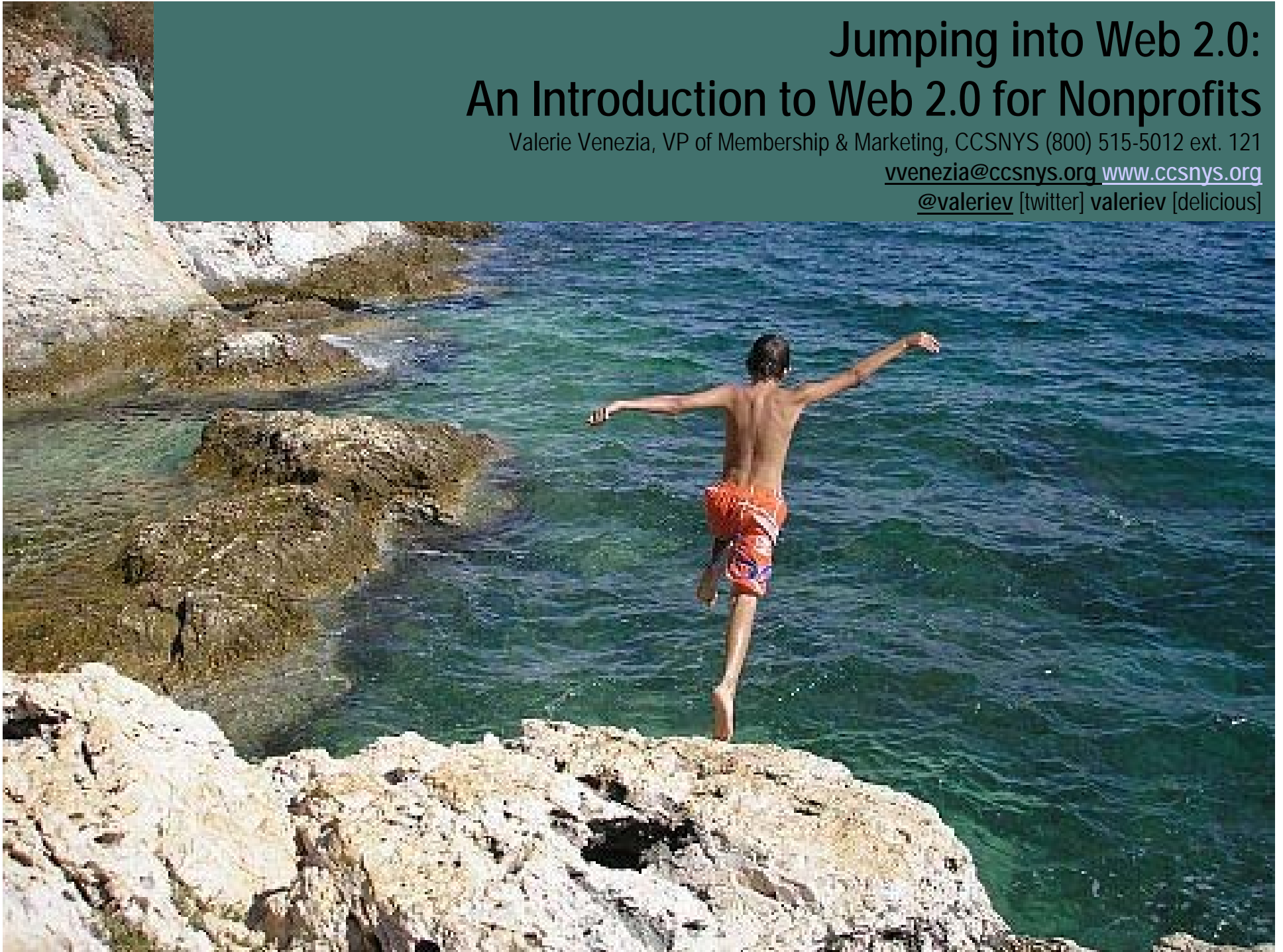


# Jumping into Web 2.0: An Introduction to Web 2.0 for Nonprofits

Valerie Venezia, VP of Membership & Marketing, CCSNYS (800) 515-5012 ext. 121

[vvenezia@ccsnys.org](mailto:vvenezia@ccsnys.org) [www.ccsnys.org](http://www.ccsnys.org)

[@valeriev](https://twitter.com/valeriev) [twitter] [valeriev](https://delicious.com/valeriev) [delicious]



**What? No Handouts!  
What Kind of Workshop is This?**



<http://ccsnysweb20workshop.wikispaces.com/>

# What's on the menu?

## The **Appetizer**

what is going on here?

## The **Salad**

why is this happening to me?

## The **Entrée**

how is this happening?

## The **Dessert**

how can this be **good** for me?

## The **Coffee**

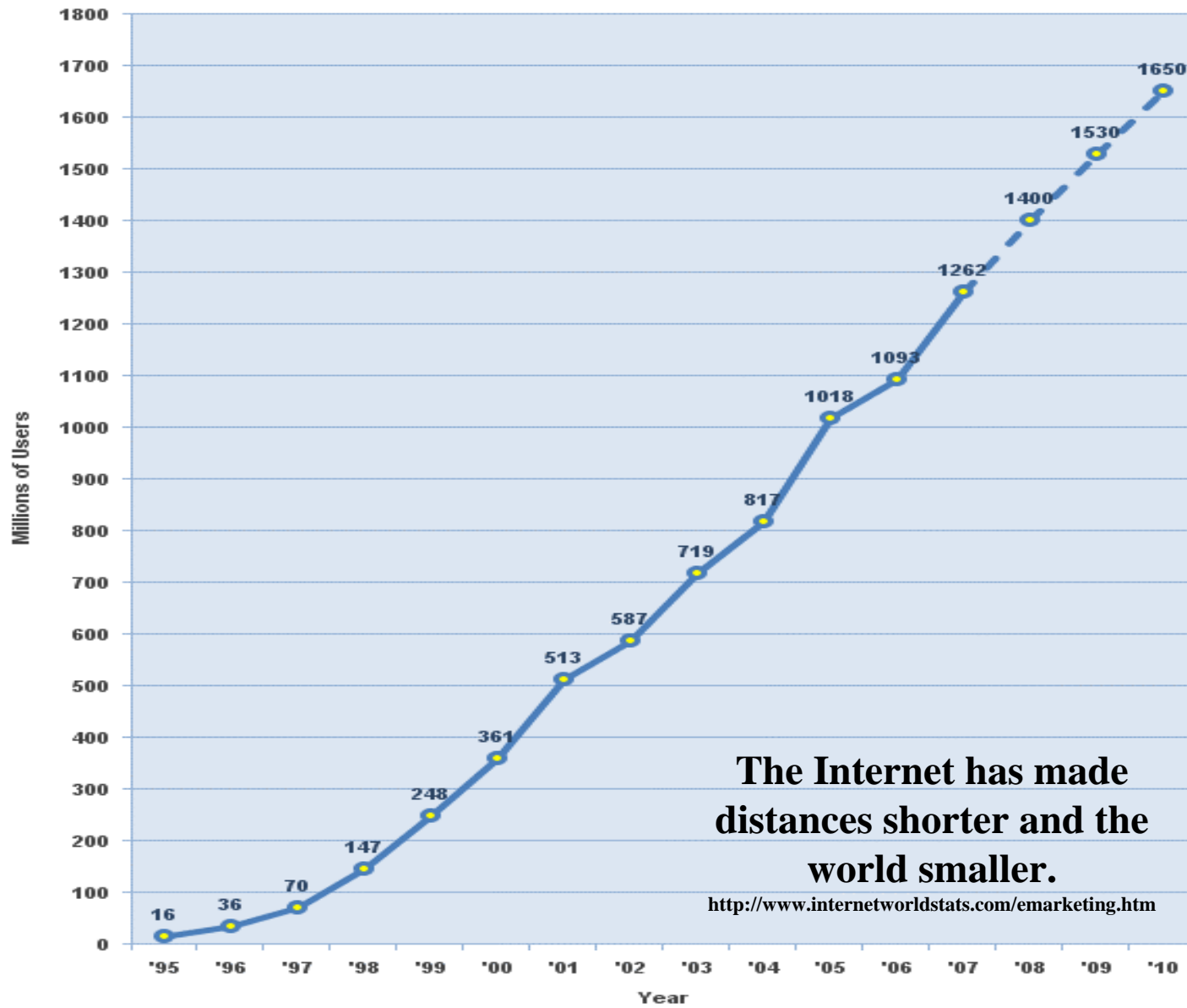
good strong dose of **reality!**



## Who's heard of...

- Wikis
- Blogs
- MySpace & Facebook
- Flickr
- RSS Feeds
- Delicious
- Twitter
- Others?

## Internet Users in the World Growth 1995 - 2010

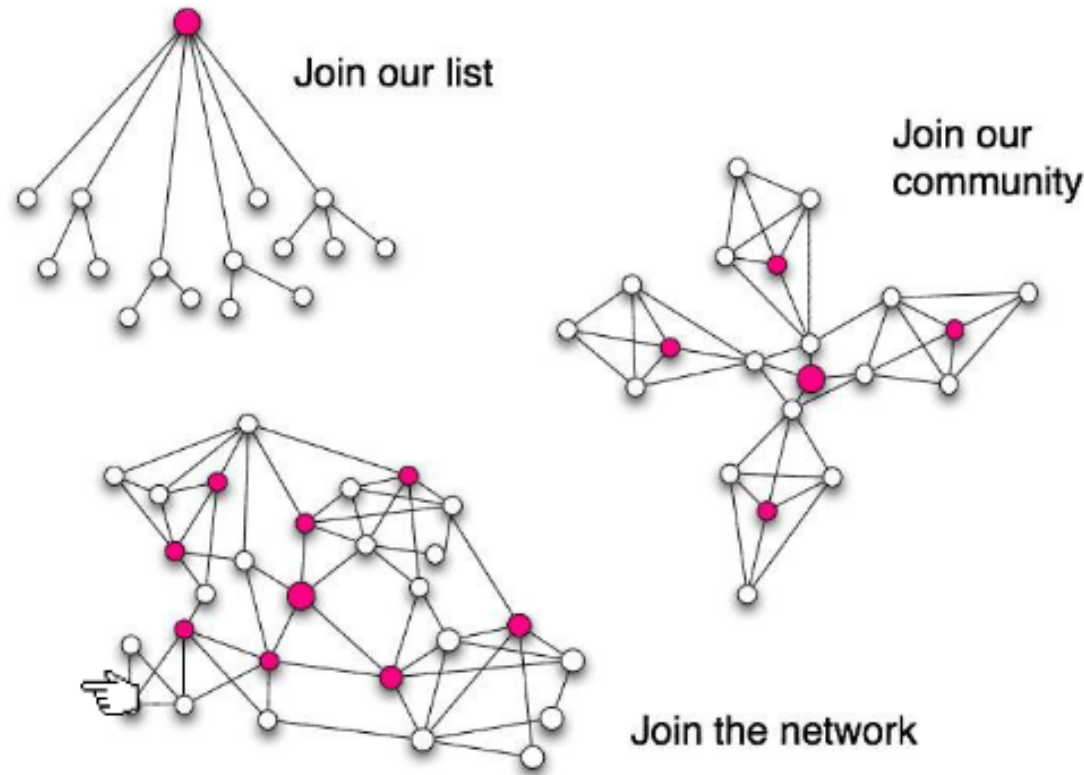


**The Internet has made  
distances shorter and the  
world smaller.**

<http://www.internetworldstats.com/emarketing.htm>

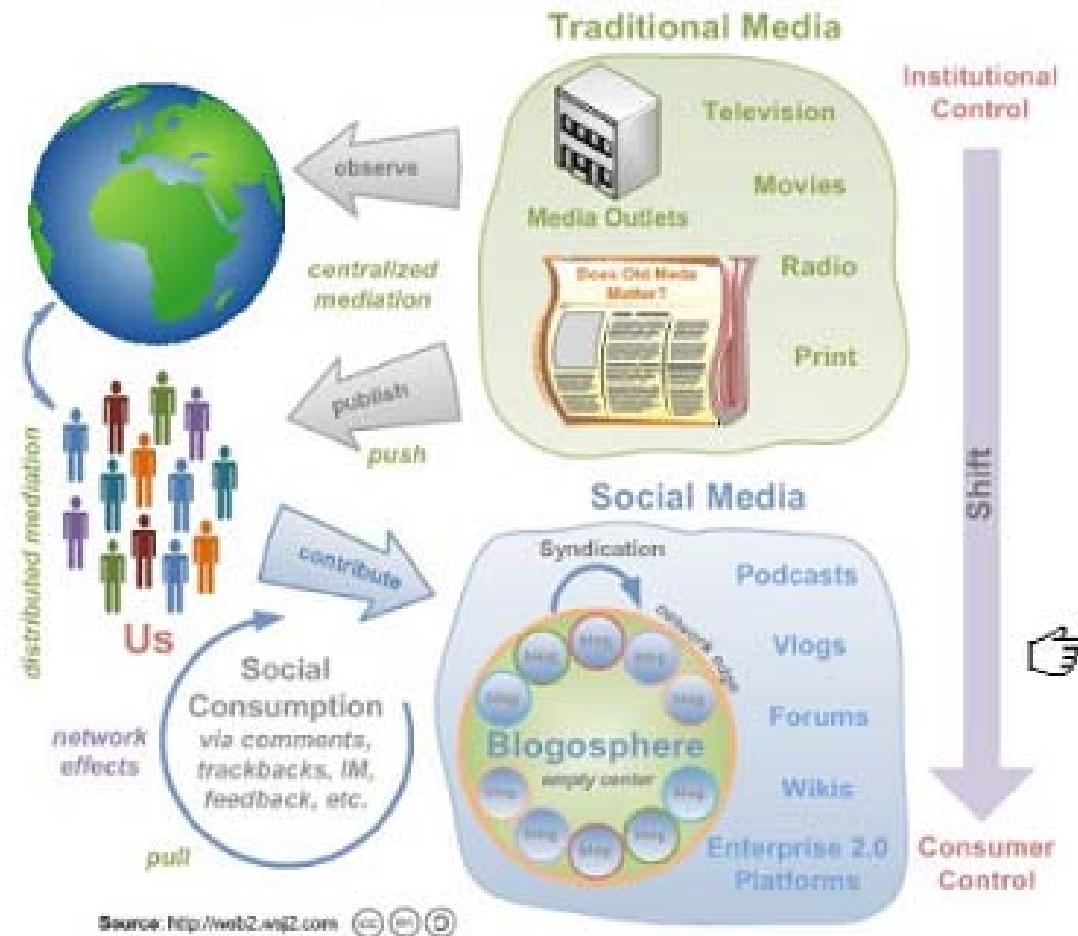
# Connect & Communicate

**... change power relationships**



As people start to use social media it means that they can challenge top-down systems of organising and create their own

# The Emergence and Rise of Mass Social Media



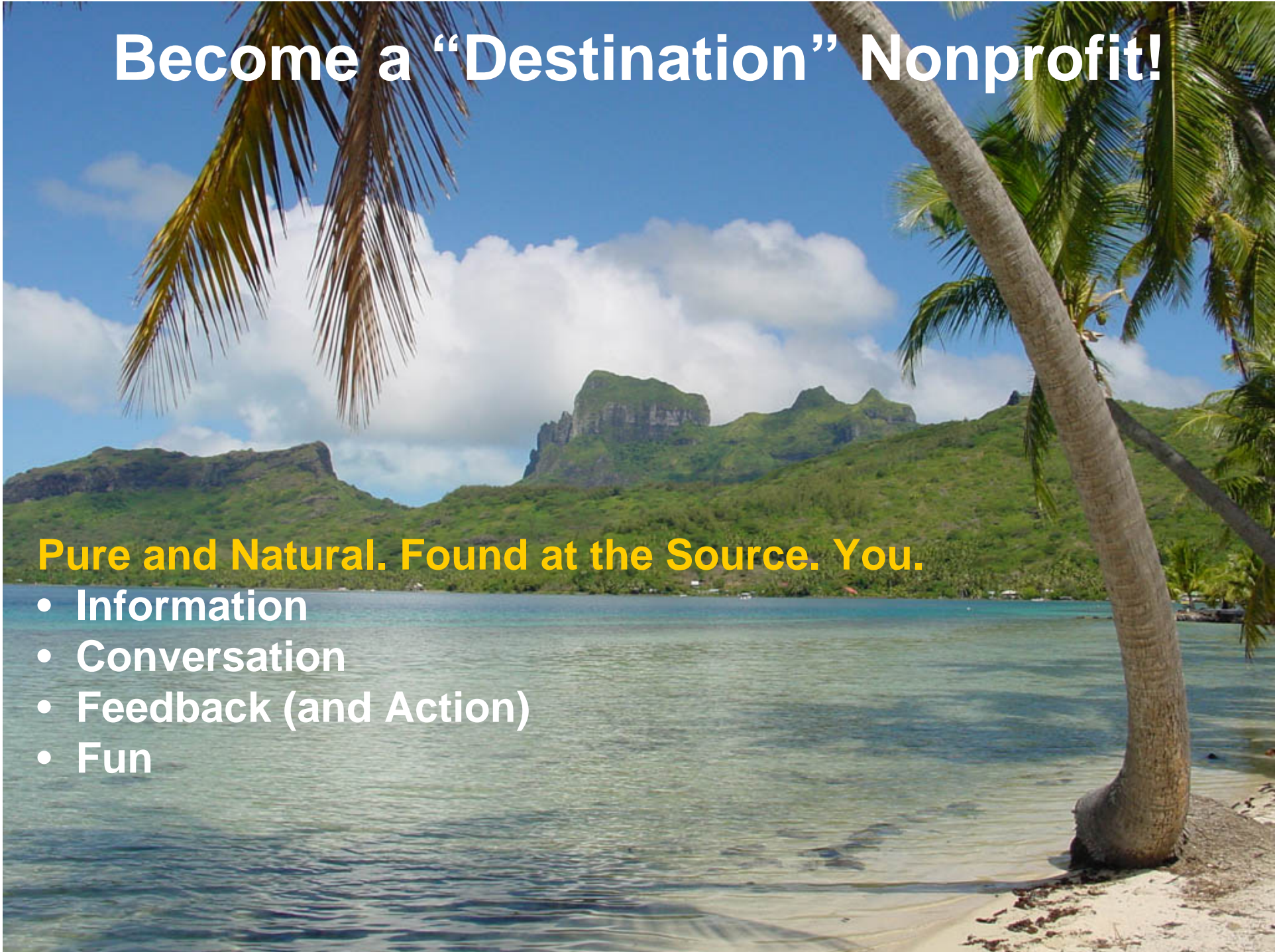
What's happening in the wider world is that people are shifting from traditional media to social media. They can create their own content online and read, listen, view other people's, as Don Hinchcliffe explains here.

[http://web2.wsj2.com/social\\_media\\_goes\\_mainstream.htm](http://web2.wsj2.com/social_media_goes_mainstream.htm)

# Become a “Destination” Nonprofit!

**Pure and Natural. Found at the Source. You.**

- Information
- Conversation
- Feedback (and Action)
- Fun





# Resistance Anyone?

Dent & Goldberg (1999) believed that individuals aren't really resisting the change, but rather they **may be resisting the loss of status, loss of pay, or loss of comfort**. They claim that, "It is time that we dispense with the phrase resistance to change and find a more useful and appropriate model for describing what the phrase has come to mean - **employees are not wholeheartedly embracing a change that management wants to implement**"

[Note: It may make more sense here to **swap management and employees** - depending upon who is driving the social media effort.]



Hultman (1995) adds, "There is always the **danger of identifying a symptom of resistance when you are really looking for its cause**. To diagnose the causes, we must understand a person's state of mind. The most important factors that go into a person's state of mind are his or her facts, beliefs, feelings, and values."

## 3 things you can do tomorrow...5 if there's time!



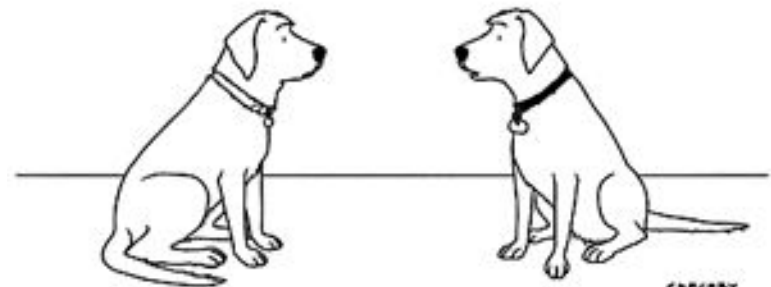
1. Blogs, RSS & Alerts
2. Social Bookmarking
3. Widgets  
(Fundraising, etc.)
4. Organizational  
Efficiency Tools &  
Gadgets
5. Social Networking

We'll soon see job openings for "Social Media Managers", probably followed in a year or so by "Director of Social Media", "VP - Social Media", or even "Chief Social Media Officer".  
The days of worrying about only your own web site ended in 2007.

# Blogs & RSS Feeds

A publicly accessible **journal** for an individual **or organization** (sometimes with video).

© Cartoonbank.com



*"I had my own blog for a while, but I decided to go back to just pointless, incessant barking."*

# Nonprofits are blogging... more than other types of businesses!

**just cause**  
make some good news™

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Articles | Members | Causes | Blogs | Events

**Welcome!**

JustCauseIt.com (beta) is your online source for fresh, fun and insightful stories about people making positive changes in the world. It is a place to learn about creative solutions and to share your own ideas about making the world a better place. Come join us and be a part of the solution!

[LEARN MORE](#) [TAKE A TOUR](#)

**Featured Articles**

**American Teens Bring Fresh Water to African Villages**  
BY AARON FLORES What do you do when you're thirsty? You probably grab a glass and fill it with your favorite refreshing liquid? Do you ever wonder if what you are about to drink will kill you? In many parts of the world, when people seek a simple drink of water, this question is asked on a daily basis. [Read more](#)

**JUST 10 Questions**

**JUST 10 Questions for Roshumba Williams**

**JUST 10 Questions For Matthew Emerzian**

**Cows Called To Restore Butterflies**  
BY SANJNA PARULEKAR AND RASHMI GUTTAL. The dark Italian rye grass, a short weed brought by the Spanish more than 200 years ago, stands prominently among the light-colored native plants on Tulare Hill in South San Jose. Scientists believe that the grass, fed by nitrogen from the city's polluted air, has choked both the Goldfield and Purple Owl's Clover, the flowering wild plants favored as a food and home of the endangered Bay Checkerspot Butterfly. [Read more](#)

**Telling Stories, Saving Lives, Building Community: Are The Arts The Answer?**  
Kianna Hampton, 10, waits outside for Pedro Reyes to show up. Not necessarily an

**User login**

Username:

Password:

[Log in](#)

- [Create new account](#)
- [Request new password](#)

**Featured Causes**

**Positive Posting**  
Lead by Alyssa Royse  
An inspired and inspiring group of people of who believe that by talking about GOOD THINGS we are MAKING THE WORLD A BETTER PLACE!

6 supporters [Join](#)

[Volunteer](#)



# NY Nonprofit Executive Directors Network

Connecting New York's Nonprofit Leaders to Education, Best Practices, Peer Learning, Networking and more.

LEATHERSTOCKING AGENCY EXECUTIVE DIRECTORS GROUP

- Why Google...  
March 27, 2008  
Do any of you...  
work (or how...)
- Sneak Peek at...  
Back from the...  
March 4, 2008  
Quite a few of you...  
meeting on April...
- Leatherstocking Agency...  
February 29, 2008  
Do You Web 2.0? Part 2 by Valerie Venezia, CCSNYS Vice President of Membership and Marketing Imagine, social software for your nonprofit...

**Make it PERSONAL!**  
**What matters to YOU?**  
**Want to see your PICTURE ON the BLOG?**  
**What do you think of Web 2.0 so FAR?**  
**(What are some things you could do? At Events? Programs? Fundraisers?)**  
**How would you use TWITTER?**

The NETWORK

NY Nonprofit Executive Directors Network

Leatherstocking Agency Executive Directors Group

Oneida and Herkimer Executive Directors Group

South Central NY Nonprofit Executive Directors Group

Mid-Hudson Valley Executive Director Peer Group

Serving Western NY

ONEIDA AND HERKIMER EXECUTIVE DIRECTORS GROUP

# But You Can Do it!

Here's How to start....

## 1. Starting your own blog.

- Go to [blogger.com](http://blogger.com) ([www.blogger.com](http://www.blogger.com)) and set up an account
- Start writing, see how blog writing feels to you, think about who might be a good blogger at your organization
- Don't make it live yet (!)
- Brainstorm ways it can help your nonprofit
- Share it with colleagues for feedback.

# Which way do you go?



**Get information in and Put information out**  
Makes you look really smart.  
But...how?

# RSS Feeds



A summary of content from an associated web site or the full text. RSS makes it possible for people to keep up with their favorite web sites in an automated manner that's easier than checking them manually



# RSS Feed "Readers"

**Bloglines**

Feeds | Blog | Clippings | Playlists

Add | Edit | Options

22 feeds [Mark All Read](#)

- About Nonprofit Charitable Orgs
- Beth's Blog: How Nonprofits Can Use Social Media (0) (3)**
- BlogBaud.com (20)
- Bloglines | News (20)
- Business Wire Technology News (200)
- del.icio.us/valeriev (24)
- For Impact Notebook: Fundraising ideas and motivational stories
- Idealware (3)
- Katya's Non-Profit Marketing Blog (3)**
- Latest Activity on building a better BLOG (10)
- Netwoman (16)
- Nonprofit Blog Exchange
- NONPROFIT EYE (3) (1)
- Nonprofit Marketing: Getting Attention Blog (1) (4)
- The Nonprofiteer (109)
- NPTech Meta Feed 2.1 (185)
- Personal (200)
- Philadelphia Eagles : Home

welcome valeriev@del.icio.us

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## Beth's Blog: How Nonprofits Can Use Social Media

A place to capture and share ideas, experiment with and publish links about nonprofit technology, education technology, adoption challenges, information design, visual thinking, creativity, ICT in the developing world and much more.

9 Items | [Sort Oldest First](#) | Updated: Wed, Dec 5 2007 10:17 PM

### Howard Gardner at Totally Wired: How Technology is Changing Kids and Learning

By Beth on digitallearningmedia

I wish I wasn't going to be on the road ... because there is an event happening on digital learning and media in Cambridge, MA [event!](#) The speakers include Henry Jenkins, Katie Salen, and Howard Gardner. I just picked up his book "Five Minds for the Future" [Five Mir](#)

Wednesday December 12, 2007  
5:30-7:00 pm  
Brattle Theatre  
40 Brattle Street  
Cambridge, MA 02138

[Email this](#) | [Technorati Links](#) | [Save to del.icio.us](#) | [Add to del.icio.us](#) | [Digg This!](#) | [Share on Facebook](#) | [...](#)

Posted on: Wed, Dec 5 2007 9:24 PM | [Email This](#) | [Clip/Blog This](#)

### Nonprofit Taglines that Work

By Beth on ngo

Google

Web Images Video

**Even Easier...  
Google Alerts!**

# Putting it Out There!



Hello, our name is FeedBurner.

Welcome to [FreeBurner!](#) Get PRO features gratis.

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Promote content, build & measure audience, make \$

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Join Wall Street Journal, USA TODAY, Newsweek, etc.

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See why brands like BlackBerry & Verizon choose FeedBurner for blog and RSS advertising.

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Learn how to burn your [Blogger](#), [TypePad](#), [WordPress](#), [MySpace](#) or [podcastVideo](#) feed.

I am a podcaster!

[Next](#) »

Currently feeding **846,311** publishers who've burned **1,507,966** feeds (as of 28 Mar 08). [More](#) >

#### **Google has acquired FeedBurner** [More](#) >

We are happy to announce that Google has acquired FeedBurner. For more information related to the acquisition, read our [FAQ](#).

#### **The FeedBurner Blog** [More](#) >

♦ [From the Quick Hits Dept.: Transferring Feed Between Accounts](#)

<http://www.ccsnys.org>

#### **Recent Press** [More](#) >

♦ Business Week: [Big Tech Buyouts](#) 10/26/2007

# But You Can Do it!

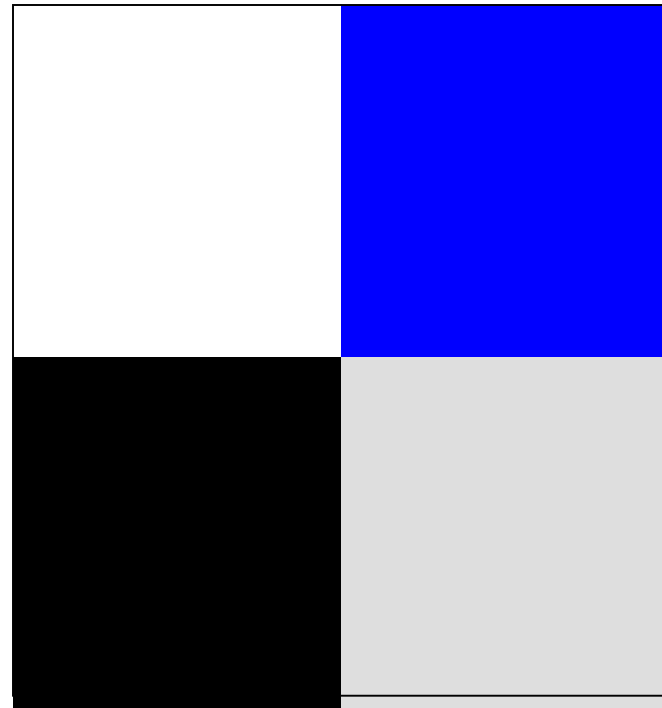
## Here's How to start....

1. Set up a **Google Alert** for your organization, your areas of interest, or your competitors
  - Go to ([www.google.com/alerts](http://www.google.com/alerts)) and set up an account.
  - Start slow, pick two or three search terms
  - Have them set to digest mode (one email per day)
  - How can this help with marketing, PR, informing and educating?
2. Feeling adventurous? Set up your own Feed Reader!
  - Go to [www.bloglines.com](http://www.bloglines.com) and set up an account
  - Search for topics of interest, blogs and subscribe to their feeds
3. Like a particular news source? Put their feed on your website
  - Go to [www.feedburner.com](http://www.feedburner.com)

# Social **Bookmarking**

Del.icio.us

A Class By Itself



All your items (136)

 del.icio.us 

« [earlier](#) | [later](#) » page 1 of 14 **2**

[Getting Attention : Get Your Experts out on the Speaking Circuit -- Market Your Organization, and Get Paid for It](#) [edit](#) / [delete](#)  
start a speakers' bureau for your nonprofit, or even better, form an issue-based bureau with colleague organizations whose experts complement your own (think Coalition on Darfur Speakers Bureau). There's  
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**3**

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Building healthy, caring communities and human care delivery systems through a strong charitable non-profit sector, informed philanthropic giving and quality community-based planning.

Helping Nonprofits

Helping Communities

Corporate Involvement

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The Council of Community Services of New York State, Inc. (CCSNYS) is the **best resource** for New York State's Nonprofits! CCSNYS works to build the capacity of nonprofits and communities to enhance the quality of life in New York State. We provide a wide array of **specialized technical assistance** services, including **legal** and **financial**, to **nonprofits of all kinds** in a staff-based, multidisciplinary team model. CCSNYS also provides an array of **group purchasing, insurance** and **employee benefits** in the context of membership, helping to build a long term, multi-layered service relationship with member nonprofits. **Become a Member Today!**

Members

Join Us

Donate

#### News/Announcements

- Giftworks Offers Special Pricing PLUS Member
- IRS to Release Instructions for New Form 990
- Call for Nominations: Award to Recognize CPAs
- August Risk Tip: Family Friendly Events
- August Tech Tip: Free Online Conferencing

#### Upcoming/Featured Events

- Tools for Nonprofit Marketing: Web 2.0 AI [ 8/12/2008 ]
- Tools for Nonprofit Marketing: Web 2.0 We [ 8/13/2008 ]
- Entrepreneurial Venture 101 NYC [ 8/13/2008 ]
- Keep a Lid on Unemployment Webinar [ 8/14/2008 ]
- Nonprofit Wellness Clinics NYC [ 8/14/2008 ]



**Free Board Training Dates Announced!**  
*The State Board Training Consortium (SBTC)*  
 Nonprofit Board Members are eligible to attend if their organization is funded by or affiliated with: OASAS, OMH, DOH's AIDS Institute & Center for Community Health, or OCFS. [Click here for more information, schedule and registration.](#)



**CAMP FINANCE 2008**  
 New York State's Premier Nonprofit Financial Management Conference  
 October 2nd - 3rd  
[Click here for more information](#)

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 SAMPLE NEWSLETTER

#### Executive Directors Blog!



*CCSNYS is proud to launch into the blogosphere with our network of executive director peer groups from around the state. Keep "in the know," ask questions of your colleagues, keep up with the latest news that will improve your performance, enhance your professional development and support your challenging and rewarding work as a nonprofit leader.*



**Websites We're Looking At..**  
 Nonprofit Law Podcast  
 August 11, 2008

# But You Can Do it!

## Here's How to start....

1. Go to <http://delicious.com/>
  - Set up an account (**this means a toolbar will install itself on your browser's menu bar**)
  - When you find a website you like “tag” it! (Give it a definition of what it means to you.)
  - **Find people** in the del.ici.ous network who are tagging things you like and become part of their network
  - Put your tagged items on your website as a constantly refreshed “Resources” page!

### find any charity

- I want to donate.
- I want to volunteer.

Keywords

Charity Name

State

Select a state



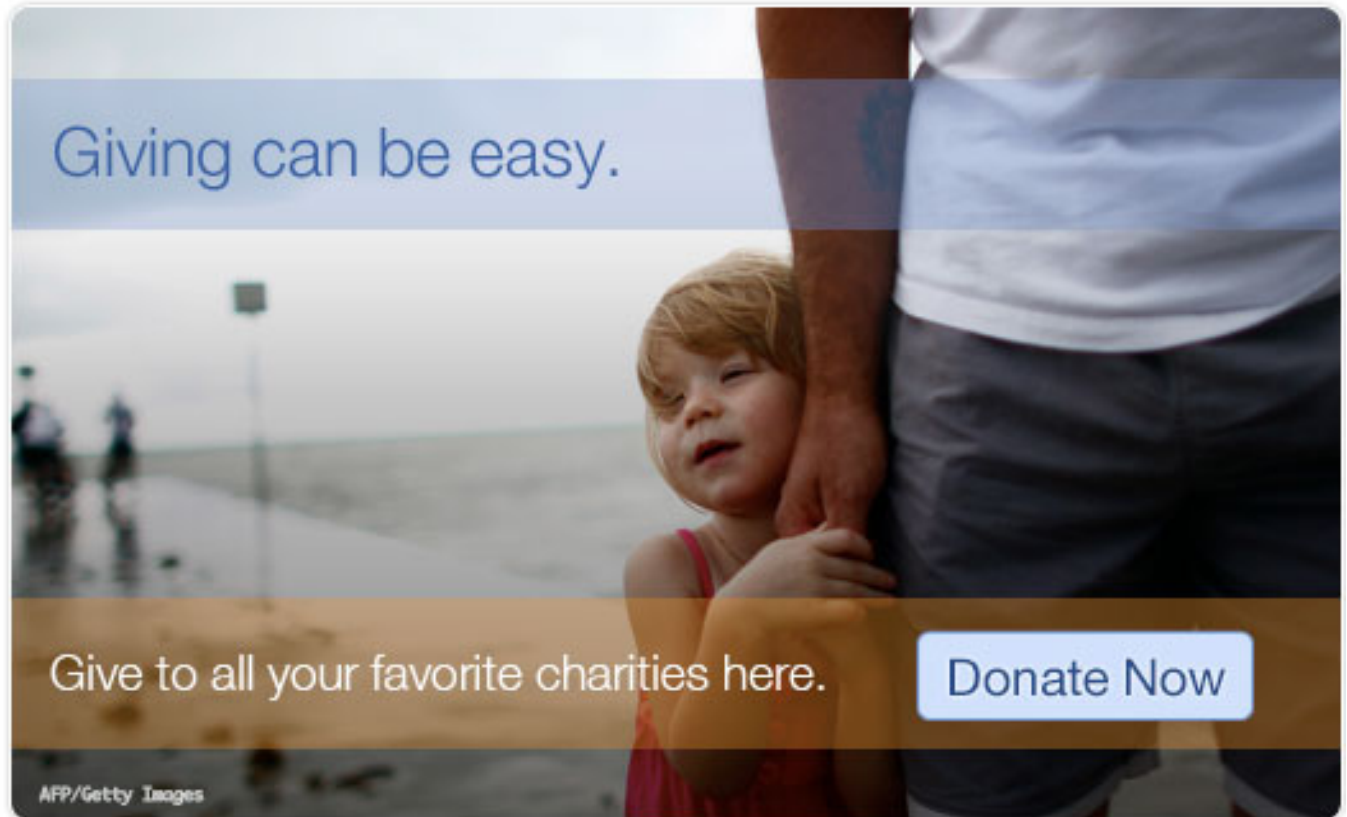
search

[Search Tips](#)  
[Advanced Search](#)

Powered by GuideStar. and VolunteerMatch

### ways to give

- [How this site works »](#)
- [Monthly Giving »](#)
- [How much to donate? »](#)
- [Buy a Good Card »](#)
- [Create a charity badge »](#)
- [Give with Capital One »](#)



AFP/Getty Images

For Nonprofits

Easy & Affordable  
Online Fundraising

Get Started



# What in the World is a Widget?

6 SixDegrees.org™

Get \$10,000 for your charity  
Get a T-shirt  
Hanes

Be a celebrity for your cause

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


**Take Action**

- [Create or edit a badge](#)
- [Donate to any charity](#)
- [Get a T-shirt](#)

**Explore**

- [Top ten badges](#)
- [Celebrities](#)
- [See the video](#)

How Six Degrees Works



← This is a badge  
← [Make one](#) for your cause  
← Place it anywhere online  
← Raise money, feel good



My Sample ChipIn

\$0 \$40

80%

Raised **\$32** of \$40  
5 contributors | Ended

Help raise funds - click on the **ChipIn!** button to contribute!

Info Copy About

**ChipIn!**

Click ChipIn! to pay securely

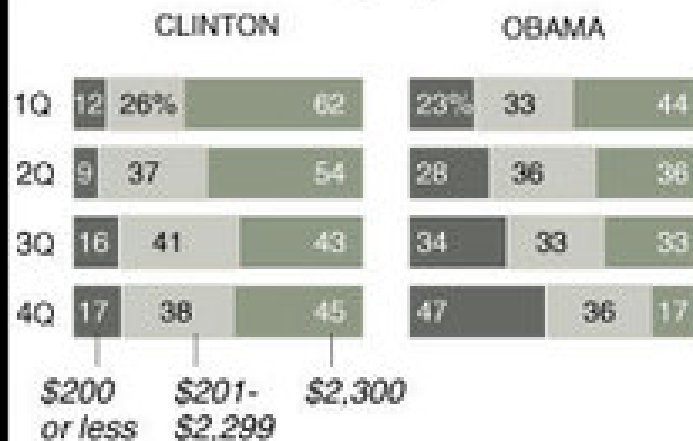


# What we can learn from politicians?

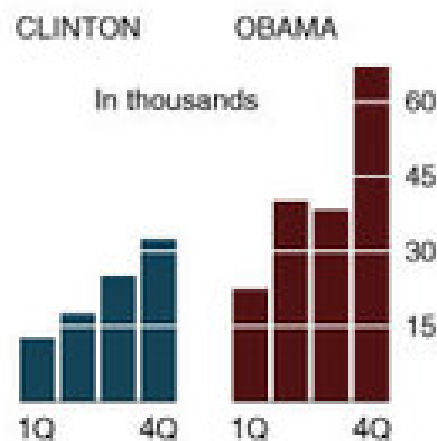
## Two Ways of Raising Money

Senator Hillary Clinton raised about half of her primary money in 2007 from donors who gave in amounts of \$2,300, the maximum allowed for an individual donor. Senator Barack Obama has relied on smaller donors; nearly 47 percent of his fourth-quarter contributions came from donors giving \$200 or less.

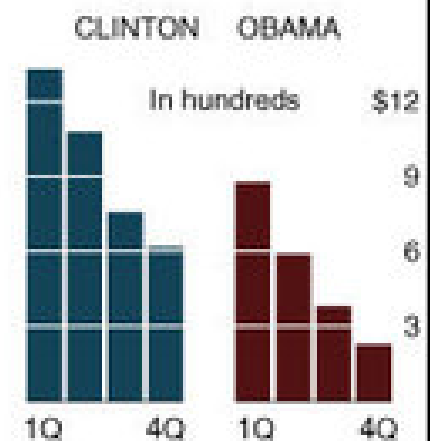
### Size of contributions per quarter



### Number of contributions



### Average amount donated



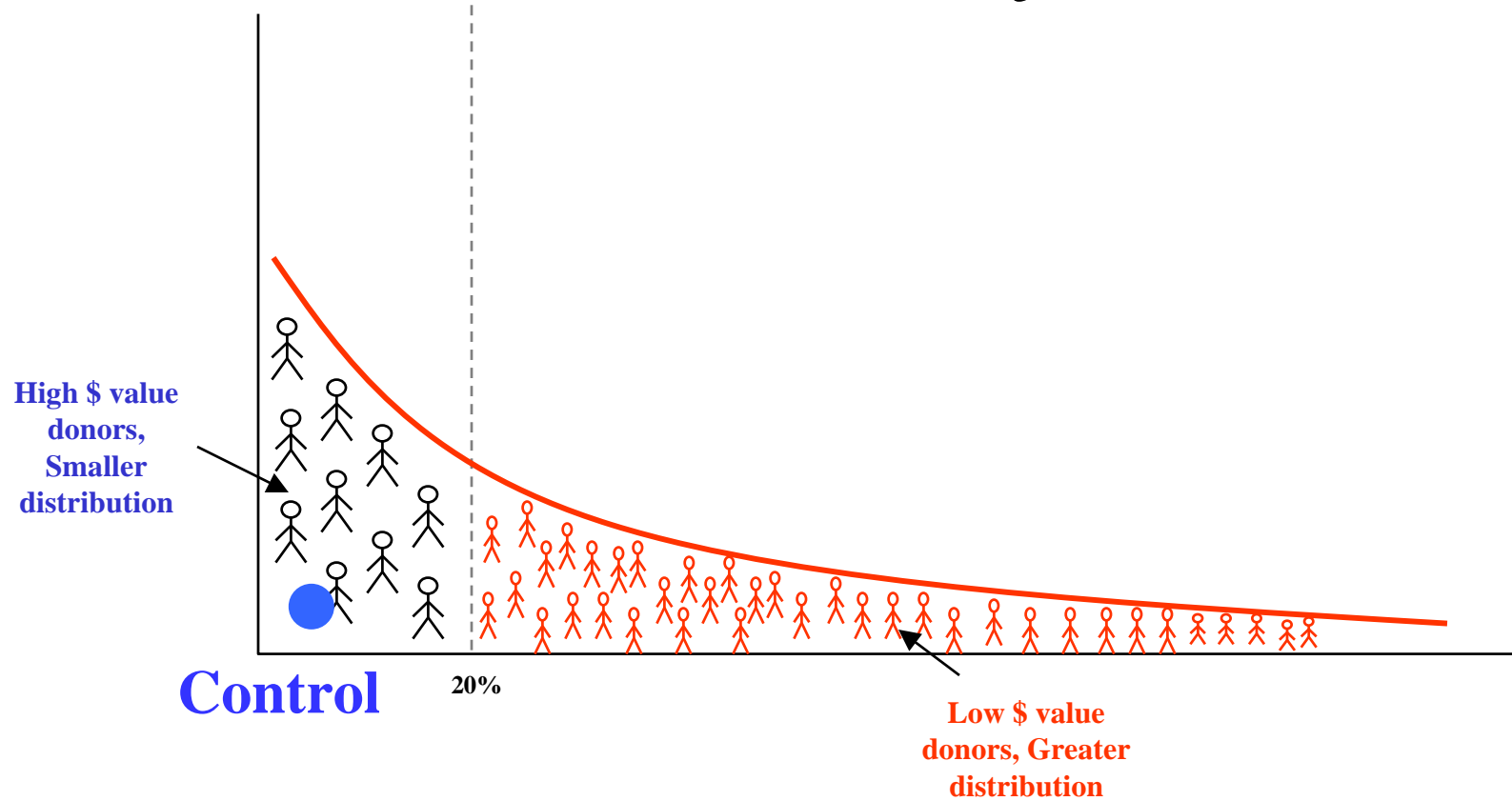
Sources: Campaign Finance Institute (size); campaign filings with the Federal Election Commission

THE NEW YORK TIMES

**Obama's Campaign:  
\$32 million raised from 275,000  
people who gave \$100 or less**

Web 2.0 significantly increases total value contributed by larger distribution of smaller value donors.

# If Obama can, you can!



# But You Can Do it!

## Here's How to start....

1. Go to [www.networkforgood.org](http://www.networkforgood.org)
  - Click on “Are you a Nonprofit?”
  - Sign up for an account, you will need EIN information
  - Follow their steps to choose your button, update you Guidestar info (if needed) and apply for EFT (makes donation transfer quick and easy)
  - Learn how to promote your widget (on your website, partner sites, send out to the board, other citizen marketers)



Ok, this all sounds great, but  
**how does it affect me?**

# Behold...The Special Event.

## *The Old Way*

- **Post Event**
- **Send** mailed invite
- **Send** email invite (maybe)
- **Get** responses
- **Wonder** why no one comes
- **Wonder** why we make no money
- **Do it again** next year

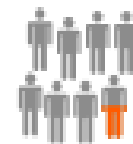
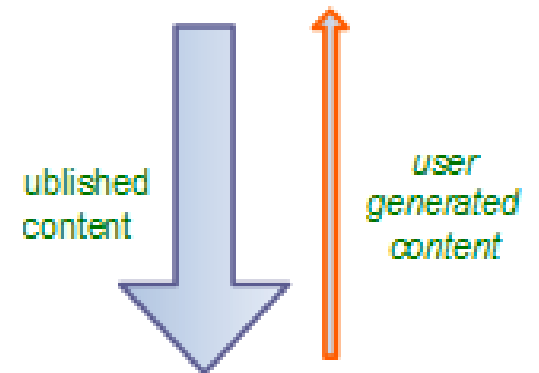
# The Old Way

You push Out....then what?

## Web 1.0

"the mostly read-only Web"

250,000 sites



45 million global users

**1996**

# The **New** Way

**Post** an idea for an event idea on your blog – ask for feedback and comments

**Get** responses from several key members, clients, community folks, stakeholders

**Reshape** event to fit

**Post** event on your blog

Have new blog post show up in users **RSS feed reader**

Have **people register online** with comments (that others can read)

day along with **feedback** for next year's event! Have **others start posting** about your event in *their* blogs

Set up **concurrent event** in **SecondLife**. Put **donate button** on your website & blog for people who can't attend in person or online!

Wonder why **so many people** are showing up

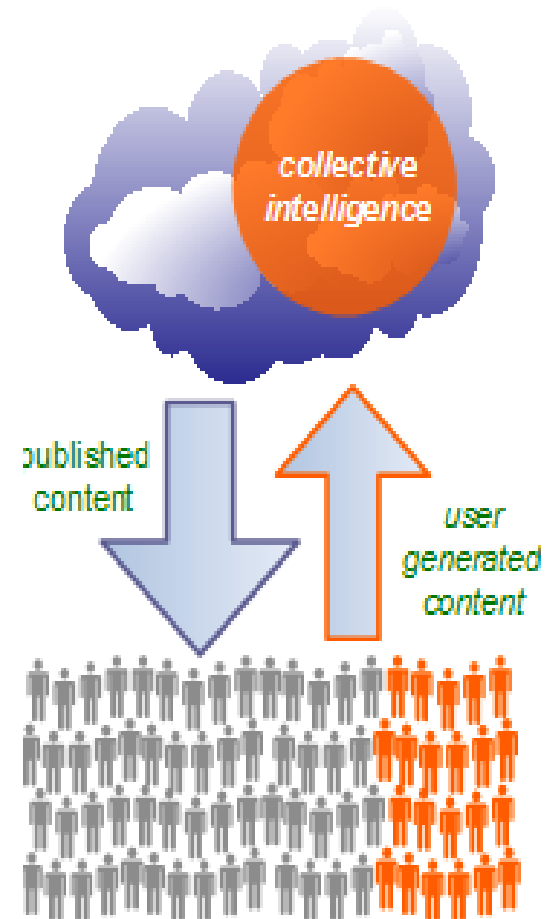
Wonder why **expenses are so low**

**Post blog** about your experience, get **kudos** online from attendees the next

## Web 2.0

"the wildly read-write Web"

80,000,000 sites



1 billion+ global users

2006



# Organizational Tools For Effectiveness, Efficiency and fun!

- **GoogleApps**
  - Calendar
  - Docs & Spreadsheets
  - Google Groups
- **Zoho**
  - Make any document a link
  - Manage Projects



# Membership Rocks

Search this group

Search

Home

New since last time: [1 file](#), [1 member](#)



## Welcome all those who love CCSNYS Membership!

We're giving this type of forum a try since it seems...

- We're never all able to make the regional calls
- We need a way to keep us organized and on track
- Everyone needs to know when membership benefits/information/flyers are updated
- It's a good place for a discussion without a million emails flying back and forth
- It's a good trial of a free "project management" tool that might be useful in other aspects of our work
- We are the forerunners of good ideas!

[\[edit welcome message\]](#)

**Discussions** All 4 messages [view all »](#)

[+ new post](#)

[View this page "Member Benefits Updates"](#)

By Val Venezia - Aug 8 - 1 author - 0 replies

[NYS Parks Department - Friends Meetings in Sept & Oct](#)

By Val Venezia - Aug 8 - 1 author - 0 replies

[Board 2.0 - New Tools for creating a vibrant, engaged, and energized board of directors in the 21st century](#)

By Val Venezia - Aug 8 - 1 author - 0 replies

[Notes from the July 25th Call](#)

By valeriev - Jul 25 - 1 author - 0 replies

**Members** 10 members [view all »](#)

[+ invite members](#)

**Jenn**  
Member

**sals...@ccsnys.org**  
Member

**jmonta...@ccsnys.org**  
Member

**cwag...@ccsnys.org**  
Member

**Andrew Marietta**  
Member

**Pages** All 3 pages [view all »](#)

[+ add page](#)

[Member Benefits Updates](#)

Last updated by valeriev - Jul 25 - 1 author - 1 page long

[Regional Calls](#)

Last updated by valeriev - Jul 25 - 1 author - 2 pages long

HOME

DISCUSSIONS

MEMBERS

PAGES

FILES

[About this group](#)

[Edit my membership](#)

[Group settings](#)

[Management tasks](#)

[Invite members](#)

Group info

**Members:** 10

**Activity:** Low activity

**Group categories:** Not categorized

[add a category](#)

[More group info »](#)

I

# Google

[Mail](#) [Calendar](#) [Documents](#) [Photos](#) [Reader](#) [Web](#) [more](#) ▾

[vvenezia@ccsnys.org](#) | [Settings](#) | [Help](#)



Search My Calendars

Search Public Calendars

[Show Search Options](#)

[Create Event](#)

◀ ▶ Today **Aug 10 – 16 2008**

[Print](#) [Day](#) **[Week](#)** [Month](#) [4 Days](#) [A](#)

[Quick Add](#)

◀ **August 2008** ▶

S	M	T	W	T	F	S
27	28	29	30	31	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	29	30
31	1	2	3	4	5	6
7	8	9	10	11	12	13

Sun 8/10	Mon 8/11	Tue 8/12	Wed 8/13	Thu 8/14	Fri 8/15	Sat 8/16
Jaci's Wedding-C		Annie			CCSNYS Picnic	Craigslist Fo
		Event Update - El	Jenn Lockwood Vacation			
		Event Update - S	Dave-Nonprofit Er	Dave NYC Clinics	CCSNYS Picnic	
		WEB 2.0 - Val Alb	Dave-Nonprofit Er	Ithaca Meeting (S		
			Service Request L			

Time	Sun 8/10	Mon 8/11	Tue 8/12	Wed 8/13	Thu 8/14	Fri 8/15	Sat 8/16
12pm							
1pm							
2pm							
3pm							
4pm							
5pm							
6pm							
7pm							

- ▼ My calendars
- Valerie Venezia ▾
  - BABNs ▾
  - Marketing Communic... ▾
  - SBTC Workshops ▾
- [Settings](#) [Create](#)

- ▼ Other calendars
- Add a friend's calendar
- Andrew Marietta ▾
  - Gary Conn ▾
- [Settings](#) [Add](#)

1:00pm  
1pm - Val Out

2:30pm  
OMI - Mee

3:00pm  
3: - NC Me

[YNPN-NYC Advisory Board Seeks New Members](#)

## YNPN and Next Generation Leadership

### In the Media:

YNPN recently surveyed its 10,000 members to get their perspective on leadership and professional development in the sector. [Click here to download the findings.](#)

### YNPN-NYC Events

Today ◀ ▶ August 2008 ▾ Print  Week  Month  Agenda ▾

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28 6:30pm Men	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19 6:30pm New	20	21	22	23

#### ynpn events

**PAST EVENTS**  
YNPN-NYC Fall Fundraiser  
[read more](#)

#### mailing list

Sign up to hear about New York City nonprofit events and news!  
[Read more about the list](#)

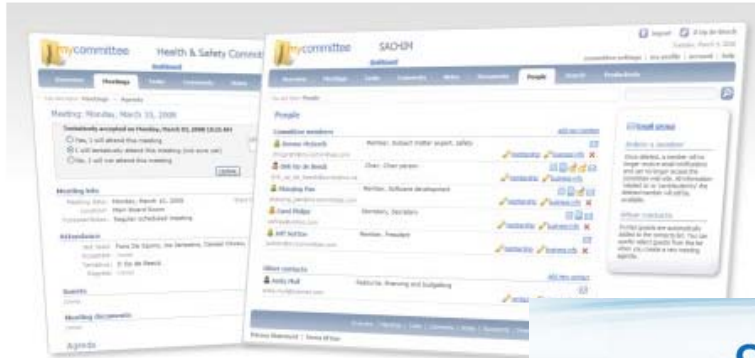
To subscribe, simply send a blank email to [nyc-subscribe@lists.ynpn.org](mailto:nyc-subscribe@lists.ynpn.org).



You are here: Home

## Agendas and Minutes made easy!

A simple and unique solution to organize and track your meetings!



### Meeting Agenda and Minutes

Easily create using Best Practice  
Save them, print them, email them, track them

### Share & Collaborate

Index and organize committee documents and minutes. Work together on action items, documents and other tasks

### No software to install

Take a tour

Sign up

LOGIN USERNAME:  PASSWORD:



### STREAMLINK SOFTWARE STREAMLINING ORGANIZATIONS AND LINKING RESOURCES

StreamLink's software is designed by nonprofit professionals with input from leading organizations. StreamLink has created tools to increase organizational efficiency and resources for non-profit organizations big and small. This cutting edge software merges the talents of world class software developers, cutting edge technology and nonprofit executives to create unique solutions for common management challenges.



#### What's Your Strategy?

**Board Confidence and Commitment.**

Get help from StreamLink

#### Get StreamLinked Today

The board of directors and other governance volunteers

Foundation planning and development

Government contract management

#### StreamLink Receives Innovation Award From



# But You Can Do it!

## Here's How to start....

1. Go to [www.google.com/nonprofits](http://www.google.com/nonprofits)
  - Watch the great video on how nonprofits use GoogleApps!
  - Try your **own calendar**...Would this help internal efficiencies if everyone used it? Do you need a community calendar? Have your webmaster embed it in your website.
  - Create a **Google Group**. Consider the groups in your organization. Is there any need for one central place to keep everything? Share documents? Work on projects together?

# Social Networking



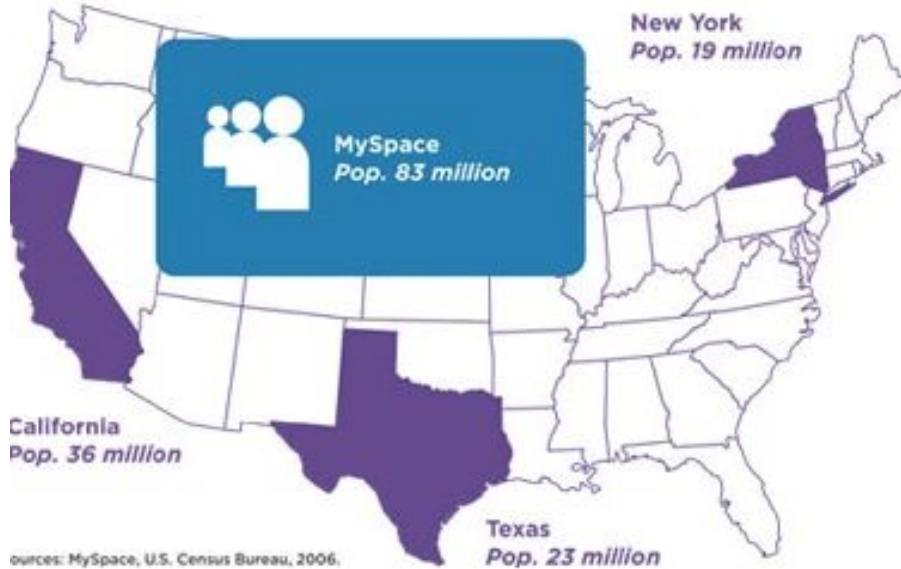
donations...  
marketing...  
volunteers...  
networking...



**The State of MySpace**

**Demographic Profile of Visitors to MySpace.com Percent Composition of Total Unique Visitors**

Exponential growth of Web 2.0 and adoption by all generations



Demographic Profile	August 2005	August 2006	Point Change
US Unique Visitors (000)	21,819	55,778	
Total Audience	100	100	-
Persons: 12 - 17	24.7	11.9	-12.8
Persons: 18-24	19.6	18.1	-1.4
Persons: 25-34	10.4	16.7	6.2
Persons: 35-54	32.4	40.6	8.2
Persons: 55+	7.1	11	3.9

Source: comScore Media Metrix (10/2006)

**The number of registered users for MySpace exceeds the combined population of our three most populous states and the total US population in 1900. Over 50% of the unique visitors are over 35.**



Search Causes

Give a Charity Gift | Settings | About | Help

Search

Search input field

Applications edit

- Photos
- Groups
- Events
- Marketplace
- Advanced Wall
- SuperPoke!
- FunWall

more

Getting Married?



Creative, artistic, and modern. professional photography for your wedding, family portrait, or other event.

Advertise on Facebook

Causes

+ Start a Cause

Causes Home

Your Causes

Browse Causes

Friends' Causes

50 Days to Earn \$50,000 for Your Cause



Enter your cause in the Causes Giving Challenge for the following awards:

50-Day Awards

- \$50,000 for the cause with the most unique donors
- \$25,000 for the 2nd and 3rd place causes
- \$10,000 for the next 10 causes

Daily Award

\$1,000 will be awarded to the cause with the most unique donors every 24 hours. Announced daily at noon PST.

Start a Cause

Learn More

Only Causes benefiting a U.S. 501(c)(3) nonprofit can enter the challenge.

Friend Activity



Beth Kanter posted an announcement to Sharing Foundation: Helping to Care for Cambodia's Children.

January 31 12:14am



Don't Let \$50K for Sharing Foundation Slip Away: Donate \$10 by 1/31 3:00 PM EST

We need 30 more people to donate \$10 by

Your Achievements

0 members recruited

\$0 donated

\$0 raised

Friends' Causes

MobileActive 2 friends

Support the Campaign for Cancer Research 2 friends

Sunlight Foundation 2 friends

One Laptop per Child (OLPC) 2 friends

Net Neutrality 2 friends

Friends Hall of Fame

See All

## Broadcast Your Cause *The YouTube Nonprofit Program*

**Does your organization have a compelling story to tell?** Do you want to connect with your supporters, volunteers, and donors but don't have the funds to launch expensive outreach campaigns?

**YouTube can help.** Video is a powerful way to show your organization's impact and needs, and with a designated "Nonprofit" channel on YouTube, you can deliver your message to the world's largest online video community.

**Your Nonprofit channel includes:**

- Premium branding capabilities and increased uploading capacity
- Rotation of your videos in the "Promoted Videos" areas throughout the site
- The option to drive fundraising through a Google Checkout "Donate" button

**If you're a nonprofit organization** in the U.S. with 501(c)(3) tax status, apply today for the YouTube Nonprofit Program.

**Apply now!**

First 300 nonprofits to sign up will receive a video camera from:



### Among our participating partners:



# But You Can Do it!

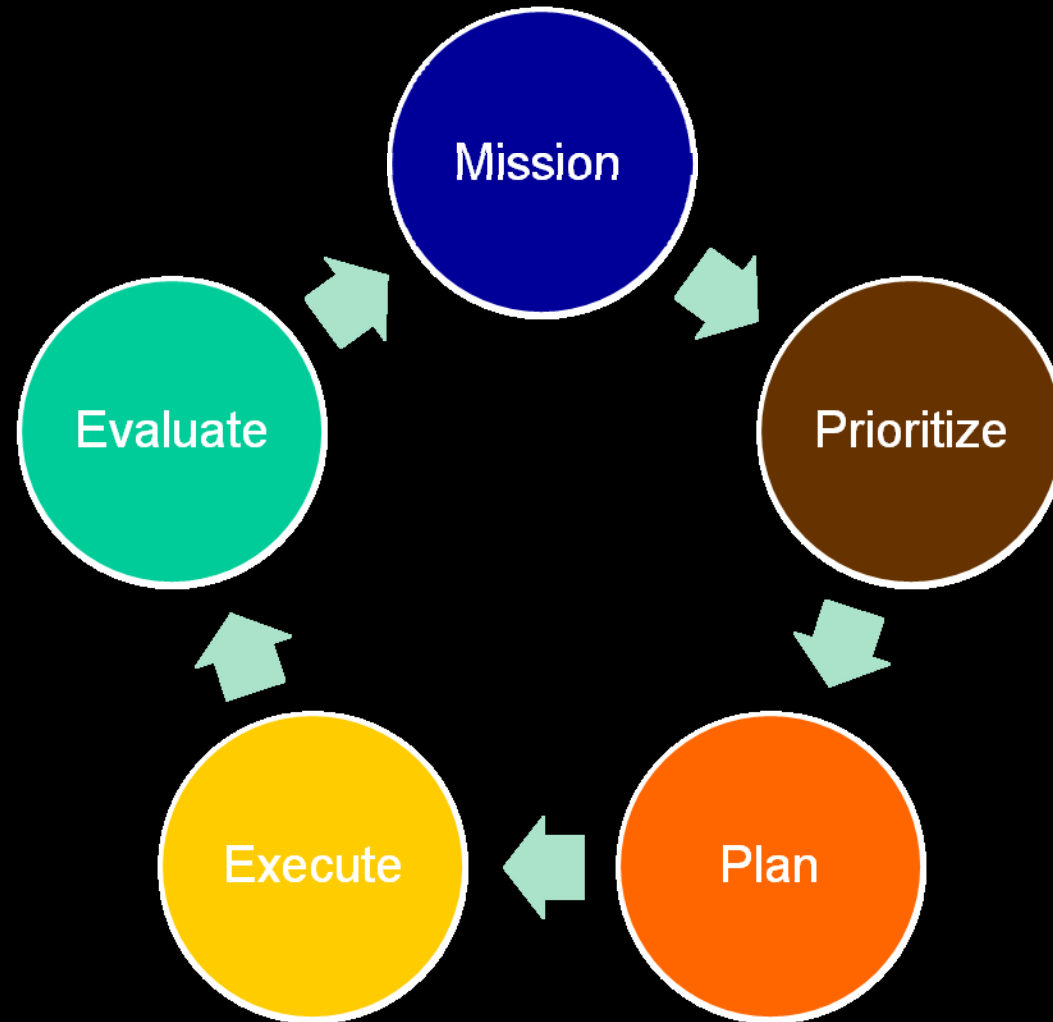
## Here's How to start....

1. Go to [www.facebook.com](http://www.facebook.com)
  - Look up other nonprofits (like yours) on **Facebook Causes**
  - Consider how you would use a Facebook page for your nonprofit
2. Go to [www.youtube.com/nonprofits](http://www.youtube.com/nonprofits)
  - Look up other nonprofits (like yours) on the Nonprofit YouTube Channel
  - Consider how you would use a YouTube Channel
  - Think about your mission, programs, events. Do they lend themselves to being captured on video.? What impact could this have on your >clients>donors>board members>volunteers>staff>community?



# It's Overwhelming...

## How Do We Decide?



QUESTIONS?

Did we talk about Twitter?

