

Why Nonprofit Organizations Should Blog

Prepared for the
Direct Marketing Fundraisers
Association



Presented by

Bob Cargill

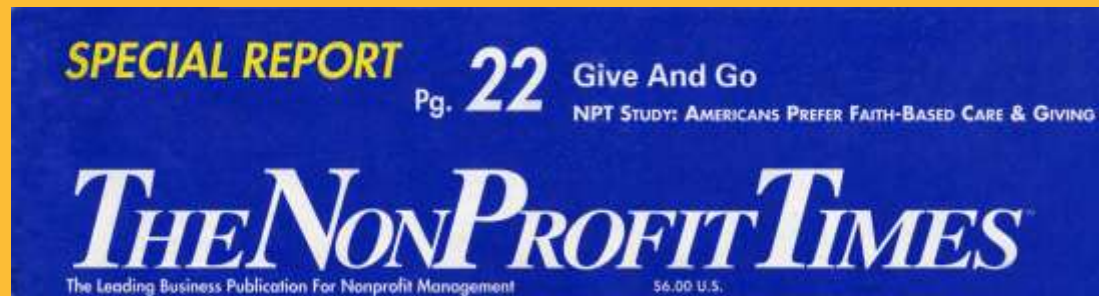
Creative Director

Newport Creative Communications



NEWPORT
CREATIVE
COMMUNICATIONS

Communication: Overcoming the Fear of Feedback



Definition of a Blog

Blogs — an abbreviation of “weblogs” — are published on the web, typically as microsites standing by themselves but today also as parts of traditional web sites.

Definition of a Blog

They reflect the interests, thoughts and opinions of the person, sometimes persons, publishing the blog. Blogs are characterized by frequent updates, an informal tone and many links to other blogs and web sites.

Definition of a Blog

A corporate blog is a blog published by, or with the support of, an organization to reach that organization's goals.

Definition of a Blog

In external communications the potential benefits include strengthened relationships with important target groups and the positioning of the publishing organization (or individuals within it) as industry experts.

Definition of a Blog

Internally blogs are generally referred to as tools for collaboration and knowledge management.

From *www.corporateblogging.info*

A Few Words on Blogs

“If you’re marketing to a niche or need an online forum for fresh ideas, Web blogs could be the new killer ap.”

**Bronwyn Fryer
Inc. Magazine
(November 2000)**

A Few Words on Blogs

“Blog enthusiasts are excellent evangelist candidates. They’re early adopters. Often, they’re serial buzz spreaders, and they can funnel waves of others just like them toward your blog and your organization, especially if it’s a small business.”

Ben McConnell and Jackie Huba

Authors of “Creating Customer Evangelists: How Loyal Customers Become a Volunteer Sales Force”

A Few Words on Blogs

“Blogs will change your business. Look past the yakkers, hobbyists, and political mobs. Your customers and rivals are figuring blogs out. Our advice: Catch up...Or catch you later.”

BusinessWeek
(May 2, 2005)

Blogs: Key, Relevant Statistics & Observations

Today, Technorati tracks over nine million weblogs, up from 100,000 two years ago.

Source: Technorati Inc.

Blogs: Key, Relevant Statistics & Observations

The Pew Internet Study estimates that about 27%, or about 32 million, of American internet users are regular blog readers.

Source: Technorati Inc.

Blogs: Key, Relevant Statistics & Observations

A new weblog is created every 2.2 seconds, which means there are about 38,000 new weblogs per day.

Source: Technorati Inc.

Blogs: Key, Relevant Statistics & Observations

Bloggers — people who write weblogs — update their weblogs regularly; there are about 500,000 posts daily, or about 5.8 posts per second.

Source: Technorati Inc.

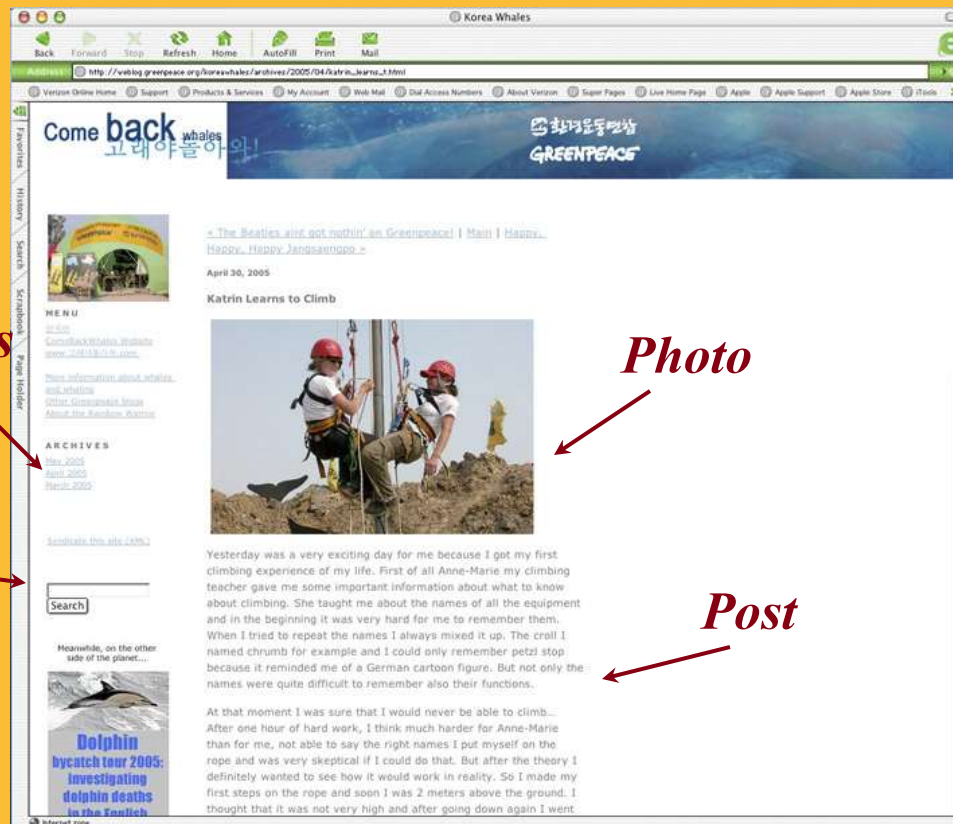
Why Nonprofit Organizations Should Blog

Blogs are Interactive

- Honest, public feedback posted below the author's spiel
- Build a mutually-beneficial relationship with your constituency
- As confidence grows between a blog and its readers, so does the potential for lucrative new business activity.

Why Nonprofit Organizations Should Blog

Blogs are Interactive



Why Nonprofit Organizations Should Blog

Blogs are Interactive

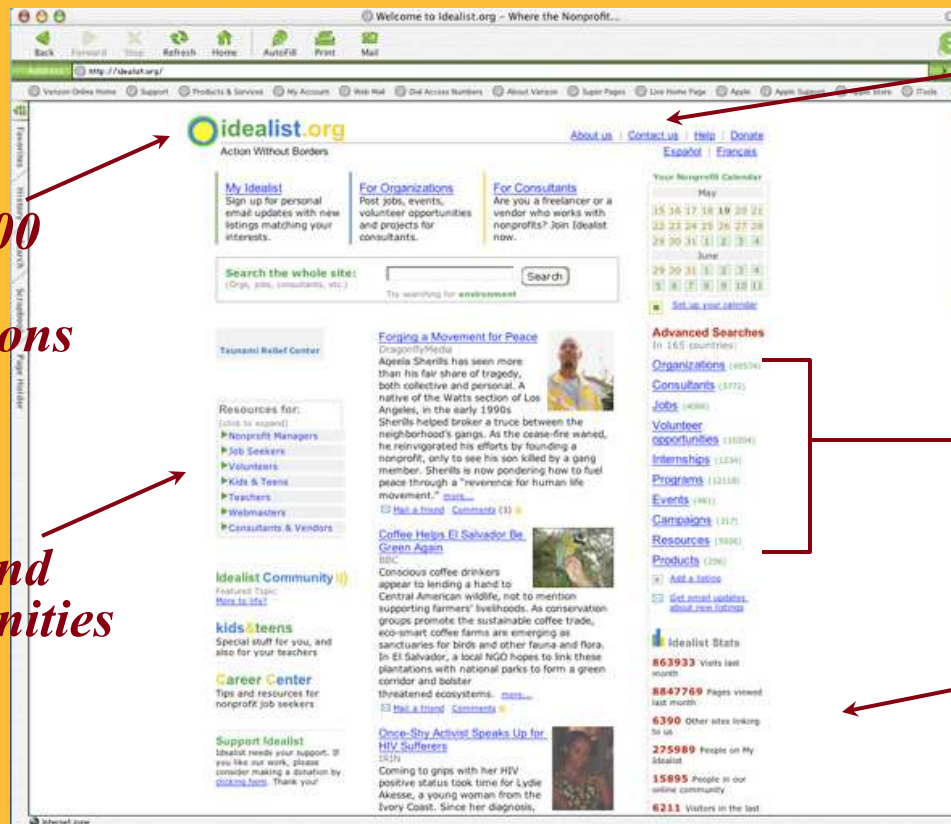
The image shows a screenshot of a web browser displaying a blog post on the Korea Whales website. The browser window title is "Korea Whales". The address bar shows the URL: http://weblog.greenpeace.org/koreawhales/archives/2005/04/katrins_jagru..._1.html. The page content includes a comment from Johannes Albers dated May 2, 2005, at 10:59 AM. The comment congratulates Katrin and asks for more information about her organization. Below the comment is a "Post a comment" section with fields for Name, Email Address, URL, and a "Remember Me?" checkbox. There is also a "Subscribe to this topic?" checkbox and a "Comments:" text area with "Preview" and "Post" buttons. Two red arrows point to the "Remember Me?" and "Subscribe to this topic?" checkboxes, with the labels "Reader feedback" and "Subscriber box" respectively.

Reader feedback

Subscriber box

Why Nonprofit Organizations Should Blog

Blogs are Interactive



Over 45,000 nonprofit organizations in 165 countries

Volunteer and job opportunities

Contact link

List of resources

Practical solutions to social and environmental problems

Action Without Borders

Why Nonprofit Organizations Should Blog

Blogs are Interactive

The screenshot shows a web browser window with the URL <http://www.idealists.org/...comment/Viewer/default>. The page title is "COMMENTS" and it indicates "1 post(s) so far". A message reads: "Don't be shy! Your comments help us in our search for interesting nonprofit news. Posting a comment is also a great way to connect with other Idealists." Below this is a comment from a user named Paul, dated May 16, 2005, from the United Kingdom. The comment text is: "I really liked this article idealist,keep these coming!Very interesting and what a man (!) He reminds me of an autobiography I read of Mr.T a similar kind of wonderful role model. Sometimes I feel of all the failings and successes of American society the culture always passes with great kindred spirits like Aqeela Sherills. Peace to you brother! Regards, a friend from Bristol, England Paul (p.s. if you ever have an interest in our communities in England I'm sure your status as a respected role model would go down well with our youth, some of which need our help.) Posted by [Paul Hinder](#) from United Kingdom at 11:20am on May 16, 2005". Below the comment is a "POST A COMMENT" form with fields for Name, Email, Country (a dropdown menu), and a large text area for the comment. At the bottom of the form are "Preview" and "Submit" buttons.

“Posting a comment is a great way to connect with other idealists.”

Reader feedback

Preview button

Why Nonprofit Organizations Should Blog

Blogs are Humanizing

- Cold, web-based technology but warm, trustworthy tone
- Strong, opinionated point of view
- Candid, down-to-earth, transparent voice, far from traditional corporate-speak of the commercial world

Why Nonprofit Organizations Should Blog

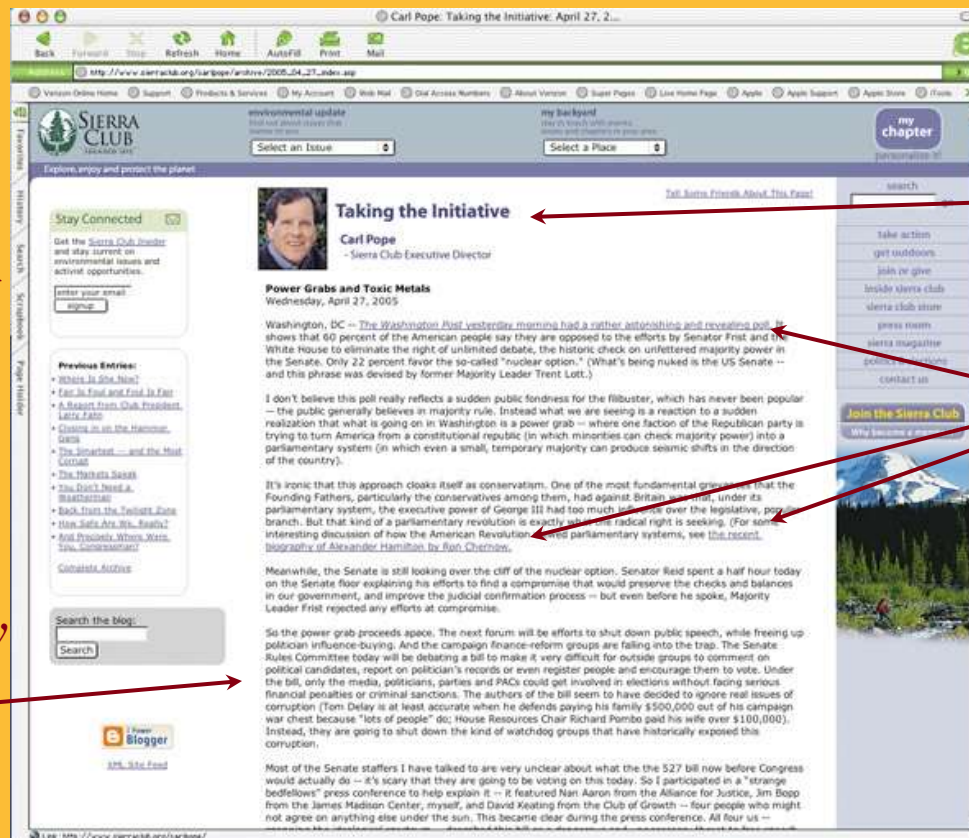
Blogs are Humanizing

The "face" of the organization

Newsletter signup

Hyperlinks

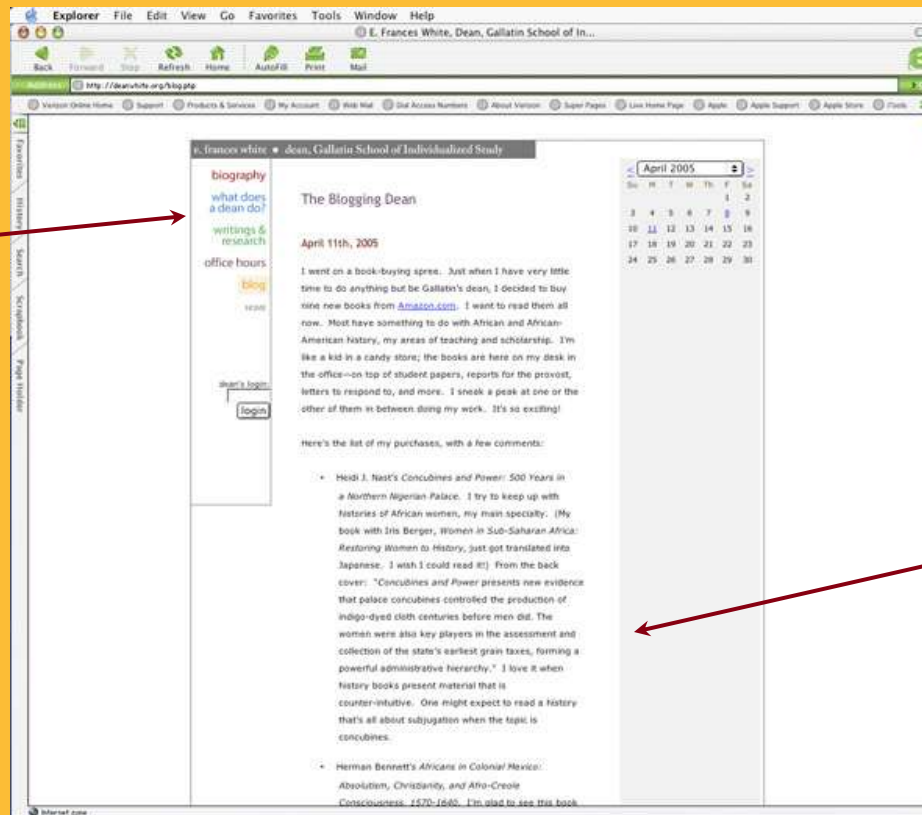
Warm, trustworthy tone of voice



Why Nonprofit Organizations Should Blog

Blogs are Humanizing

What does a Dean do?



His summer reading list

The Blogging Dean

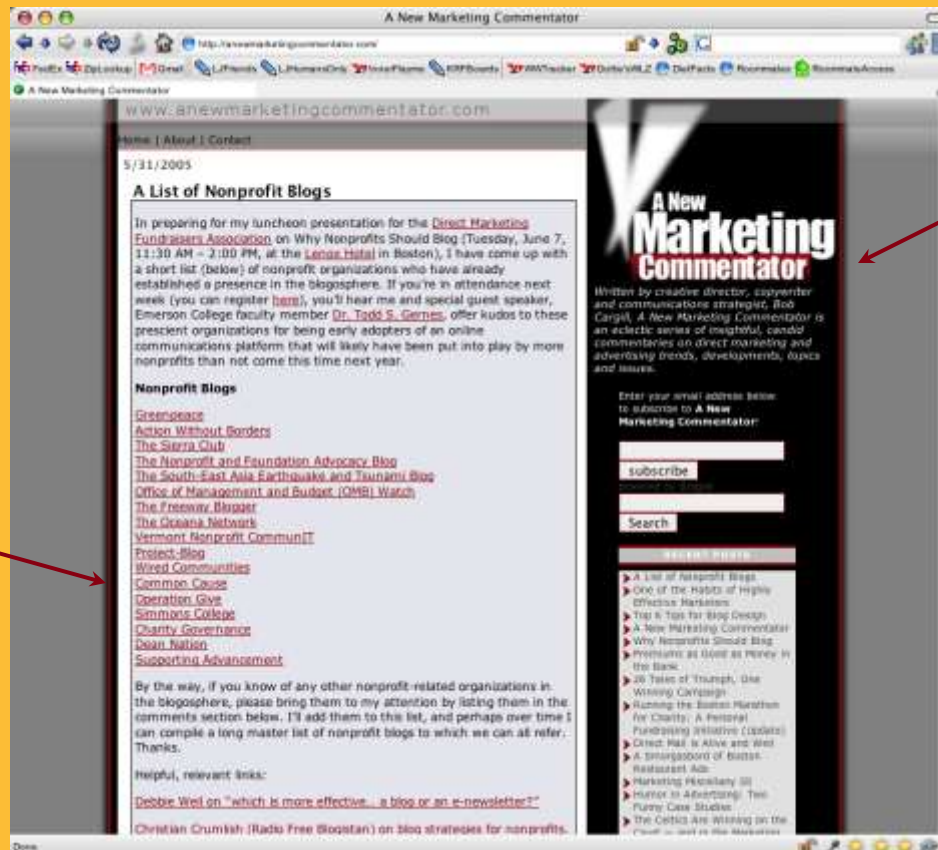
Why Nonprofit Organizations Should Blog

Blogs are Inexpensive

- Hosting services such as TypePad, Blogger and WordPress are either free or unbelievably affordable
- Investment is minimal, benefit is priceless
- Nonprofits can't afford *not* to blog

Why Nonprofit Organizations Should Blog

Blogs are Inexpensive



A list of nonprofit blogs

Design = Few hundred dollars

Hosting = Few hundred dollars

Benefits = Priceless

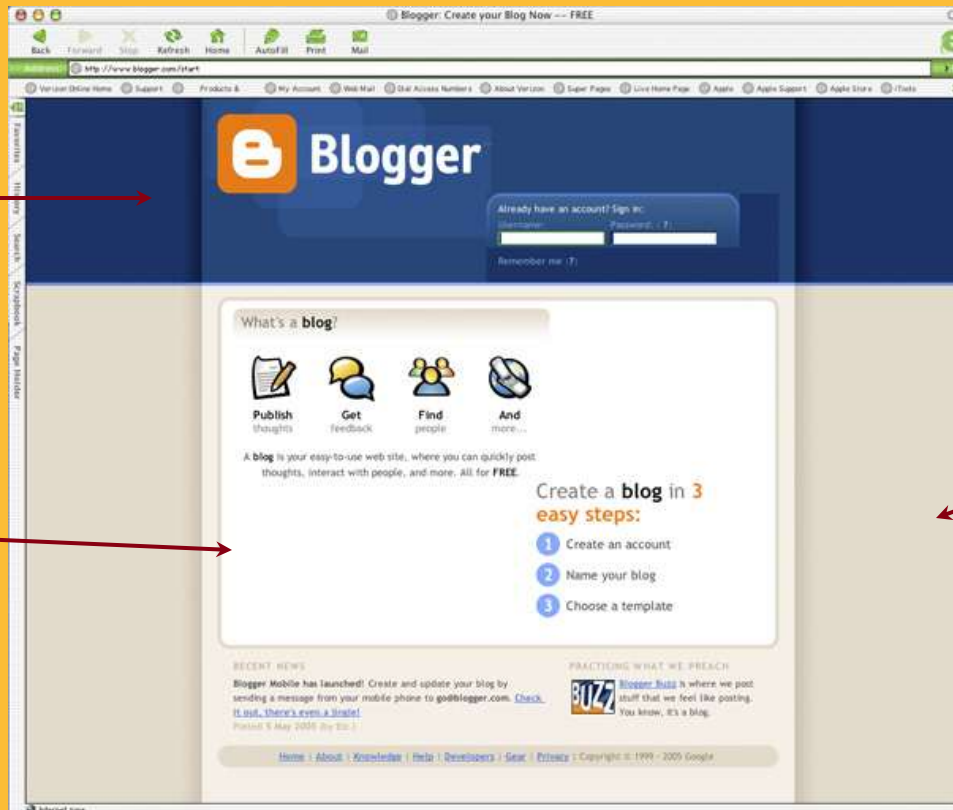
A New Marketing Commentator

Why Nonprofit Organizations Should Blog

Blogs are Inexpensive

Founded in 1999

Publish thoughts, get feedback, find people, FREE!

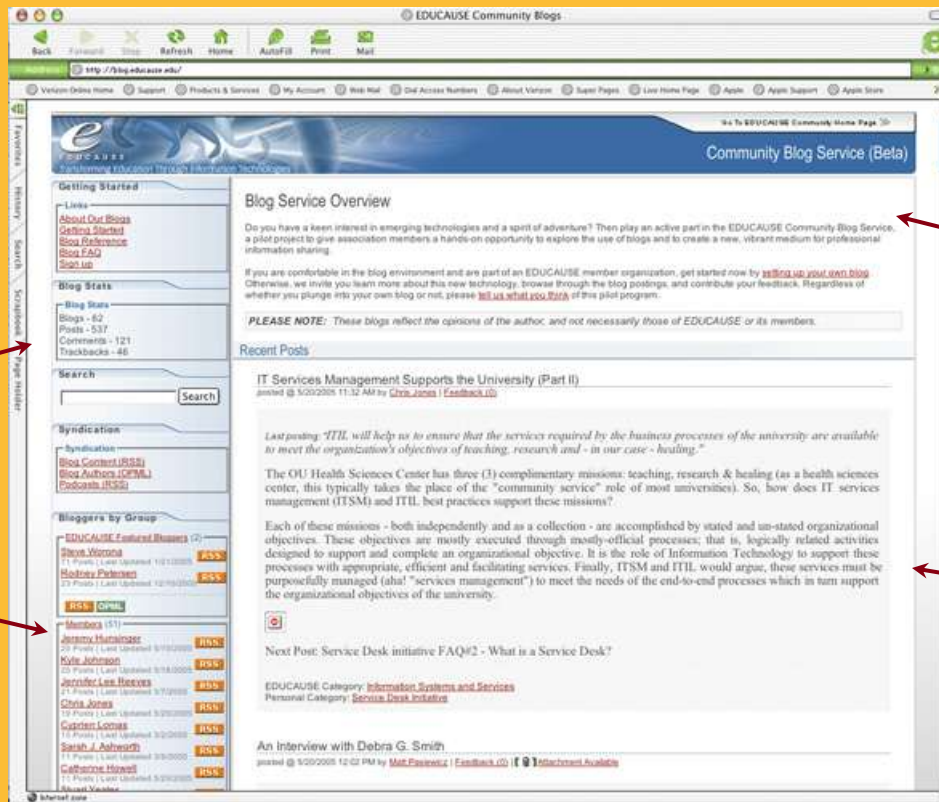


Bought by Google in 2003

Blogger

Why Nonprofit Organizations Should Blog

Blogs are Inexpensive



Blog statistics

List of members

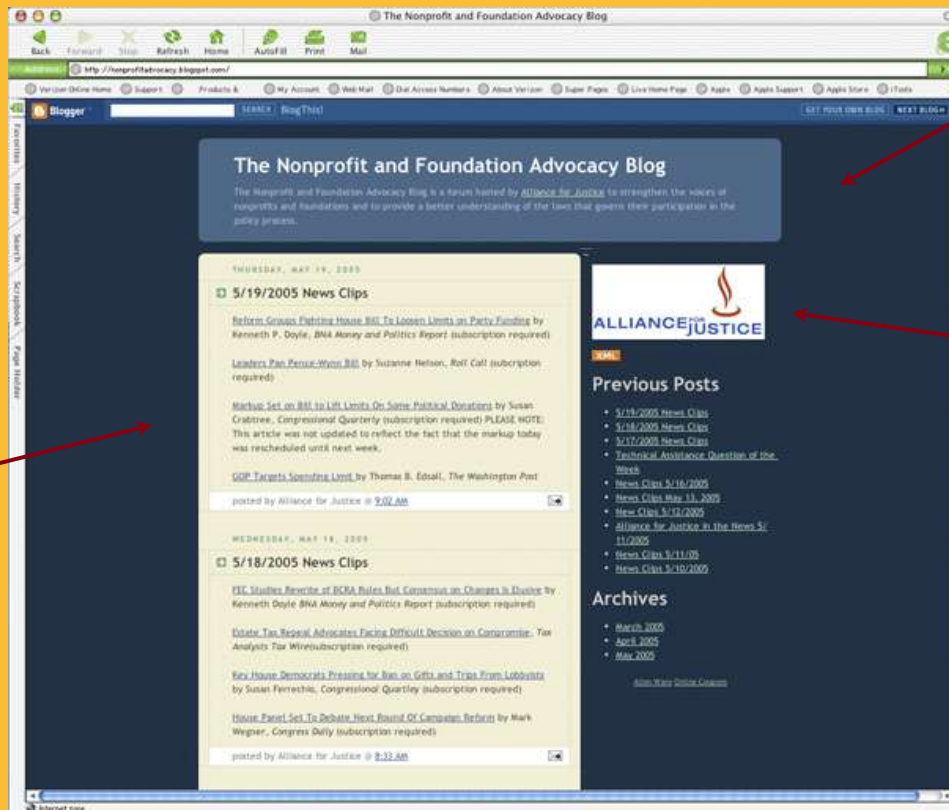
A nonprofit whose mission is to advance higher education by promoting Information Technology

Free Blog service to members

Why Nonprofit Organizations Should Blog

Blogs are Inexpensive

*Using Blogger,
a free service*



*Provides nonprofits
with a better
understanding of
laws and policy*

*Hosted by
Alliance for Justice*

The Nonprofit and Foundation Advocacy Blog

Why Nonprofit Organizations Should Blog

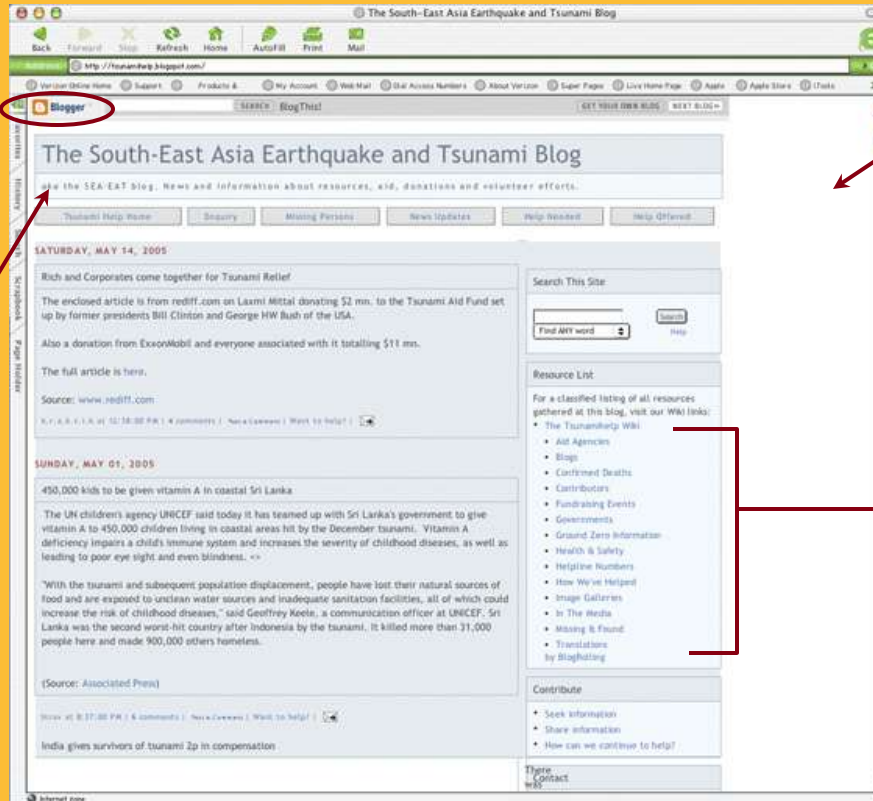
Blogs are Immediate

- Few, if any, layers of approval
- Perfect for emergency appeals and information
- Develop relationships with donors quicker, easier

Why Nonprofit Organizations Should Blog

Blogs are Immediate

Free blogging service



*80,208 total visits,
76 per day*

*The SEA-EAT
Blog, founded
December 28, 2004*

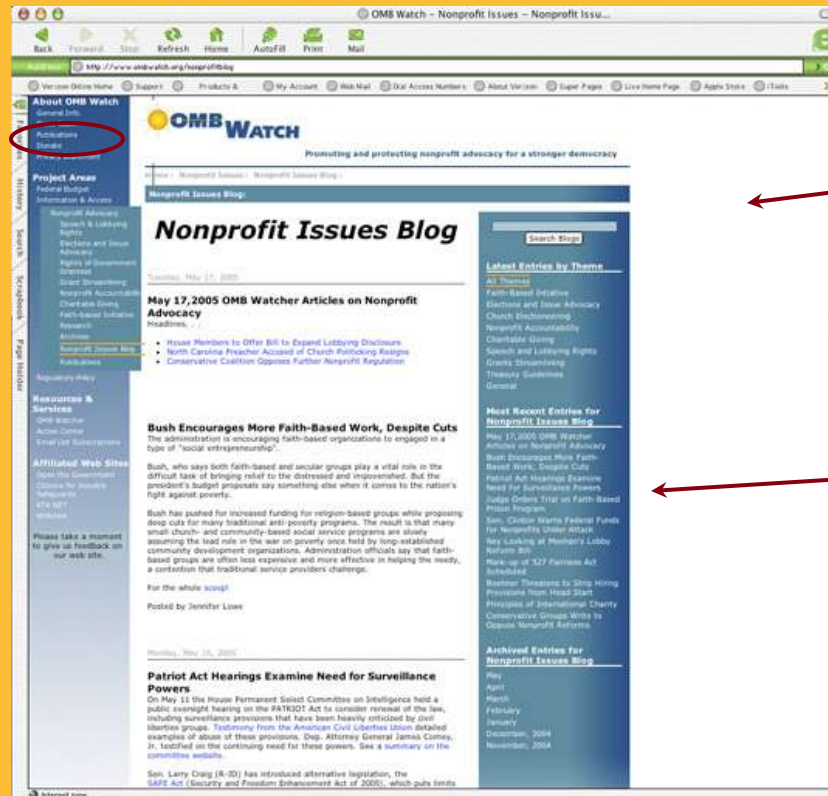
*List of
resources*

The Southeast Asia Earthquake & Tsunami Blog

Why Nonprofit Organizations Should Blog

Blogs are Immediate

Donate link



Promotes government accountability



Most recent entries



The Office of Management and Budget Watch

Why Nonprofit Organizations Should Blog

Blogs are Infectious

- Akin to viral marketing
- Reciprocal links build community
- Fresh, updated content picked up by search engines such as Google
- Extend your organizations's reach — and influence — exponentially

Why Nonprofit Organizations Should Blog

Blogs are Infectious

Promotes exponential growth

Builds community



1,200 sign posts in 250 cities in 48 States

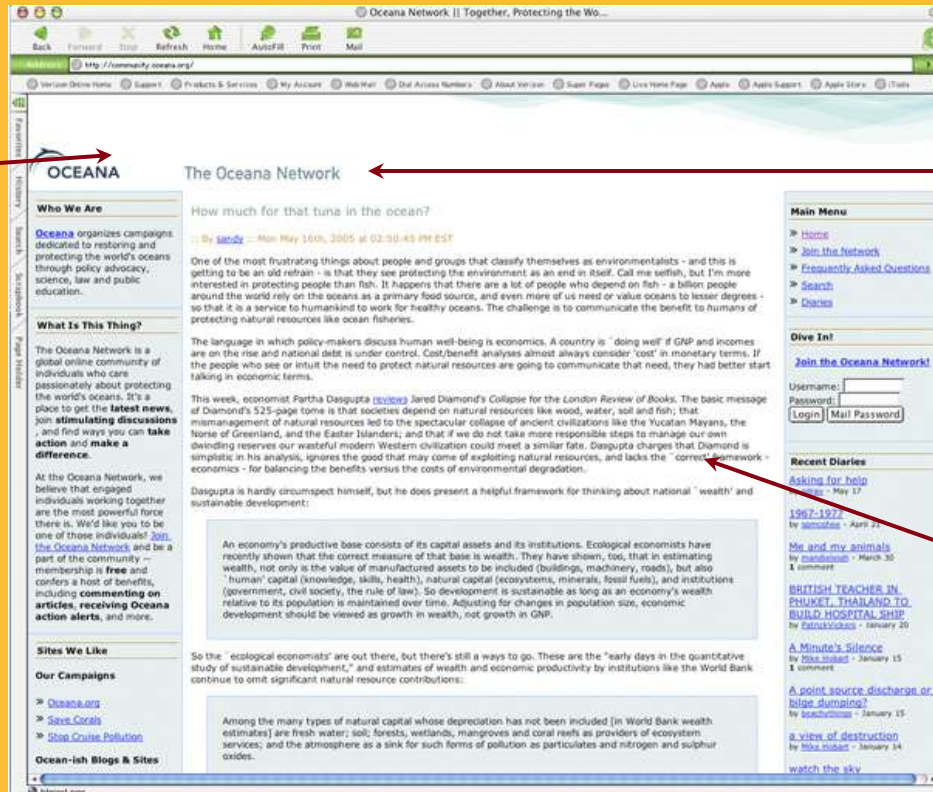
The Freeway Blogger

Why Nonprofit Organizations Should Blog

Blogs are Infectious

Tailor-made for advocacy organizations

Reciprocal links



Dedicated to restoring and protecting world's oceans

Improves distribution of message

The Oceana Network

Why Nonprofit Organizations Should Blog

Blogs are Empowering

- Tailor-made for the era of skepticism and desensitization
- Grassroots medium, unadorned and unplugged
- Your audience is in control, thanks to RSS

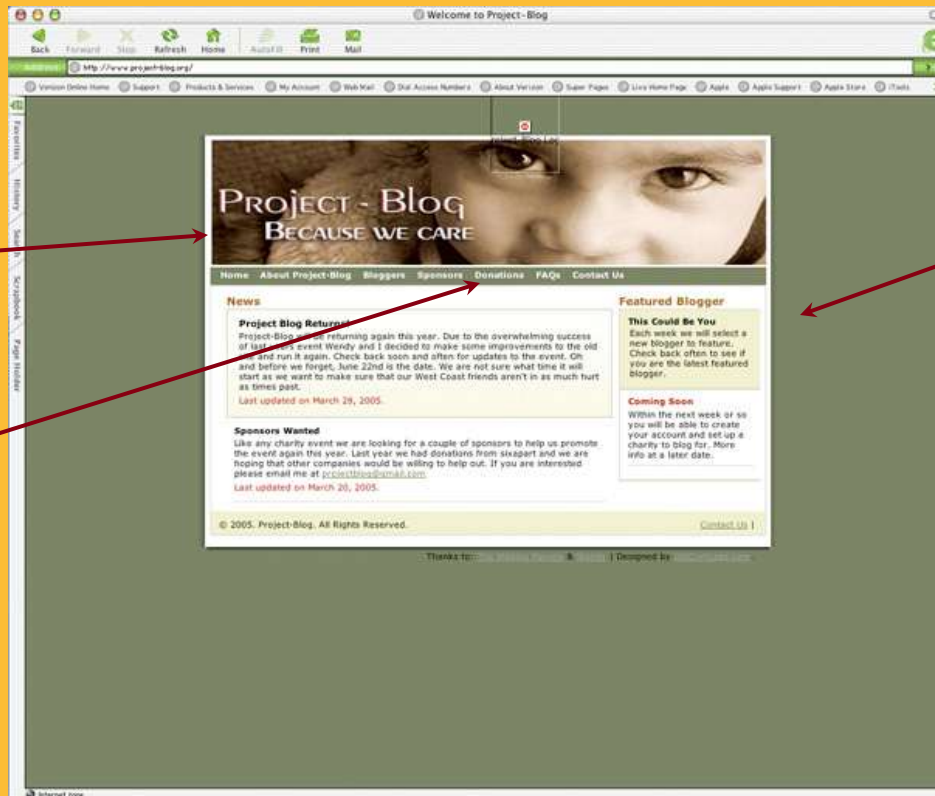
Why Nonprofit Organizations Should Blog

Blogs are Empowering

Leveraging, altruism and benevolence

Donations button

Anyone can blog for a charity of choice



Why Nonprofit Organizations Should Blog

Blogs are Empowering

Online community building and ePhilanthropy for higher education and nonprofits



Guest posters wanted

Email reminder service

Why Nonprofit Organizations Should Blog

Blogs are Empowering

*Nonpartisan
advocacy
organization
holding elected
officials
accountable*

Sign up box

The screenshot shows the Common Cause website with a blog post titled "Latest Bombshells Over DeLay Scandals". The page layout includes a navigation bar, a sidebar with various topics, a main content area with the blog post, and a right sidebar with a "Sign Up" box and a "Save the Bird" petition. The blog post text discusses the financial disclosures of Tom DeLay's wife and daughter, and mentions a Washington-based nonprofit organization that sponsored a trip to Moscow in 1997.

*Petition to save
public broadcasting*

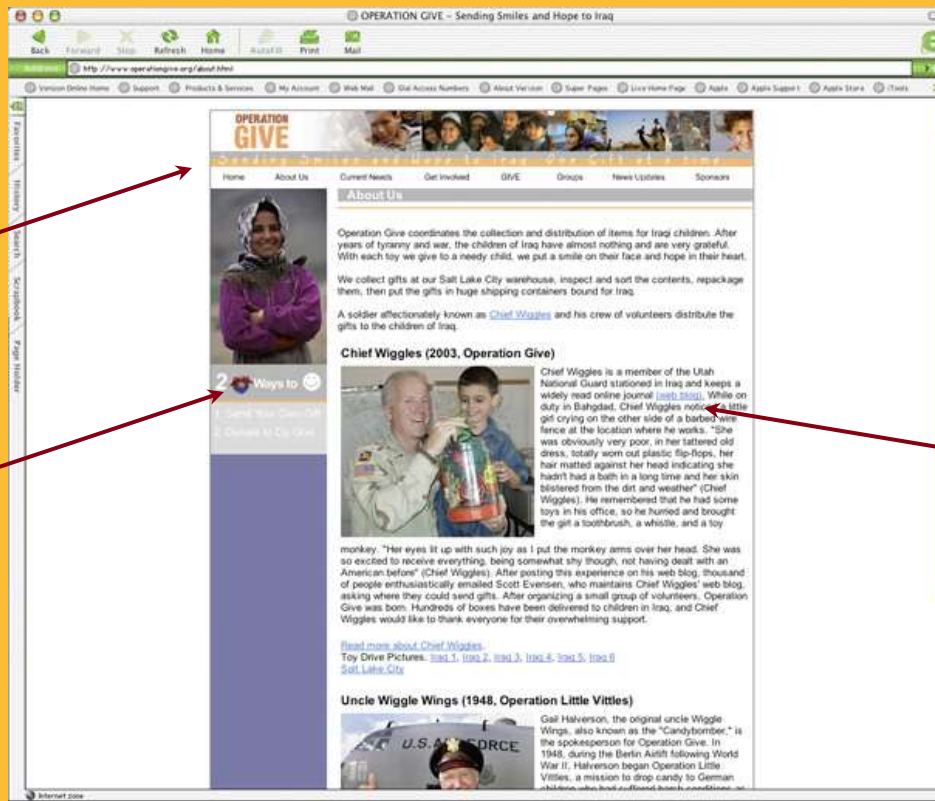
*Petition to ask
House Majority
Leader Delay to
step down*

Why Nonprofit Organizations Should Blog

Blogs are Empowering

Coordinates collection and distribution of items for Iraqi children

Two ways to give button



Link to Chief Wiggles' Blog

Why Nonprofit Organizations Should Blog

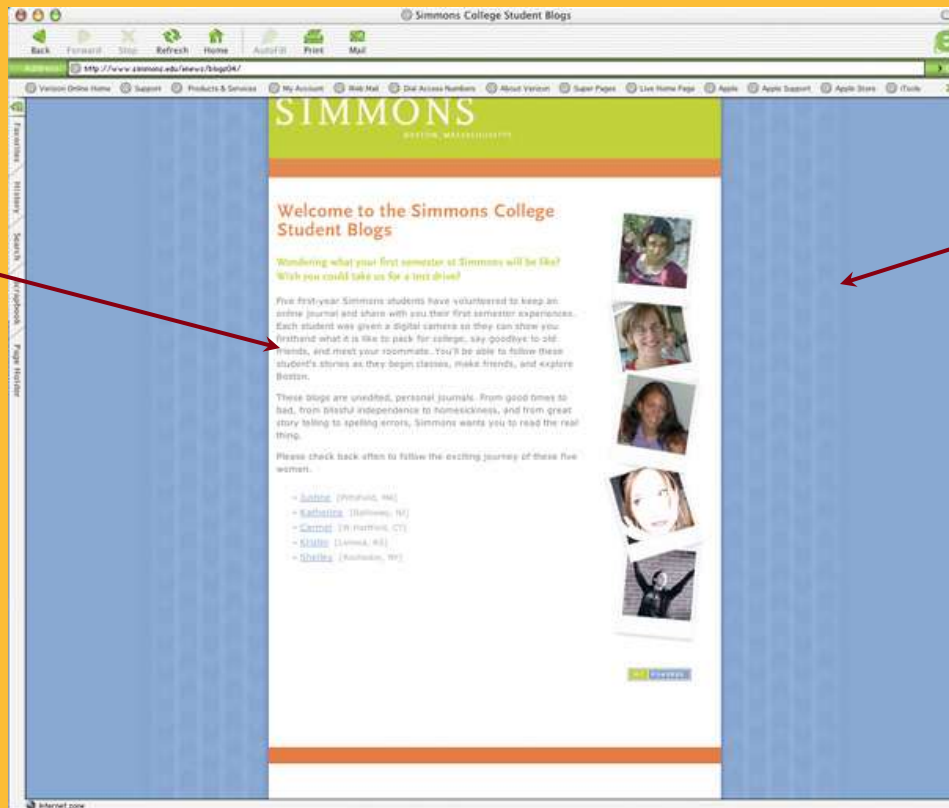
Blogs are Enjoyable

- Quick, easy way for you to opine and pontificate
- Refreshing change of pace due to format, content and tone
- Deep relationship between passionate, evangelical authors and enthusiastic, committed readers has high long-term value

Why Nonprofit Organizations Should Blog

Blogs are Enjoyable

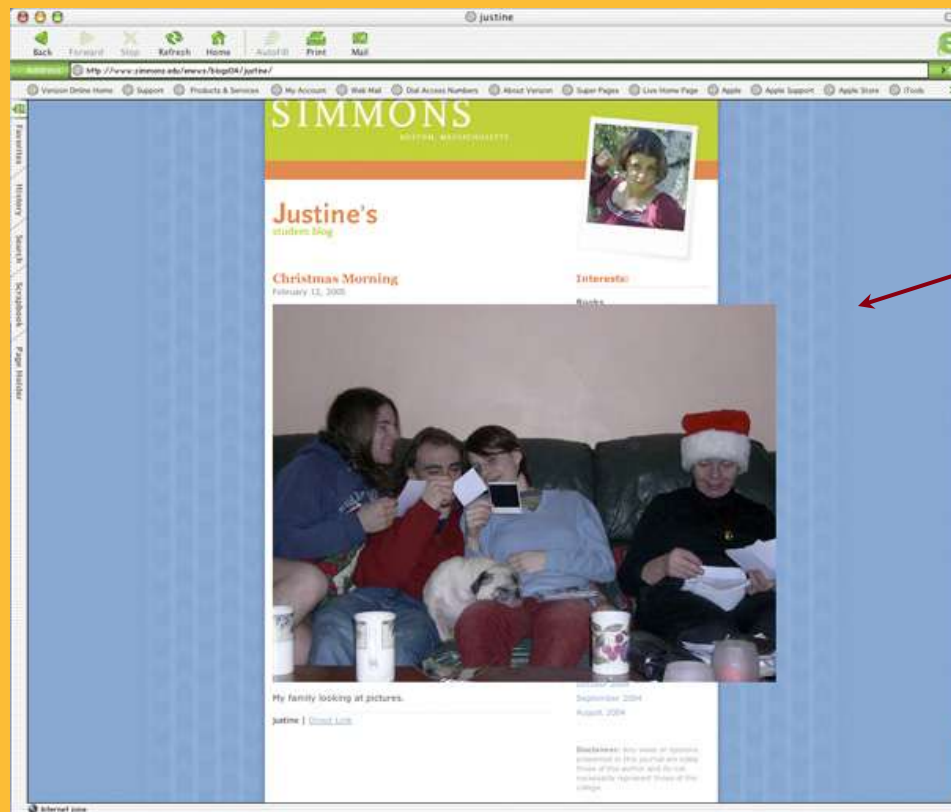
Connects with prospective students and their parents



First-year student blogs

Why Nonprofit Organizations Should Blog

Blogs are Enjoyable



*“Old school”
diary blog (no
pun intended!)*

Why Nonprofit Organizations Should Blog

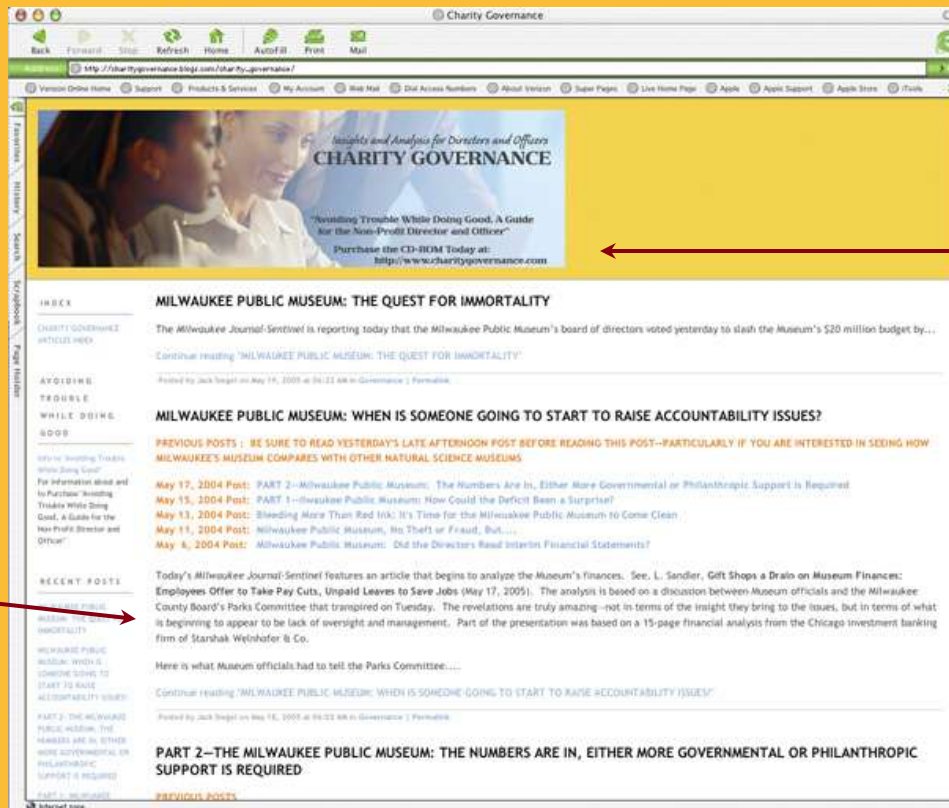
Blogs are Authoritative

- Written by opinion leaders, experts in their fields and top communications professionals
- Formalize author's — and organization's — knowledge
- Fresh, premium content available nowhere else

Why Nonprofit Organizations Should Blog

Blogs are Authoritative

A guide for the Nonprofit Director and Officer

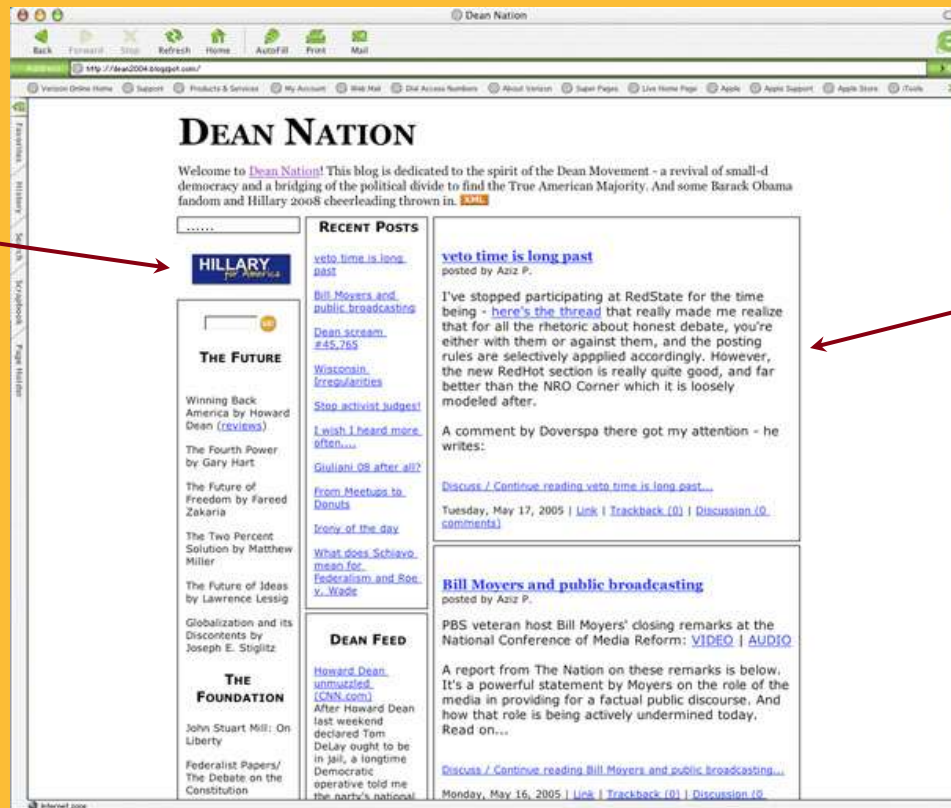


Formalize and manage knowledge and expertise

Why Nonprofit Organizations Should Blog

Blogs are Authoritative

*Ad for Hillary
“ancillary
products”*



*Written by – and
for – opinion
leaders*

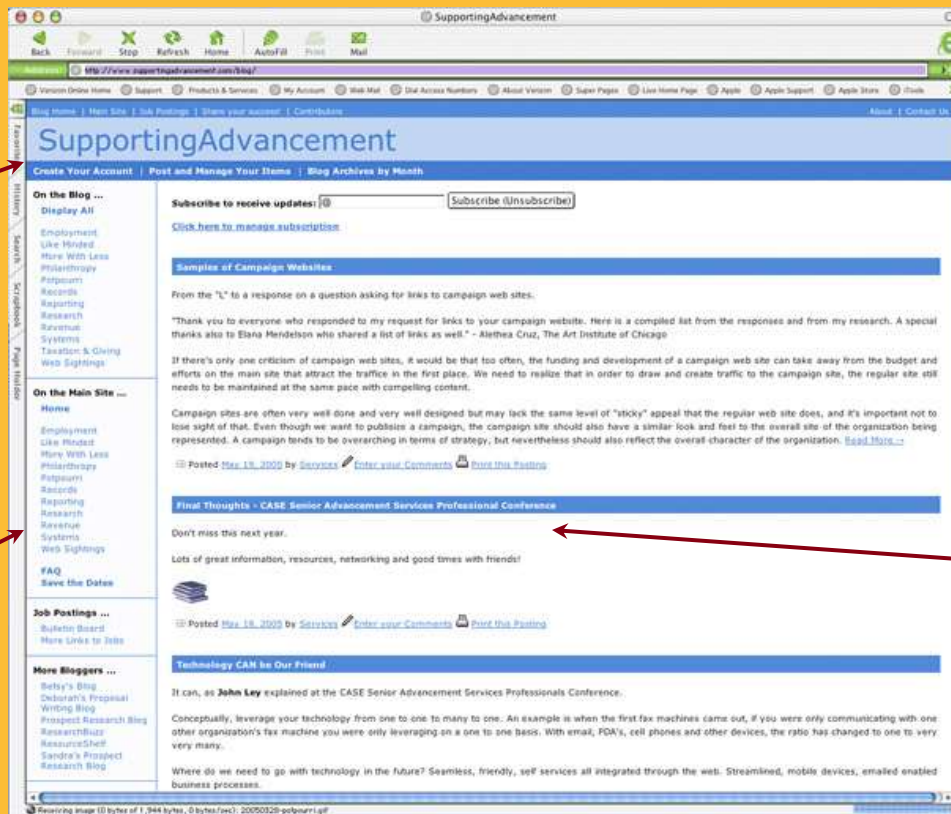
Why Nonprofit Organizations Should Blog

Blogs are Valuable

- Ideal for managing intellectual capital
- Centralized repository for experience and expertise
- “Right people, right time, real time”

Why Nonprofit Organizations Should Blog

Blogs are Valuable



Strategies for supporting advancement and development

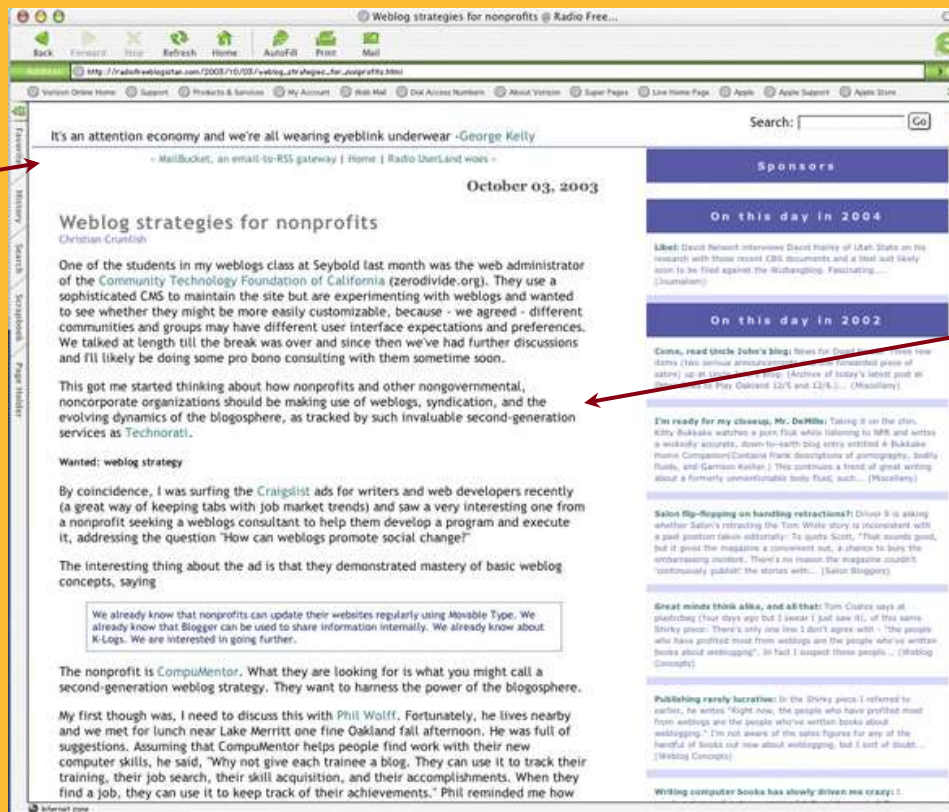
Centralized repository for news and information

Conference reports and feedback

Why Nonprofit Organizations Should Blog

Blogs are Valuable

A "group" web log on "the power of many"



Intellectual capital at its finest!

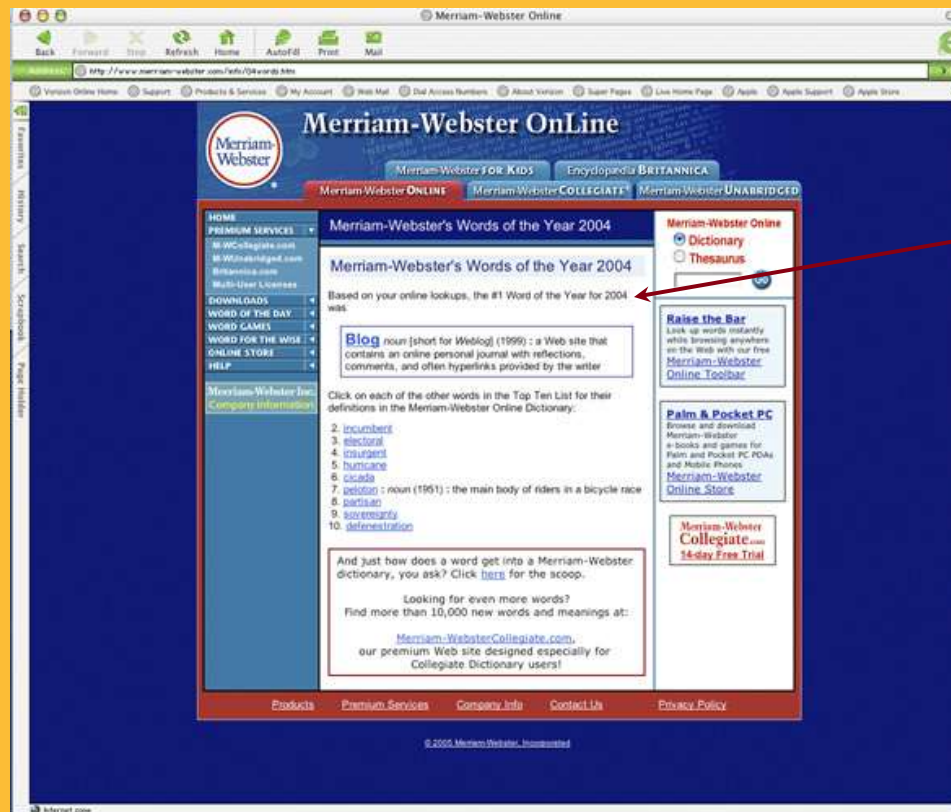
Why Nonprofit Organizations Should Blog

Blogs are Popular

- Today, Technorati tracks over nine million weblogs, up from 100,000 two years ago
- Blog was the most popular word in 2004, according to Merriam Webster
- Mainstream (or “Lamestream, Dead Tree Media”), such as NY Times, Fortune, et al, are all writing about — and even using — blogs now

Why Nonprofit Organizations Should Blog

Blogs are Popular



"Blog" is word of the year in 2004

Why Nonprofit Organizations Should Blog

Blogs are Popular



Blog is one of the ideas of the year in 2004

New York Times Magazine article

Why Nonprofit Organizations Should Blog

How Nonprofits Can Blog

- Choose your software & services
- Give your blog a name
- Select your topic(s)
- Write your posts
- Link to other blogs
- Comment on other blogs
- Promote your blog
- Solicit blog subscriptions by both email and RSS
- Add functionality
- Build momentum

Why Nonprofit Organizations Should Blog

Thank You

Bob Cargill
Creative Director
Newport Creative Communications
33 Railroad Avenue
Duxbury, MA 02332
781-934-1445
bcargill@newportcreative.com



NEWPORT
CREATIVE
COMMUNICATIONS