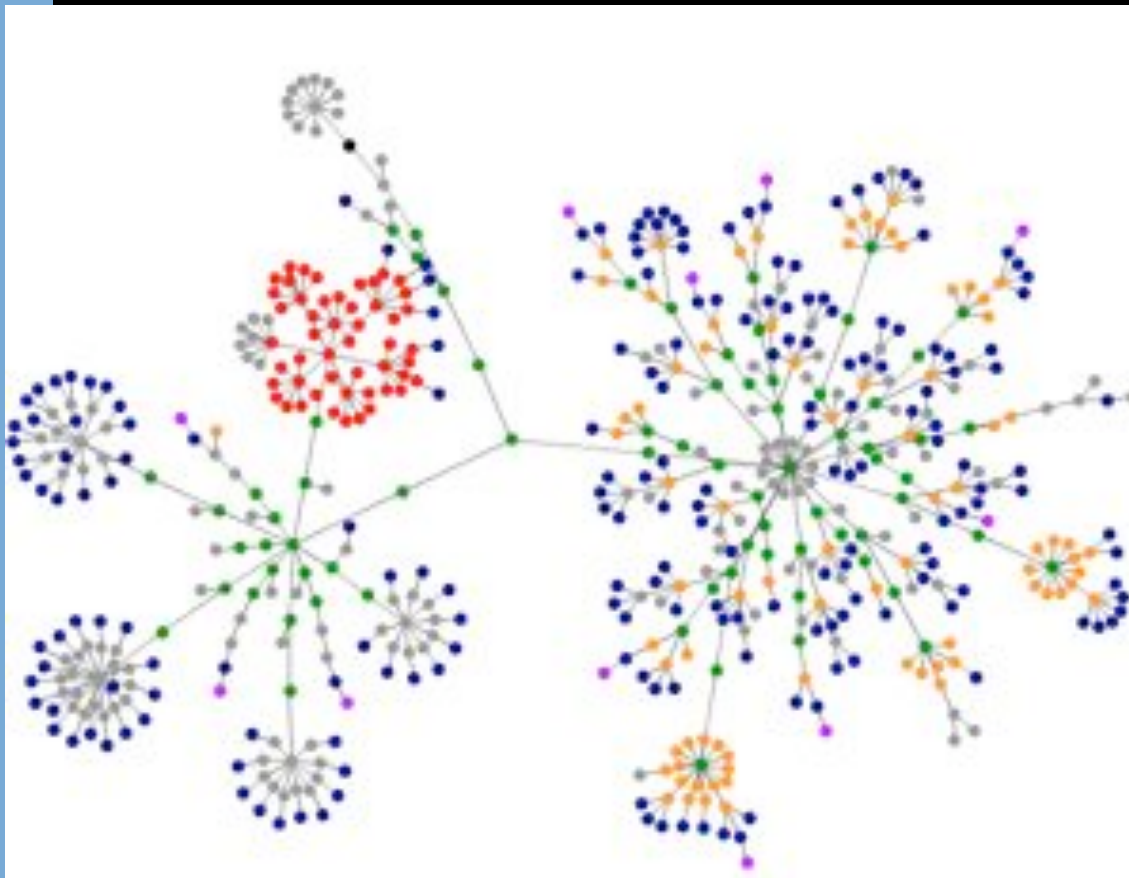




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www.nten.org

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Nonprofit Blogging





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**I'm only smiling
because they
make me.
Seriously.**



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I can't remember
anything anymore!



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**I can't remember
anything anymore!**

**My volunteers are
bored!**



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I can't remember anything anymore!

My volunteers are bored!

Not enough people know about my program!



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I can't remember anything anymore!

My volunteers are bored!

Not enough people know about my program!

I'm LONELY!



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Knowledge Management

Community Engagement

Publicity/Marketing

Community

N-TEN VOICES FROM THE NONPROFIT TECH COMMUNITY
CONNECT

July 12, 2006

SPECIAL REPORT: Technology is making nonprofit fundraising more....WHAT? YOUR OPINIONS

Fundraising Success Magazine is featuring [an interview with me](#) on the state of online fundraising. The writer and I had a spirited conversation that she captured well. As you can see, I am both intrigued and jaded about the possibilities - probably a healthy perspective.

But more important than what I think, I queried our members on our list about what **THEY** think the state of e-fundraising is, where there are challenges, and where exciting innovations. It'll be featuring a little mini-series of what **YOU** said - you, who do try to get your donors and members engaged every day in supporting your causes and organizations. Here is N-TEN member Tanya Zuzach from [Merry Corps](#) on the challenges and opportunities (and the hottest and latest) in eFundraising...

[Continue reading 'SPECIAL REPORT: Technology is making nonprofit fundraising more....WHAT? YOUR OPINIONS'](#)

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Nonprofit Technology Enterprise Network

RECENT POSTS

- [SPECIAL REPORT: Technology is making nonprofit fundraising more....WHAT? YOUR OPINIONS](#)
- [2 More Opinions on Congressional CAPCHA Puzzles](#)
- [N-Tech Blog Carnival: Your Blog Posts!](#)
- [2 What does the nonprofit of the future look like?](#)
- [2 Development Gateway Award, ICT and Youth](#)



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Some Examples Please



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Knowledge Management

- > Quick and easy way to record links, notes and random thoughts for internal use
- > Excellent way to store documents etc. for external use
- > Categories/tags help everyone find specific content, as well as serendipitous content



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Community Engagement

- > Basic: Comments Feature
- > Better: Community Posts
- > Blogs can share more than words! Share pictures!
Share videos!
- > RSS feeds allow your community to subscribe and stay up to date with changes

Publicity/Marketing

- > Position yourself as an issue expert
- > Engage in radical ideas
- > Reward your readers and community
- > Foster a unique voice
- > Exploit RSS
- > Tell everyone about your blog



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Community

- > Blogging is to 2006 what Dilbert was to 1999
- > Start your own community blog
- > Participate in others

Getting Started

- > Ask around and build a list of blogs that you regularly read. Learn from others.
- > Know the purpose of your blog and the audience
- > Pick a platform and start blogging!
- > Invite your close colleagues and peers to read and participate.
- > Seed any community blogs with leaders from outside your organization.
- > Work your network to bring in readers.
- > Reinforce your blog in all your other work (and vice versa!)



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I can find all my random thoughts now!

Volunteers are engaged with each other and my org!

More people know about my organization!

I get more support and advice in my job!



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**I'm really smiling
now.
Seriously!**