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JULY 2008

Using the World Wide Web


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A service of the Corporation for National and Community Service - Resource and Fund Development Initiative

Dear “WWW” Colleague,

Today's web focuses on interaction between users and developing a sense of relationship that results in support for your program. Now is the time to work Developing Relationships on the World Wide Web into your fundraising plan. Click on the titles on the right to learn more about...

Working in the Web World

Social Networks

Making Your Website Accessible

Do you have questions about using the World Wide Web to develop relationships and raise funds? Contact us through LEADline@CampaignConsultation.com for more information. You can still access previous issues of On-the-Go eTA by clicking on the title at the right.

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Working in the Web World

Sometimes called Web 2.0, the internet in 2008 differs from older, more traditional use of the internet which limits audiences to viewing only that content which exists on a site. Web 2.0 is participatory as opposed to static. It allows donors and organizations to gather and dispense information by means of a broad spectrum of platforms that are accessible to geographically diverse audiences who

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need only to have an online computer connection.

For those of you who have trouble with all the technical language and terms, [click here](#) to learn a selected few definitions to make you feel like a real IT geek.

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Social Networks

Some social networks, like *Facebook* and *MySpace*, exist so individuals can meet new people and make friends. Become a member (usually free) and post messages, videos or pictures on the site. Visitors to the sites are invited to make comments about the posted information and thus interact.

Recently web users have been introduced to three-dimensional interaction whereby visitors to the site can create a replica of themselves or another character (an avatar) and view the character interacting virtually. *Second Life* is three dimensional social networking. A site such as *Second Life* can provide role-playing activities such as "Making the Ask of a Prospective Donor for a Cash Gift to Support My Program."

Maintaining a presence on social networking sites is a way to build relationships, especially with younger donors outside the traditional demographics. *Facebook* now has over 80 million users and expects to have 200 million by the end of 2008. There are over 500 fundraising events registered on this site at any one time. Other social networking sites, such as *YouTube* and *Flickr*, can provide visual opportunities to showcase your mission and the good work you do. Email, instant messaging, cell phones and text messaging provide the most basic opportunities for social networking.

Nonprofits are making use of social networks to promote themselves and their events, and to raise funds. Bruce Cline, Colorado State Director, created a Facebook Group to promote the *2nd Not-Quite- Annual AmeriSpuds Low-Cost Recipe Contest* for AmeriCorps alumni and their friends. [Click here](#) to visit and see who is planning to participate.

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Making Your Website Accessible

Your website is the face of your organization for viewers

Share Square

Facts for your fundraising volunteers to know

Create an organizational page on a social networking site and ask your fundraising volunteers to invite others to sign on as "friends," thereby helping you cultivate potential donors.

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you have not even met, yet. Based upon a 2001 marketing study by Arthur Anderson there are three features visitors consider most important when visiting or returning to a website. These features are:

- Ease Of Use/Navigation: 74%
- Fast Download Time: 65%
- Regularly Updated Information: 58%

When writing for the web keep these considerations in mind:

Ease of Navigation – 74%

- Keep paragraphs to two or three sentences each. Since people skim text, make it easy for them and limit the number of paragraphs to three or four per web site page.
- Present a table of contents on the first screen.

Studies

show that ninety percent (90%) of viewers do not scroll beyond the first screen and the table of contents makes it easy for them to link to more explanatory text.

- Use Web colors. The browser-safe color palette allows viewers to see your page and images in the colors you intended. Stay away from patterned backgrounds. They can make it difficult to discern the text.
- Make it easy for the viewer to get to any page from any page on the site. Include the ability to return to the home page at any time the viewer wishes.
- Use "previous" and "next" page functionality to help viewers return to information they may want to review.
- Place a navigation bar near the top or along the side.
- Make certain your site can be found without searching.
Your domain name should match the name of your organization.

Fast Download – 65%

- Be content succinct. The more you have, the longer the site takes to download. Readers might not have patience and go on to some other site that is easier

to download.

- Keep images small. Large images annoy people if they take too long to download.
- Keep the total page size down.

Regularly Updated Information – 58%

- Stay current and track your audience's interests through surveys, contests, etc. Use existing publications and reserve space to request information on the website.
- Make staff contact information available. Have up-to date names and phone numbers, email addresses and mailing addresses so that people can get in touch with you easily.
- Keep links current. Check your links often to make sure they still connect.
- Put your site in the spotlight. Submit it to as many search engines as you can.
- Wherever relevant, mention your site, in newsletters, newsgroups, chat-rooms, email, in conversations and in public presentations, etc.

Invite people to donate

If you are unable just yet to provide the viewer with a mechanism to donate online, include your ask with a way to contact your initiative for more information or a call-back.

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Let us know

Have you found ways to use the internet to raise funds? Contact us at LEADline@CampaignConsultation.com (LEADline is sponsored by the Corporation for National and Community Service through its Resource & Fund Development Initiative.) We would be happy to answer questions or to give you more support.

Thank you for your interest in On-The-Go eTA. We encourage you to send this and other issues of [OTG eTA](#) to friends and colleagues who would benefit from the information. Also, if you're on information-overload, you may request [email removal](#). Otherwise OTG e-TA will be back soon with another edition.

“The internet is becoming the town square of the global village of tomorrow.”

– Bill Gates, b. 1995,
Founder of Microsoft.”

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Planned Giving Terms (cont.)

Term	Definition
Blog:	Short for "web log," a blog is an online journal. Generally one author creates subject matter and makes it available to the public via the web. Readers of a blog may make comments or add information. New information generally appears chronologically in front of or above the previous comment. Blogs are valuable because the body of accumulated information grows as readers master material. Blogs stimulate ideas and discussion about solutions to difficult problems. A video blog is called a "vlog."
Charity mall:	An online fundraising service that returns a commission to your organization when your members of supporters make an online shopping purchase through their network of online stores. (ex. iGive.com)
Charity portal:	Website that offers a directory of nonprofits, of which you will be one of many. Visitors make contributions to the nonprofits listed. Many charity portals will process your online donations for little or no fee. Most charity portals will provide a connection to your website. Some charity portals give you the option of placing a "donate now" button on your website to connect a donor to their website. (ex. Network For Good)
Podcast:	Transmits an audio or video file to be downloaded and viewed/heard by other internet users either on a computer or MP3 player. Visitors subscribe to a feed and receive new information as it is published. Users can listen to the file at their convenience. Podcasting takes its name from a combination of "iPod" and broadcasting, but podcasting does not actually require the use of an iPod.
RSS:	Stands for "Really Simple Syndication." Used to publish frequently updated content such as blog entries, news headlines, and podcasts in a standardized format. RSS document (which is called a "feed", "web feed", or "channel") contains either a summary of content from an associated web site or the full text. The user subscribes to a feed by entering the feed's link into the reader or by clicking an RSS icon in a browser that initiates the subscription process.
Search Engine Optimization (SEO):	Techniques that ensure that your web site is seen, not only by large numbers of random visitors, but the visitors who are most likely to be your stakeholders.
Social :	Encourages individuals to join groups and gives them an opportunity

Social .	to interact.
Media or social networks:	Messages, videos, photographs, etc. are posted to social networking sites, which then invite visitors to comment about the posted information. (ex. Facebook)
Social Media Optimization (SMO):	The process of trying to get one's content more widely distributed across multiple Social Media networks.
Widget:	Chunks of code that can be imbedded in your website or blog to add some content to that page that is not static. They can be used to bring updated information to an audience.
Wiki:	An internet site or other online resource in which users contribute and edit content. The most well-know example is Wikipedia , also known as "The free encyclopedia."

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Resources

The National ASK (Awareness, Skills, Knowledge) to Sustain Institute, sponsored by Corporation for National and Community Service, provided by Campaign Consultation, Inc. 1998, 2002

The CNCS Resources Now! National Institute, sponsored by Corporation for National and Community Service, provided by Campaign Consultation, Inc. 2005-07.

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Learning Products and Services

LEADline:

(Learning Experiences At a Distance) LEADline is designed to give information fast. Have a resource & fund development question? Use LEADline and within 24 hours you will receive response and advice from a fundraising professional.

[Contact us LEADline@CampaignConsultation.com](mailto:LEADline@CampaignConsultation.com)

GIZMOs:

(Giving Information for Zooming Mission Objectives) GIZMOS are resource and fund development tools for you and your volunteers. They are tangible products in packets, pocket brochures, CD-ROMs, games, etc. They feature a myriad of fundraising topics such as The Case for Support, an interactive online resource. View and use our newest GIZMOs at

www.CampaignConsultation.com/gizmos/

The Chronicle of Philanthropy:

Everyone who comes to a Resources Now! National Institute gets a free subscription to the Chronicle for a year. Participants in CNCS Campaign Consultation workshops receive the latest issue free of charge plus a \$20 discount on one year's subscription.

Workshops/Clinics:

The Corporation for National and Community Service (CNCS), through its T/TA service provider Campaign Consultation, Inc., offers a three-hour workshops and clinics for those interested.

Online Courses/Webinars:

Web course delivery of topics pertinent to resource development such as — **Build Fundraising Volunteer Champions** and **Cause Related Marketing and Corporate Partnerships**.

Available through the Resource Center at <http://nationalservicerresources.org>

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Read Back Issues of OTG e-TA

- [Mid-June 2008 Planning for Resources](#)
- [June 2008 The Five "C"s of Community Development](#)
- [May 2008 Attracting Media Attention](#)
- [Mid-April 2008 Corporate sponsors and Business Sponsors](#)
- [April 2008 How to Ask](#)
- [March 2008 Planned Giving](#)
- [Mid-February 2008 Raising Funds from Neighbors and Friends](#)
- [February 2008 Raising Funds from Neighbors and Friends](#)
- [January 2008 Fundraising in Diverse Communities](#)

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