

Tip\$ and Treasure\$ Weekly

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11 Tips for Your Nonprofit Blog

Announcements

www.see3.net

by See3 Communications

This is the Blog question of the week:

"How do you use social media to enhance the effectiveness of your nonprofit work?"

Post your responses [on the NPS Blog.](#)

Our Clients Get Results!

1. Drive traffic.

We loved "Field of Dreams", but blogs don't work that way-you can build it, but they may not come. Put your blog's URL in your email signature, put a big link on your website, link to it in your newsletter, get related blogs to put you on their blog roll, and spread the word.

2. Read blogs and comment.

They say that reading makes people better writers. The same is true for blogging, and you'll get a lot of ideas about what distinguishes a good post from a great one. Leaving comments on other blogs can be the beginning of a blogging relationship and can put you in front of a larger audience, as can linking to other blogs from your own posts.

3. Content is king.

Blogs are informal by nature, but every once in a while you should spend time crafting a really thoughtful post. They're generally known as a "pillar articles"-complete articles with an introduction, body, recommendations, and conclusion. They're original, timeless in nature, and offer value to the reader. These articles get picked up by other blogs and reposted, increasing traffic and readership.

Call on us for:

- visionary, accountable boards of directors.
- creating real, deliberate, discernible change.
- sustainable, diverse funding streams.
- trusting, productive meeting environments.
- long-term, quality staff relationships.
- higher visibility in your community.
- an open and responsible organizational culture.
- making the sum of the parts work for the whole.

Quick Links

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4. It's not all about you.

Of course your readers are interested in your organization, but they're also interested in the issues related to what you do. Keep your constituents up to date on your good work, but also make your blog the place to gather news and information on your issue.

5. Choose your blogger(s) wisely.

The primary person responsible for writing your blog doesn't have to be your Executive Director (and generally it shouldn't be). Find the person in your organization who is most enthusiastic about your issue and is a great communicator.

6. Track and test.

A lot of blog platforms come with statistics enabled, but there are other options. Check out Google Analytics and ClickTracks for analytics and Technorati for blog mentions and links. Figure out what gets your readers' attention and what doesn't.

7. Too much text is a bad thing.

Your writing should be engaging, but give your readers something else to look at. You can use sites like Flickr and Creative Commons to find free images-just remember to cite them appropriately. And of course: embed video!

8. Borrow material.

Here's a trick that will save you time and can lead to some interesting blog posts: under Fair Use, you're allowed to repost articles written by other people as long as you make some kind of commentary on it. You can say, "There was an interesting article this morning in The Times about global poverty. I thought the analysis was dead-on, but they missed a few points..." Then repost a portion of the original article, cite it, and link back to it. Do this from bloggers who also write about your issue and you will get their attention as well.

9. Encourage conversation.

Organizations are sometimes weary of opening up their blog to comments, but the best part of blogging is that it facilitates dialogue. If you're worried people may backlash against your organization through your blog, set up your

[Nonprofit Leadership Institute News](#)

[Community Fundraising Event Calendar](#)

[Job Board](#)

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Contact Information

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commenting so that you have to approve comments before they go live.

10. Be portable.

Allow your readers to subscribe to your RSS feed. RSS stands for "Real Simple Syndication" and it allows users to get content from multiple web sources in one place. So instead of having to go to your blog everyday, your blog comes to them! The RSS subscribe button should be front and center of your blog. You can use FeedBurner tools to set up your feed.

11. Categorize.

Archive your posts by topic rather than date. You may not know all the categories until you've been blogging a while. Tagging will also help your readers find posts by topic. Tagging clouds are great because they let your reader see the topics you're writing about most-and they look really cool.

Like this list?

Learn more about our web strategy services by contacting our friends at See3 at (773) 784-7333 or info@see3.net.

Workshops, Events, Seminars and More!

(listed in order of event occurrence)

[TWO upcoming opportunities to learn more about Social Media and how/if it can benefit your organization](#)

"Grow your business using Social Media with The Definitive Social Media Planner"

Featuring Janet Ott and Joan Hitchens

WHEN: Saturday, May 16, 9:00 - 3:45 pm

WHERE: Indian Summer Golf and Country Club, Olympia, WA

REGISTER: \$97 per person includes The Definitive Social Media Planner and lunch. Call 360.943.7176.

AND

Nonprofit Solutions' Table Topics Series presents

"An Overview of Social Media: Using On-line Networking to Create Connection"

Featuring Janet Ott, Ph.D
Internet Marketing Consultant
Transform Life & Financial Coaching

Social Media sites have multiplied lately, and more and more people are flocking to them.

Should you? It depends. Looking first at who you want to connect with, and what information you want to impart will help you determine both the strategy and which social media make the most sense to spend time with.

We'll cover the different social media, and how best to use each and the basic of integrating them to best serve you, your clients, customers and donors.

WHEN:

Thursday, May 28, 2009 11:30 a.m. - 1:00 p.m.

WHERE:

Greene Realty Conference Room
1722 Harrison Ave. NW
Olympia, WA 98502

COST: \$25 per person, includes lunch

Payment and registration required before
May 25, 2009.

Please send your check to:

NonProfit Solutions NW
1824 Black Lake Blvd. SW Ste. 101
Olympia, WA, 98512

OR call to charge to MasterCard, Visa, Discover or
American Express
360.866.3638

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The Solid Rock Foundation presents

"The Business Summit"

Event participants include The Williams Group,  
Catalyst Publishing, Economic Development Center,  
The Business Examiner, Pardiman Productions,  
SPSCC's Small Business Development Center and

many others!

The economy is in chaos. Many businesses are struggling. The Business Summit will focus on timely topics such as taxes, the stimulus package, marketing and social networking, that can help your business prosper and increase your bottom line! Attendees will walk away with practical and useful information.

A BizNik networking event will immediately follow The Business Summit.

WHEN: Friday, June 5, 2009, 8:30 a.m. - 2:00 p.m.  
WHERE: Capital Christian Center, Olympia, WA  
REGISTER: Cost is only \$15 per person and includes lunch. To register, follow this link and click on the events tab at the [Capital Christian Center website](#). Email questions to Linda Jensen at [ljensenclu@comcast.net](mailto:ljensenclu@comcast.net).

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Exploring Key Volunteer Engagement Strategies During The Economic Downturn

Join the Volunteer Center of Lewis, Mason, and Thurston Counties and the Volunteer Administrator's Network (VAN) for a unique opportunity to engage in lively discussion with Betty Stallings, internationally renowned expert in the field of volunteer management and author of 12 Key Actions of Volunteer Program Champions: CEOs Who Lead the Way and Training Busy Staff To Succeed With Volunteers: The 55 Minute In-Service Training Series.

WHEN: June 17th 9AM to 11 AM
WHERE: Lacey Community Center
6729 Pacific Ave SE Olympia, WA 98503
COST: \$50 Includes Lunch and 2nd Session
To register call the Volunteer Center 360.741.2607

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NonProfit Solutions and the Volunteer Center will partner to present the lunch-hour sequel to the morning session

Generating Resources to Support Volunteer Engagement During Tight Economic Times: For Executive Directors and Volunteer Program Leaders  
Cost

WHEN: June 17th 11:30 AM TO 1:00 PM  
WHERE: Lacey Community Center  
6729 Pacific Ave SE Olympia, WA 98503  
COST: \$25 Includes Lunch  
To register call NonProfit Solutions NW  
360.866.3638

Join volunteer management and development expert, Betty Stallings, in a lively discussion on how to look at the challenges of generating resources to support volunteer programs, the crucial mindset needed to raise funds, how to develop an internal case to support volunteer involvement and the external case to convince funders to support your crucial volunteer engagement.

### Fundraising Opportunities

One of the [SolutionsNOW! Consultants](#) has developed a comprehensive list of available private grant funding for general operating support of human service agencies.

Call now to make an appointment with the SolutionsNOW! specialist who will assist you with securing those much-needed funds for your organization. 360.352.0060.

### Open Positions

None to report this week.

### Quote of the Day

Always do right. This will gratify some people and astonish the rest. Mark Twain (1835 - 1910)

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