

How Community Organisations Can Use Web 2.0 To Change the World



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Joanna Penn

Bibliography

<p>From Idea To Book Writing, self-publishing, and print-on-demand... for your book April 2, 2009 \$1.00</p>	<p>From Book To Market Internet marketing, promotion, and sales for your book June 17, 2009 \$19.00</p>	<p>How To Enjoy Your Job April 26, 2008 ★★★★★ (5) \$21.05</p>	<p>From Idea To Book Writing, self-publishing, and print-on-demand... for your book April 9, 2009 \$12.50</p>
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See search results for "Joanna Penn" in Books

Joanna Penn's Latest Blog Posts

Podcast: Julia McCutchen on Brilliant Book Proposals and the Traditional Publishing Process
11:21 PM PDT, September 18, 2009

Biography
I am an author, speaker and business

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thecreativepenn

That's you!

Name Joanna Penn
Location Brisbane, Australia
Web <http://www.TheCreativePenn.com>
Bio Author, speaker, blogger, traveller, reinventor of self. Learning and blogging about writing, publishing and book marketing.


8,324 following **11,476** followers **871** listed

author2.0

using web 2.0 tools to write, publish, sell and promote your book

<http://www.TheCreativePenn.com>

<http://www.Author2Zero.com>

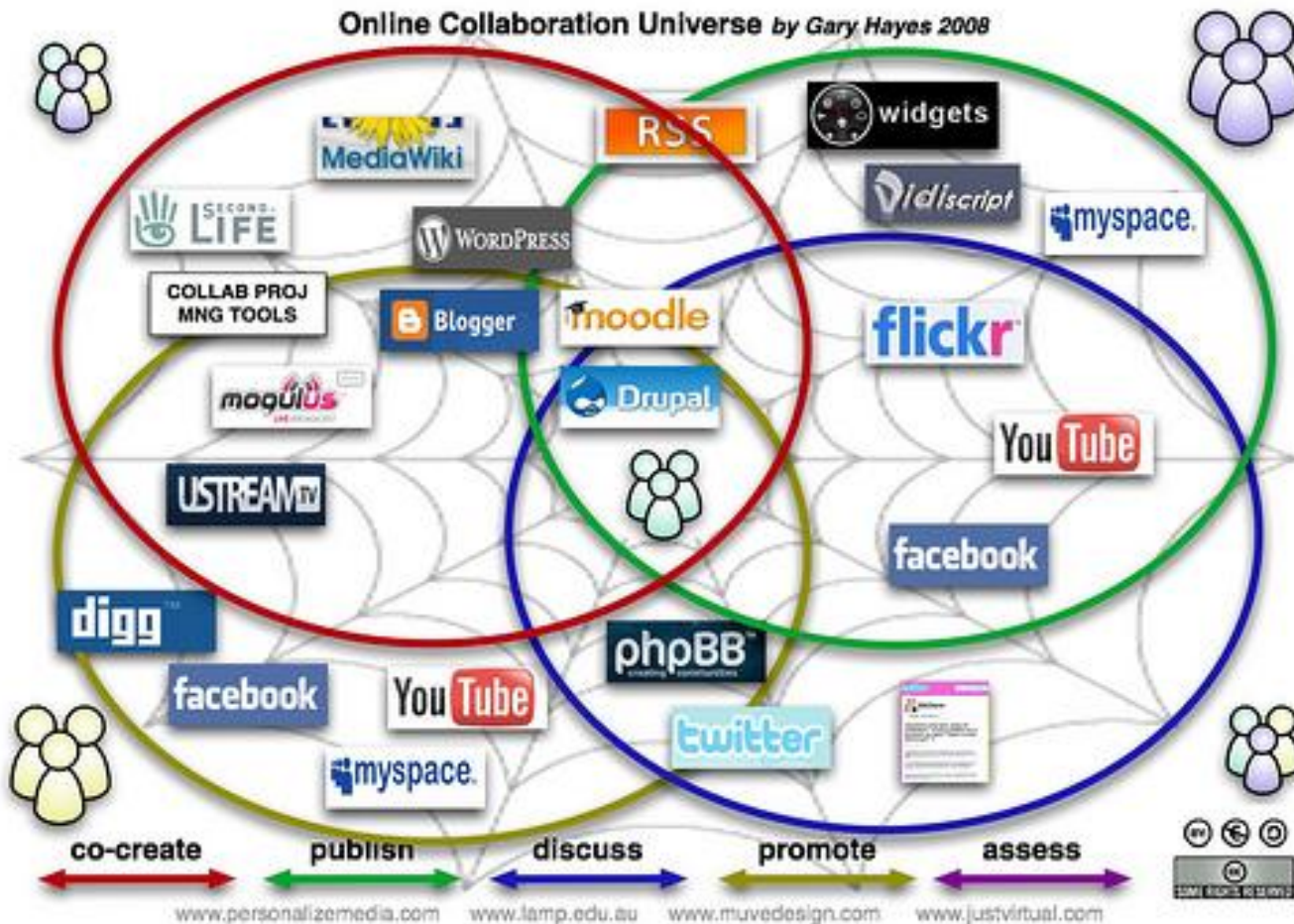


What is
Web 2.0 ?

It is not...



<http://www.flickr.com/photos/waldopepper/28232039/>



Prosumers –
produce and
consume

Dynamic – real time

Shareable

Relationships

Interaction

Transparency

Easy to use tools

Collaboration

Community

Real people

User generated content



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The Free Encyclopedia

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You Tube

1. Wikipedia.org
2. YouTube.com
3. Flickr.com
4. Twitter.com
5. Google.com
6. MySpace.com
7. Facebook.com
8. IMDB.com (movie site)
9. NYTimes.com
10. Apple.com

twitter

Google™



facebook

http://www.readwriteweb.com/archives/the_most_influential_websites_in_the_world.php



WIKIPEDIA
The Free Encyclopedia

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You Tube

User Generated Content

1. Wikipedia.org
2. YouTube.com
3. Flickr.com
4. Twitter.com
5. Google.com
6. MySpace.com
7. Facebook.com
8. IMDB.com (movie site)
9. NYTimes.com
10. Apple.com

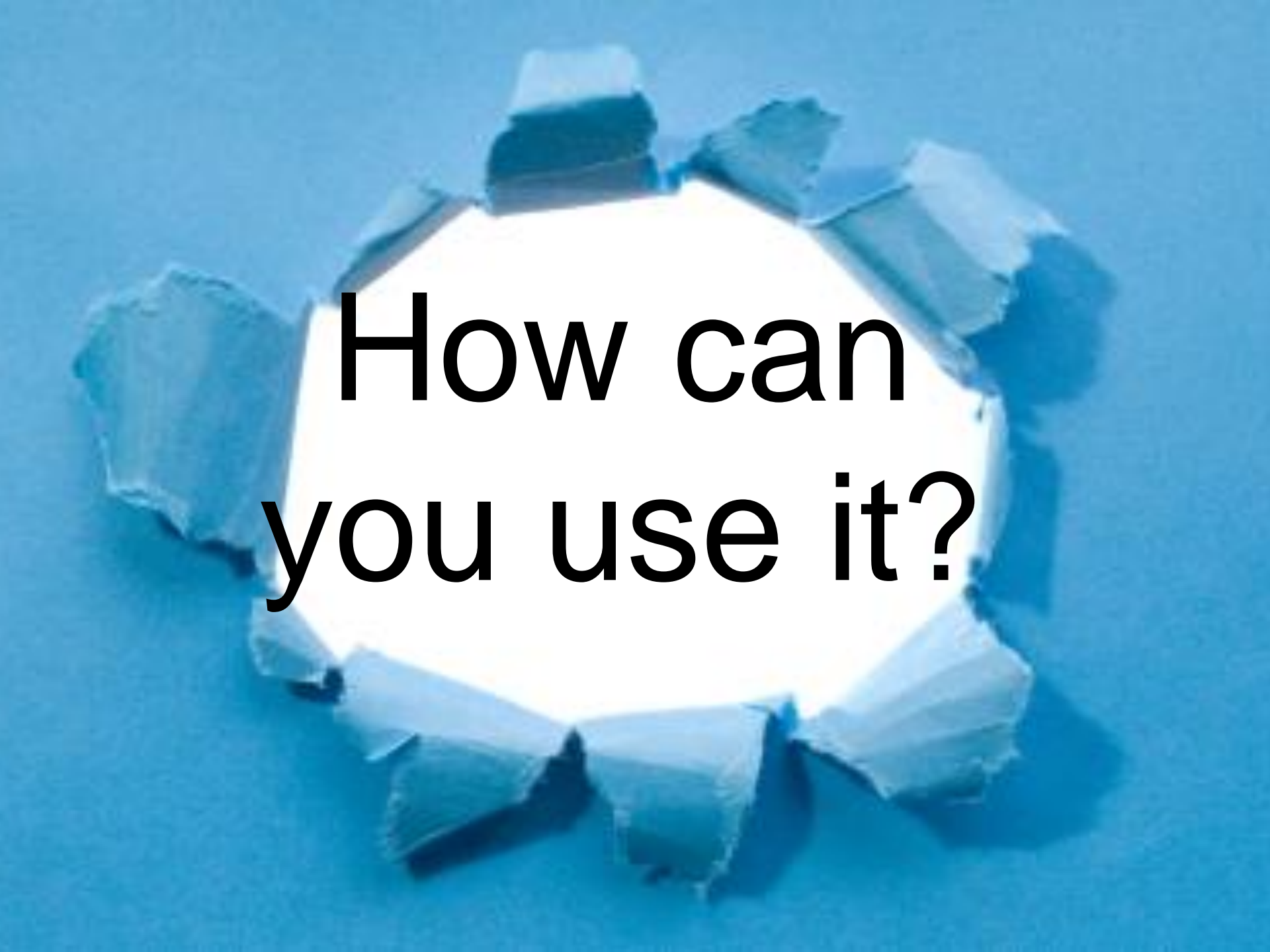
twitter

Google™



facebook

http://www.readwriteweb.com/archives/the_most_influential_websites_in_the_world.php

A torn piece of white paper is centered on a solid blue background. The paper has irregular, jagged edges, suggesting it was torn by hand. The text "How can you use it?" is printed in a bold, black, sans-serif font across the center of the white paper. The lighting is even, and the blue background is a uniform color.

How can
you use it?



**Who are you targeting?
And where are they?**

People you
want to
help?



Individuals
you want to
donate
money/
time and
motivate to
spread
change



Companies or government organisations
you want donations from



How do
you find
them?

How do
they find
you?



What
do you
want
them
to do?




Change thoughts?

Change
behaviour?



Take action – in
what way?



A torn piece of white paper is centered on a solid blue background. The paper has irregular, jagged edges, giving it a torn or cut-out appearance. The text "Decide on your online brand" is printed in a bold, black, sans-serif font, centered on the white paper. The text is arranged in three lines: "Decide on" on the first line, "your" on the second line, and "online brand" on the third line.

**Decide on
your
online brand**

Thinking...



PLEASE WAIT

**AMNESTY
INTERNATIONAL**




Barnardos
We believe in CHILDREN



for a living planet®



EARTH HOUR
COUNTDOWN TO COPENHAGEN

sids and **kids**
red nose day

MAKE POVERTY HISTORY

PETA

PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS

RSPCA 

for all creatures **great & small**



loans that change lives

LEND

ABC

(RED)™


DECEMBER 1ST IS WORLD AIDS DAY.
ANNOUNCING **(RED)**'S NEW PARTNER: **NIKE**




HEALTHY WOMEN

MEDICAL CENTRE

Female Doctors for
Female Problems



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- Contact Us

AN OPTIMAL BLEND OF
NATURAL MEDICINE &
TRADITIONAL GENERAL
PRACTICE



violence unsilenced

Shedding light on the **epidemic** of
domestic violence and sexual assault
by giving its survivors a **voice**.



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Danielle

My senior year, I was so ready to be done with high school and all of the bullshit. There were boys I had serious crushes on, but nothing ever happened. I didn't know how to assert myself, how to let them know I really did like them. By this time, my reputation was a disgusting, mangled mess of lies, and I just didn't care anymore.

I had a dear friend who always attempted to make me feel better. We'd been friends through most of this high school drama. She knew how I hurt. She wanted to see me happy. She started trying to get me to assert myself. And honestly, I don't remember what she said, did, or suggested, but slowly, I started to feel assertive.

My first attempt at being STRONG and ASSERTIVE and FORWARD with a guy was horribly successful. I actually

someone coming

**QUICK
ESCAPE**

leave the site quickly
CLICK HERE

SAFETY ALERT

Computer use can be monitored and it is impossible to completely clear. If you are in danger, please use a safer computer or a public computer.



208 West 13th Street, New York, NY 10011 | 212-620-7310

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IN FOCUS



Poets and Playwrights presents Like Jazz – A Reading by Poet and Playwright Sharon Bridgforth



Friday, February 5

Lambda Literary Award winning author and playwright Sharon Bridgforth will present a reading of her work: covering topics such as jazz, blues, prayer poems and performance stories.

[> MORE](#)

CENTER TODAY

6:30pm Poets and Playwrights presents Like Jazz A Reading by Poet and Playwright Sharon Bridgforth

6:30pm The Center, CLAGS and SAGE present Jonathan Ned Katz: Eros Art

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SPOTLIGHT

ARTS & COMMUNITY

Discovering Your Inner Coach - For Women -- A six-week series designed to assist all women in exploring their strengths, learning new ways to make positive changes, reduce stress, enhance health and begin to increase the level of satisfaction in their lives.

Bereavement Support Group -- An all-gender group to help lesbian, gay,

CONNECT

SIGN UP FOR NEWSLETTERS

Sign up now to receive the Center's free **e-newsletters** or download the Center's **print newsletter, Center Listings**.

CONNECT TO THE CENTER



Welcome to Women + Health

Supporting well-being for women in Camden

Contact us 020 7482 2786

Open Mon-Thurs 10am-8:30pm | Fri 10am-5pm

4 Carol Street London NW1 0HU

connect@women-and-health.org

Quick Search

SEARCH 6 FEBRUARY 201

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NEW!
Weekend Opening
at No4 Carol Street
Health Treatments for
Men & Women

CAM Therapies >

Counselling

Travelling Therapies

Outreach

Doctor's Service

Shop

About Women + Health

How to Become a
Member

Contact And Centre
Details

Current Programme

Information for
Practitioners &
Counsellors

Supporting Women + >
Health

Facilities

Links

Welcome

Women + Health is a charity offering a unique integrated health service. A wide range of affordable complementary therapies, counselling, health-based workshops and classes are available to women living or working in Camden.

[Click here to find out how to become a member](#)

Our aim is to support and empower women; our focus is on accessibility. Treatments are charged on a sliding scale according to household income; some projects like Travelling Therapies for carers are funded by Camden Council and therefore free for clients; housebound women can receive treatments in their own homes at an affordable rate; we also provide treatments in the community through our thriving outreach programme .



Mel C opening our re-vamped eco friendly building in 2

**ARE YOU A CARER
NEEDING A BREAK?**

**NEW! WEEKEND
OPENING AT NO.4
CAROL STREET
HEALTH TREATMENTS
FOR MEN & WOMEN**

**COMPLEMENTARY
HEALTH TREATMENTS
THAT YOU CAN
AFFORD**

**SUPPORT WOMEN +
HEALTH**

**WOULD
COUNSELLING HELP
YOU?**

**HOUSEBOUND AND
IN NEED OF A
TREATMENT?**

<http://www.womenandhealth.org.uk>

Charitable Status: Company Number 2101723 Charity Number 296262

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Logan Women's Health
and Wellbeing Centre

Investing in the future of women's health

INVITATION - Information session - [click here to find out more.](#)

Logan Women's Health & Wellbeing Centre: Provide health services based on the principles of social justice for women in the Logan City District, Brisbane, Queensland.

Values and objectives: We believe in the rights of women to make informed choices, to actively participate in their own health care and to be treated with dignity in an environment of safety, consent and confidentiality.

Diversity: We embrace and value the differences women bring to our Centre in terms of culture, language, religious background and sexual identity.

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Women aged 18 years and over can access the Centre's services, however counselling services are restricted to women who live or work in the Logan City District.

Values and costs: All areas of the Centre are wheelchair accessible with on-site parking available. The costs to attend activities and counselling sessions are kept to a minimum to ensure accessibility. Interpretation services can be arranged for non English speakers.

Setup.exe







**Why is your
online brand
important ?**



<http://www.flickr.com/photos/ktlindsay/2322037166/>



<http://www.flickr.com/photos/batega/1865482908/>






<http://www.flickr.com/photos/vaxzine/484091473/>



<http://www.flickr.com/photos/ozyman/443545349/>

The image features a bright blue background. In the center, there is a white, irregularly shaped piece of paper that appears to be torn or cut out. The edges of the white paper are jagged and uneven. Centered on this white piece is the text "How do you decide on your brand?" in a bold, black, sans-serif font. The text is arranged in three lines: "How do you" on the first line, "decide on" on the second line, and "your brand?" on the third line.

How do you
decide on
your brand?







your name or your site or your niche

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Google Search

I'm Feeling Lucky

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<https://adwords.google.com/select/KeywordToolExternal>

Keywords **Advertiser Competition** ? **Local Search Volume: January** ? **Global Monthly Search Volume** ?

Keywords related to term(s) entered - sorted by relevance ?

logan women	<div><div></div></div>	2,400	1,900
women in logan	<div><div></div></div>	Not enough data	73
womens logan	<div><div></div></div>	Not enough data	260

Results are tailored to English, United States [more](#)

How would you like to generate keyword ideas?

☐ Descriptive words or phrases
(e.g. green tea)

☒ Website content
(e.g. www.example.com/product?id=74893)

Enter a webpage URL to find keywords related to the content on the page. ?

☐ Include other pages on my site linked from this URL

► [Or, enter your own text in the box below. \(optional\)](#)

► [Filter my results](#)

Choose columns to display: ?

▼

☒ Group keywords by common terms

Showing keywords grouped by these terms:

[for women](#) (6), [health](#) (16), [for](#) (6), [women's](#) (5), [volunteer](#) (5), [natural](#) (5), [clothes](#) (5), [Miscellaneous keywords](#) (23)

Keywords **Advertiser Competition** ? **Local Search Volume: January** ? **Global Monthly Search Volume** ?

Keywords related to for women - sorted by relevance ?

fitness for women	<div><div></div></div>	60,500	49,500
counselling for women	<div><div></div></div>	Not enough data	720
newsletters for women	<div><div></div></div>	Not enough data	110
self help groups for women	<div><div></div></div>	Not enough data	58
volunteer for women	<div><div></div></div>	Not enough data	720
personal development for women	<div><div></div></div>	Not enough data	170



<http://www.flickr.com/photos/matthijs/490547675/>



<http://www.flickr.com/photos/booleansplit/2445628211/>



**REALITY
CHECK
AHEAD**




WRITE DOWN:

- Goals
- Target Market
- Words that you want to use. Google Keyword ideas.
- Images and pictures.
- Modelling ideas
- Incorporation of web 2.0 ideas so far







How to use
web 2.0 for your
group

Online marketing is free/cheap and you can do it yourself



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Google Search

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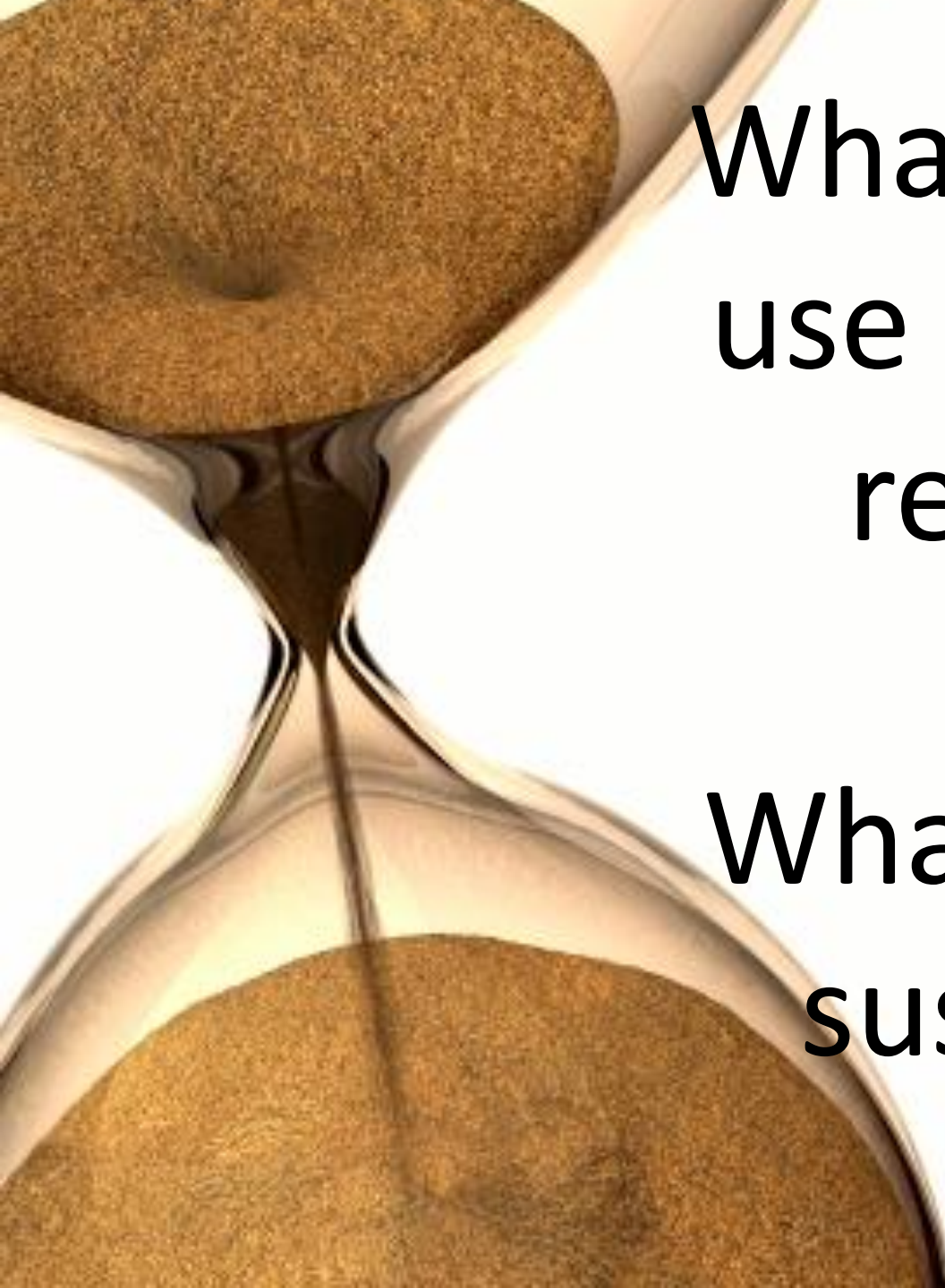
Centralised hub linked to by other sites





\$0

...or cheap



What is the best
use of time and
resources?

What is fun and
sustainable?



We ♥
blog

<http://nonprofit.alltop.com/>

The Official
google.org blog

News and notes from Google's
philanthropic arm

Climate Action - Let Gov. Schwarzenegger be your guide!

Wednesday 12/02/2009 11:06:00 AM

<http://blog.google.org/>

Giving in a digital world

Digital fundraising thoughts and news

<http://givinginadigitalworld.org/>

The Epic Change Blog

A diary of an experiment in social entrepreneurship



<http://epicchangeblog.org/>



activecause

Welcome to the social giving network

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A VOLUNTEER'S GUIDE TO CHANGING THE WORLD

EMPOWERING YOU TO HELP OTHERS, ONE POST AT A TIME...

Byron Bay Blog

The latest news & views from Byron Bay, Australia



Byron Bay

News

Culture

Video

Accommodation



Busking Over Byron / Blues Festival News

on January 30th, 2010

With the Blues Festival just ahead - the organisers have put the daily playing schedule online, start planning your days with the [Blues Fest Schedule](#).

Also -

Are you an unsigned aspiring artist? Well here is your chance 'Busking over Byron' Best Original Artist Competition promoted by Anita Colenbrander Entertainment trading as ACE is looking for talented performers to entertain at the 21st annual show. The Best Original Artist Competition offers the winner a great opportunity to open the Jambalaya Stage on the Bluesfest Monday.

Along with the experience to play on stage at the Bluesfest's 20th annual event other prizes for best original musician include recording and mastering to the value of \$2000 with Studio 301. Runner's up will not miss out on playing at the Bluesfest this year. Busking over Byron will have a dedicated tent with power for the performers to play in. At least 4 acts a day will get the chance to perform on the grounds. Runners up will also receive an array of other cool prizes donated by local Byron Bay businesses.

A People's Choice Award is held at each venue during the heats. The audience gets a chance to vote for their favorite act of the competition. The winners will receive a music voucher from All Vision and Music. The winners are announced at the finals at the Beach Hotel on the 2nd April. So bring as many fans as you can on the day of your heats so they can support your dreams too.



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OUR SUPPORTERS :: SEARCH PROJECTS :: READ OUR BLOG



NEW YORK CARES
BLOG

Not yet a Volunteer?
Sign up for orientation today!



Help us Launch New Projects

February 5th, 2010

Our volunteers tell us that one of the best things about volunteering with New York Cares is the variety of projects we offer. No matter how you're looking to improve your community, we've got a little something for everyone. If you're looking for more ways to get involved at New York Cares, you can help us launch dozens of new projects like these by becoming a **Team Leader**:

Math Games – Review basic math concepts with elementary school students before or after school.

Homework Help – Tutor students of all ages at one of several partner agencies in Queens, Brooklyn, or Manhattan.

Yoga – Teach children basic yoga poses and breathing exercises on a daytime project in the Bronx or Manhattan.

Food Pantry Distribution – Distribute bagged food to those in need in Washington Heights-Inwood.

Citizenship Through English – Assist immigrants preparing for the U.S. Citizenship Exam through informal conversation.

Contact Takisha.Dozier@newyorkcares.org if you're interested in any of these projects. View the full list of **projects in need of a Team Leader** here.

 ShareThis

Posted in [New York Cares Projects](#) | [No Comments »](#)

Going Green in the Bronx

January 26th, 2010

You are currently browsing the archives for the New York Cares Projects category.

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M	T	W	T	F	S	S
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
<< Jan						

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www.Blogs4Authors.com

Joel Williams
Blog Tech Guy



“Taking care of the
technical side of blogging!”



becomeablogger.com

free video tutorials to create your own blog

Under \$500 or DIY



Use the power of social networks

Word of Mouth





- 35 – 49 biggest age group
- Self-employed , entrepreneurs
- Used on mobile devices
- 51% earn over \$60k

Twitter 101 for Business

<http://business.twitter.com/twitter101>

- Relationship building
- Traffic (80/20)
- Information
- Tweet the niche
- Be useful

<http://www.flickr.com/photos/stevegarfield/3616155715/>





charitywater

+ Follow



big thanks to @lessin and team at @dropio for making our image / video file sharing so easy - <http://www.drop.io>

about 1 hour ago from web

it's working thanks to the @twitter community. people are giving up gifts and killing it for water: <http://bit.ly/5NbQqr>

about 9 hours ago from web

Make your Gifts Matter this Holiday Season - <http://bit.ly/84HVg2>

about 11 hours ago from web

RT @tyeshasnow: The residents of Portland experienced a day of limited access to clean water. Now we want to help. <http://twurl.nl/sgk715> #pdx

about 11 hours ago from web

Verified Account

Name charity: water

Location New York, NY - London

Web <http://www.charitywater.org>

Bio charity: water is a non-profit organization bringing clean and safe drinking water to people in developing nations. www.charitywater.org

241,488 1,197,531 1,675
following followers liked

Tweets 947

Favorites

Actions

[block charitywater](#)
[report for spam](#)

Following

[View all...](#)

[RSS feed of charitywater's tweets](#)



What is web 2.0 about this site?

mycharity: water BETA

WHY WATER? | PROJECTS | GET INVOLVED | PHOTOS+MEDIA | ABOUT US | EVENTS

mycharity: water

the progress so far.

725,675

RAISED TO DATE

10,201

DONATIONS

36,283

PEOPLE SERVED

12,059

MEMBERS




members login.

[Forgot password?](#)

email

password

SIGN IN



*SO HERE'S A THOUGHT:
WHAT IF YOU GIVE UP
THE GIFTS THIS SEASON,
AND USE THE MONEY
TO BUILD A WELL
INSTEAD?*



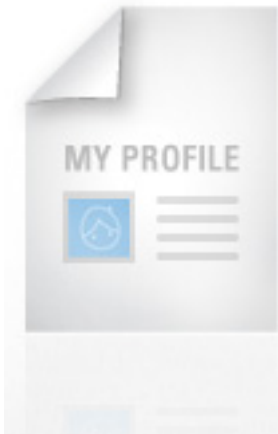
Here's how
to get started.

The three steps to changing
lives this holiday season.

GET STARTED



CREATE YOUR PROFILE.



Your profile is where it all starts. In order to do anything on mycharity: water, you must have a profile. The reason is simple- we want to be able to show you the projects you helped fund when they're complete. The goal of mycharity: water is not only to connect you to other fundraisers, but also to the people served.

START A FUNDRAISING CAMPAIGN.

Here's where the real fun begins. Once you're a member of mycharity: water, you can start a fundraising campaign, watch donations come in and see who gave - in real time. Share your campaign with friends and start as many as you wish!





TELL EVERYONE.

Creating a campaign is great, but what's the use if no one donates or visits? Here are three talking points:

1. 100% of the money raised will go to direct project costs.
2. Your donors will be able to see the wells built on mycharity: water when they're complete
3. If you reach your goal of \$5,000, we'll recognize you on the water point in the village you helped.



PROOF : 12-18 MONTHS LATER.

Every dollar given on mycharity: water is tied to a water project serving people in need. Whether you or your friends give \$5 or \$500, you'll be able to see photos and GPS of the village water point your money helped fund. To ensure the work is sustainable, our local partners need at least 12 months to build it and train the community on proper pump maintenance and sanitation practices.

charity: water banners.

help us spread the word. Post a banner on your site, myspace page or facebook profile.

To put a banner on your blog or website, copy and paste the embed code into the body of your page.

220 X 220



EMBED CODE:

```
<a href="http://www.charitywater.o
```

392 X 72



EMBED CODE:

```
<a href="http://www.charitywater.o
```

468 X 60



EMBED CODE:

```
<a href="http://www.charitywater.o
```



charity: water



STORE | DONATE | WHY WATER? | PROJECTS | GET INVOLVED | PHOTOS+MEDIA | EVENTS | ABOUT US

mycha

Video

Live Video

Podcasts

CNN Radio

Make it easy and fun



<http://www.flickr.com/photos/ramdac/373881476/>



Nonprofit Tech 2.0: A Social Media Guide for Nonprofits

Web 2.0 Donors

- People in 20s, 30s comfortable with technology. Surf regularly. Want information now.
- Want to give online immediately their attention is caught.
- Don't want your print materials – connect on a hub/by email – and save money on print materials
- They like public recognition so badges, widgets etc work – they display their allegiances
- Sites that track giving and measure it are great

<http://nonprofitorgs.wordpress.com/2009/09/17/five-things-your-nonprofit-needs-to-know-about-web-2-0-donors/>

LEND

ABOUT

COMMUNITY

JOURNALS

MY PORTFOLIO

Impact This Week 25,235 lenders made a loan.


Find Loans

Search

Status: Gender: Sector: Region: Sort By:

Found 463 **Fundraising** loans with **Female** entrepreneurs located in **Asia** sorted by **Popularity**.

Save this search as a feed: [RSS](#)

Entrepreneur / Activity	Loan Info	Country / Partner	Description
 <p>Thoeun Khan</p> <p>Vehicle</p>	<p>\$800</p> <p>84% raised</p>	<p>Cambodia</p> <p>MAXIMA Mikrohera, Svatho 80., Ltd.</p>	<p>Mrs. Thoeun Khan, age 40, has been married to Mr. Khoeun Khen, age 42, since 1990. They have six children, four sons and two daughters. Two of the children are married and live in their own homes, ... more >></p> <p>LEND \$25</p>

myKIVA



Editha Tangan Group

General Store, Retail
Andarayan North
Solana, cagayan., Philippines

My microloans on kiva [i](#)

COMMUNITY

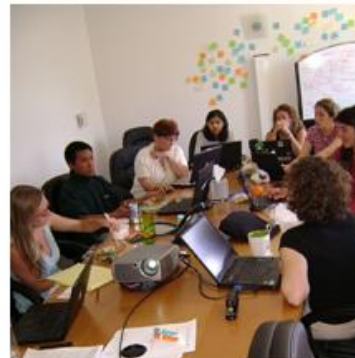
JOURNALS

asket

Support Kiva

Review &

On my blog



Kiva is a grassroots project started by a team with a big idea: one-to-one, real-time lending to the poor via the Internet. Currently, we take no cut of the loan you make through our site -- 100% goes to the entrepreneur. We suggest a **15% donation**, in addition to your loan, to help us cover our costs. Kiva is a 501(c)(3) nonprofit and your donation is tax-deductible for US taxpayers.

On the left is a picture of some Kiva team members brainstorming ways to get more users to the site.

Donation Amount:

DONATE THIS AMOUNT TO KIVA

This additional donation will help fund Kiva's operational expenses.


The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, centered on a solid blue rectangular background.


- Population: 350 million ... And counting
- Women over 55 biggest demographic
- Women 56% of users
- 45% over 26 years

<http://www.insidefacebook.com/2009/02/02/fastest-growing-demographic-on-facebook-women-over-55/>

Build a Fan Page

<http://www.facebook.com/nonprofitorgs>

facebook  Home Profile Friends Inbox 66 Joanna Penn Settings Logout





Add to My Page's Favorites

Suggest to Friends

Best Friends Animal Society is the Nonprofit of the Month for November! Please see the "Notes" tab!

Fans


6 of 6,749 fans [See All](#)




Nonprofit Organizations

[Become a Fan](#)


Wall Info Nonprofit Tech 2.0 Of the Month Twitter YouTube >>




Francys Gabriela Hey Everyone! :) I am a Venezuelan working my professional internship in a rural zone of northeast Brazil for ACREDITAR... this is a Local Microcredit Institution and Non Profit Organization. I would like to know the enthusiasm of people who would like to be part of an on-line voluntaries team that I am organizing for...




ACREDITAR
www.acreditar.ning.com
ACREDITAR, Organização social que fornece microcrédito produtivo e orientado para jovens na Baía do Goitá - PE
[See More](#)

 11 hours ago · [Share](#) · [Report](#)



Andrei Smith Hey guys, here's a one-of-a-kind program that provides non-profits with affordable websites, fundraising tools, training, and professional support - <http://www.nonprofitwebsitesolution.com/>



Nonprofit Website Solution - FREE Non-profit Website Design, FREE Website Reviews, FREE SEO
www.nonprofitwebsitesolution.com
Nonprofit Website Solution, the leader in non-profit websites and non-profit website solutions, breaks new ground by offering non-profit's FREE Website Design, FREE Website Review, and FREE SEO (Search Engine Optimization).

SYDNEY WRITERS' CENTRE
writing courses for pleasure and profit

writing ideas
inspiration creativity
imagination success

sydneywriterscentre.com.au[Add to My Page's Favorites](#)[Suggest to Friends](#)

The Sydney Writers' Centre is one of the world's leading centres in writing training. This is where you'll learn how to write your first novel, get published in magazines and newspapers and improve your writing at work.

Fans

6 of 806 fans

[See All](#)**Sydney Writers' Centre****Wall**[Info](#)[Boxes](#)[Photos](#)[Video](#)[Notes](#)

Attach:

**Sydney Writers' Centre****Just Fans****Sydney Writers' Centre****Sydney Writers' Centre podcast with Penelope Green**

Penelope Green is a freelance journalist and author. She has published travel memoirs recounting her time in Italy – *When In Rome, See Na Die*, and the latest, *Girl By Sea*. ...

 Today at 1:24pm · [Comment](#) · [Like](#) · [Share](#)**Sydney Writers' Centre****COMMA CRIME: Don't use commas willy nilly**

VALERIE KHOO WRITES: I was working up a sweat in a class at my gym the other day happened to turn around and face the back of the studio. I almost stopped dead in my tracks. Why? Because...

 Tue at 3:43pm · [Comment](#) · [Like](#) · [Share](#)**Sydney Writers' Centre****Live Poets @ Don Bank back for 2010**

Live Poets is back! This month will feature Sydney-based writer and poet, Sheryl Persson. Sheryl's poems, short stories and non-fiction have been published widely in Australia and abroad. She is the author of three works of non-fiction, the latest being...

 Tue at 3:43pm · [Comment](#) · [Like](#) · [Share](#)

Facebook Causes App – appears on people's individual profiles



Facebook Best Practices for Nonprofit Organizations

[facebook.com/nonprofitorgs :: More Web 2.0 Resources for [Nonprofit Organizations](#)]

<http://www.diosacommunications.com/facebookbestpractices.htm>



Broadcast Yourself

- 54% are 35 – 64 years old; 19% 25-34 (check out MySpace for younger)
- 61% earn over \$60,000

<http://honestatson.com/og/youtube-demographic/>

Demographics now available in YouTube Insight

<http://www.youtube.com/nonprofitorgs>

tube.com/nonprofitorgs

g Ha... Catherine DeVrye Google AdWords: K... Weebly - Create a fr... Quatum Leap Audios Google Book Search Perry Marshall PPC Ama

You Tube

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nonprofitorgs's Channel



 0:00 / 4:46

-  **A Billion for a Billion**
WORLDFOOD... - 642,992 views
-  **Cat Issues Statement on Animal Cruelty**
aspca - 15,306 views
-  **Did You Know 4.0**
xplanevis... - 768,004 views
-  **Socialnomics: Social Media Revolution (Short)**
Socialnom... - 24,932 views
-  **350.org - In every corner of the globe...**
350org - 82,395 views
-  **Powering the Fight Against Hunger**
solarnow2007 - 977 views

So these two people raised this lion cub who they named Christian

0:02 / 1:16

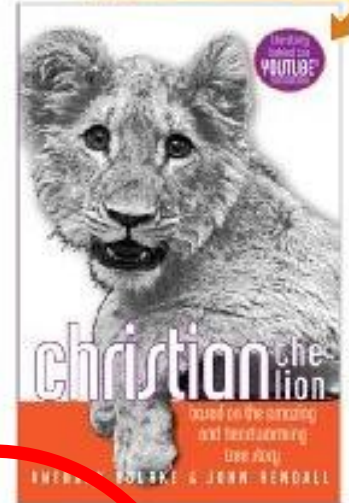
★ ★ 15,726 ratings

13,208,508 views

1:01 / 6:06

★★★★★ 10,904 ratings

4,093,524 views



BORN FREE FOUNDATION

KEEP WILDLIFE IN THE WILD

 **bornfreefoundation**
 July 28, 2008
[\(more info\)](#)

Christian's story. Full ending and original soundtrack to the film "Christian, The Lion at World End". Directed by Bill Travers, Commentary by Virginia McKenna, founders of the Born Free Foundation...

URL <http://www.youtube.com/watch?v=ovCjyWp>

Embed `<object width="425" height="344"><param`

▼ **More From: bornfreefoundation**



Rescued Lion released
 239,379 views



Europe's forgotten animals
 60,201 views



Christian the Lion Lived In My Garden

A remarkable video documenting a reunion between a lion and his human friends has been making the rounds on the internet and it is very personal to me and central to the being of this lion.

This lion used to live in my garden.

Christian was bought from Harrods pet store in London (he was born in Kenya), where he was returned to the wild by

[Home](#) > [Campaigns](#) > [Big Cats](#) > [About](#) > [Christian the Lion](#)

CAMPAIGNS

BIG CATS

About

- [Christian the Lion](#)

Campaign Action

[Big Cats Under Threat](#)

[Big Cat Rescue](#)

[Big Cat News](#)

[Take Action](#)

CHRISTIAN THE LION

The true story of "Christian the Lion"



Christian the lion

"Millions of people have been moved by the amazing affection between Christian the lion and his human friends, John and Ace.

Just as Elsa the lioness, returned to the wild all those years ago by George and Joy Adamson, awoke a respect and fascination for lions so, I believe, Christian can be another ambassador for these wonderful animals. Now so critically reduced in numbers, across Africa.

If you can help us to help them – join us, [adopt a lion](#), buy [the "Christian the Lion" DVD](#), made by my husband Bill Travers, we would be so grateful."

Virginia McKenna

Born Free Foundation Founder and Trustee

Signed copies of Virginia's memoirs are now available from Born Free

- Adopt a Lion
- Buy the DVD
- Buy the book
- Campaigns

ADOPT A LION



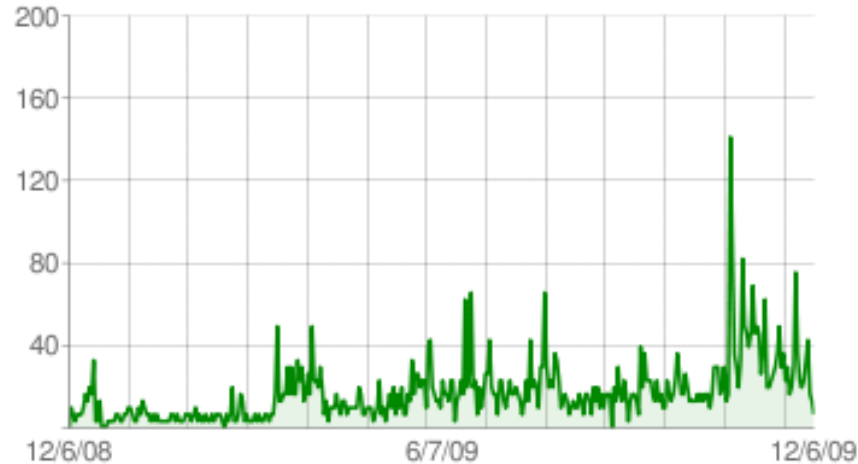
ADOPT

[Read more](#)

My Account ▾ / Insight Statistics

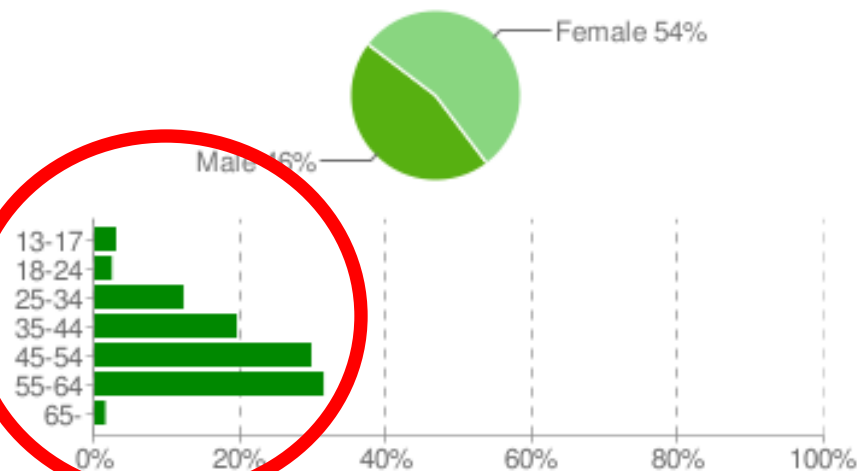
Views

How many views are my videos getting?



Demographics

Who is watching the videos in this channel?

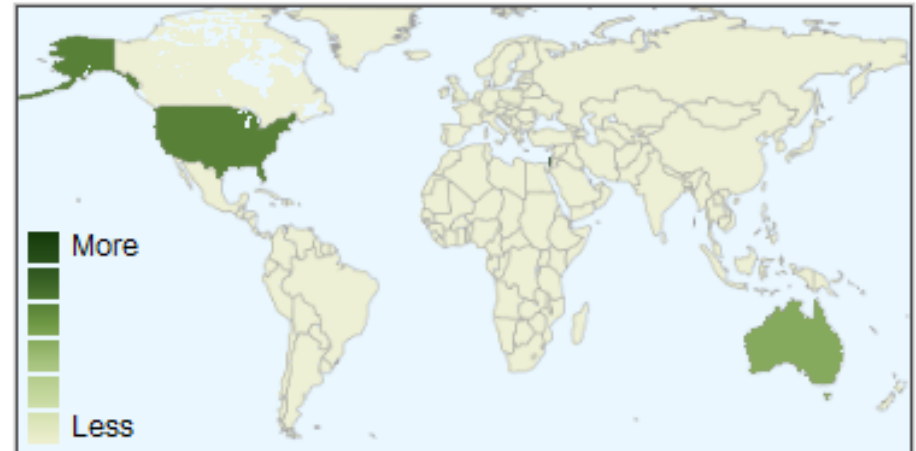


My videos

Video	Views (% of total)	Attention
How to publish your book, sel...	15.2	<div><div></div></div>
How to Enjoy Your Job Book ...	10.7	<div><div></div></div>
How to Enjoy Your Job	10.5	<div><div></div></div>
The Creative Penn: Intro to th...	10.5	<div><div></div></div>
International Kindle Reviewe...	6.6	<div><div></div></div>
How Gary Vaynerchuk got a ...	5.5	<div><div></div></div>
What is Print-on-Demand an...	4.8	<div><div></div></div>
The Last Lecture Book Review	3.3	<div><div></div></div>
NaNoWriMo Day 1: Updates ...	3.0	<div><div></div></div>
Book publicity tips	2.6	<div><div></div></div>

Popularity

How popular are my videos relative to those of other uploaders?



Linked



- More than 30 million people
- Professionals
- 30% earn more than \$93k p.a.
- 69% read blogs
- 28% are Senior Executives

Non-Profits



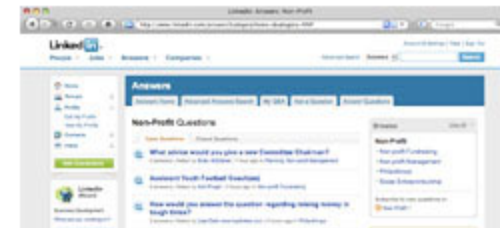
Spread awareness and find the right resources and information to help your cause.

PAIN-POINT

Your non-profit often lacks access to best practices and specialized knowledge in a number of non-core areas that are still important to day-to-day operations.

LINKEDIN HELPS

- Use [Advanced Search](#) to find experts with the talent, experience, and aligned interests who could advise you and request an Introduction from your network.
- [Post a question](#) on a specific topic and you'll solicit feedback from subject matter experts and other non-profits who have been through



PAIN-POINT

With finite resources it can be difficult to mount programs that require large investment and scale.

- [Post a question](#) on LinkedIn to receive advice on which organization you can partner with given your goals.

' [Post a Question on LinkedIn Answers](#)

PAIN-POINT

At its inception, raising the awareness level and credibility of your non-profit can be difficult.

LINKEDIN HELPS

- Start a [LinkedIn Group](#), and encourage your organization to join so each member becomes an ambassador for your organization with a badge on his or her profile.
- Prominent stakeholders (volunteers, advisors, board members) help build your organization's credibility when they list their involvement on their [profile](#) or display a group badge.

' [Start a LinkedIn Group](#)

Non Profit
Network

Non Profit Network - MojaLink

Non Profit Network

Open to everyone - - - MojaLink - The Non Profit Network works at centralizing or networking professionals and organizations internationally that are working to make our world a better place. We hope that members will have the opportunity to find one another and develop collaborative initiatives together

[Join Group](#)[Share](#) [Report as...](#)

About this Group

Created: July 21, 2008**Type:** Non-Profit Group**Members:** 13,035**Subgroups:** 20

Outward Bound



Outward Bound is a non-profit organization dedicated to helping people develop their potential to care for themselves, others and the world around them by engaging in challenging experiences in new environments. This is a group to help Outward Bound staff and alumni communicate and share resources.

[Join Group](#)[Share](#) [Report as...](#)

About this Group

Created: October 1, 2007**Type:** Non-Profit Group**Members:** 666**Owner:** Noelle Thurlow

Groups

**KIVA**

Welcome to the KIVA group on LinkedIn.

[Join Group](#)[Share](#) [Report as...](#)

About this Group

Created: September 19, 2007**Type:** Non-Profit Group**Access:** This group is open to everyone**Members:** 8,219**Subgroups:** 1**Owner:** Allen Blue

Group Members in Your Network

2nd

Anantharam S, HR Manager - Seasoned Executive consulting Professional

What do You want to Change?

Change.org raises awareness about important **causes** and empowers **people** to take **action** with leading **nonprofits**.

ALERTS Change.org launches an Animal Welfare blog! :: Check out our new petition tool!

TAKE ACTION

1,876

People

ACT FAST to Beat Poverty!

started by Oxfam America

TAKE ACTION

2,617

People

Tell Congress to Pass the Clean Water Protection Act

started by Earthjustice

TAKE ACTION

12,914

People

Help Repeal the Defense of Marriage Act!

started by Human Rights Campaign

TAKE ACTION

Start Your Own Petition

View All Petitions »

Changemakers

Vote to Select Change.org's Changemakers!



A Surge of Troops in Afghanistan Requires a Surge of Support at Home

in WAR AND PEACE

It is clear that the decision to commit 30,000 additional US Forces to the war in Afghanistan came after months of careful deliberation. But as Retired US Army Capt Scott Quilty writes on **Change.org**, that same level of deliberation is now needed to ensure every one of those troops and their families make a healthy homecoming - which has not been the case for many fellow veterans.

TODAY'S TOP POSTS



How John Brown's Legacy Influences Abolitionists Today

in HUMAN TRAFFICKING



Ban Ki-moon Says End the Criminalization of Homosexuality

in GAY RIGHTS



Bacon Will Save The World: Lab Grown Pork Could Slash Carbon Emissions

in SUSTAINABLE FOOD



Animal Welfare Is Not for Rent

in ANIMAL WELFARE



New Reports Confirm: Immigrants Help Local Economies

in IMMIGRATION



DECEMBER 1ST IS WORLD AIDS DAY.
ANNOUNCING (RED)'S NEW PARTNER: NIKE



DIDIER DROGBA FOR NIKE RED

(NIKE) LACES – DESIGNED TO FIGHT AIDS IN AFRICA.
LACE UP. SAVE LIVES.

HELP
TURN

twitterTM
(RED)

HELP
TURN

facebook.
(RED)

JOIN
NOW

SUBMIT

JOIN LATER
TAKE ME TO JOINRED.COM

WRITE DOWN:

- Who are you targeting?
- Where are your they online?
- Which web 2.0 tools you could use for your business that will reach them
- Where you will start – what is your timeline?





LEARN







<http://www.flickr.com/photos/disneybrent/2237538901/>



**Writing, Publishing Options,
Sales and Promotion...For Your Book**

Slides available at:

<http://www.TheCreativePenn.com/logan>

Connect with me:

<http://www.TheCreativePenn.com>

joanna@TheCreativePenn.com

<http://twitter.com/thecreativepenn>

<http://www.facebook.com/TheCreativePenn>

<http://au.linkedin.com/in/joannapenn>

<http://www.youtube.com/thecreativepenn>

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