



I N D E X

Page references followed by *t* indicate a table.

A

AARP, 116
Accessibility, 113–115
Action stage of change, 42*t*
Advertising: as communication channel, 67;
eliminating expenditures on, 204; Google
Grant to get free, 103; research on power of
emotions in, 51–53
Advertising demographics, 28
Alberta Health Services, 52
Allen, David, 169
Alliance for Climate Protection, 142
Alltop, 31
Altimeter Group, 139
American Civil Liberties Union, 116
American Legacy Foundation, 59
American Marketing Association, 12
American Red Cross, 18–20, 116
*America's Giving Challenge: Assessment and
Reflection Report* (Kanter and Fine), 161
America's Giving Challenge, 161–162
Anderson, Tom, 54
Andresen, Katya, 57, 71
Animation, 102–103
Anna (retired person persona): communication
channel to reach, 71; description of, 59, 60
Annual reports: adding stories to your, 89, 148; as
communication channel, 67; writing effective,
147–149
Anti-smoking campaign, 58–59
AP Stylebook, 109
Arts Corps, 177

Atlanta diarrhea prevention campaign (1990s), 47
Audience. *See* Target audiences
Authentic stories, 83

B

BarackObama.com, 164
Behaviors: audience segmented by, 41; stages of
change, 41–42*t*. *See also* Donor motivation
Bell, John, 155–156
Benefit exchange, 13
“Best practices,” 170–171
Biden, Joe, 75
Big brains nonprofits, 170
Big Duck, 26
Bing website ranking, 101
Bio Syndrome, 86
Black River Action Team (BRAT), 195–196
Blip.tv, 104
Blogs: author's, 143; considerations for starting
a, 106–108; using fresh story ideas in your,
84; Future Fundraising Now, 53, 194;
handling cranks, trolls, and flammers on your,
34–35; Museum 2.0, 173; nonprofit media
coverage through, 126, 128; online contacts
through your, 108*t*; using serial storytelling
on campaign, 88–89; *sf.streetsblog.org*, 174;
TechCrunch, 69; tracking, 31–32, 179
Blue Dragon Children's Foundation, 197–198
Board members: featuring on your website, 100;
providing good stories to your, 89
BoardReader.com, 31
Boilerplate text, 175

- Brand: connections between staff personalities and, 7–8; creating your nonprofit, 109–110; Foursquare social media game to promote, 68–69; public perception of your, 69
Brand Immortality: How Brands Can Live Long and Prosper (Pringle and Field), 51
 Brauhn, Tim, 165
 Bridging-the-gap stories, 82
 Brochure nets, 195–196
 “Brochure-ware,” 99
 Brogan, Chris, 136, 137
 Brooks, Jeff, 53, 194
 Brown, Les, 181
 Buddies supporters: converting into fans, 153; converting wallflowers into, 153; description of, 152–153
 Budget savings: brochure nets for, 195–196; casual and friendly approach for, 194–195; making your print marketing more affordable, 200–201; using postcards for, 201–202; RFM (recency, frequency, and monetary value) model on, 192–193; shifting from print to pixels for, 196–199; tips on where to scrimp for, 202–204
 Budgets: for hiring consultants and freelancers, 188–190; marketing plan, 15*t*, 17; sustainability maintained through communications, 205–206
 Burk, Penelope, 125–126, 143
- C**
- Cal alumni fundraising letter, 54–55
 Calls to action, 193–194
 Capacity building activities, 205
 Capital One-Network for Good partnership, 142
 Case Foundation, 160–161
 Case studies: as communication channel, 67; raising expertise profile by publishing, 118
 Catchword Branding, 19
 Causes: clear call to action for, 57; keeping communication about your, 192; marketing triage and focus on your, 192–194; one over many appeal, 50–51, 61
 Causes Giving Challenge, 161
 Centers for Disease Control and Prevention, 74
 Cervical cancer screening campaign, 52
 Challenge story plot, 79–80
 Chamber of Commerce, 70, 95
 Cherry, Amy, 198
Chicago Manual of Style, 109
Chronicle of Philanthropy, 10, 56
 Claremont Graduate University, 64
 Clear call to action, 57
 Clorox, 20
 Collins, Leslie, 177
 Communication: annual reports, 67, 89, 147–149; casual and friendly approach to, 194–195; content creation strategy used for, 132–133; cost-saving approach to printed, 200–201; editing, 109, 184–185; editorial calendar to organize your, 133–136; engaging in online conversations and, 136–137; focusing on your cause, 192; gifting model applied to, 128–131; incorporating stories into your, 88–89; postcards, 201–202; striving for multiple place and frequent, 127–128; sustainability as dependent on funding, 205–206; thank-you notes, 141–147, 149; writing smart and passionate, 131. *See also* Media coverage; Messages
 Communication gifting model: Cool Aunt, 130–131; Curmudgeonly Uncle, 129; Grandma-Knows-Best, 129; Slacker Brother, 129–130; Well-Meaning Mom and Dad, 130
 Communications channels: debate over print as, 72; The Marsh community theater’s use of, 68–69; reaching your volunteers through, 71–72; reinforcing your message using multiple, 69–70; using separate editorial calendar for each, 134; target audience in mind when selecting, 66–69; types listed, 66–68. *See also* Social media
 Community of supporters. *See* Supporters
 Competition approach, 161–162
 Confidentiality issues, 87–88
 Conflict: bringing stories to life using, 84; challenge story plot use of, 79–80
 Connection story plot, 82–83
 Conservation Trust for North Carolina (CTNC), 155, 156
 Consultants, 188–190, 204
 Consumer Reports, 116
 Contemplation stage of change, 42*t*
 Convio’s Online Marketing Nonprofit Benchmark Index Study, 110
 Cool Aunt nonprofits, 130–131
 Cool kids nonprofits, 170
 Cooperative reputation, 114
 Copyright issues, 65–66
 Cosby, Bill, 39
 Cranks, 34, 35
 Creative Commons, 66
 Creativity story plot, 80–81
 Credibility, 115–116
 CRM (customer/constituent relationship management) package, 176

CTIA-The Wireless Association, 74
Cultural stereotypes, 40, 45–46
Curmudgeonly Uncle nonprofits, 129
Curtis, Jamie Lee, 20

D

Dadisman, Ceci, 105–106
Darfur puppy appeal, 50, 61
Data management, 176–177
Decision Research, 50
Delany, Colin, 75, 104, 159–160, 163
Delegating marketing tasks, 185–186
Demographics: advertising, 28; target audience segmented by, 41
Desk calendar/special occasions, 85
Dickenson, Frank, 64
Digital cameras, 202–203
Direct mail: as communication channel, 66;
eliminating expenditures on printed, 204; text and images used in, 64–66
Disaster preparedness campaign (ARC), 18–20
“Do More Than Cross Your Fingers” campaign (ARC): creating the message, 19–20; defining the audience of, 19; delivering the message, 20; description of, 18–19
Dog park appeal, 56–57
Domain name, 97–98
Donor attrition rates, 143
Donor lists, 148
Donor motivation: clear call to action impacting, 57; competition as, 161–162; Darfur puppy appeal to, 50, 61; dog parks appeal as example of, 56–57; emotional content appealing to, 51–53; fear, hope, and love impact on, 52–53; “filmable moment” to ignite, 57; logic, reason, and statistics impact on, 55–56; matching messages to personas’ values creating, 59–61; one over many message creating, 50–51, 61; personal identity factor of, 53–55; target audience messages creating, 57–59. *See also* Behaviors
Donor premiums, 204
Donor-Centered Fundraising (Burk), 125, 127, 143
Donors: annual reports sent to, 67, 89, 147–149; powerful messages appealing to, 49–61; selecting communication channels to reach, 66–75; sending thank-you notes to, 141–147, 149; tracking data on, 176–177. *See also* Supporters
Doritos bag story, 78
Durham, S., 26

E

Editing communications: learning to edit your own work, 184–185; style guides/sheets to use for, 109, 176
Editorial calendar: for each communications channel, 134; organizing your communication using, 133–136; sample for local humane society, 135*t*
Editorial style guides/sheets, 109, 176
Elowitz, Ben, 139
Email marketing: as casual marketing approach, 194; as cost-cutting marketing strategy, 196–199; print versus, 104–105
Email newsletters: print versus, 72, 178, 196–197; service provider for, 202; switching from print to, 197–199
Emails: capturing website visitor, 100; convincing supporters to open your, 73–74; growing your list of supporter, 104–106; keeping statistics on your, 27; newsletter delivery through, 72
Emotions: marketing power of fear, hope, and love, 52–53; narrative storytelling appeal through, 64–65; power of message content using, 51–53
ENGAGEMENTdb report (2009), 139–140
Environmental analysis, 15*t*–16
epolitics.com, 75, 104, 159, 163
Events: as communication channel, 68; finding fresh story ideas from, 85; saving money by keeping them casual, 195
Expenditures. *See* Budgets
Expert source strategies: answering questions as, 119; nurturing big brains and big mouths as, 118; pass the background check as, 117; publishing as, 118; teaching courses as, 119; word of mouth as, 117–118
Expert sources: being recognized as a nonprofit, 112–113; distinguishing individual vs. nonprofit as, 122–123; five qualities of a good, 113–116; seven strategies to raise your profile as a, 117–119
Expert sources qualities: be accessible as, 113–114; being cooperative, 114; being trustworthy, 116; building a solid track record, 115–116; owning well-understood niche, 115
External Keyword Tool (Google), 30, 101

F

Facebook: Causes Giving Challenge on, 161–162; converting buddies into fans using, 153; establishing social media presence using, 103, 104, 126, 128; fastest growing demographics on, 6;

interactions on, 136, 138; Obama campaign supporter groups on, 164; online contacts terminology used on, 108*t*; social networking through, 28; streamlining use of, 173; 1010 Project group on, 165

Family Service Association, 99

Fans supporters: approaching new friends of Original Fan, 162–163; building up social capital through, 156–158; converting buddies into, 153; description of, 153; encouraging them to microfundraise, 160–162; fundraising by, 159–160; giving the personal touch to your, 154–156; Obama campaign lessons on empowering, 163–164; providing opportunities to help to, 159; qualities of, 154; using stories to help fans see their story, 158. *See also* Volunteers

Fear: messages based on, 52; as time waster, 171–172

FedEx, 20

Ferguson, Mark, 19, 20

Fictional character composite, 88

Field, Peter, 51

“Filmable moment,” 57

Fine, Allison H., 161

Five Ps of social marketing, 13–14

Flamers, 34

Flash animation, 102–103

Flickr, 65, 66, 103, 173

Focus groups: creating informal, 25–26; gathering information through, 26–27

Foursquare.com (The Marsh), 68–69

Freelancers, 188–190, 204

Friendraising, 159–160

Future Fundraising Now blog, 53, 194

G

Gatekeepers: Atlanta diarrhea prevention campaign (1990s) and, 47; target audience, 40, 46–47

“Generations Online in 2009” report, 6

Getting Things Done (GTD) model, 169

Getting things done. *See* Organizational tips

GettingAttention.org, 109, 177

Godin, Seth, 10, 52

Google: analyzing your website/email statistics from, 27; External Keyword Tool of, 30, 101; Google AdSense, 103; Google Adwords, 67, 103; Google Alerts, 30–31, 118; Google Grant, 103; Google Reader, 30, 106; improving your website ranking on, 101–102

Grandma-Knows-Best nonprofits, 129

Graphics: eliminating expenditures on, 204; home page inclusion of effective, 99; logo, 98, 174–175;

professional design work for, 203; supporting message text with, 65–66. *See also* Images

Gratitude: sending thank-you notes to express, 141–147; story connection plot on, 83

H

Handwritten notes, 195

Harris Interactive poll: on most trusted nonprofit organizations, 116; on most trusted professionals, 116

Headlines (news), 84–85

Health marketing: anti-smoking framed as benefits for supporters, 58–59; anti-smoking “truth” campaign, 59; approaching new friends of Original Fan in, 163; cervical cancer screening campaign, 52

Heath, Chip, 77, 78

Heath, Dan, 77, 78

Heath, Robert, 52

Heifer International, 81

Help a Report Out (HARO), 119

Here Comes Everybody: The Power of Organizing Without Organizations (Shirky), 171

Hewitt, Don, 77

Hiefers for Relief, 81

Home base: creating a visible and accessible, 94–97; as primary point of contact for newcomers, 95

Home page: inclusion of effective images on, 99; online donating accessibility on, 88; rotating stories on your, 89

Hope, 52, 53

Horrigan, John B., 75

How to Write Successful Fundraising Letters (Warwick), 53

Humane Society of the United States, 170

I

Images: copyright issues of using, 65–66; home page inclusion of effective, 99; labeling your website, 102; logo, 98, 174–175; professional design work for, 203; supporting message text, 65–66. *See also* Graphics; Photographic images

Informal focus groups: creating a, 25–26; gathering information through, 26–27

Information gathering: informal focus groups for, 25–27; monitoring online mentions for, 28–34; online surveys for, 27–28; what to do with data from, 32–34. *See also* Listening networks

Institute of Practitioners in Advertising, 51

International Telecommunications Union, 74

Interplast story, 82–83

istockphoto.com, 65

J

- Jargon language, 65
- Jessica (single mom persona): communication channel to reach, 71–72; description of, 60, 61
- Jewish Council for Education and Research (JCER), 37–38, 40
- JewsVote.org, 37, 40
- John (businessman persona): communication channel to reach, 72; description of, 59, 61

K

- Kanter, Beth, 136, 161
- Kaufman, D. J., 23
- King, Basil, 3
- Kristof, Nicholas, 50, 61

L

- Labeling images, 102
- Language: avoiding jargon, 65; message and effective, 64–65. *See also* Text
- Learning from Obama: Lesson for Online Communicators in 2009 and Beyond* (Delany), 163
- Li, Charlene, 139
- Lincoln, Abraham, 93
- Lindsey, Marta, 174, 203
- LinkedIn.com, 31, 119
- Listening: examples of informal and effective, 24–25; intelligence gathering through, 23–24; never stop, 35–36
- Listening networks: analyzing web and email statistics, 27; conducting online surveys, 27; convene informal focus groups as part of, 25–27; developing a, 23; handling cranks, trolls, and flammers in, 34–35; in-person and online tools elements of, 24; media kits and advertising, 28; relevant polling and survey data, 28. *See also* Information gathering; Social media
- Logic appeals, 55–56
- Logo: keeping clean copies of your, 174–175; nonprofit website use of, 98; professional design work for, 203
- Long-term action plan, 15*t*, 17
- Love, 52, 53

M

- Made to Stick* (Heath and Heath), 77, 79
- Maintenance stage of change, 42*t*
- Mandino, Og, 169
- Marketing: five Ps of social, 13–14; health, 52, 58–59, 163; real definition of, 12–13; realities of nonprofit, 4–10. *See also* Nonprofit marketing plans

- Marketing consultants/freelancers, 188–190, 204
- Marketing goals: the 10 percent, 194; description of, 15*t*
- Marketing tactics: defining target audience prior to, 47–48; description of, 15*t*, 17
- The Marsh (community theater), 68–69
- Macdonald, George, 111
- McCain, John, 38
- Media: being accessible to, 113–114; being cooperative with, 114; being trustworthy with, 116; having solid credibility with, 115–116; nonprofit sector’s perceived expertise by, 112; pitching your story to the, 120–122; providing good stories to, 112
- Media coverage: communication channel of publicity and, 68; publishing your own, 5, 126. *See also* Communication
- Media kits, 28
- Message delivery: best communications channels for your audience, 66–69; finding your audience with, 70–71; using multiple communications channels, 69–70
- Message package: copyright issues, 65–66; storytelling narrative approach to, 64–65, 77–92; supporting words with images, 65–66
- Messages: delivering your, 66–75; “Do More Than Cross Your Fingers” campaign (ARC), 19–20; editing, 109, 184–185; “filmable moment” included with, 57; impact of personalities on the, 7–8; loss of control of your, 8–9; marketing tactics to deliver, 15*t*, 17; nonprofit marketing plan on, 15*t*, 16–17; packaging your, 64–66; reinforced by communications channel, 69–70; strategies for creating powerful, 40–61. *See also* Communication; Nonprofit marketing; Target audiences
- Metaphoric images, 65
- Michelet, Jules, 191
- Microfundraise, 160–162
- “Microphilanthropy,” 160
- Miguel (college student persona): communication channel to reach, 72; description of, 60, 61
- Mission statement, challenge story incorporation of, 80
- Mobile devices, 74–75
- Model release form, 88
- “Mommy bloggers,” 20
- Monitoring online mentions: description of, 28; developing keyword list for, 29–30; following specific people and sources, 31–32;

handling cranks, trolls, and flammers, 34–35;
setting up your searches for, 30–31; what to
do with gathered information, 32–34
Montshire Museum of Science, 200
Motivation. *See* Donor motivation
Moussa (hungry boy), 51
Multiple communications channels, 69–70
Museum 2.0 blog, 173
MyBarackObama.com, 164
MySpace, 54, 165

N

Narrative storytelling approach, emotional appeal
of, 64–65
National Health Interview Survey, 74
National polling data, 28
National Public Radio, 142
National Rifle Association, 116
National Technology Conference (2009), 171
National Wildlife Federation, 170
Nature Conservancy, 116
Network for Good-Capital One
partnership, 142
New York Times, 50
Newsletters: as communication channel, 66;
communication gifting model applied to,
129–131; communication strategy for using,
128; content creation strategy for, 132–133;
email versus print, 72, 178, 196–199, 202;
including stories in your, 84; turning story
into how-to article for, 88; writing smart and
passionate, 131
Niche expertise, 115
Nielsen Global Online Consumer Survey
(2009), 95
Nielsen survey (2009), 20
Nonprofit marketing: budget saving
approaches to, 194–206; building your
own skills for, 182–185; delegating tasks
to others, 185–186; email, 104–105;
empowering volunteers so they will, 186–187;
funding your, 205; hiring consultants and
freelancers for, 188–190, 204; hiring interns
for social media projects, 187–188; logic,
reason, statistics used in, 55–56; questions
for evaluating your performance on,
207–208; six Gs of social media, 137–138;
staff role as, 182; strategies for saving money
on, 194–206; sustainability as requiring,
205–206; triage of, 192–194; word-of-mouth,
68, 96. *See also* Messages
Nonprofit marketing planning: American Red
Cross’s “Do More Than Cross Your Fingers”

Campaign, 18–20; elements of comprehensive,
15t–18; quick-and-dirty way for, 18
Nonprofit marketing plans: audience and
segmentation, 15t, 16; budget and staffing, 15t,
17; environmental analysis, 15t–16; long-term
steps, 15t, 17; marketing goals, 15t; marketing
tactics, 15t, 17; messaging, 15t, 16–17; short-term
steps, 15t, 17; strategy metrics, 15t, 18. *See also*
Marketing
Nonprofit marketing realities: 1: marketing
is not a dirty word, 4; 2: there is no such
thing as the general public, 4–5; 3: you
need to build your own media empire, 5;
4: all generations—including seniors—are
online, 6; 5: nonprofit communicators are
transforming into community organizers, 7;
6: personal and organizational personalities
(brands) are blending, 7–8; 7: good nonprofit
marketing takes more time than money, 8;
8: recognizing loss of control over message,
8–9; 9: marketing is not fundraising but is
essential, 9; 10: old-fashioned basics still work
best, 9–10
Nonprofit marketing triage: calls to action, 193–
194; by interests, 193; RFM (recency, frequency,
and monetary value) model on, 192–193; VIPs
(Very Important People) role in, 193
Nonprofit websites: adding newsletter sign-
up box to, 199; using animation on your,
102–103; capturing emails of visitors to
your, 100; creating target audience friendly,
98–99; deleting outdated information on
your, 101; domain name of your, 97–98; FAQ
page on your, 119; featuring people on your,
100; images on your, 99, 102; improving
your search engine rankings, 101–102;
keywords used on your, 102; using links on
your, 103; logo and name information on,
98; monitoring online mentions by tracking
your, 28–31; online donating accessibility
on, 99; page titles and tags on your, 102;
professional design and photography used
on, 203; rotating stories on your home page,
89; social media presence through, 103–104;
staff contact information on, 101; stories
featuring need or successes on, 100–101;
tracking statistics of your, 27, 85, 178; URL
or permalinks on your, 102. *See also* Websites
Nonprofits: big brains, 170; branding your,
68–69, 109–110; cool kids, 170; creating a
visible and accessible home base, 94–97; as
expert source, 112–123; as goldmine of stories,
78; organizational tips for, 169–179; products

and services “sold” by, 13; publishing own media coverage, 5, 126; stories as goldmine of, 89–90

North American Technographics, 161

NPower, 177

O

Obama, Barack, 37, 38, 75

Obama presidential campaign (2009), 37–38, 75, 163–164

Older Internet users, 6

One over many appeal, 50–51, 61

Online conversation monitoring: description of, 28; developing keyword list for, 29–30; following specific people and sources, 31–32; handling cranks, trolls, and flammers, 34–35; setting up your searches for, 30–31; what to do with information gathered from, 32–34

Online donating, 99

Online friends: engaging in conversations with, 136–137; social networking sites for growing list of, 108*t*; unique characteristics of, 136. *See also* Social networking; Supporters

Online surveys: conducting, 27; relevant data gathered from, 28

Operation P.E.A.C.E., 157

Organizational tips: avoiding social media time sink, 172–174; gathering your boilerplate text, 175; getting fear out of the way, 171–172; Getting Things Done (GTD) model, 169; keeping clean copies of your logo, 174–175; keeping up with best practices, 170–171; starting a style guide, 175–176; tracking supporter data, 176–177; tracking, testing, and doing what works, 177–179

Original Fan, 162–163

Oxfam, 165

P

Palm Beach Opera, 105–106

Parade magazine, 161

“Participation inequality,” 152

“Peer-to-peer fundraising,” 160

Permalinks, 102

Perry, Gail, 158

Personal identity, 53–55

Personal stories, 83, 148

Personal visits, 68

Personas: avoiding cultural stereotypes for, 40, 45–46; breaking down target audience into, 43; created for gatekeepers, 40, 46–47; creating specific personas within segmented group,

44–45; matching messages to values of, 59–61; sample of kinds of values to assign to, 44

Pew Internet & American Life Project, 6, 75

Phalen, Lane, 89, 100–101

Photo sharing sites, 65–66

Photographic images: annual reports inclusion of, 148; as communication channel, 67; copyright issues of using, 65–66; home page inclusion of effective, 99; labeling your, 102; professional design work for, 203; sources of, 65–66, 148. *See also* Images

PhRMA (Pharmaceutical Research and Manufacturers of America), 116

Pitching your story, 120–122

Plans. *See* Nonprofit marketing plans

Podcasts: as communication channel, 67; copyright issues of using, 65–66; nonprofit media coverage through, 126; supporting message narrative through images of, 65–66

Postcards, 201–202

Powerful messages: clear call to action creating, 57; creating appealing, 57–59; of Darfur puppy appeal, 50, 61; dog park campaign example of societal trends in, 56–57; emotional content creating, 51–53; logic, reason, and statistics creating, 55–56; matching messages to personas’ values to create, 59–61; one over many story creating, 50–51, 61; personal identity creating, 53–55

PR Newswire, 119

Precontemplation stage of change, 42*t*

Preparation stage of change, 42*t*

Priestley, Joseph, 63

Pringle, Hamish, 51

Print newsletters: as communication channel, 66; communication gifting model applied to, 129–131; email versus, 72, 178, 196–197; switching to email from, 197–199

Printed marketing materials: debate over continuing, 72; newsletter as, 66, 72

Privacy issues, 87–88

Products: marketing as exchanging valued, 12; nonprofit “selling” of, 13; Web 2.0 tools to market, 13

Professional design work, 203

Profnet, 119

“Psychic numbing,” 61

Publicity: as communication channel, 68; publishing your own media coverage and, 5

R

Reason appeals, 55–56

Reports. *See* Annual reports

RFM (recency, frequency, and monetary value) model, 192–193
Robbins, Anthony, 125
Robin Hood Marketing: Stealing Corporate Savvy to Sell Just Causes (Andresen), 57, 71
Robinson, Edwin Arlington, 141
Rokia (seven-year-old in Mali), 50, 51
RSS (Real Simple Syndication) feeds: growing list of subscribers using, 106–108; saving time by using, 172; setting up your, 30–31; social networking associated with, 104

S

St. Jude's Children's Research Hospital, 142
Save the Children, 165
"Save the Darfur Puppy" (Kristof), 50, 61
Schwartz, Nancy, 109
Search engine rankings, 101–102
Second Life, 174
Seesmic (Twitter application), 173
Segmentation: description of, 15*t*; process of, 16. *See also* Target audience segmentation
Services: marketing as exchanging valued, 12; nonprofit "selling" of, 13; Web 2.0 tools to market, 13
sf.streetsblog.org, 174
Shirky, Clay, 171–172
Short-term action plan, 15*t*, 17
Silverman, Sarah, 38
Simon, Nina, 173
Six Gs of social media marketing, 137–138
Slacker Brother nonprofit, 129–130
Slide decks: as communication channel, 67; copyright issues of using, 65–66; sources of, 65–66
SlideShare, 85
Slovic, Paul, 50
Smith, Ann (pseudonym), 155–156
Smith, Julien, 136, 137
Social bookmarking sites, 85
Social capital: building up nonprofit, 156–158; description of, 156. *See also* Supporters
Social marketing: definition of, 13; five Ps of, 13–14. *See also* Web 2.0
"Social math," 56
Social media: benefits of engaging in, 139–140; as cost-cutting marketing strategy, 196; creating a presence on, 103–104, 126–128; hiring interns for projects related to, 187–188; Obama presidential campaign (2009) use of, 37–38, 75, 163–164; reconsidering your policy on, 138–139; six Gs of marketing through, 137–138; 1010 Project's use of, 165; tips

on time-efficient use of, 172–174. *See also* Communications channels; Listening networks
Social networking: building your expertise profile through, 119; as communication channel, 67; converting buddies into fans through, 153; demographics of, 6; finding fresh stories ideas through, 85; growing list of friends and followers using, 108*t*; monitoring social media conversations, 28–31; nonprofit media coverage through, 126; Obama presidential campaign (2009) use of, 37–38, 75, 163–164. *See also* Online friends
SocialMention.com, 31
Staff: delegating marketing tasks to, 185–186; featuring on your website, 100; hiring interns for social media projects, 187–188; marketer role of, 182; marketing plan related to, 15*t*, 17; nurturing big brains and big mouths among your, 118; organizational brands connected to personalities of, 7–8; website contact information on, 101. *See also* Training sessions
Stages of change, 41–42*t*
Starfish story, 51
Statistics: appeals using, 55–56; research on "social math" framing of, 56; tracking your website and email, 27, 85, 178
Stereotypes: avoiding cultural, 40, 45–46; motivation impacted by, 53–54
Stettner, Kelly, 195–196
Stock photography sites, 65, 66, 148
Stories: annual reports inclusion of, 148; bridging-the-gap, 82; Doritos bag, 78; fictional character composite used in, 88; finding fresh ideas for, 84–85; as goldmine of nonprofits, 89–90; helping fans see their story in your, 158; incorporating them into your communications, 88–89; interplast, 82–83; interviewing supporters for, 85–87; messages using narrative and, 64–65; nonprofits as goldmine of, 78; "one over many," 50–51, 61; pitching yours to the media, 120–122; protecting the privacy of people in your, 87–88; providing the media with good, 112; six qualities of a good nonprofit marketing, 83–84; starfish, 51; "sticky" quality of, 77–78; three types of plots, 79–83; website feature of need or successes through, 100–101
Story plots: challenge, 79–80; connection, 82–83; creativity, 80–81
Story release form, 88
Strategy metrics: description of, 15*t*; marketing campaign, 18
Style guides, 175–176

Sudan genocide, 50, 61
Supporters: buddies category of, 152–153; don't let potentials slip away, 110; effectively designing your website for, 97–110; fan category of, 153, 154–164; fresh story ideas from, 84; growing your email list of, 104–106; interviewing for personal profiles of, 85–87; providing multiple options for staying in touch, 104; selecting communication channels to reach, 66–75; sending thank-you notes to, 141–147, 149; social networking sites for growing list of, 108; tracking data on, 176–177; wallflower category of, 152, 153. *See also* Community of supporters; Donors; Online friends; Social capital
Survey data, 28
SWOT analysis, 16
Symbolic imagery, 65

T

TAILS Humane Society, 89, 100–101
Target audience, getting your message to the, 70–71
Target audience segmentation: avoiding cultural stereotypes in, 40, 45–46; description of, 15*t*, 16; example of defining one segment using, 42–43; using personas to describe your, 40, 43–45, 44, 59–61; selecting best communications channels for, 66–69; tapping into personal identity of, 53–55; techniques for, 41–42. *See also* Segmentation
Target audiences: creating website accessibility to, 98–99; description of, 15*t*, 16; “Do More Than Cross Your Fingers” campaign (ARC), 19; gatekeepers in your, 40, 46–47; importance of defining your, 39–40; recognize that you have multiple, 40–41; tactics coming after definition of, 47–48. *See also* Messages
Teaching courses, 119
TechCrunch blog, 69
Technorati rank, 179
Technorati.com, 31
Telephone calls: as casual marketing approach, 194; as communication channel, 67
1010 Project, 165
Teresa, Mother, 49
Testimonials: incorporating stories through, 88; on your expertise, 117–118
Text: boilerplate, 175; images to support message, 65–66, 99; narrative storytelling approach to, 64–65, 77–92; using style guide for, 175–176. *See also* Language

Texting, 67
Thank-you note improvements: explain how the gift will be used, 146; get them out quickly, 144–145; use more creative opening, 145; personalize from the sender, 146–147; personalize them, 145; tell them what to expect next, 146
Thank-you notes: controlling donor attrition rates through, 143–144; importance of sending, 141–142, 149; improving your, 144–147; “What I Got When I Gave” experiment on, 142–143
TheGreatSchlep.com, 37–38, 40
Thi Sang Sang, 82
Thurber, James, 11
Time wasters: avoiding social media time sink, 172–173; fear as, 171–172
Tobacco Master Settlement Agreement (1998), 59
Tracking blogs/bloggers, 31–32
Training sessions: on branding your nonprofit, 110; building marketing skills through, 183–184; including stories in your, 89; for interns working on social media projects, 188. *See also* Staff; Volunteers
Transform, 174, 203
Tribe, 91
Trolls, 34, 35
Truman, Harry S., 151
Trust Agents: Using the Web to Build Influence, Improve Reputation, and Earn Trust (Brogan and Smith), 136, 137
Trustworthiness, 116
“Truth” campaign, 59
Turley, Cari, 68
TweetDeck (Twitter application), 173
Twitter: converting buddies into fans using, 153; establishing social media presence using, 103, 126, 128; nonprofits represented on, 170; online contacts terminology used on, 108; retweeting on, 137, 138; sharing content through, 85; social networking through, 28, 31; streamlining use of, 173; 1010 Project use of, 165

U

Unions, 116
University of Bath's School of Management, 52
University of California at Berkeley, 54–55
University of California at Los Angeles (UCLA), 64
University of Oregon, 50
University Southern California (USC), 64
URL, 102

V

Van Canh, 82
Videos: as communication channel, 67; copyright issues of using, 65–66; nonprofit media coverage through, 126; supporting message narrative through images of, 65–66
VIPs (Very Important People), 193
Viseo, 104
Volpe, Janet, 82
Volunteers: communications channels to reach your, 71–72; delegating marketing tasks to, 185–186; empowering their marketing skills, 186–187; featured on your websites, 100; four personas of, 59–60, 71–72; nurturing big brains and big mouths among your, 118; personal profiles and stories of your, 85–87; providing opportunities to help to, 159. *See also* Fans supporters; Training sessions

W

Wallach, Ari, 37, 38
Wallflower supporters: converting to buddies, 153; description of, 152
Warwick, Mal, 53
Waters, Alice, 54
“The Way We Write Is All Wrong” (Dickenson), 64

Web 2.0, 13, 126, 160. *See also* Social marketing
Websites: BarackObama.com, 164; as communication channel, 67; MyBarackObama.com, 164; photo sharing, 65; social bookmarking sites, 85; stock photography, 65. *See also* Nonprofit websites
Well-Meaning Mom and Dad nonprofits, 130
West, Dan, 81
Wetpaint, 139
“What I Got When I Gave” experiment, 142–143
White papers, 67
Word of mouth: marketing through, 68, 96; raising your expert source as, 117
Word of Mouth Marketing Association, 96
Words into Type, 109
World War II generation, 144
Wright, Gordon, 52

Y

Yahoo! Groups, 119
Yahoo! website ranking, 101
YouTube, 103, 104, 108*t*, 165, 173

Z

Zermeno, David, 157–158