



Special Edition Community Newsletter

Volunteer Management & Communications

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The quarterly Community Newsletters provide news and information you can use to help your Senior Nutrition Program reach its fullest potential.

Welcome to the first *Community* Newsletter for the Volunteer Management and Communications Communities. A slight change from the “Section Newsletter” with which you may have been familiar, this one’s renewed community-focus reflects our Members’ desire to build a professional environment of mutual support and sharing.

In the future, the Volunteer Management and Communications Communities will receive separate newsletters, with content and news specific to the needs of each professional track. The combination, however, was a natural fit for this newsletter, which focuses on using Web 2.0 tools to raise your organization’s visibility in your local community. The lessons of online engagement apply to recruiting volunteers and staying involved with your volunteer base whether you are looking to attract donors, recruit volunteers or just build community interest.

The first two articles in this Newsletter provide ideas and advice for building a dynamic online presence, while the third provides a more in-depth look at developing an online content strategy. Those of you who are relatively new to the social media scene may want to start with the fourth article “MySpace and YouTube and Blogs, Oh My!” that provides a volunteer-oriented snapshot of several common Web 2.0 tools based on “what is it” and “how you can use it.”

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The following articles are reprinted verbatim and with the permission of the sources cited unless otherwise noted.

Social Media Tips from MOWAA Members: From the 2010 MOWAA Annual Conference Panel Discussion on “The MOWAA Superhighway: Reaching the Volunteers of the Future”

Panelist: Patrick Rowan *Organization: Metro Meals on Wheels; Minneapolis, MN*

Social Media Success: The Road Trips blog uses Wordpress and gives opportunities for volunteers to express their experiences delivering for Meals on Wheels. The blog component integrates well into our social media outreach because it is genuine feedback in the first person and it can be leveraged and promoted on our parent website, Facebook and Twitter.

Learning Moment: It is better to give than receive! If the only communications you have with your online community are requests for donations and more volunteers, the audience will lose interest quickly. Communicate to your audience things that they might find interesting (e.g., events you're interested in, political updates, senior or hunger related stories).

How to Get Started: Have a simple plan and stick to it! This is not something that will produce a dramatic effect overnight, but if you are not participating, it will pass you by. Start with one outlet, like Facebook, and identify one staff person that is responsible for sharing information once or twice a week. Don't ask for anything from your followers to being with.

Panelist: Tiffani Paige *Organization: Meals For The Elderly; San Angelo, TX*

Social Media Success: We use Facebook to publicize our events, program needs, volunteer groups and tokens of gratitude. I frequently post pictures and find that the people who “like” our page enjoy seeing pictures and reading notes from clients. We have also had success in using Facebook to identify and connect with new and existing volunteers in times of particular need.

Learning Moment: Instead of trying to be involved with several different social media sites, pick one and do it really well before adding on another. Know that using social media is being involved in an active conversation. You have to hold up your end while still responding to others' comments.

How to Get Started: Do research on different sites and decide which one best helps you accomplish your goals. Then jump in – it's not going to build and manage itself. You have to devote a small window of time at least several days a week in order for it to be productive.

Panelist: Wilda Belisle *Organization: Osceola Council on Aging Meals on Wheels; Kissimmee, Florida*

Social Media Success: We have gotten volunteers, we have been able to reach people that otherwise we would have not been able to reach, and as a marketing tool it has enabled us to get sponsors and participation in our events. It is a non-cost advertisement for our services. And helps us spread information locally and nationally.

Learning Moment: We learn from other agencies, what they are doing, and we get ideas from other people. It is a way to offer support to our colleagues or other programs in the area. It is a great interaction tool. It makes us available to younger crowds.

How to Get Started: You just have to jump into it. Do your own research, and do what is best for your program. For example, Twitter was not our tool because we could not tweet fast enough to keep up with it. It caused us stress! Facebook, however, was a tool that was user friendly and allowed everyone at the office easy access to make updates as needed. And we got immediate results. Team up with someone that knows how to use it and ask questions.

“The Internet is becoming the town square for the
global village of tomorrow.”
~ Bill Gates

10 Blog Content Ideas for Nonprofit Organizations

Heather Mansfield

There are now over 143 million blogs on the Internet, and when I launched Nonprofit Tech 2.0 in September of 2009, I had very low expectations. I wasn't convinced at all that the world needed another blogger. But within a few months it was clear that blogging was the missing piece in my online communications strategy. 80% of my ROI (Return on Investment = webinar registrations, new clients, speaking engagements) comes from my e-Newsletter, and thanks to blogging my e-Newsletter list has jumped from 3,000 subscribers (which took 4 years to build) to almost 8,000 in 10 months!

That said, in addition to being a great tool to build your e-Newsletter list, if your nonprofit is regularly updating Facebook and Twitter accounts, then your organization needs to be able to produce, contribute, and distribute fresh, quality content. Not only that, blogging can dramatically transform search engine results for your organization, but that is another blog post.

Many nonprofits don't consider blogging either because they think they need to blog everyday and that it would be too time consuming, or they have no idea what to blog about. Well... you don't need to blog everyday (once a week minimum), and below are 10 blog content ideas to help get your creative writing impulses inspired:

1. Share breaking news.

Why send around that *New York Times* article when instead you can promote a link to your blog post (complete with your organization's branding, e-Newsletter sign up box and "Donate Now" button) commenting and linking to that New York Times article? Timely, relevant breaking news is basis of a good social media campaign.

2. Post calls to action.

Write a blog post asking your supporters to send an e-mail to Congress, to attend an event, or "Like" you on Facebook. It's amazing what your supporters will do for you if you just ask.

3. Ask supporters to donate.

Use your blog to publish distribute an urgent fundraising appeal. Tell your story passionately and briefly, and make sure you have a "Donate Now" button directly inserted into the blog post.

4. Share stories, photos, and videos from events.

Nonprofit bloggers should think of themselves as reporters, and a very popular blog is always a report back on an event complete with a photo slideshow or video.

5. Allow guest bloggers to share expertise and experience.

Ask a community leader, activist or educator to write an article related to your organization's mission and programs. A blog can have numerous contributors!

6. Share stories from the field.

If your organization has staff that travel or work in the field often, have them write blog posts sharing their experiences, observations and photos while on location. Again, nonprofit bloggers need to think of themselves as reporters.

7. Share resources.

Bloggng only about your organization and its work is a mistake. Expand your ideas about what you can write about. If yours is a health organization, give exercise or quitting smoking tips. If your organization serves children, write a review for a new children's book. You get the idea. The possibilities are endless.

8. Highlight press coverage.

If you get written up in a magazine or the local paper, write a couple of short paragraphs about it and link to the article. That same is true if you get broadcast news coverage. Get a copy of the story and upload to your YouTube channel, and then promote it on your blog.

9. Share your social media success stories.

You don't need to wait for a nonprofit tech blogger to cover your social media success story. Write your own. Many people are searching for nonprofit social media success stories. Just make sure you put "social media success story" in the blog title (and "nonprofit" if you can). Google "nonprofit social media success story" and you'll see what I am driving at. Blogging transforms search engine results.

10. Interview experts, volunteers, donors and board members.

Do a 10-question-and-answer interview and then post it on your blog complete with a photo of the person being interviewed. Simple and potentially very interesting.

Heather Mansfield has over fifteen years of nonprofit fundraising and online community organizing experience. Heather's career in web and e-mail communications received national recognition when she launched eActivist.org on July 23, 2000. She later launched DIOSA | Communications and became one of the first social media trainers for the nonprofit sector in the country. In 2009, she was named a Fundraising Star of the Year by Fundraising Success Magazine, added to Twitter's "Suggested User List".

“We have to get beyond the fascination with the tools to get to how we will use them for a purpose. ...The key question is: how do we use them to make life better?”

~ Dan Bassill

The Creation and Promotion of Social Content

Jordan Kasteler

Content marketing is one of the best strategies when it comes to garnishing interest, traffic, and credibility in your company's chosen industry. Combining social media with content as a means of promotion, generation, and feedback is the best way to utilize all the web has to offer, both as a marketing tool and as a reputation tool.

There are several opportunities to make a name for yourself and your company by creating content that stands out and garnishes repeat business and traffic. All it takes is a little ingenuity, passion, and the ability to recognize the type of content your target demographic market is out looking for online. Go beyond target keyphrases and a 3% keyword saturation percentage for all the content you create. Stop making "good content" a formula and focus on building up your content repertoire into something you and your company can be proud of.

Generating Content That Makes People Pay Attention



Generating content for the sake of content isn't what is going to get readers' attention. You must create content that means something; content that holds someone's attention. And most importantly, you must create content that people want to share with their family, friends, and colleagues. Focus on making every piece on content you produce so engaging, educational, and entertaining that nothing can stop it from going viral (at least, viral within your industry and target market). Think like your target audience member and put the passion of what you do behind every piece of content you generate online. Expand your horizons and create content that isn't just the written word. Make a funny video. Share your newest commercials or customer testimonials. Make videos that share who your customers are, and how they are related to every other current and potential customer.

Other popular types of content include widgets, like calculators, quizzes, graphics, and badges that users can share on their own websites and blogs. Think creatively and competitively- don't just follow suit behind your competitors. Try to become the standout company that is the one everyone is following and copying. The web—especially when it comes to viral content and the social aspect—is something so new and ever-evolving that whatever you create must be the same.

Make Your Content Visible and Shareable

Don't simply publish your content on your blog, Twitter account, or YouTube profile and expect the traffic to come. Unless you are a high-profile company like Coca-Cola or Nike, people don't care about your brand. You have to make them care. Make what you have to say worthwhile. Advertise your YouTube videos or blog. Create contests to grow your Twitter or Facebook followers and continue to post interesting content that a user will always want to click on.

Once you have traffic to your content. Make it easy to share. Embed sharing buttons to all the popular social networks and always include e-mail and print buttons. AddThis.com and AddtoAny.com are both great, free sharing widgets that include these options. Don't take for granted that everyone has a Facebook profile—include all possible options that make it near impossible for someone to not share your content.

In addition, prove to readers that your website and content is share-worthy by using widgets that show how many people have already re-tweeted, emailed, or posted the content onto Facebook. Mashable.com does a great job of this—and they are arguably the biggest social media news blog on the internet.

Tracking Your Content

Once your content has become popular online, it's crucial to track and analyze traffic data from it so you can find out what works and continue using that type of content or subject material. Using Google Analytics and UTM tags are a great way to track your content. As Intown Web Design explains, "Google UTM (Urchin Tracking Module) tags allow you to add extra information to the link you create. This extra information appears in the Google Analytics reports under Traffic Sources." Here is an example of a link with UTM tags added: http://www.domain.com/page.html?utm_source=Partner-Domain&utm_medium=Mailer&utm_campaign=New-Product

"utm_source=XXX" is the source of the link (example: Search Engine, another domain, or name of email list) and "utm_campaign=XXX" is a keyword that helps you keep track of your different campaign efforts (example: guest post, linkbuilding).

Parting Thoughts

Although it may seem easy to come up with a "formula" for creating the perfect SEO-driven social media content that not only drives traffic but also increases PageRank, it's important for SEOs and company owners alike to remember the actual people that drive the internet- the users, readers, and potential customers that go online looking for content almost every day.

Jordan Kasteler is SVP of Content Development and Managing Partner at BlueGlass, an industry leader in search engine optimization and social media marketing.

**"True originality consists not in a new manner but in a new vision."
~ Edith Wharton**

MySpace and YouTube and Blogs, Oh My!

A Beginner's Guide to Web 2.0 Tools

A LEARNS Resource

Most adults over the age of 30 are finally comfortable with using computers to send e-mail, surf the Internet, and create documents and spreadsheets—although sometimes with a greater investment of time and effort than the under-30s require. But even relatively tech-savvy volunteers and program managers can feel left behind with the new generation of applications and Web sites popular with many young people.

Overview

What is considered a Web 2.0 tool is open to debate. Lists typically include social networking services like MySpace and Facebook, blogs, wikis, RSS, podcasts, and file-sharing sites like YouTube and Flickr. Text messaging, online video games, and other Web services like Yahoo! Groups and Google Docs are not usually considered Web 2.0. They do, however, support some of the same technological and Web-design innovations and principles. These include enhancing individual connection and creativity, sharing information, and working collaboratively with others.

So, why should this matter to you?

More and more of the young people we recruit as volunteers are savvy users of technology. Whether a person embraces or shuns technology is not dependent on age, and there are technophiles and technophobes among young and old alike. But young people tend to have a greater interest in and ability to use technologies that comes from having grown up using them in their schools, work places, and personal lives. Beyond accommodating the preferences and interests of young volunteers, understanding and using Web 2.0 tools can help programs and older volunteers enhance and extend their work.

The following sections describe the key classes of Web 2.0 tools and demonstrate how you can incorporate them into your volunteer work or program. A brief primer on each tool is followed with concrete suggestions for adapting it for your work, with examples, tips, and best practices from youth programs.

Social Networking Services

What They Are

Social network services are tools to help organize online communities that share interests and activities. They are mostly Web-based and may provide one or several ways for members to communicate with each other, including e-mail, instant messaging, voice chat, discussion groups, and blogs. They allow users some control over the look and feel of their pages and can be customized with add-ins and “gadgets,” small software applications that provide information or amusement.

MySpace and Facebook are general-interest social networking services that are widely used in the United States. LinkedIn is a business-oriented social networking tool used to track professional contacts. Others include Friendster and several that are popular overseas, such as Orkut, Bebo, Hi5, and Tribe. A newer service, Ning, lets users create and customize their own social networks around their interests and pursuits. A Ning site gives a designer much greater control over the appearance, operation, data, and ads than Facebook and MySpace allow.

How You Can Use Them

The increasing popularity of social networking tools among youth and the public-at-large means programs need to—at a minimum—understand what they are and how they are used. But, programs and their volunteers can go farther to actively use the tools to support their work.

“We set up a Facebook group for our 125 [AmeriCorps] members. They can communicate with each other, and I can post information, pictures, and video for them. I invite new applicants to join the group so they can get to know the program and their peers, and also alumni so they can stay in touch with us.”

—Liz Carroll, Recruitment Coordinator, Notre Dame Mission Volunteers-AmeriCorps

"I'm reconnecting to more of our alumni and former volunteers. I was going through old yearbooks from the 1980s and searching LinkedIn and finding people that worked or volunteered with us from over 20 years ago. It's helped me reconnect with people that have been a part of this project in the past."
—Dan Bassill, President, Cabrini Connections and Tutor/Mentor Connection

Many programs have created one or more social networking pages using MySpace or Facebook to:

- Establish a simple Web presence. Social networking sites give users a considerable amount of control over how their pages and profiles appear and function. In this capacity, they can serve as a low-cost, easy-to-use Web site building and hosting tool for programs with limited resources.
- Access an additional marketing channel. Social networking sites provide programs with an additional public face and communication vehicle. They can amplify and extend marketing and outreach messages.
- Improve recruitment and retention. By using social networking sites to market volunteer opportunities, connect applicants with current volunteers and alumni, and stay in touch with volunteers after they move on, programs magnify their recruiting work and increase their chances that volunteers will serve their full terms.

For More Information

[A Beginner's Guide to Facebook for Nonprofits](#)

[<http://www.wildapricot.com/blogs/newsblog/archive/2007/05/23/put-your-non-profit-on-facebook.aspx>](http://www.wildapricot.com/blogs/newsblog/archive/2007/05/23/put-your-non-profit-on-facebook.aspx) -- a step-by-step guide to creating a Facebook page for your program.

Blogs

What They Are

Blog—a contraction of the term “Web log”—is a Web site or online journal maintained by an individual or a group with regular entries of information, commentary, and graphics and video. Entries are usually displayed in reverse chronological order.

Many blogs provide commentary or news on a particular subject by experts and laypeople alike; others serve as personal diaries posted to and read by one person or a small group of invited viewers. Most blogs are text-based, although some focus on music, audio (podcasting), and video.

Blogs are easy to create using free blogging tools. Blogs can also be found as features or add-ins in other applications such as social networking services or learning management systems. They tend to work best when they have a clear objective and purpose, are designed with realistic expectations about posting quality and frequency, and provide feedback methods such as comments and ratings.

How You Can Use Them

Blogs can be used as simple Web pages. They are also an effective means of staying connected with stakeholders and sharing updates with them, posting recent information, promoting upcoming events, and boosting search-engine ratings.

- Create blogs for your program's volunteers and encourage them to contribute stories and reflections. These can serve as written testimonials that enhance your recruitment efforts.
- Keep the community informed on what's going on in your program to provide a forum where they can interact and post comments.
- Disseminate best practices and share resources with volunteers, staff, and colleagues. For example, Volunteer Maine hosts a blog where guest contributors discuss volunteer-management.

"We decided to create a Mentor Program blog to give our mentors the opportunity to connect with each other. We thought we could use it as an 'open forum' of sorts. We also thought it would be a great way to post pictures of our events and provide our mentors with information about and links to other community resources. Our blog address is www.fightingbackmentorprogram.blogspot.com."

—Lisa Falcone, Mentor Program Coordinator, Fighting Back Mentor Program

For More Information

[Nonprofit Blog Exchange <http://nonprofitblogexchange.wordpress.com>](http://nonprofitblogexchange.wordpress.com) -- links to bloggers writing from or about organizations in the nonprofit sector, as well as informative articles on how to use blogs and other tools.

Wikis

What They Are

A wiki—taken from the Hawaiian word for “quick”—is a collection of Web pages designed to enable anyone who accesses the material to contribute or modify content using simple tools. They are used to create collaborative Web sites, informal Intranets, and simple knowledge-management systems. The most well-known wiki is Wikipedia, the online encyclopedia anyone can edit and add to. Wikis can be hosted as stand-alone tools, or be included as add-in features in other Web, social networking, and e-learning tools. They are useful for groups connected by common interests and purposes that need to collaborate on an issue. A wiki can replace the long e-mail trails and documents generated by many group projects and scattered across computer and network file folders.

How You Can Use Them

Because they are used more for facilitating online collaboration and project management, they can greatly simplify and expedite many team-oriented tasks.

- Use a wiki to create a community of practice or repository of effective practices for volunteers and/or staff.
- Use a wiki to organize and manage planning for large-scale events and activities such as days of service or conferences.
- Create a wiki volunteers can use to organize and work on projects you give them or they come up with on their own. An example might be creating an orientation guide for new volunteers.

For More Information

[Nonprofits Share Their Wiki Success Stories](#)

[<http://www.techsoup.org/learningcenter/webbuilding/archives/page9341.cfm>](http://www.techsoup.org/learningcenter/webbuilding/archives/page9341.cfm) – demonstrates the benefits of wikis for nonprofits by profiling two organizations.

RSS

What It Is

RSS stands for Really Simple Syndication or Rich Site Summary. It allows you to keep up-to-date with news and information from your favorite Web sites.

RSS is a family of Web-feed formats that support the syndication of Web content. (This means making information and data on a Web site available to other Web sites.) The feeds notify people when new material is added. The feeds can provide text-only summaries, full pages of content, audio (podcasting), or video. For example, many newspapers and magazines let you subscribe to one or more RSS feeds to receive summaries or full-text copies of their top stories published on the Web.

The feed receiver benefits from access to fresh and timely material that can be used on his or her own Web site to make it more interesting to visitors. Other receivers use RSS to save time by having new content from their favorite sites sent to them, rather than finding it themselves. The feed sender benefits from the increased exposure and traffic the feeds draw.

How You Can Use It

Programs and volunteers can use RSS to stay abreast of news of interest to them and their work. Programs can also use it to allow others to receive information they publish on their Web site. For example, programs can often subscribe to RSS feeds at government agencies, foundations, and other funding organizations to receive news and updates on grant competitions.

- Subscribe to feeds to keep up-to-date on important topics. For example, programs sponsored by the Corporation for National and Community Service may wish to subscribe to one or more news feeds the Corporation offers.
- Use an RSS feed on your Web site, blog, or social networking site so volunteers, clients, members of the community, and other stakeholders can be notified when you post announcements and volunteer opportunities.

For More Information

[Why Nonprofit Managers Must Use RSS — And How to Start](#)

[<http://www.techsoup.org/learningcenter/internet/page7325.cfm>](http://www.techsoup.org/learningcenter/internet/page7325.cfm) – describes the benefits of RSS feeds and provides instructions for getting started.

Podcasts

What They Are

A combination of the words “iPod” and “broadcast,” podcasts are digital media files distributed over the Internet and listened to on a portable media player. A related term is “vodcast,” which describes podcasts that incorporate video.

Podcasts were originally conceived as a way for people to create their own radio shows without needing a recording studio or transmission network. They evolved into a means of recording and distributing speeches, classes and training sessions, and public safety messages.

Podcasters and vodcasters record their audio and video sessions, edit them, and upload them to a feed. Listeners and viewers use a “podcatcher” service such as iTunes to search for and subscribe to one or more feeds. When a new podcast or vodcast is released on the feed, the audio or video file will download automatically to the subscribers’ iPod, computer, or other device so that they can listen to or view it at their leisure.

How You Can Use Them

- Seek out podcast feeds from researchers and practitioners working in your particular field and play them for staff and volunteers in training and orientation sessions.
- Create podcasts and vodcasts of client and volunteer testimonials to include in online recruitment strategies.

For More Information

[9 Steps to Great Nonprofit Podcasting <http://gettingattention.org/2006/07/9-steps-to-great-nonprofit-podcasting.html>](http://gettingattention.org/2006/07/9-steps-to-great-nonprofit-podcasting.html) – a list of guidelines for creating effective podcasts.

File-Sharing Sites

What They Are

File-sharing sites let users upload files, photos, and videos for others to view and download. They usually include feedback tools that allow others to rate and comment on submissions.

The most popular are Flickr and Photobucket for sharing images and YouTube for sharing videos. YouTube has a section for videos produced by activists and nonprofit organizations.

How You Can Use Them

File-sharing sites can be useful for both programs and volunteers. In addition to exposing program marketing materials to wider audiences, file-sharing sites can ease some of the headaches involved in storing digital media (especially video).

Host your recruitment and training videos on YouTube or Google Video so you don’t have to worry about taking up hard drive space, configuring a streaming server, or making videos work in different players. You can then embed links to your videos on your Web or social networking sites.

“We create promotional videos using iMovie to help recruit mentors and upload them to Google Video. Like YouTube, Google Video is free and lets you embed video in your Web site. But with YouTube, when your video stops playing it displays links to other videos that pull viewers away from your site. Google Video doesn’t do that, so that’s why I prefer it. You can see an example on our Web site at circlerockmentoring.googlepages.com.”

—Dan Hogan, Mentoring Program Coordinator, Circle Urban Ministries

For More Information

[How Nonprofits Can Get the Most Out of Flickr <http://www.techsoup.org/learningcenter/internet/page8291.cfm>](http://www.techsoup.org/learningcenter/internet/page8291.cfm) – 10 tips on using Flickr effectively.

Text Messaging

What It Is

In text messaging, or texting, people send messages from cell phones using the Short Message Service. This usually describes person-to-person messaging, but can also include interactions with automated systems. For example, volunteer centers using the United Way's Volunteer Solutions application can send news items and volunteer opportunities as text messages to volunteers that elect to receive them. There are also online services that let users send text messages to cell phones (generally) free of charge. Texting is not usually considered a Web 2.0 technology. However, it is worth mentioning here because it is extremely popular.

How You Can Use It

As more and more adults and youth use cell phones and texting becomes a standard service, texting offers another way for program staff and volunteers to stay in touch.

- Add a question to your application and intake forms for volunteers and asking if they would be willing to accept text messages from you (you will also need their cell phone numbers).
- Consider using a service that broadcasts news as text messages to volunteers with cell phones who have opted to receive them. This provides you with another marketing and communication channel to your volunteers. Both Microsoft and Yahoo! offer free Web-to-SMS messaging applications you can use to send texts to subscribers of certain wireless providers in the U.S. You may also find smaller providers and applications on the Internet that do the same thing at little or no cost.

Things To Keep In Mind

Veteran program staff members offer the following pointers and advice for programs considering adopting Web 2.0 tools:

Understand the commitment.

"These are not the kinds of things you set up and leave alone. They require ongoing maintenance. You need to make the decision to make time to maintain them."

—Dan Hogan, Mentoring Program Coordinator, Circle Urban Ministries

Design with your audience in mind.

"Involve your audience as much as possible in the evolution of what you're creating. Survey them to see what they think, ask for suggestions, and make changes as needed."

—Deanna Cameron, Volunteer Coordinator, Spectrum Youth and Family Services

Be patient.

"Be aggressive in marketing and patient in waiting for responses. We began a blog and a MySpace page a few months ago, and it has taken a while for them to catch on with our mentors and mentees. However, I do not feel that it has been a wasted effort, but I do think it will take continual and creative approaches on our part to market these tools in a way that appeals to our target populations."

—Lisa Falcone, Mentor Program Coordinator, Fighting Back Mentor Program

Keep the tools in perspective and aligned with your mission.

"We have to get beyond the fascination with the tools to get to how we will use them for a purpose. That's true of Web 2.0 and will be true when Web 3.0 comes along and makes us all giggle. The key question is: how do we use them to make life better? Different technologies are merely tools that are intended to be used in accomplishing the goals of the organization. Keeping that in mind, these new learning, collaboration, and communication tools can help individuals and groups connect and work together on a cause. We should learn to make maximum use of them, as well as adapt new tools to our work as they emerge."

—Dan Bassill, President, Cabrini Connections and Tutor/Mentor Connection

A longer version of this article was originally published by LEARNS, a partnership of the Northwest Regional Educational Laboratory and the Bank Street College of Education. This article is based on work sponsored wholly, or in part, by the Corporation for National and Community Service.

“Quit counting fans, followers and blog subscribers like bottle caps. Think, instead, about what you’re hoping to achieve with and through the community that actually cares about what you’re doing.”

~Amber Naslund

Fall Reading: The Complete Facebook Guide for Small Non-Profits (with embedded Video Tutorials and Case Studies)

A free e-book by John Haydon:

<http://johnhaydon.com/wp-content/uploads/2010/06/The-Complete-Facebook-Guide-For-Small-Non-Profits-6-17-2010.pdf>

This comprehensive guide provides detailed “how-tos” on nearly every aspect of Facebook, from basic instructional videos on setting up your first page, to step-by-step instructions for changing your account settings, to advanced tutorials on monitoring and tracking your Facebook community.

This is a good book to flip through – most chapters will not be applicable to everyone. The first chapters that discuss Facebook and social media generally and describe how to create a new page provide a solid introduction for those who are just getting started – but will not be of much interest to anyone who already has an active Facebook account. However, even experienced users might learn something new in the later chapters that cover advanced techniques such as linking your Facebook and Twitter accounts, using analytics from Facebook Insights, and using Facebook to generate email signups.

The author requests that you download the e-book by “liking” his [Facebook profile](#)

<http://www.facebook.com/inboundZombie?v=app_10442206389>. However, if you don’t have a Facebook account, you can download the ebook here:

<http://johnhaydon.com/wp-content/uploads/2010/06/The-Complete-Facebook-Guide-For-Small-Non-Profits-6-17-2010.pdf>

“The way of the world is meeting people through other people.”

~ Robert Kerrigan

More Tools and Resources

Digested from a list compiled by LEARNS

Free Software and Tools

Many social media tools are available for little or no cost. Below is a (by no means comprehensive) list of some of the more popular options.

- [Adobe Premiere Express](#). A stripped-down, free version of Adobe’s Premier Pro video-editing software.
- [Audacity](#). A free digital audio editor that can be used to record and edit podcasts.
- [Blogger](#), [TypePad](#), [WordPress](#). These and other free blogging tools let you set up and maintain an individual or group blog.
- [Facebook](#), [MySpace](#), [LinkedIn](#), [Ning](#). Virtually all the major social networking tools are free to set up and use.
- [Picasa](#). This free service from Google lets users import and edit digital photos.
- [Wikispaces.com](#). This “wikifarm” will host a wiki for you. Hosting is free if you accept ads on your wiki, with ad-free hosting available for a modest fee.

EDUCATION OPPORTUNITIES

Visit www.mowaa.org/calendar for the most up-to-date listing of events.

Upcoming Webinars

Visit www.mowaa.org/webinar for more information about these courses and to register.

Nutrition

Menu Planning

When: 12/9/2010 – 2:30 p.m. – 3:30 p.m. EST

Designing Meal Delivery Systems

When: 1/25/2010 – 2:30 p.m. – 3:30 p.m. EST

Leadership

Identity Theft – It Happened To Us, It Can Happen To YOU!

When: 2/10/2011—2:30 p.m. – 3:30 p.m. EST

Leadership/Development

Growing a Giving and Getting Board

When: 1/21/2011 – 2:30 p.m. – 3:30 p.m. EST

Development

X Factors of Sustainability

When: 1/28/2011 – 2:30 p.m. – 3:30 p.m. EST

Upcoming Live Training

Basic Financial Management Institute

[Partial Tuition Waivers and Travel Stipends](#) Are Available for this 1-1/2 Day Session

The inaugural program of the Nonprofit Financial Management Institute will be an intensive training session held at the National Center for Nutrition Leadership. *To Register, and for Additional Details, Visit:* www.mowaa.org/fmi_basic

When: February 3 and 4, 2011

Where: 210 S. Union Street; Alexandria, VA 22314

Registration Fee: \$249 for MOWAA Members / \$299 for non-Members

The registration fee includes full participation in the 1-1/2 day program, all course materials, and two meals (lunch and dinner).

Who Should Attend: Senior Nutrition Program leaders and other nonprofit leaders with little prior financial management knowledge and experience.

Call for Articles

Would you like to write for a future Community Newsletter?

We are looking for Members to write articles based on their own experience. Check out our submission guidelines (www.mowaa.org/submissions) to see a calendar of upcoming topics.

If you are interested in writing an article for a future newsletter – or even if you just have a great idea for an article that you'd like to see – please contact Suzanne Grubb at Suzanne@mowaa.org or 703-548-5558.