10 Resolutions to Make (and *Keep*!) for Online Fundraising and Marketing Success in 2012

A free eBook
from your friends at
Network for Good

Network **for Good**
for Nonprofits

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About Network for Good
The Home of Easy & Affordable Online Fundraising

At Network for Good, we help you become an online fundraising and marketing superhero without superhuman effort or a big budget.

Here are a few of the ways how we can help nonprofits succeed online:

1. Easy, affordable fundraising solutions: Get donations on your website with **DonateNow**

2. Email campaign and newsletter tools: **EmailNow** powered by Emma for sending and tracking mass emails and telling you which messages work best

3. Online event management: **EventsNow** powered by givezooks! for accepting donations, registrations and ticket purchases online

4. Donor management: Store information about all of your constituents in one database and effectively manage your marketing campaigns with **Common Ground** powered by Network for Good

5. Free weekly fundraising and marketing tips: **Sign up here** for great advice delivered to your inbox each week

6. **Fundraising123.org**: Our free online learning center is filled with ideas and best practices on what it takes to be an online fundraising superhero

7. **Nonprofit911.org**: Participate in our free webinar training series on nonprofit marketing and online fundraising, supported by Network for Good and our guest speakers

8. **TheNetworkforGood.org**: Join our online community where nonprofit professionals connect with each other

We're biased, but we think there are many good reasons to work with us:

☑ **Kinship.** We understand you because we're a nonprofit, too
☑ **Value.** We handle the tough parts of online fundraising for you
☑ **ROI.** Our customers raise $25 for every dollar they spend
☑ **Support.** We provide lots of training and support via phone, email or in our community

Table of Contents

Visit **www.networkforgood.org/for-nonprofits** to get started, or call 888.284.7978 x1 to speak with one of our fundraising specialists who would be happy to provide more info!

Other Goodies from Network for Good

Online Fundraising
DonateNow
DonateNow is an online donation processing service for nonprofits to accept credit card gifts on the Web. It is user-friendly, affordable and customizable – giving your donors the best experience and your nonprofit the most bang for its buck (typical returns are $25 back for each $1 spent on DonateNow!).

Email Outreach
EmailNow powered by Emma
EmailNow was built by email marketing experts to do the tough stuff for you. It allows nonprofits to send beautiful email appeals without a designer or software engineer and without worrying about HTML or CAN-SPAM laws.

Online Events
EventsNow powered by givezooks!
EventsNow is an online events processing service to help nonprofits easily and quickly accept ticket purchases and donations online, while helping you manage invitations and registration within your account, all with no set-up or monthly subscription fees!

Live Training
The Learning Center, Nonprofit 911 & Tips Weekly
Our programs and materials help nonprofit leaders become online fundraising and email marketing superheroes. Take advantage of free strategy lessons online, on the phone and in your inbox.

Resolution 1
I will put fundraising first.

Chances are you didn't start your nonprofit because you have a passion for raising money. Instead, it's the cause that you care about – helping the homeless, improving outcomes for children, sheltering pets, caring for the elderly in your community, etc. The challenge is that every business, including your nonprofit, NEEDS a SUSTAINABLE REVENUE MODEL in order to succeed. Without money, your great idea for changing the world will remain just that – a great idea.

There are many ways to raise money for your mission, but raising money from individuals is critical because that is where the vast majority of donations come from. According to Giving USA, in 2010, $211 billion or 73 percent of the $290 billion dollars came from individuals (see chart below). An individual giving program also creates an unrestricted revenue stream for your nonprofit. Finally, it enables you to diversify your income instead of relying on one or two corporate or foundation partners.

2010 contributions: $290.89 billion by source of contributions
(in billions of dollars – all figures are rounded)
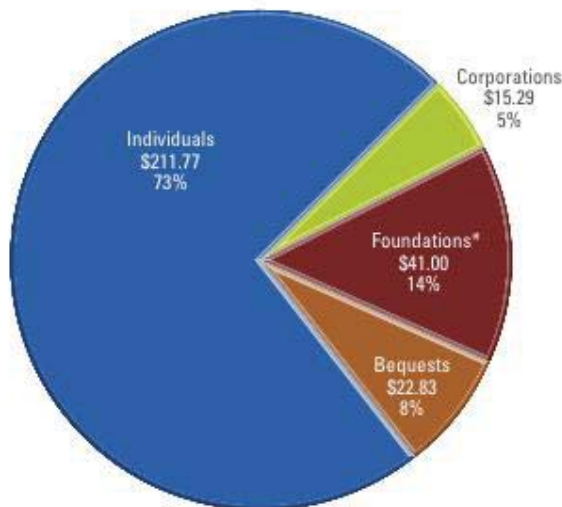
*The giving by foundations estimate is provided by the Foundation Center.

There are many ways to fundraise from individuals, including events, telemarketing and direct mail. We recommend that you invest in as many channels as you can support. However, developing an online giving program is critical to your success. Here's why:

- **Online giving is STILL growing.** At Network for Good, donations were up 14% for the period of January through November versus the same period in 2010. Also, according to The Convio Online Marketing Nonprofit Benchmark Study, online giving is growing fastest for small organizations. "Organizations with fewer than 10,000 email addresses saw a 26 percent increase in online giving between 2010 and 2011. These statistics compare to a steep decline in direct mail over the past five years." According to the Target Analytics 2009 Index of National Fundraising Performance for the Third Quarter, in the past five years, new donor acquisition has declined almost 20 percent, or about 3.6 percent annually.

- **Online giving attracts new, younger, and more generous donors.** According to The Young and the Generous: A Network for Good Study, the median age of donors at Network for Good is 38, with the average between 39 and 40. This is significantly younger than offline donors, who tend to be 60+ according to most studies (Source: Craver, Mathews, Smith & Company). If you want to attract younger donors, you

have to offer online giving options.
Online donors also have higher incomes and give larger gifts over time. "Average online gifts are far higher than offline gifts. Possible explanations are the impulsive nature of online giving, consumers' tendency to spend more on credit cards than by check, or a wealthier demographic choosing to give online." (The Young and the Generous…)

- **Online giving is cost effective.** Compared to the cost of starting a direct mail acquisition program, starting an online giving program is VERY cost effective. You can be up and running in weeks with the right website, online giving provider and an email service provider (ESP). In addition, you can realize a return on your investment in short order. "While it can cost $1.25 to raise a dollar from a new donor through direct mail and more than $.63 through telemarketing, the costs per dollar of raising money online can be as little as five cents." (Sources: Fund-Raising Cost Effectiveness/James Greenfield, Cost-Effectiveness of Nonprofit Telemarketing Campaigns/Keating, Parsons & Roberts, and Network for Good.)

- **Online giving supports giving through other channels.** In addition to helping you raise money online, online engagement will provide a "lift" to other donation channels. According to Convio, online donors are likely to be multi-channel donors, i.e. they will give both online and offline. This is important because multi-channel donors are the "holy grail." They give more to your nonprofit over time.

- **Online giving is important even if donors never give online!** According to Heart of the Donor by Russ Reid, "Websites are THE key source of information about charities that are new to prospective donors. Thus, websites are important - not just because they enable online donations - but because people use them to research charities they've never heard of before."

Hopefully, you're convinced that you need to invest in fundraising as a core function of your nonprofit and you agree that you need to master the art and science of online giving. By adhering to the rest of the resolutions below, you'll be off to a great start!

Resolution 2
I will stop treating my donors like ATMs – I will be more donor-centric.

When is the last time you felt really engaged by a nonprofit? Not a cause, but a nonprofit?

While I'm sure that you received thank you notes from a nonprofit or two last year, I hazard to guess that only a few organizations, including your own, did an "insanely great" job of making you feel supremely valuable.

One of our biggest problems as nonprofits is that we take our donors for granted. Instead of putting them front and center, we get lost in the weeds of our own work and forget that the time and talent of our donors powers all of the work that we do. If you remember nothing else in 2012, keep your donors front and center.

Remember: Donors don't exist to serve your organization. You exist to help them fulfill their own aspirations through your work. They are your customers.

Determine why they give. No marketer worth her salt would try to sell a service or product without first understanding why someone buys. While we have donors instead of consumers, the same applies to nonprofits. It's imperative that we get to know our donors (prospective and new). What are they passionate about? Why do they support our work? Which programs really make their hearts sing?

Give them other opportunities to participate in your work. Developing real relationships with your donors means helping them to do more than just give. Find out how your donors want to be involved in your work and build an experience to cater to their interests. For example, create volunteer opportunities for your donors; invite them to provide input into new programs, attend events, visit you on site, and take advocacy actions to support your cause, etc. Again, people want meaningful ways to engage with the causes they care about. They don't want to be treated as an ATM.

Show gratitude. According to Penelope Burk, author of Donor Centered Fundraising, one of the main reasons that people STOP giving to charity is that their gifts are not recognized.

"46% of donors decide to stop giving for reasons that are tied to lack of meaningful information or to a feeling that their giving is not appreciated."

This is a dismal statistic and something that is easily fixed.

- Thank your donors three times for every one time you ask for more money.
- Experiment with handwritten notes, phone calls, drawings, and volunteer-written thank-you letters.

- Tie their gifts back to "the ask." In short, tell them what you did/are doing with their donations and why it matters.
- Be fast. Send receipts and personalize thank-you immediately upon receiving a donation.

We have a GREAT OPPORTUNITY as nonprofits to provide our donors with an outlet for their altruism and to acknowledge their value as people! If you are good at acknowledging your donors you will make them happy and keep them loyal. You will also stand out in the crowd nonprofit marketplace.

Want to learn more about how to lavish your donors with thanks and praise and enhance their loyalty to your cause? **Sign up to be the first to learn about our Gratitude Module, available mid-January.**

Resolution 3
I will not engage in crappy communication.

I will not read it on a plane, in a car or on a train. I will not read it here or there. I will not read it anywhere! I will not read bad copy!

Remember "Green Eggs and Ham," the famous children's book by Dr. Seuss? Sam wants the unnamed character wearing a hat to try his new breakfast. When Sam's companion refuses, Sam keeps trying to serve it up in exciting new ways — on a boat, on a plane, in a house, on a train — until finally our reluctant protagonist tries it and thanks Sam for his persistence.

We have a similar problem in nonprofit marketing and communication. Regardless of how we serve it up, no one wants to read bad copy.

In addition to focusing on new marketing channels, it's imperative to remember that our job as fundraisers is to write compelling stories that engage our donors. Creating great content is both art and science. Here are some steps you can take to improve yours.

- **Write to one person.** Having a single person or persona in mind (e.g., 60-year-old married woman with no children) when you write an appeal helps you know what to say and how to say it. Many nonprofits write to the "general public," and that makes their copy sound vague.

- **Use active vs. passive voice.** Forgot Rhetoric 101? That's OK. Here's an example of active vs. passive voice. Passive voice: "Our nonprofit is being helped by your efforts." (Yuck!) The technical active-voice version of that would be, "Your efforts help our nonprofit." Better, just by virtue of being written in the active voice. But better yet would be to punch it up and say, "You are kicking butt and raising lots of money for our work. Thanks!" It's active not only in the grammatical sense, but in the general sense of the word, as well. Even unembellished, active voice is direct and powerful, and makes your prose clearer.

- **Answer these key questions.** Outlines are extremely helpful when writing. Try using the outline below and answer these four questions when building your next email appeal, PowerPoint presentation, newsletter or annual report.

  - Why should I give to your cause?
  - What will my gift do?
  - Why should I give now?
  - Who else gives, and who says I should give to you?

- **Speaking of stories … tell one!** Much has been written about the power of storytelling to persuade. One of the oldest forms of narrative, stories are easier to remember than isolated figures and facts. They're also easier to tell. To learn more about how to tell better stories, see author, speaker and consultant Andy Goodman's site at **agoodmanonline.com/red.htm**. Also, check out **Story corps** for inspiration.

- **Edit, edit and edit some more.** If you do nothing else to improve your writing, start editing your copy, and we promise it will improve. Here's why: Writing is not a one-shot deal. It takes a lot of refining to write clear and compelling copy. Perfect your copy by rereading it at least three times before "going to print." Cut unnecessary adjectives, and delete entire sentences

and paragraphs that distract from the story or fail to reinforce your main point.

- **Add images.** Words are just one part of a two-pronged tool set for creating great content. Images that reflect and describe your mission are equally, if not more important, as they add an emotional dimension to your content. The good news is sites like Flickr.com make it possible to find beautiful and compelling images, often for free. Make it a practice to use images in all of your content, and see what happens. Just be sure to give the proper attribution to the photographer and get permission when required.

Crappy content is crap regardless of where you use it. At best it will confuse your audience. At worst it will cause people to lose confidence in your organization. Beef up your writing skills this year or hire someone who loves to write. You'll be glad you did!

There's a saying you probably know about eyes being the window to the soul. Well, it's like that for nonprofits, too, although for organizations, your website is your window to the world.

Your website is not a brochure about your organization. Instead, it's a critical resource for engaging with three important audiences:

- All of your constituents, including volunteers, alumni, members and advocacy supporters
- All of your donors – both current and prospective
- People who have little to no previous knowledge about your nonprofit.

You may have been saying it for years, but truly 2012 is the time to move forward. Whether you have the budget for an entire redesign or can just work in a few tweaks, you will be amazed at what a difference a few changes can make. Here are the must-haves for 2012:

- **Ditch the text.** Familiar with the phrase "less is more"? In no place is that more true than on your website. Aside from the people who wrote them, people do not read websites—they scan them. Think in terms of headings, bullets, lists and images (see the next bullet for details). When it comes to adding text to your site, be ruthless. Eliminate unnecessary words or phrases.

- **Use more photos and video to showcase your work.** First things first: A photo of a building doesn't count – it is not compelling. Your new art studio or church building may be awesome, but it is not engaging. Instead, just remember one word: FACES. The quickest way to make an emotional connection with your website visitors is to, in a sense, make eye contact with them. And, don't let your perceived level of quality hold you back – whether you caught a clip of a child saying thank you at your last event with a Flip camera or snapped a few shots of volunteers helping

How people investigate new organizations

Visit org website	62%
Search Internet for news	56%
Talk to friend who supports	46%
Check overhead	44%
Talk to org staff	35%
Check watchdog org	35%
Read annual report	26%
Visit org in person	23%
Visit org social media site	22%
Other	6%

(0% 10% 20% 30% 40% 50% 60% 70%)

in the soup kitchen – the authenticity will shine through. Real images of people are better than stock images, which are still leagues ahead of inanimate objects.

- **Determine what you want visitors do and make a clear call to action.** Hint: "Read about us" won't quite cut it. Instead, think of your website like you do your other communications channels; it's a tool to get something done, like donating, making a ticket purchase, signing up for an e-newsletter, registering to become a volunteer or contacting you for more information. Think about what you want a visitor to do (brainstorming a comprehensive list is a good start!) and make the pages of your website guide visitors toward those actions. Note: You may want to alter your calls to actions at different times of the year.

- **When it comes to your donate button, think big, bold and above the fold.** We cannot stress this enough. You have to make it easier for people to give online, and this starts with helping consumers simply find your button. Put it on every page of your website. Stay away from murky words like "support" or "help."

If you want people to donate, say "donate now."

- **Make it easy for people to share your site with their family and friends.** Finally, make it easy for people to share your site with their friends by including buttons and links to Facebook, Twitter and LinkedIn.

A great website example from Covenant House Missouri

According to The Cygnus Donor Survey: Where Philanthropy is Headed in 2011 by Penelope Burk, 65 percent of people anticipated that they would give online in 2011.

And, as more and more donors follow in their footsteps and complete their donations online, it is our job as nonprofits to encourage and support that giving preference.

Whether you're not raising any money online at all right now, you're using a shopping cart service that has more of an ecommerce feel to than a fundraising one, or you are simply not getting the online results you want, make this the year to feel confident and competent when it comes to dollars rolling in via the Web.

Here are the basic steps to make this resolution become a reality:

- **Use a reliable, flexible solution for online donation processing.** Your service should provide a seamless experience for your donors—full of your branding and language. It should allow you to customize your donation form to get the information you need for targeted follow-up later. And, it should allow your donors to feel like donors instead of shoppers, with basic fundraising options like dedications, designations, recurring gifts and e-newsletter signup.

- **Don't be ashamed to get active.** All too often small- to medium-sized nonprofits sign up for online fundraising services and stall in moving forward to configure their service and get the button live on their site. It's time to take the leap! The impression an organization gives off when the site lacks a prominent donate button is "we don't need donations."

- **Leave the door open to donations everywhere.** Every email campaign you send. Every staff members email signature. Every poster for your next community event. Always, always give the people with whom you interact the reminder that they can give. Will every donate link yield huge results? Definitely not. But as with traditional commercial advertising, the more impressions, the more likely the conversion when someone is ready to give.

- **Track your donations.** As with your email outreach (see the next resolution for details), you want to continually learn what is working – and what isn't – when it comes to your online appeals. Take advantage of unique tracking URLs so you can track back which donations came from which source. Set up Google Analytics on your website so you can monitor which pages are getting the most hits and which sources are sending the greatest number of visitors to your donation page.

- **Remember to make giving about the donor – not about your organization.** Anywhere you are requesting a gift, remind the prospective donor about what good she will be doing. And, once she makes the leap from being a "prospective donor" to just "donor," make sure your thank-you messaging reflects the same gratitude and appreciation for the difference she made in the world. All too often we fall into the pit of the great work our programs did, our outreach helped

and our work helped. Sharing the spotlight (or shining it entirely on your donors) isn't just good for business, it's good for repeat business!

- **Be transparent.** As you are gearing up to reinforce to your donors the impact they will (or did) make, also remember to be specific with regard to how exactly the funds will be used, who will be helped, and what tangible difference is being made. If you have been rated by organizations like the Better Business Bureau or Charity Navigator, share that information freely and proudly. And, when possible, include testimonials, quotes and stories of those who have made donations and those who have benefitted from them.

Resolution 6
I will get my email on.

You have already resolved to make your website an excellent experience for visitors. However, like the tree falling in the woods with no one around to hear it, your website may not make much of an impact if no one is there to see it!

So, what is the number one way to direct people to your website? Email!

Email is still the key channel for drawing people to your organization's website. Yes, search engines like Google and Bing are important, and of course social media can be helpful. However, considering the fact that 92 percent of adults read email every day (according to the Pew Internet and American Life Project), your primary focus for meeting supporters where they are should be their inbox.

Here are the steps you need to take to ensure you're getting your email on in 2012:

- **Find a reputable email service provider (ESP).** If "big, bold and above the fold" is our number one mantra (see resolution number 4 about your website), following in a close second would be that "Outlook and Gmail don't count when it comes to email marketing." You can't track recipients' results with person-to-person email tools. You have no way to know that your email is appearing correctly with regard to images, links and layout. You are the one stuck managing unsubscribe requests. And, frankly, you look rather SPAM-y sending an email to a BCC list. That kind of behavior was not particularly acceptable in 2002, much less in 2012.

- **Encourage email signups by offering value – not just another e-newsletter.** Supporters' inbox are already pretty darn full. And, unless they are super-fans of your organization, just another e-newsletter is not particularly enticing. Instead, offer something of value that recipients will actually look forward to receiving like tips, reminders about upcoming events, opportunities to get involved, as well as updates and stories of people being helped by your cause.

- **Build your email list.** Every interaction is an opportunity to grow your email list. Here are a few places to get new signups:
    a. At events, ask people face-to-face for their email address, and explain why you are doing it.
    b. At the end of a call, when a donor has either pledged or declined, say, "Please give me your email addresses so we can stay in contact."
    c. Via your acknowledgement letters and receipts. Explain to your donors that communicating via email will save you money and save trees!
    d. Consider doing a petition or pledge via a service like Care2 or Change.org.

- **Keep learning and experimenting.** Because part of this email resolution is to use a true ESP, a follow-up step is to use what you learn from your response results to improve your communications moving forward. Check out what people clicked on – and what they didn't – to inform your next mailing. Take note if your open rate soars or tanks when you try something new.

- **Send an email to your list at least once per month.**
There is no magic frequency to contact your base,
but we can say that there is a minimum. Perhaps
your print newsletter only goes out quarterly, but you
want your supporters to get into the habit of hearing
from and interacting with you. An added benefit of
this increased frequency is that you needn't worry
about writing or fitting in articles upon articles of new
information. Instead, you can easily stay bite-sized,
relevant and actionable.

Atlantic Center for the Arts monthly enewsletter

Parents Helping Parents monthly enewsletter

Resolution 7
I will use social media wisely.

Let's be honest: You will never have the marketing dollars you need to effectively tell the world (or even 100 percent of your local community's population) about the great work you are doing. There are two ways to mitigate this resource constraint:

1. Enlist your most enthusiastic board members, volunteers and donors to fundraise for you.
2. Take advantage of free* social networking tools to connect with your supporters.

Recruit champions to fundraise on your behalf
There are numerous great tools available to help individuals fundraise for a cause including Causes on Facebook, Crowdrise, StayClassy, Six Degrees, FirstGiving, ChipIn, Changing the Present and others.

(Check out this great overview from our friends at Idealware: **http://www.idealware.org/ FGTOnlineDistributedFundraising.php**)

Here are a few tips for getting started down this path:

- **Take a test drive of these sites for yourself.** Set up a special campaign to benefit your nonprofit, for your birthday, anniversary or in lieu of holiday gifts.

- **Train your volunteers to follow suit.** Discuss your tools of choice at your next volunteer event and board meeting. Send easy-to-follow instructions via email. Organize some good-natured incentives and fundraising goals. Let your volunteers get creative!

- **Set reasonable expectations.** According to Network for Good's research, only about five percent of your

donors will participate in a campaign to fundraise on your behalf. Keep this in mind when you're establishing your fundraising goals.

- **Remember what works for regular ol' fundraising.** The novelty of fundraising online for a cause isn't particularly novel anymore. Your supporters have no doubt donated to a birthday wish on Causes or clicked to support a friend's marathon training fundraising campaign. Do not lose sight of the elements of a successful fundraising campaign you employ all the time: urgency, deadlines, specificity, goals, incentives and tangibility.

Use social networks for your own organization
For those of you who noticed the asterisk next to the word "free" in the introduction to this resolution, you may have been thinking, "Uh oh, are there hidden costs to social media?"

While it is true that the most popular social networks are free of monetary cost, there are anything but that when it comes to your time. Setting up a Facebook page or determining a Twitter name is the easy part—it's the engagement, follow-up and continued dedication that takes finesse.

In thinking about your 2012 online resolutions, then, reframe what may be on your list already. Rather than asking, "What are we going to do on Twitter?" think in terms of, "Is Twitter where we need to be?" As discussed in the bullets below, only after you are confident that your community is active on particular social networks should you spend the time to engage with them there. You know better than anyone that your time is valuable.

Here are a few nuggets to keep in mind:

- **Only pick networks where your supporters are.** Your mere presence on a social network won't bring the masses to follow you there. Instead, search around to see where you community of supporters is already spending time. For instance, while Twitter has continued to grow, it is still not the be-all, end-all of online engagement. As of the end of 2010, a study by PEW Internet and Life Project discovered that only eight percent of people online admitted having a Twitter account, with two percent saying they use it every day.

- **Just pick one.** Feeling stretched already in terms of online and offline marketing and fundraising goals? When it comes to social media, fewer is better. You're better off choosing to engage on one network – and doing it well – than trying all of them poorly.

- **Determine your strategy and goals.** What are you hoping to accomplish? What are your metrics for success? How often do you plan to get spend time with your online networks? What types of content and calls to action will you use? Just because signing up for Facebook is easy enough for both your daughter and grandmother doesn't mean that successful organizational engagement is simple.

- **Learn from others.** Follow big organizations and brands to see what they do. What other resources do they share with their followers? What types of questions are they asking? How often does it seem like they are posting? Think of everyone from the Red Cross (@RedCross) to the Humane Society of America (@HumaneSociety) to Best Buy (@BestBuy) and Target (@Target).

Did you know that in the U.S. more than a quarter of people own a smartphone and in the final quarter of 2010, smartphones passed global PC shipments for the first time in history?

Clearly, we're going mobile as a society and this means you need to determine if you need a mobile strategy and what mobile means for you!

According to the new e-book by Convio, A Guide to the Mobile Web: Best Practices for Nonprofits, you should be thinking about a mobile engagement strategy if one or all of the following conditions apply:

- 5 percent or more of total visits to your website are coming from mobile devices. (Use Google analytics or another analytics program to evaluate visits to your website.)

- You have a robust social media strategy. According to Strong Mobile Trends for Leading Social Companies by Kleiner Perkins, "roughly 30 percent of Facebook's and 50 percent of Twitter's memberships are mobile users," i.e. it stands to reason that these constituents will access your site via their phones.

- You're looking for younger, donors, activists or members.

- You're planning on redoing your website soon.

If you think that mobile might be right for you, determine the right mobile presence for your organization.

Our advice: Don't just dive in. Focus on strategy first by answering these questions.

1. Are your donors mobile?
2. What they are doing on their portable devices?
3. Are they using text messaging to give or respond to advocacy alerts?
4. Are they downloading cool, new apps?
5. Are they trying to browse your website on a small device?

Determining if and which mobile strategy is right for your nonprofit is a good exercise. It will help you to STREAMLINE and SIMPLIFY your content to ensure that it is digestible and useful on a small device. It will also force you to think strategically about your top engagement priorities, e.g. e-newsletter sign-ups, advocacy calls to action, and donations.

Whatever you decide, mobile is here to stay.

Determine your portable potential and use this on-the-go, always-on, in-your-pocket channel to engage more people in your good cause!

Want to learn more about how nonprofits are using mobile and what this may mean for your nonprofit?
Register now for an advance copy of our mobile eBook.

Resolution 9
I will modularize my mission.

A great way to raise more money for your mission in 2012 is to create discrete gift giving opportunities to fund your mission. We call this modularizing your mission.

This will enable you to tap into a different "share of wallet" for your donors, i.e. in addition to earning revenue via donations you can also provide your donors with gifts that they can give to their loved ones.

Traditionally, charities have been wary of "modularizing" for two reasons. First, it takes time and creativity to translate what we do into a discrete product or service. Second, we (understandably) loath to encourage more restricted giving. However, more and more nonprofits are getting into the act because according to the online consulting firm, HJC New Media, symbolic giving, can bring new and younger donors into the fold!

Organizations like Oxfam Unwrapped (see below) and Heifer International are great at offering symbolic giving opportunities. Notice that in addition to making a general donation to help lift people out of poverty, you can also give to Oxfam by buying a pack of seeds, art supplies and soap. You can even purchase poop!

However, you don't have to be in the business of micro-enterprise or work with animals in order to modularize your mission. Simply, think about the work that you do and see if you can turn it into a discrete product or service. For example, if you work on reproductive health, offer your donors a chance to purchase condoms as a gift. If you work for a homeless shelter, offer donors a chance to purchase a turkey dinner for a family of four.
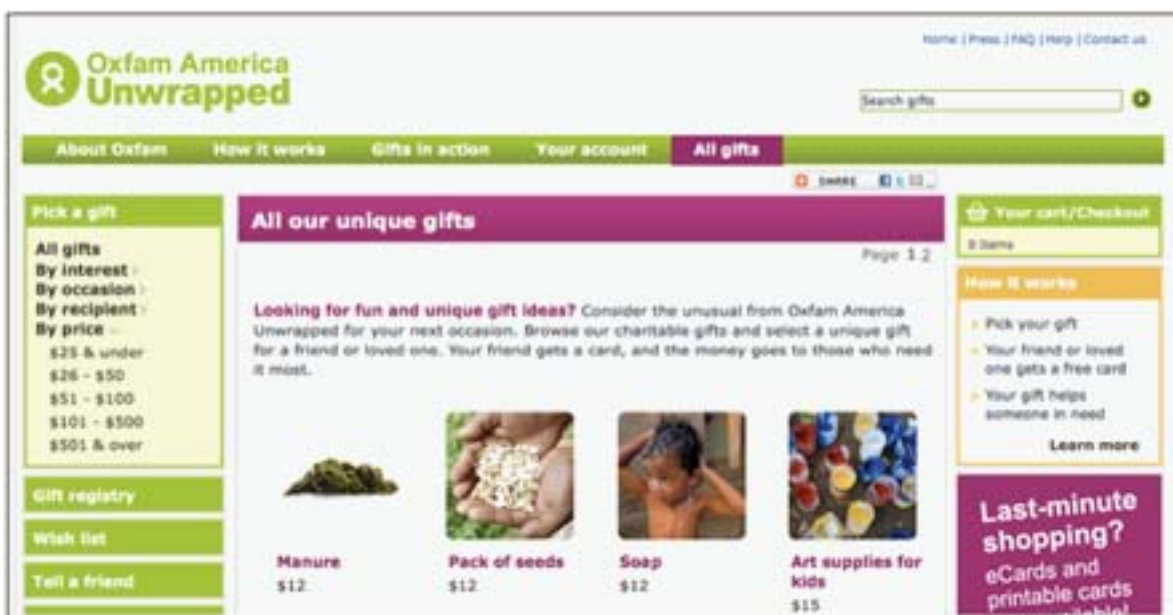
One caveat: If you do decide to modularize your mission and offer symbolic gifts to your donors be sure to be VERY CLEAR about the fact that they aren't really making restricted gifts.

Adopt clear language like that used by Heifer International below to ensure that you are transparent with donors about where their gifts go.

> "As a donor, you are given the opportunity to designate gifts to specific country programs or for specific animals. Gifts are deposited into various animal accounts, such as "llama/alpaca," "tree seedlings" or "bees." We have different accounts for every type of Heifer International animal. When any animal fund becomes depleted and there is still a need, monies from any other animal fund can be used where needed most. Meeting the needs of hungry families always comes first, but we do our best to accommodate your wishes, too.

> "Every gift to Heifer International represents a gift to our total mission of purchasing and transporting food and income-producing animals, as well as providing intensive training in animal husbandry; environmentally sound, sustainable farming; community development and global education. Again, gifts designated for a particular project or animal are used as requested until that need is fully met. Any remaining money is put to use where it is needed most."

Again, finding discrete ways to modularize your mission may bring new donors into the fold. People are looking for fun and imaginative ways to give. In addition, they want to know where their funds go. Help them help you by enabling them to give in new and unique ways!

Resolution 10
I will connect with people and organizations that can help me succeed.

Resolutions one through nine may have left you with that pit-in-your-stomach feeling of, "How in the heck am I going to prioritize all of these great (and important!) online initiatives among my bazillion other tasks?"

Here's the good news: You don't have to tackle it alone.

Whether you are always on the look-out for new blogs to follow—or you're still unsure what RSS really means—we are happy to introduce you to some of the best and brightest experts in nonprofit technology and fundraising. And, in addition to these experts, our favorite person for you to meet is… you. Your peers. Your brothers in fundraising arms. Your sisters in human services. Read on to find 10 resources to help you through 2012:

Subscribe to these six stellar blogs:

- **Katya's Nonprofit Marketing Blog**:
  Nonprofit marketing, fundraising, social media and doing good in the world better and faster
  www.nonprofitmarketingblog.com
  Author: Katya Andresen, Chief Strategy Officer, Network for Good
  A daily—yes, daily—blog focused on nonprofit marketing, fundraising, social media and doing good in the world better and faster. With entries in everything from neuroscience to behavioral economics, Facebook tips to research updates, Katya's stream of highly readable information will keep your juices flowing on both the left and right sides of your fundraising brain.

- **Marketing for Nonprofits**
  New voices for a new world
  www.marketingfornonprofits.org
  Author: Jocelyn Harmon, Vice President of Sales and Marketing, Network for Good
  With a passion for both new technology and tried-and-true marketing strategies, Jocelyn delivers usable messages in a variety of formats—presentations, infographics, tips lists, videos, you name it!

- **Nonprofit Marketing Guide.com**
  Training and tips for do-it-yourself nonprofit marketers
  www.nonprofitmarketingguide.com/blog
  Author: Kivi Leroux Miller, President, Ecoscribe Communications
  Whether you're looking for tips, trends or how-tos, Kivi's got you covered for all things marketing. Curious about QR codes? Thinking about thank-yous? Serious about social networking? (Annoyed with alliteration? Ok, sorry, we'll stop.) Don't hesitate to take in Kivi's blog, webinars and e-newsletters every week.

- **Getting Attention!**
  Helping nonprofits succeed through effective marketing
  www.gettingattention.org
  Author: Nancy Schwartz, President, Nancy Schwartz & Company
  The name of the blog says it all. Nancy is dedicated to helping nonprofits break through all the clutter and

garner the attention and support they need to succeed. From her tagline report to her nonprofit job listings and blog posts, Nancy helps your communications stand out—in a good way.

- **Beth's Blog**
  How Networked Nonprofits Are Using Social Media to Power Change
  www.bethkanter.org
  Author: Beth Kanter, author, blogger, trainer and everything else spectacular
  Beth knows better than anyone how to put the "social" in "social media." She's not only spoken about it everywhere, she writes about it everywhere you're looking to find it—her blog, various social networks, conferences, trainings, conferences and seminars. Look to her for thought leadership for all things regarding nonprofits + interaction + the Internet.

- **A. Fine Blog**
  http://www.allisonfine.com/a-fine-blog/
  Author: Allison Fine, researcher, writer and author
  In addition to her podcasting gig with the Chronicle of Philanthropy ("Social Good"), Allison regularly blogs about how nonprofits can connect with supporters using the power of the web. She shares research findings, case studies and other goodies to keep busy professionals in the loop and on the cutting edge.

In addition to your blog reading list, be sure to connect with your peers via these organizations and websites. (Note: They're all fellow nonprofits!)

- **The Network for Good** (**www.thenetworkforgood.org**): The Network for Good is a community for nonprofit fundraisers and communicators to collaborate on new ideas, solve issues, share experiences and build on Network for Good's accumulated expertise in online fundraising and outreach.

- **NTEN** (**www.nten.org**): The Nonprofit Technology Network (or just good ol' "en-ten") is the membership organization of nonprofit professionals who put technology to use for their causes. NTEN helps you do your job better, so you can make the world a better place.

- **Idealware** (**www.idealware.org**): Idealware provides thoroughly researched, impartial and accessible resources about software to help nonprofits make smart software decisions.

- **NPower** (**www.npower.org**): NPower is a national nonprofit that brings information technology services to nonprofits and training to young adults.