



OMG Center for Collaborative Learning

Evaluation, Strategic Research & Planning, Philanthropy & Capacity Building

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This E-Broadcast is a service of the OMG Center for Collaborative Learning as part of the Pew Fund Capacity Building Program. It provides useful resources and information on capacity building topics, as well as information on upcoming deadlines for potential and current Pew Fund Capacity Building awardees.

Nonprofits: Ahead of the times using social media

Social media offers nonprofit organizations exciting strategies for enlisting and engaging volunteers, supporters, and donors in their work. A recent study conducted by The University of Massachusetts Dartmouth Center for Marketing Research indicates that charitable organizations are ahead of the business world and academia in their use of social media. According to the study, ninety seven percent of charitable organizations use some form of social media—blogs, podcasts, message boards, social networking, video blogging, wikis, and Twitter (to view the full report: <http://tinyurl.com/27rf4vb>). Pew Fund Capacity Building applicants may wish to incorporate social media into any number of capacity building projects. Projects involving website redesign, for example, can incorporate social media strategies to keep supporters abreast of the organization's activities, recruit volunteers, or share new ideas. Grantees may also use social media to expand fundraising efforts or reach former clients to track program outcomes. This E-Broadcast provides resources for organizations interested in furthering their use of social media.

Resources available online:

Evaluating Online Activities: Online Action Should Create & Support Offline Action
<http://www.coyotecomunications.com/culture/online2offline.shtml>

LinkedIn Group: Social Media for Nonprofit Organizations
<http://www.linkedin.com/groups?mostPopular=&gid=1172477>

Nonprofit Organizations on Facebook
<http://www.facebook.com/nonprofitorgs>

Nonprofit Social Network Benchmark Report
<http://www.nonprofitsocialnetworksurvey.com/download.php> (free registration required)

Nonprofit Tech 2.0: A Social Media Guide for Nonprofits
<http://nonprofitorgs.wordpress.com/>

Podcast: Making the Most of Location-Based Networks
<http://philanthropy.com/article/Why-Local-Social-Networks/65424/>

Podcast: Measuring Social Media's Real Value
<http://philanthropy.com/article/Measuring-the-Real-Value-of/124272/>

RSS and Your Nonprofit
<http://blog.techsoup.org/node/835>

TechSoup Talks! Webinar: 10 Social Media Tips & Secrets
<https://cc.readytalk.com/cc/schedule/display.do?udc=uka277yvviu>

TechSoup Talks! Webinar: Integrating Social Media into Your Website
<https://cc.readytalk.com/cc/schedule/display.do?udc=j1367j3d4qui>

TechSoup Talks! Webinar: Introduction to Blogging for Nonprofits and Libraries
<https://cc.readytalk.com/cc/playback/Playback.do?id=b0svlz>

US Charities' Adoption of Social Media Outpaces All Other Sectors for the Third Year in a Row
<http://www1.umassd.edu/cmr/studiesresearch/charitystudy.cfm>

Using Facebook for Your Nonprofit
<http://www.techsoup.org/community/facebook/index.cfm>

Books:

Kanter, B. & Fine, A. (2010). *The Networked Nonprofit: Connecting with Social Media to Drive Change*. San Francisco, CA: Jossey Bass, 2010.

Rigby, B. *Mobilizing Generation 2.0: A Practical Guide to Using Web2.0 Technologies to Recruit, Organize and Engage Youth*. San Francisco, CA: Jossey Bass, 2008.

Safko, L. *The Social Media Bible: Tactics, Tools, and Strategies for Business Success* (2nd ed.). Hoboken, NJ: John Wiley & Sons, 2010.

Additional information

Letters of inquiry for the fall 2010 Pew Fund Capacity Building award cycle are currently under review. Successful applicants will be notified of their selection in mid October. If you missed this deadline, the next announcement for LOIs will be released in March 2011. Check our website for more information:
www.omgcenter.org/pcbp.shtml

This winter, OMG will host its third Pew Fund Capacity Building workshop of the year. Be on the lookout for more information soon!

Previous capacity building E-Broadcasts can be found on our website:
www.omgcenter.org/pcbp_res.shtml#ebroadcasts