

Resources from AFP Website Tapping Into Social Networks—Raise Funds, Build Community

http://www.afpnet.org/ka/ka-3.cfm?folder_id=914&content_item_id=24835

(March 9, 2009) This week AFP featured social networking/web 2.0 tools in its newsletter, *eWire Skill Builder*. Here is our full coverage of the topic. AFP members receive *eWire* weekly in their email inbox. Not a member of AFP? Join today! Enter link above to read more of these articles.

Welcome to Web 2.0: Where Community Comes First, Then Fundraising

With all the buzz around social networking, what should a fundraiser do about it? Is it worth your time? Jono Smith, vice president of marketing at Network for Good advises us to ask a few important questions before diving in.

How Do You Measure the Success of Fundraising on Social Networks? Dollars or Doggie Treats?

Beth Kanter, a guru of social networking for nonprofits, shares with *eWire* readers this week how the Humane Society of the United States has found its way to success with new online tools.

Don't Miss Two 'Wired' Web/Audioconferences on Online Marketing and Web 2.0

AFP is offering two great web/audioconferences covering online tools and better ways of reaching the donors of "Generation 2.0." Get your message out and build support with the World Wide Web. Hurry, these presentations are happening soon!

Twitter: It Isn't Just for Breakfast Anymore

There is a growing number of savvy early-adopters in the nonprofit world taking advantage of Twitter as a "friend-raising" tool. Once they have built up their social capital, they are turning it into a fundraising machine. Learn more about this new social networking tool.

Raise More Money with Less by Embracing Self-Organized 'Swarms'

What happens when companies and individuals take it upon themselves to organize their own efforts to raise awareness and money for your cause? What do you do? How do you control the message? How do you protect your donors?

Network Globally With ammodo

To help members connect with fundraisers in different countries, AFP has partnered with ammodo, an online global networking community for the nonprofit sector.