



**A one-page cheat sheet with six cool (free) things you can do before the end of the day.**

# org2.0

**It's a whole new Internet. Here are the six free things you can do right now to figure it out.**

**ONE**

**Put Yourself on YouTube**

*It is now the 8th most-popular website on the Internet. And you can be there for free. Search YouTube for "ASPCA" to see how.*

**TWO**

**Get Found on Technorati**

*Technorati tracks blog posts and site changes. Registering your URL takes only a few minutes*

**THREE**

**Measure Your Traffic. Free.**

*Measure your marketing campaigns. Google provides critical information about where your traffic is coming from and how people are navigating through your pages.*

**FOUR**

**Tap the Blogs**

*Run a search on technorati.com or feedster.com to determine which bloggers are talking about you and your area. Then cultivate relationships with them.*

**FIVE**

**Donations with Squidoo**

*The fastest-growing fundraising co-op on the Web helps nonprofits raise money and drive traffic, by letting people create easy-to-build web pages on any topic.*

**SIX**

**Digg It!**

*Digg.com lets people vote on the news and web pages that are important to them, bringing the best stuff to the top. This is a free way to get lots of traffic to your site.*

## TIME TO GET org2.0

*What sort of outreach are you doing? How do you find new donors, new members, new volunteers? Something big is happening online, it's free, it's fast and more and more non-profits are figuring out how to use it.*

How much did your organization spend on direct mail last year?

How many press releases did you issue?

**YouTube** How many galas, walkathons, donor dinners and community events did you sponsor?

All designed to get the word out. All produced, at great expense, to help you tell the world about the great work you're doing.

**The new internet changes the rules**

You may have heard the rumblings about Web2.0. About Google spending 1.6 billion dollars to buy YouTube.com, or about all the teenagers spending way too much time at MySpace.



Surely there isn't room for your organization in this revolution! Or, if there is, no doubt it is going to take you a lot of time, planning and money...

The good news is that the community-centric model of Web2.0 is custom-made for organizations that do good work. No ticket required, no technology needed. The very same tools that have made it easy for a 14-year-old guitar player from Japan to become world famous make it easy for you to reach a larger audience than ever before.



**Finding the right tools**

In the box below you'll see links for a number of new tools now available online (or you can just click on the descriptions above). Each one is free, fast and easy to use. The only problem? You've got to dive in and give them a try.

You won't be the first. March of Dimes, JDRE, Roomtread.org, Acumen Fund and OxFam are already using Squidoo.com with great success. Grameen and its supporters are making excellent use of YouTube. Bloggers on the right and the left are busy using the new tools (including technorati) to spread their agendas as well.



Just start. You'll learn fast and see how powerful it can be.

**Links to get you started**  
**(or just click on the headlines above)**

- [www.youtube.com](http://www.youtube.com)
- [www.technorati.com](http://www.technorati.com)
- [analytics.google.com](http://analytics.google.com)
- [www.feedster.com](http://www.feedster.com)
- [www.squidoo.com/getdonations](http://www.squidoo.com/getdonations)
- [www.digg.com](http://www.digg.com)

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