



social-networking and its use in annual giving



facebook, my space & beyond: social-networking and its use in annual giving

- Relevance Why do we care?
- History What is social-networking?
- Basics What is out there?
- Peers & Use How are NPOs using it?
 What could you do?
- Future What's next?

Why do we care? ...Because our alumni do!

Recent graduates have:

- A new definition for “community”
- An expectation that those interested in communicating with them will use *their* methods
- A belief that interaction should be available 24/7, not just 9:00-5:00, M-F
- High standards for the personalization of communication

Why do we care? ...Because our alumni do!

If you had 15 minutes of time, which activity would you most like to do?

17% - Check social-networking site

17% - Talk on cell phone

14% - Watch TV

10% - Surf web

9% - Play video game

From “Never Ending Friending” April 2007

Why do we care?

More engaged alumni

- = More likely to give

- = More likely to update contact information

- = More likely to promote your institution

What is social-networking?

Well... let's use a social-networking tool to find an explanation:



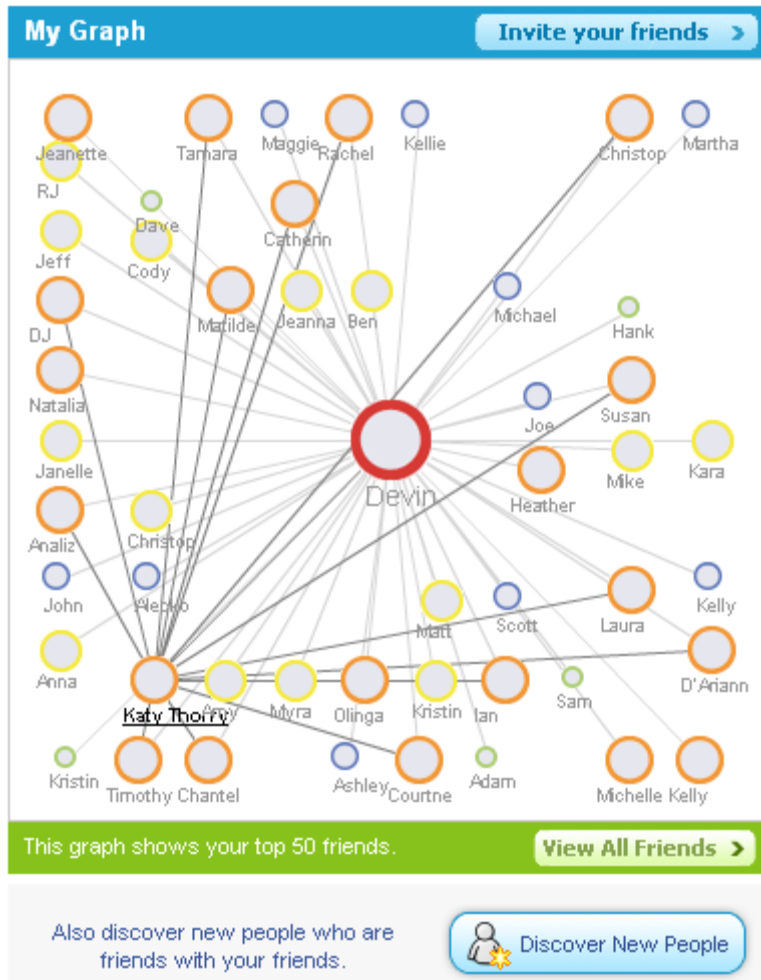
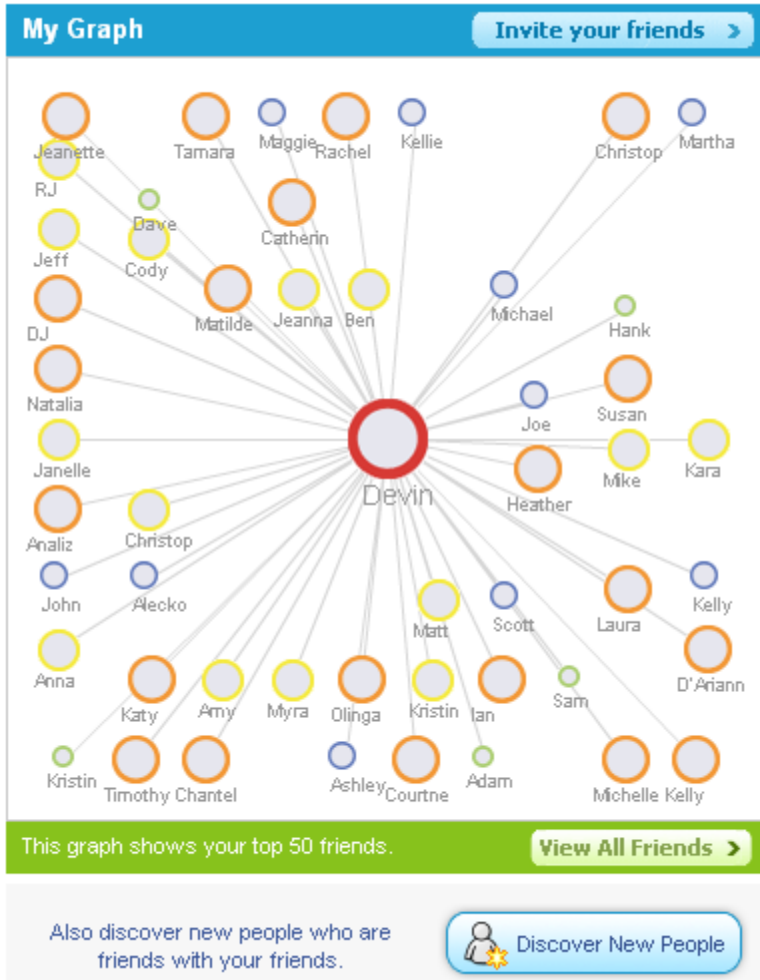
“Founded in February 2005, **YouTube is the leader in online video**, and the premier destination to **watch and share original videos worldwide** through a Web experience. YouTube allows people to easily upload and share video clips on www.YouTube.com and across the Internet through websites, mobile devices, blogs, and email.” – YouTube *About YouTube* page

What is social-networking?

So... If Kevin knows Eunice...



What is social-networking?



Standard social-networking components:

- F
- /
- F
- T
- T



to
or
e via
to

anyone... but should you?

Types of social-networking:

- **Open/Public** – anyone can join
 - Facebook
 - MySpace
 - LinkedIn
 - YouTube
- **Closed/Private** – restricts access
 - Generally specific to a company / university / community
 - Examples: InCircle (Gator Nation Network), Harris Connect

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, set against a dark blue rectangular background.

34M+ registered users

Highest number of college-based users

7th most visited website

#1 website for photo uploads

facebook

Profile edit Friends Networks Inbox

home account privacy logout

Search

Applications edit

- Photos
- Groups
- Events
- Marketplace
- Causes
- Total Sports Fan

more



View Photos of You (23)

View your Causes (5)

Edit My Profile

You are online now.



Devin Mathias

is excited to be giving this webinar!
Updated just a moment ago edit

Networks: Michigan Staff
UF Alum
Penn State Alum '99
Ann Arbor, MI

Sex: Male

Relationship Status: Married to
Emmalia Mathias (Ann Arbor, MI)

Birthday: March 8

Hometown: Gettysburg, PA

Mini-Feed

Displaying 10 stories.

See All

Today

Devin recruited Howard Heevner to a cause.



The ONE Campaign

Yesterday

Devin and Kristopher Krajewski are now friends.

Devin changed his profile picture.

October 13

Devin and Kathryn Taylor are now friends.

Entertainment & Fun Stuff

For Games, Reviews & Fun Ideas Visit the New Disney Family.com family.go.com

Official Site: AMBIEN CR™

(zolpidem tartrate extended release) CIV Get Free 7-Day Supply

▼ Michigan Friends

48 friends at Michigan. [See All](#)



Kerri Pepperman



Danielle Marie Palincsar



Ray Lee



Simba Nia Blackman



Justin Pusczykowski



Sarah Innes

▼ Friends in Other Networks

Networks with the most friends

- UF (63)
- Michigan (48)
- Ann Arbor, MI (20)
- Washington, DC (15)
- Gainesville, FL (9)
- Penn State (8)
- New York, NY (7)

Networks you belong to

- Michigan (48)
- UF (63)
- Penn State (8)
- Ann Arbor, MI (20)

[Show All Networks](#) | [View All Friends](#)

▼ Photos

2 of 8 albums. [See All](#)



AG
Created
October 12



Vaca 07/07
Updated
October 12

▼ Information

Contact Info

Emails: dmathias@ufl.edu
dmathias@umich.edu
dtm121@psualum.com
 AIM: [DevinTMathias](#)

Personal Info

Interests: Volleyball, Soccer, Golf, Fundraising, Higher Ed., Flying Spaghetti Monster, Penn State Dance Marathon, Philanthropy

Favorite Music: U2, Coldplay, Bob Marley, Ernest Goodlife Band, Dispatch, Pixies, The Killers, Jack Johnson, Weezer, Modest Mouse, Led Zeppelin, Franz Ferdinand, Bela Fleck, Chris McCarty Band, Paolo Nutini, Mark DeRose

Favorite TV Shows: The Sopranos, EPL Soccer, College Athletics, The Company, Entourage

Favorite Movies: Snatch, Godfather, True Romance, Dodgeball, Rounders, Old School, Life is Beautiful, Red Dawn, Goonies, Finding Nemo, The Transporter, The Professional, Beautiful Girls, Fargo, Batman Begins, Match Point, The Last King of Scotland, The Constant Gardener

Favorite Books: The Lorax, Leading Change, Freakonomics, Positively Fifth Street, Crimes Against Logic, The Four Obsessions of an Extraordinary Executive, Ohio State: Memoirs of a Perpetual Runner-Up

Favorite Quotes: "I believe, what goes down, must come back up. Could it be when we're lost, We're closest to finding our own way?" - Bounce, Ernest Goodlife Band

"To affirm and promote the goal of world community with peace, liberty, and justice for all and respect for the interdependent web of all existence of which we are part"

▼ Groups ✕

Displaying 28 groups. See All

AGDC • Philanthropy Phriday • ONE campaign: UF Chapter • ONE Campus Challenge: U. of Michigan • Future Leaders in Philanthropy (FLiP) • Gator Sports Message Board • www.one.org • Mark DeRose fan group • Bring us home for St. Patts Day • U of M Recent Grad Reunion • University of Michigan Young Alumni Group (Official) • I love USA soccer • USA Soccer 2010 World Cup Champs • USA Women's Soccer Rules • U.S. National team > Mexican National team • Gator Nation • University of Michigan Development Intern Program • Blackbaud User Society • UF Alumni • Penn State Alumni • THON 2007 - \$5,240,385.17 FTK!!! • My Last Name Could Have Been Dziengielewski • FLORIDA GATORS: 2006 NCAA FOOTBALL CHAMPIONS! • Don't Tread On This-Supporters of United States Soccer • Annual Giving Professionals • U2 Lovers • First United Church of the Flying Spaghetti Monster • Repdials

▼ The Wall

Displaying 10 of 226 wall posts. See All

Write something on your own Wall...

Attach: Record Video Share Link Smack Talk!

Smack Talk! Smack Talk!

Post



Lisa Schooley (Iowa) wrote
at 10:27pm on October 13th, 2007

BOOOOOO.

View Iowa Football Fans Attachment

[Wall-to-Wall](#) - [Write on Lisa's Wall](#) - [Message](#) - [Delete](#)



Mary Mathias (WashU) wrote
at 10:04pm on October 8th, 2007

to clarify:
i took chris's sweatshirt because he owed me \$60. he had a month to pay me and get his sweatshirt back, but he didn't. he now owes me an ADDITIONAL \$30.

[Wall-to-Wall](#) - [Write on Mary's Wall](#) - [Message](#) - [Delete](#)



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Over 200M registered users

6th most visited website in the world

3rd most visited website in the United States



Shortcuts:

MySpace

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powered by Google

Home | Browse | Search | Invite | Film | Mail | Blogs | Favorites | Forum | Groups | Events | Videos | Music | Comedy | Classifieds

Devin



"mi space es tu space"

Male
31 years old
Ann Arbor, Michigan
United States

Last Login: 10/15/2007

View My: [Pics](#) | [Videos](#)

Contacting Devin

- [Send Message](#) [Forward to Friend](#)
- [Add to Friends](#) [Add to Favorites](#)
- [Instant Message](#) [Block User](#)
- [Add to Group](#) [Rank User](#)

MySpace URL:

<http://www.myspace.com/devinmathias>

Devin is in your extended network.

Devin's Latest Blog Entry [[Subscribe to this Blog](#)]

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Devin's Blurbs

About me:

i love my friends and family, would like to see the world be a better place, enjoy sports (participating and watching), like music... really don't know how people live without it, love to travel and could stand to do more of it.

Who I'd like to meet:

Devin's Friend Space

Devin has 59 friends.

Natalia



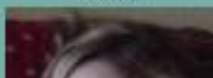
Chad



Supercalifragilisticex
pialidocious



Stacy





Devin's Interests

General Volleyball, Soccer, Golf, Fundraising, Higher Ed., Flying Spaghetti Monster, Penn State Dance Marathon

Music U2, Mark DeRose, Coldplay, Bob Marley, Ernest Goodlife Band, Pixies, The Killers, Jack Johnson, Weezer, Modest Mouse, Led Zeppelin, Franz Ferdinand, Bela Fleck, Chris McCarty Band, Paolo Nutini

Movies Snatch, Godfather, True Romance, Dodgeball, Rounders, Old School, Life is Beautiful, Red Dawn, Goonies, Finding Nemo, The Transporter, The Professional, Beautiful Girls, Fargo, Batman Begins, Match Point

Television The Sopranos, Planet Earth, EPL Soccer, College Athletics, The Class, Grey's Anatomy, The Company

Books The Lorax, Leading Change, Freakonomics, Positively Fifth Street, Crimes Against Logic, The Four Obsessions of an Extraordinary Executive, Ohio State: Memoirs of a Perpetual Runner-Up

Devin's Friend Space

Devin has 59 friends.

Natalia **Chad** **Supercalifragilisticex pialidocious** **Stacy**

Heather Thorne Photography **Michelle** **Steph** **Mark De Rose**

View Devin's Friends: [All](#) | [Online](#) | [New](#)

Tom

":-)"

Male
32 years old
Santa Monica,
CALIFORNIA
United States

Last Login:
10/15/2007

Mood: busy 😊
View My: [Pics](#) | [Videos](#)

Devin's Friends Comments

Displaying 11 of 11 comments [View/Edit All](#)

T. Leak-Tebow Sep 11 2007 1:54 PM
[Comment Back](#) - [Send Message](#) - [Block User](#)



Hey buddy! Yes, you could say I like Tebow. Him and Leak! What a combo!

Natalia Sep 3 2007 10:00 AM
[Comment Back](#) - [Send Message](#) - [Block User](#)



Hey dude! Just wanted to say Hi and send a big hug your way. btw, football season is starting again, can we make it 4 nat'l championships in a row? I think so! Go Gators! miss you!

Michelle Sep 3 2007 1:20 AM
[Comment Back](#) - [Send Message](#) - [Block User](#)



What the heck was that debacle yesterday?! Did you make it to the game? It certainly gave us Gator fans something else to celebrate...(as if we needed another reason)! Now, do you think the UM fans will finally stop whining about how they should have been in the championship game last year? Probably not! Miss you!

From	Date	Bulletin
amy	Oct 12, 2007 5:34 PM	New videos
Aware Reps	Oct 12, 2007 4:24 PM	Matt White Project - Urgent Help Needed!
:michael:	Oct 12, 2007 2:37 PM	find me here
Paolo Nutini	Oct 12, 2007 1:00 PM	UK Festival Awards - Vote for Paolo
Steph	Oct 11, 2007 7:43 PM	Pray
Aware Reps	Oct 11, 2007 4:45 PM	Mat Kearney's "Breathe the In Breathe Out" is now available
Pablo Francisco	Oct 10, 2007 6:23 PM	Improv in Chicago!
Paolo Nutini	Oct 10, 2007 1:51 PM	Paolo Nutini US Tour 2007 Ticket Contest...
Comedian Ty Barnett	Oct 10, 2007 8:44 AM	SPECIAL EVENT TY PERFORMS BACK HOME IN CHICAGO AT ZANIES
Comedian Ty Barnett	Oct 9, 2007 12:11 PM	SPECIAL EVENT TY PERFORMS BACK HOME IN CHICAGO AT ZANIES

[View All Bulletin Entries](#)



Over 15M registered users

Primary use: Professional-networking



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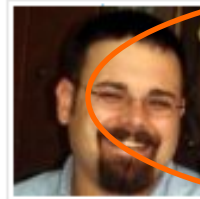
Search People [Advanced Search](#)

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Devin Mathias

Director of Annual Giving at University of Michigan
Greater Detroit Area



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- Current**
 - **Director of Annual Giving at University of Michigan**
- Past**
 - Director of The Florida Fund at University of Florida Foundation

Education • The Pennsylvania State University

Connections 67 connections

Industry Higher Education

Public Profile <http://www.linkedin.com/pub/3/41a/223>



My Connections

[+ Add Connections](#)[Remove Connections](#) Show contacts with new connections[advanced options](#)

Showing 67 of 67 connections.

17 outstanding [sent invitations](#)A
B
C
D
E
F
G
H
I
J
K
L
M
N
O
P
Q
R
S
T

A

Abu, Igbetsape

aliggy@yahoo.com

Logistics Engineer at CEVA Logistics



2

Albrecht, Heather

Heather.Albrecht@ruffalo...

Vice-President at RuffaloCODY and Higher Education Consultant



39

Alford, Casey

casey.alford@gmail.com

Senior Field Application Engineer at VaST Systems Technology



25

Anderson, Karen

kkerranderson@comcast...

Professional Training & Coaching Consultant and Contractor



2

Aruti, Brian

baruti@gmail.com

Creative Applications Specialist at Fox News



2

Atkinson Dwight, Jennifer

jadwight@umich.edu

Executive Director at University of Michigan



14

B

Bach, Chris

CBach@navigantconsulti...

Managing Consultant at Navigant Consulting, Inc.



47

Beabout, Brian

Instructor at Pennsylvania State University



10

Check your address book to see who uses LinkedIn

[Check webmail contacts](#)

Microsoft Outlook

[Check Outlook contacts](#)[Don't use webmail or Outlook?](#)

Account: Account Options

Upgrade Account:	Business	Most popular Business plus	Best value Pro
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Monthly cost	\$19.95	\$50	\$200
Request Introductions	15 at a time	25 at a time	40 at a time
Contact users directly through InMail	3 per month	10 per month	50 per month
LinkedIn Network search results	100	150	200

All accounts include: OpenLink Network membership, unlimited OpenLink messages, expanded profile views of all 15 million users, unlimited reference search, 1-business-day customer service.

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- Yes, I'll take the savings

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 Continue



Over 65,000 videos uploaded/day and over 100M videos viewed/day. Purchased by Google in 11/06



One of the first to market – initial industry leader. Over 50M users, but falling behind MySpace & Facebook.



Basic ability to reconnect w/classmates. Premium accounts available with more function.



Primarily blog-based networking tool, with photo and video capabilities as well.



Run by Google – focus on user-built communities.



Leader in Central America & India – similar to other basic social-networking sites.



Windows Live Spaces - ~100M visitors/month. Easy integration with numerous Microsoft products.



Allows users to customize entire networks – creating own “mini network” within one site



Primarily a photo-based community, that has grown to include blogs and comments.



Relatively behind the “big boys” of social-networking, but well integrated with Flickr and other Yahoo! apps.



A bookmark-organizing tool, that allows networking and bookmark sharing.



“Blog early, Blog often”



Built on “tagging” and finding connections through similar tags.



YouTube for the advanced user – enhanced features for users, etc.



Connecting Gators Around the World Since 1906



Home

People

Groups

Careers

Discussions

Invite Friends | Post a Job | My Account | Logout

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Find People: [more search options](#)

Welcome, Devin!

My Calendar

Oct / Nov						
Su	M	Tu	W	Th	F	Sa
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17

No events scheduled for Mon, Oct 15, 2007

Do you know of an event on this day?
[Add your event](#)

Florida News

Lynryd Skynrd and comedian Frank Caliendo will perform at Gator Growl 2007 on November 2nd at Ben Hill Griffin Stadium. Tickets are available now at Ticketmaster.com.

New Groups

My Network

18 friends

485 friends of friends

5,055 in your network



Extend your network. [Invite more friends.](#)

Jobs in My Network

Audit Senior and Staff

Argy, Wiltse & Robinson, P.C.

Deerfield Beach, FL

Posted by [Regan Roisman](#) on Sep 24, 2007

Aerotek, Inc.

Aerotek, Inc / Allegis Group

Ft. Lauderdale, FL

Posted by [Carlos Arboleda](#) on Sep 26, 2007

Graphic Artist

Collinson Enterprises

A social-networking success story...



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Aerotek, Inc / Allegis Group
 Ft Lauderdale, FL

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Last Name +

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Employer +

Job Function +

Industry +

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City +

State/Prov Or +

Country +

School

Year +

Degree +

Major +

Department +

Advanced Search

LA - Northern

MA - Boston

MA - Cape Cod/Islands

MA - Framingham/Worcester

MA - Western/Springfield

MD - Anne Arundel County

MD - Baltimore

MD - Columbia

MD - Frederick/Hagerstown

MD - Montgomery County

MD - Prince George's County

MD - Salisbury

ME - Central/Augusta

ME - Northern/Bangor

ME - Southern/Portland

MI - Ann Arbor

MI - Central

MI - Detroit

MI - Flint/Saginaw

MI - Grand Rapids

MI - Kalamazoo

MI - Lansing

Advanced Search

Personal

First Name +

Last Name +

Business

Employer +

Job Function +

Industry +

Location

Region +

City +

State/Prov Or +

Country +

School

Year +

Degree +

Major +

Department +

Search Results

1 to 20 of 21 people

Sort by

View: **Thumbnail** | Detail



John Agno
BSBA '62



Ed Borden
BA '00



Tonua Brown
BDESF '89



Tim Carter
BSPT '66



David Cianciolo
BSME '98



Dawn Courtley
BSME '91



Jessica Courtney
BSN '00



Kevin Courtney
BSISE '01



Virginia Harder



Kelly Patrick
'03



Stephanie Penton
BS '98



Erin Maloney



[w Photos of Kelly \(21\)](#)
[w Kelly's Causes \(5\)](#)
[rite on Kelly's Superwall](#)

Kelly Patrick

is hoping today is fun!
Updated 13 hours ago

Networks:	UF Alum '03 Ann Arbor, MI
Sex:	Female
Relationship Status:	Married to Stephen Patrick
Looking For:	Friendship
Birthday:	January 16, 1981
Hometown:	Palm Beach Gardens, FL
Political Views:	Moderate
Religious Views:	I'm not religious, I just love the L



[View Photos of Stephen \(33\)](#)
[View Stephen's Causes \(4\)](#)
[Write on Stephen's Superwall](#)
[Send Stephen a Message](#)

Stephen Patrick

is keeping it real.
Updated on Sunday

Networks:	UF Alum '02 Harvard Alum '06 Michigan Staff FSU Alum '07 Ann Arbor, MI
Sex:	Male
Relationship Status:	Married to Kelly Patrick
Looking For:	Friendship
Birthday:	August 17, 1979
Hometown:	Port Orange, MI
Political Views:	Moderate

How are Non-Profits using social-networking?



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Broadcast Your Cause

The YouTube Nonprofit Program

Does your organization have a compelling story to tell? Do you want to connect with your supporters, volunteers, and donors but don't have the funds to launch expensive outreach campaigns?

YouTube can help. Video is a powerful way to show your organization's impact and needs, and with a designated "Nonprofit" channel on YouTube, you can deliver your message to the world's largest online video community.

Your Nonprofit channel includes:

- Premium branding capabilities and increased uploading capacity
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If you're a nonprofit organization in the U.S. with 501(c)(3) tax status, apply today for the YouTube Nonprofit Program.

Apply now!

First 300 nonprofits to sign up will receive a video camera from:



How Six Degrees Works

Raised: \$50485 | Donors: 22

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	Blogs	Green Living new!	Petitions
	Click to Donate	Jobs	Photos
	E-Mail	News	Polls new!
	E-Cards	Newsletters	Toolbar new!
<hr/>			
<i>groups</i>	Environment	Green Living	Peace
	Human Rights	Society & Values	Politics
	Women	Animal Welfare	more groups »





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on
 **myspace**[®]

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iamfresnostate
on
You Tube



i am fresno state! r u?



"THE NY TIMES features IAMFRESNOSTATE! ~ Online @ <http://www.iamfresnostate.com/>"

Male
96 years old
Fresno, California
United States

Last Login: 10/10/2007



iamfresnostate Channel

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iamfresnostate
Style: VLogging
Joined: February 14, 2007
Last Login: 1 week ago
Videos Watched: 80

DIRECTOR

Subscribers: 38
Channel Views: 8,080

City: Fresno, Calif.
Country: United States
Website: <http://www.iamfresnostate.com/>

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 iamfresnostate nick-2nd PLACE AWARD 00:32 Added: 4 months ago Views: 2,051	 iamfresnostate teng 00:38 Added: 5 months ago Views: 1,439	 iamfresnostate ryan graham bra ndon marc-VIEWERS CHOICE AWARD 00:30 Added: 5 months ago Views: 3,036
 iamfresnostate leslie 2-3rd PLACE AWARD 00:31	 iamfresnostate leslie 1 00:30 Added: 5 months ago	 iamfresnostate jessica logan 00:30 Added: 5 months ago

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University of Michigan

Donations to the cause benefit

Regents of the University of Michigan edit

A 501(c)3 nonprofit

Our Mission:

For the full U-M mission, visit:
www.umich.edu/pres/mission.html

Description:

Thank you for visiting our cause - This is the official University of Michigan Facebook Cause page.

The best way to support U-M is via: www.giving.umich.edu - this will allow the highest percentage of your gift to make a difference at Michigan and will provide you more options for designating your gift.

However, we do not want to prevent you from using the Facebook Cause page if you prefer to do so. Therefore, you can count us as a Cause to highlight your love of U-M and even give to U-M through the page.

Please consider supporting the University of Michigan. U-M is a global leader known for advancing all aspects of life: health, law and public policy, the arts and humanities, science and engineering. Students and faculty have the opportunity to achieve more at the University of Michigan than anywhere else. This is why our campaign is The Michigan Difference.

Your support of the University of Michigan can be the seed for change, discovery and education - all through one gift.

Thank you!

Positions:

1. Support excellence, education and growth.

[Edit Basic Info](#)[Edit Administrators](#)[Edit Photo](#)[Edit Beneficiary](#)[Hide from Profile](#)[View Members](#)[View Activity](#)[Invite](#)[Donate](#)[Leave Cause](#)[Share](#) +

How You Are Helping

 **15** members recruited

 **\$0** donated

 **\$0** raised

Stop Global Warming

Donations to the cause benefit

Friends of the United Nations Environment Programme

A 501(c)3 nonprofit

Our Mission: **To Stop Global Warming**

Description: We come together to call for stepping up government action and incentives to curb the effects of global warming. We encourage sustainable living and try to promote global climate change awareness.

What is Global Warming:

http://en.wikipedia.org/wiki/Global_warming
<http://green.nationalgeographic.com/environment...>
<http://www.unep.org/press/docs/2004/040104.asp>



965,095
MEMBERS

Invite

\$12,046
DONATED

Donate

Hall of Fame

See All






Recruiters

- 
Dennis Kucinich
 234 recruits
- 
Luis Espiritu
 187 recruits
- 
Craig Altemose
 163 recruits
- 
Kurt Hach
 148 recruits
- 
Omar Peña
 147 recruits

Donors

- 
Herman Giebartowski
\$1,500 donated
- 
Michael Dixon
\$500 donated
- 
Alexandra Liu
\$300 donated
- 
Samson Snyder
\$275 donated
- 
Steve Spraggs
\$200 donated

Fundraisers

- 
Caesar Chang
\$300 raised
- 
Karishma Gurtu
\$200 raised
- 
Paola Galarza
\$100 raised
- 
Amanda Brown
\$100 raised
- 
NittaNazzyra Noer
\$100 raised

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more



View Thanks's Causes (1)

Write on Thanks's Superwall

Send Thanks a Message

Poke Thanks!



Mutual Friends

18 friends in common. See All



Angela Herzog



Molly Bodnar



Paul Harkins

Thanks UM Donor

Networks: Michigan Staff
 Hometown: Ann Arbor, Dearborn & Flint, MI

Mini-Feed

Displaying 10 stories. See All

Yesterday

Thanks recruited Eric Pollmann to a cause. 8:12pm



University of Michigan

Thanks plans to attend P.R.I.D.E. 4:29pm

Thanks wrote on Sara S's wall. 4:29pm

Thanks and Sara S are now friends. 4:25pm

October 7

Thanks recruited Cristina Nenadov to a cause. 3:38pm



University of Michigan

October 6

Thanks and Marshall Lai are now friends. 2:03am

October 3

Thanks recruited Erick Ong to a cause. 1:35am



University of Michigan

HEALTHY CHOICE

crispy, whole-grain goodness



MySpace – 21,858 Non-Profits (as of 10/16/07)

Group URL: <http://groups.myspace.com/npr>

[« Back to Groups Directory](#)

NPR



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Category: Non-Profit & Philanthropic

Type: Public Membership [\[help\]](#)

Founded: Nov 1, 2004

Location: Providence, RHODE ISLAND - US

Members: 7638

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Group Leader:
Kevin

for those who listen to morning edition, this american life, all things considered, wait wait don't tell me, car talk, fresh air, and even the bbc newround just to make their day a little easier.

NPR (7638 Members)

Cathy



givinghope2you



Emma



Slow Ride, Take It Easy



Others to visit & explore:

change.org

join Change.org :: sign in

Search Changes

Home Changes :: People :: Nonprofits :: Politicians MORE

Community Impact

Raised: **\$53,723**

Actions: **14805**

What is Change.org?

Change.org is a social network for social activism, incorporating nonprofits, politicians, and people across the globe.

[About Us >](#)

TAKE A TOUR > SIGN UP >

Nonprofits [click here!](#) Politicians [click here!](#)

NEW! Which Presidential Candidate should you support? [Find Out!](#)

What Do You Want to Change in the World?

Type a change in the search bar above or browse others below

- 926 people** want to **Save Darfur**
- 408 people** want to **Stop Global AIDS**
- 782 people** want to **Research Alternative Energy**
- 322 people** want to **End the colonial status of Puerto Rico**
- 294 people** want to **Stop Child Abuse**
- 752 people** want to **Recycle**

Popular Nonprofits [See All >](#)

Broward Coalition for the Homeless
 ★★★★★ (1 review)
 Sunrise, FL

Popular Politicians [See All >](#)

Dennis Kucinich
 Representative (OH-10) ::
 Presidential Candidate ::
 Democrat

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Do Something Today: Plant a few flowers outside your room. They're beautiful and keep the air clean! - Samantha S., PA [Add ideas!](#) NEW

on the back of

PROJECTS




Healthy Futures

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recent projects | most popular


Healthy Living



Healthy is as healthy does. Make some changes at home, school or in the community & apply for a **Do Something Good For You! Grant**

What's your something?:

Discrimination



Don't be hating. Find out if you have an implicit bias [here](#).

Sign up for our E-Newsletter!

[SIGN UP](#)

[e-newsletter archive](#)

Celebs Gone Good

Jim Carrey



Jim Carrey sent a second message out to YouTube watchers, encouraging us take action toward peace in Burma. Watch the first video here, then catch the newest one on [Celebs Gone Good!](#)

VOLUNTEER

Do Something Now!

Opportunities just for you:

ZIP Code:

Distance:

[Search](#)

SPEAK OUT

Boards:

What are your thoughts on gun control? [what do you think?]

You tell us

Which Celeb is making the biggest difference out there?

Man charged for feeding homeless acquitted

Posted by: rjensen
Date: Mon, 2007-10-15 20:19

NEWS

UN condemns Student arrests in Burma

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You are here > Firstgiving home

Check out what these people are doing to raise money for charity



This fundraiser is out to double his goal this year.



An 11 year old is walking to support Down Syndrome awareness.



Instead of 21st birthday presents, this woman is asking for donations to a health organization

[You can do it, too >>](#)

Welcome to Firstgiving, the simple and efficient way to raise money online for charity

- online **person to person** fundraising
- for any **reason, event** or **occasion**
- for any US **charity** or **nonprofit** organization
- raise 2-3x more online

[start fundraising](#) or [find out more](#)

Charity/non-profit? Get started

Get your Firstgiving Account to **engage your supporters** and **raise more money**
[Find out more](#)

Sponsor a friend

Find a friend's fundraising page and donate online now

enter your friend's name [Go](#)

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Receive tips, features and updates

your email address [Sign up](#)

(We never sell your contact info)

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Location Cause

Welcome to Firstgiving, the simple and efficient way to raise money online for charity

online person to person fundraising for any reason, event or occasion for any US charity or nonprofit organization raise 2-3x more online

[start fundraising](#) or [find out more](#)

Sponsor a friend
Find a friend's fundraising page and donate on their behalf

Sign up for Firstgiving now
Receive tips, help and updates

GiveMeaning.com is an online fundraising site emphasizing creative fundraising ideas and other unique forms of charity donation.

Our community is open to all who care to participate.

What people are saying:
 "GiveMeaning provided our organization the chance for our potential donors to make online donations in a safe and secure environment." [More...](#)
 Florence Heffernan / Project Founder

Watch our site's introductory video!



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What is Kiva?
 Kiva lets you **lend** to a specific entrepreneur in the developing world - empowering them to lift themselves out of poverty.



The New York Times

[You, Too, Can Be a Banker to the Poor](#)

Nicholas Kristof of The New York

Featured Business [See all businesses in need >>](#)



Entrepreneur: [Chingiz Dadashov](#)
Location: Salyan region, Azerbaijan
Activity: Farming
Loan Request: \$1,200.00
Repayment Term: 14 months
Loan Use: To purchase pesticides [read more >>](#)

\$825.00 loaned so far
\$375.00 still needed
LEND \$25 [Why only \\$25?](#)

Others to visit & explore:

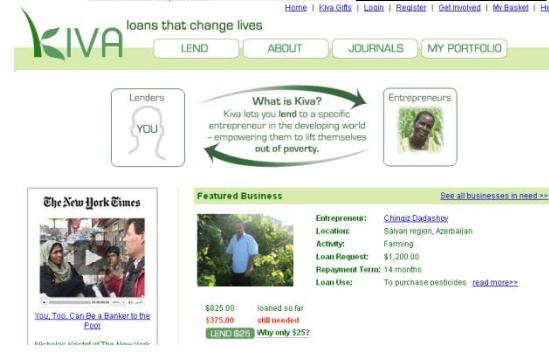
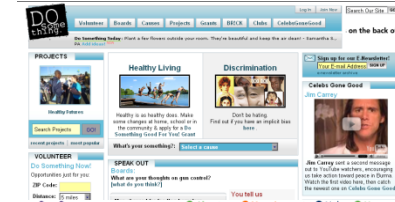
www.change.org

www.dosomething.org

www.firstgiving.org

www.givemeaning.com

www.kiva.org



Things to do:

- Get profiles for you & your program registered
- Experiment before you promote, so that you can learn before being fully “live”
- Get help from students - they can likely do this faster (and have more fun) than you
- Promote – once you’re comfortable with your presence on these sites, promote and drive traffic to the profiles
- Don’t use these tools *only* for young alumni – the “old” folks are getting on board too!

Some best practices:

- Use the site(s) as a place for constituents to find information and communicate with you
- Do not put too much content on the sites – enough to excite and engage visitors, but not enough to bore them away!
- Spread the word via your “traditional” channels.
- Use media – videos, podcasts, etc.
- BEWARE... this stuff is addictive!

May 29, 2007 – Wall Street Journal

Institutions beginning to teach courses and offer degree programs in social computing.

“The programs tend to draw as much from the sociology, psychology & communications departments as they do from more traditional computer science classes.”

Examples include:

Designing Social Media – MIT

Analysis & Design of Online Interaction Environments – Michigan

Social Networks & Social Processes – Cornell

Device-Based Networking

GPS Phones being linked by social-networking

Boost Mobile offers Motorola phones featuring zoomable GPS-enabled maps w/social-networking.

“When you open up the application, a map appears, and you’re able to see where your friends are and what they’re doing,” says Boost Mobile representative Cheri Quiqley. “Anywhere in the country – if you’re in L.A., and your friend’s in New York, you can see what they’re up to.”

Well beyond colleges...

Pfizer to partner with social networking site

Sun Oct 14, 2007 8:11pm EDT

NEW YORK, Oct 14 (Reuters) - Pharmaceutical company Pfizer Inc. (PFE.N: [Quote](#), [Profile](#), [Research](#)) has struck a partnership deal with Sermo Inc., a social-networking site for licensed physicians, to make the way it reaches doctors more efficient.

The companies said in a press release dated Monday the collaboration would create open and transparent discussion between pharmaceutical professionals and the 30,000 physicians using Sermo.

Sermo, launched in September 2006, is an online community where doctors exchange knowledge with each other, according to the release, made available by Sermo.

Pfizer was not immediately available for comment.

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Devin Mathias
is excited to be giving a social-networking webinar!
Updated just a moment ago edit

Networks: Michigan Staff, UF Alum, Penn State Alum '99, Ann Arbor, MI

Sex: Male
Relationship Status: Married to Emmalia Mathias (Ann Arbor, MI)

Birthday: March 8
Hometown: Gettysburg, PA

Mini-Feed
Displaying 8 stories.

Yesterday
Devin and Brian Beabout are now friends.

October 8
Devin recruited Lisa Graham to a cause.
 **University of Michigan**

Devin edited Interests and TV Shows in his profile.

October 5
Devin and Katie Fraumann are now friends.

October 4

View Photos of You (21)
View your Causes (5)

Devin



"mi space es tu space"

Male
31 years old
Ann Arbor, Michigan
United States

Last Login: 10/15/2007

[View My: Pics | Videos](#)

Devin Mathias 

Director of Annual Giving at University of Michigan
Greater Detroit Area



 [Send InMail](#)

 [Get introduced through a connection](#)

 [Add Devin to your network](#)

WSJ – Institutions teaching social-networking:

<http://tinyurl.com/39gp3p>

Newsweek – Can Facebook stay relevant?

<http://www.msnbc.msn.com/id/20227872/site/newsweek/>

WSJ – A New Generation Reinvents Philanthropy

<http://online.wsj.com/article/SB118765256378003494>

Fear and Loathing in Web 2.0

CASE Currents, September 2007

GPS Phones with social networking tool

<http://articles.gpsfaq.com/details.aspx?item=51>