



Friendraising 2.0

Dec 30th, 2008 by [Marco Ramirez](#)

Could you raise \$10,000 in 48 hours, online? During the Thanksgiving holiday, for example, someone achieved this on [Twitter](#) to build a school in Africa. I witnessed the [Tweetsgiving](#) campaign unfold and received updates and encouragement from organizers who briefed followers of the campaign's overall progress. Ultimately, this group exceeded their goal and raised enough to purchase books for the school. Some followers gave as little as \$1, the recognition for even their contributions were instant and, notably widespread.

As another example, [Social Actions](#) seeks to raise \$20,000 before February 2, 2009 – the funds will sustain their operations while they seek out alternate sources of funding. They are asking individuals to contribute \$20.09 toward this goal. The campaign is creative; it is generating a large following on the blogosphere – I'm certain they will reach their goal.

Given the [result](#) of the recent presidential campaign (with most contributions totaling less than \$20), one must realize the obvious strength, and potential value, of effectively leveraging and mobilizing online social networks. Similarly, a growing number social service organizations are taking full advantage of this emerging trend to promote their causes.

[We live in interesting times](#), to say the least. Traditional fundraising strategies, although still appropriate, may be going the way of the floppy disk. Just as with Search Engine Optimization (SEO), nonprofit leaders should begin to develop their knowledge of [Social Marketing Optimization \(SMO\)](#) to build, organize, and manage a network online.

Social services organizations may increase awareness of their causes on sites such as [Facebook](#), [Twitter](#), [Flickr](#), [YouTube](#), and [LinkedIn](#) to name a few. One local example is the [Youth Speak! Collective](#) (an outstanding organization). Youth Speak! Collective promotes their to improve the quality of life for young people living in the Pacoima neighborhood of Los Angeles online through their social network profiles on [Flickr](#), [Facebook](#), and [MySpace](#).

The point here, really, is to establish a visible presence online; by going online organizations will reach a greater audience and garner broad-based support for their cause. Al Gore's Internet is your fundraising and friendraising friend.

With that said, follow me on Twitter ([@marcoramirez](#)) and let's make a difference together.