



December 16, 2010

### What Makes Online Donors Tick

On December 8, 2010, Network for Good and TrueSense Marketing released an analysis of online gifts made through the Network for Good platform between 2003 and 2009. *The Online Giving Study: A Call to Reinvent Donor Relationships* examines 3.6 million gifts totaling \$381 million made through charity Web sites, giving portals, and social networking sites by 1.879 million unique donors to 66,470 different nonprofits of varying sizes and types.

The primary conclusion? "It's still about relationships." The vast majority—64 percent—of the donations in this study was given through charity Web sites. Another 26 percent was made through online giving portals, such as the Network for Good site and GuideStar, and 10 percent through social networking sites, such as Causes on Facebook, Change.org, and YourCause. ... [Read more](#)

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### The Bureaucrats vs. the Teenagers: Why Your Administrative and Program Staffs Annoy Each Other, and How You Can Fix That Permanently

"I can't believe it! ANOTHER stupid form those bureaucrats in Admin want me to fill out. If we don't get this project moving faster, the funder is going to go ballistic. And we've already got REAL problems to deal with. I don't need this BS paperwork on top of that. ... And besides, they never help me with hiring or getting vendors paid on time, just tell me we CAN'T do something. ... What are they THINKING over there?"

"OMG! I hope I'm not right about these receipts—or rather lack of receipts. There's no way this project fits the funder's accounting requirements now. If we get audited on this one, we're TOAST. And if they think we're fiddling things, they'll run audits on everything we have with them, and who knows what else they'll find. They could bar us from future funding. What's the MATTER with those teenagers in Programs?"

Sound familiar? It's not just in your organization, it's in just about every nonprofit organization. ... [Read more](#)

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### What Is Real-Time Content and Can I Make It SEO-Friendly?

There's been some confusion as to what real-time content really is, so let me help clarify: Real-time content happens when there is no delay between the time you type/write and the time you publish. It's an immediate response to a comment or question. Think Twitter. What is not real-time content are blogs. A blogger usually ponders, writes, then posts; therefore, the response time is not as immediate or instantaneous.

That said, how is real-time content optimized for search engines? Because of its instantaneous nature, is it even possible? Definitely! Here are a few tips to make sure your real-time content is SEO-friendly and searchable. ... [Read more](#)

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### Webinars Have Gone on a Holiday Cruise

They'll return in the New Year. They wish everyone a successful and low-stress end of the year and look forward to seeing you again in 2011. Happy holidays!

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#### Apple Nixes Donation Apps

Apple isn't allowing people to donate to charities through its apps. Read about the controversy and [tell us what you think](#).



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