

# Sue Fidler

[www.suefidler.com](http://www.suefidler.com)

[sue@suefidler.com](mailto:sue@suefidler.com)

# **e-communications on a budget**

- **Optimizing**
- **Communicating**
- **Creating a Buzz**
- **Fundraising**

**Optimizing:**

**Making your website  
work harder.**

# Optimizing: search engine placement

- meta tags

Select site



Search

GO

Home

About us

What we do

Learn zone

Get involved

Donate

Contact us



## They won't let it drop.

## Will you?

## Watch our Glastonbury film now >>

### Stay in touch!

Register with WaterAid to receive email updates:

[Edit details](#)


### Ways to give

- [SH2OP for life](#)
- [Regular giving](#)
- [Create your own Justgiving page](#)
- [Gift in your will](#)

### 'Don't let it drop' at Glasto!



Faithless, Foals, The Cribs, Corinne Bailey Rae and many more won't let it drop at Glastonbury. Will you?

### Football fever



There's one team worth supporting at the FIFA World Cup - WASH United and sanitation.

### What we do and where we work

WaterAid uses practical solutions to provide clean water, safe sanitation and hygiene education to the world's poorest people.

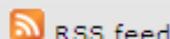


We now work in [26 countries](#) in Africa, Asia and the Pacific region:

### Latest news

- [Musicians won't let it drop at Glasto](#)
- [Influencing and collaborating: a blog from America](#)
- [Join in with WaterAid's Big Ceilidh - Saturday 16 October](#)
- [WaterAid gets behind WASH United at the World Cup](#)
- [Wessex Water visit Mali to see how lives have been transformed](#)

>> More news



RSS feed

Back

Forward

Save Background As...

Set as Background

Copy Background

Select All

Paste



Blogger



Gmail



Translate with Live Search

All Accelerators

Create Shortcut

Add to Favorites...

View Source

Encoding

```
www.wateraid[1] - Notepad
File Edit Format View Help

<!DOCTYPE html PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN"
"http://www.w3.org/TR/html4/loose.dtd">
<html lang="en">
<!-- *** Powered by www.dotEditor.co.uk - Content generated at 3/2/2009
13:03 *** -->

<head>
<title>waterAid - water and sanitation for all - International
site</title>
<meta name="Description" content="waterAid is an international NGO
dedicated exclusively to the provision of safe domestic water, sanitation
and hygiene education to the world's poorest people." />
<meta name="Keywords"
content="water, sanitation, hygiene, projects, wateraid, communities, educationa
l, fundraising, development, charity, hygiene, poorest, aid, lobbying, advocacy, in
ternational, foundation, newsletter, africa, asia" />
<meta name="Author" content="waterAid" />
<meta name="Expires" content="none" />
<meta name="Copyright" content="waterAid" />
<meta name="Distribution" content="Global" />

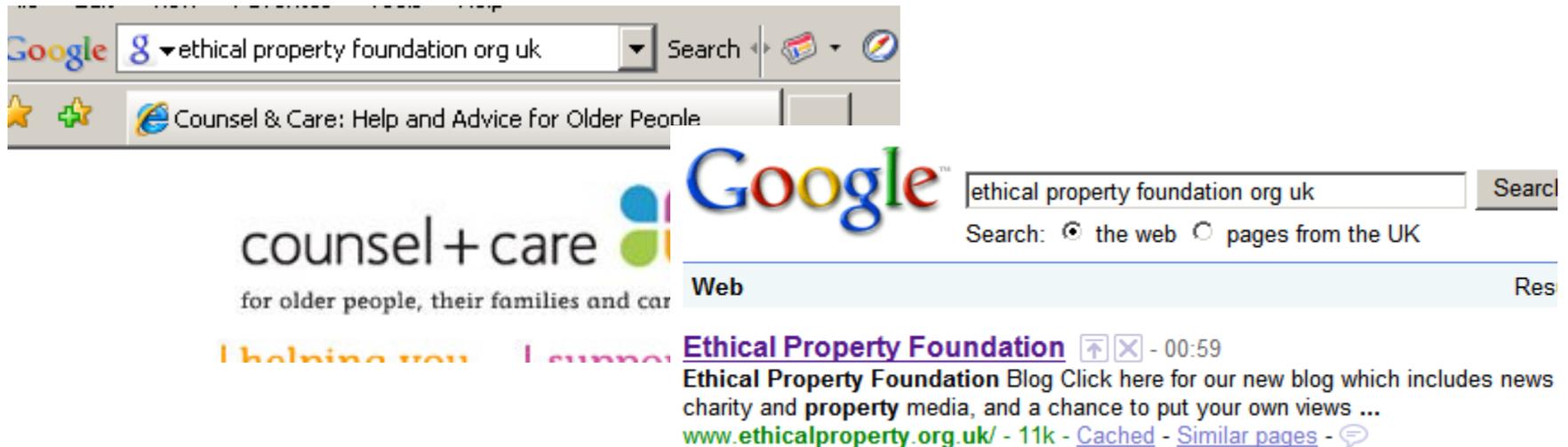
<meta http-equiv="Content-Type" content="text/html; charset=ISO-8859-1" />
<link rel="stylesheet" href="/includes/layout_style.css"
title="Contemporary" type="text/css" />
<link rel="stylesheet" type="text/css" href="/includes/default.css" />
<script src="/includes/javascript.js" type="text/javascript"></script>
<script src="/includes/flash_detect.js" type="text/javascript"></script>
<script src="/includes/AC_OETags.js" type="text/javascript"></script>

<script type="text/javascript">
<!--
//
```

```
<head>
<title>waterAid - water and sanitation for all - International
site</title>
<meta name="Description" content="waterAid is an international NGO
dedicated exclusively to the provision of safe domestic water, sanitation
and hygiene education to the world's poorest people." />
<meta name="Keywords"
content="water, sanitation, hygiene, projects, wateraid, communities, educationa
l, fundraising, development, charity, hygiene, poorest, aid, lobbying, advocacy, in
ternational, foundation, newsletter, africa, asia" />
<meta name="Author" content="waterAid" />
<meta name="Expires" content="none" />
<meta name="Copyright" content="waterAid" />
<meta name="Distribution" content="Global" />
```

# Optimizing: search engine placement

- meta tags
  - TITLE = SITE OR PAGE NAME  
on search engines and browser window



File Edit Format View Help

```
<head>
<title>waterAid - water and sanitation for all - International
site</title>
<meta name="Description" content="WaterAid is an international NGO
dedicated exclusively to the provision of safe domestic water, sanitation
and hygiene education to the world's poorest people." />
<meta name="Keywords"
content="water, sanitation, hygiene, projects, wateraid, communities, educationa
l, fundraising, development, charity, hygiene, poorest, aid, lobbying, advocacy, in
ternational, foundation, newsletter, africa, asia" />
<meta name="Author" content="WaterAid" />
<meta name="Expires" content="none" />
<meta name="Copyright" content="WaterAid" />
<meta name="Distribution" content="Global" />
```

# Optimizing: search engine placement

- meta tags
  - DESCRIPTION appears as description on search engines

Web Results 1 - 10 of 6

[Ethical Property Foundation](#)   - 00:59

Ethical Property Foundation Blog Click here for our new blog which includes news from the charity and property media, and a chance to put your own views ...

[www.ethicalproperty.org.uk/](http://www.ethicalproperty.org.uk/) - 11k - [Cached](#) - [Similar pages](#) - 

```
<head>
<title>waterAid - water and sanitation for all - International
site</title>
<meta name="Description" content="waterAid is an international NGO
dedicated exclusively to the provision of safe domestic water, sanitation
and hygiene education to the world's poorest people." />
<meta name="Keywords"
content="water, sanitation, hygiene, projects, wateraid, communities, educational,
fundraising, development, charity, hygiene, poorest, aid, lobbying, advocacy, in
ternational, foundation, newsletter, africa, asia" />
<meta name="Author" content="waterAid" />
<meta name="Expires" content="none" />
<meta name="Copyright" content="waterAid" />
<meta name="Distribution" content="Global" />
```

# Optimizing: search engine placement

- meta tags
- KEYWORDS  
what people might search for you by

# Optimizing: search engine placement

- meta tags
- site map

Helps search engines trawl your website  
and list your content

# Optimizing: search engine placement

- meta tags
- site map
- search engine registration
  - CHECK you are listed
  - Do all FREE listings

Site	First Page?	Placed	Listed As	Above the fold?	Sponsored Link?
<a href="http://www.altavista.com">www.altavista.com</a>	Yes	1st	Sightsavers	Yes	Yes
<a href="http://www.aol.com">www.aol.com</a>	Yes	1st	Sightsavers	Yes	No
<a href="http://www.ask.com">www.ask.com</a>	Yes	1st	Sightsavers	Yes	No
<a href="http://www.bing.com">www.bing.com</a>	Yes	1st	Sightsavers	Yes	yes
<a href="http://www.everyclick.com">www.everyclick.com</a>	Yes	1st	Sightsavers	Yes	yes
<a href="http://www.google.com">www.google.com</a>	Yes	1st	Sightsavers	Yes	No
<a href="http://www.yahoo.com">www.yahoo.com</a>	Yes	1st	Sightsavers	Yes	Yes

# Optimizing: search engine placement

**Make sure you are registered with all search engines  
- cheap search placement**

- [www.ineedhits.co.uk](http://www.ineedhits.co.uk)
- [www.jayde.com](http://www.jayde.com)
- [www.wpromote.com](http://www.wpromote.com)
- [www.enhance.com](http://www.enhance.com)
- [www.mixcat.com](http://www.mixcat.com)

**'buzz' marketing  
- sites that talk about sites**

- [www.dmc.co.uk](http://www.dmc.co.uk)
- [www.b3ta.com](http://www.b3ta.com)
  
- [del.icio.us](http://del.icio.us)
- [digg.com](http://digg.com)
- [mashable.com](http://mashable.com)

# Optimizing: search engine placement

- meta tags
- site map
- search engine registration
- links
  - who links to you?
  - how important are they?

 Everything More

The web

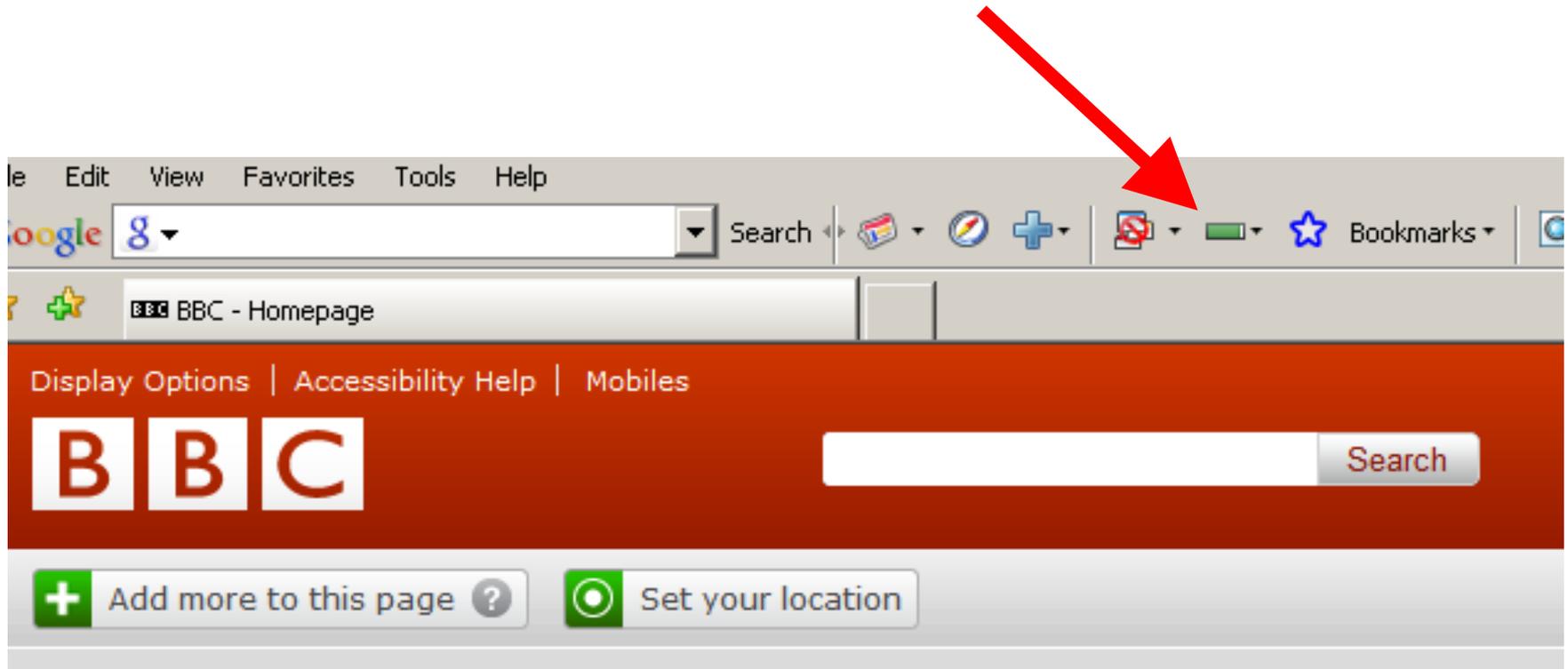
Pages from the UK

 More search tools[\[PPT\] Slide 1](#) ☆File Format: Microsoft Powerpoint - [View as HTML](#)who **links** to you? how important are they? **Sue Fidler**. Optimizing: search engine placement.**Sue Fidler**. Optimizing: search engine placement ...[www.suefidler.com/other/startdownload.asp?openType=forced...138](http://www.suefidler.com/other/startdownload.asp?openType=forced...138)[Terms and Conditions - Sue Fidler Ltd](#) ☆This website may contain **links** to websites which are not under the control of **Sue Fidler Ltd**.**Sue Fidler Ltd** does not accept responsibility or liability for ...[www.suefidler.com/10.asp](http://www.suefidler.com/10.asp) - [Cached](#) [Show more results from www.suefidler.com](#)[\[PDF\] Sue Fidler Ltd](#) ☆File Format: PDF/Adobe Acrobat - [Quick View](#)28 Mar 2007 ... **Sue Fidler Ltd**. VAT No: 888323679. Reg Co. No. 05921202 ... Also don't waste the top of your page with a list of **links**. ...[www.charityemail.co.uk/other/startdownload.asp?openType=forced...](http://www.charityemail.co.uk/other/startdownload.asp?openType=forced...)[Best practice for building and designing email newsletters: ICT ...](#) ☆28 Mar 2007 ... Best practice, send the user a **link** to a web based form, don't include the form ... **Sue Fidler Consultant**, **Sue Fidler Ltd** [www.suefidler.com](http://www.suefidler.com) ...[www.ictknowledgebase.org.uk/buildingnewsletters](http://www.ictknowledgebase.org.uk/buildingnewsletters) - [Cached](#) - [Similar](#)[Best practice for sending email newsletters: ICT Hub Knowledgebase](#) ☆5 Mar 2007 ... By **Sue Fidler**. Email is a great way to communicate with our stakeholders but too ... Sending **links** behind the HTML, as we do on the web, ...[www.ictknowledgebase.org.uk/bulkemail](http://www.ictknowledgebase.org.uk/bulkemail) - [Cached](#) - [Similar](#) [Show more results from www.ictknowledgebase.org.uk](#)[E-newsletter providers | UK Fundraising](#) ☆

7 posts - 4 authors - Last post: 19 Mar 2009

**Sue Fidler's** report looks likely to be very handy. ...<http://www.suefidler.com/papers/default.asp> ... UK Fundraising Social **Links** ...[www.fundraising.co.uk](http://www.fundraising.co.uk) > [Forums](#) > [New media](#) - [Cached](#) - [Similar](#)[Online fundraising | Torbay Community Online](#) ☆**Link** to other communications media – email newsletters, RSS, social networking groups. .... fundraising - <http://www.suefidler.com/other/startdownload.asp?> ...[www.torbay.org.uk/funding/online-fundraising](http://www.torbay.org.uk/funding/online-fundraising) - [Cached](#)

# Optimizing: search engine placement



# Optimizing: search engine placement

- meta tags
- site map
- search engine registration
- links
- copy



FARM ANIMALS

deserve a little more compassion

[ABOUT US](#)

[WHAT WE DO](#)

[HELP US](#)

[FARM ANIMALS](#)

[YOUR FOOD](#)

[RESOURCES](#)

CHICKENS

[EGG LAYING HENS](#)

[MEAT CHICKENS](#)

[PIGS](#)

[COWS](#)

[TURKEYS](#)

[SHEEP](#)

[FISH](#)

[ANIMAL SENTIENCE](#)

YOU ARE HERE: [Home](#) / [Farm Animals](#) / [Chickens](#)

ABOUT CHICKENS

HEADER 1

There are more chickens in the world than any other bird. In fact, more than 50 billion chickens are reared annually as a source of food, for both their meat and their eggs.

Chickens farmed for meat are called broiler chickens, whilst those farmed for eggs are called egg-laying hens.

The natural life of chickens

Chickens are gregarious birds and live together as a flock with a distinct hierarchy or "pecking order." They would naturally spend their day foraging for food, scratching the ground looking for insects and seeds.

Where do chickens come from?



Even if they've only known factory farm conditions before they come to us, hens quickly learn to enjoy straw and use it to build nests

# Optimizing: your homepage

- **make best use of your space**

Quality for life  
Choice in care



[About Us](#)

[Care Services](#)

[Get Involved](#)

[Trading](#)

[Donate](#)

[Contact Us](#)

[Jobs](#)

[Training](#)

## Welcome to St Michael's Hospice



**At St Michael's Hospice we firmly believe that our extensive and flexible range of services are only possible by working closely with families and local communities. We hope that this site will encourage you to know more about our work and become more closely involved in it.**

Whether you are a patient, relative or friend, a medical professional, a supporter or someone simply wanting to find out more about our work offering high quality palliative care and support to the community of Hastings & Rother, we

[Donate Now](#)

If you would like to support us please visit the donation page

[Get Involved](#)

How you can get involved and volunteer

[Sign up for Email](#)

Sign up to receive our email newsletter here.



Photo: Ralph Hodgson/Tearfund

- About Us
- Contact Us
- Press
- Jobs

SEARCH TEARFUND

  
  
SEARCH NOW

## GIVE NOW

BE PART OF A MIRACLE, SAVE LIVES. GIVE TO A CAUSE YOU'RE PASSIONATE ABOUT TODAY

GO

## GIVE REGULARLY

HELP OUR LOCAL CHURCH PARTNERS TRANSFORM LIVES

GO



Latest update from Haiti



Around 10 million people are facing a food crisis in the Sahel region of West Africa. Please help them today.



Wonderfully made: crafts and gifts. Created for you - a lifeline for them. Visit our shop today.

- VISIT OUR OTHER SITES
- YOUTH & STUDENT
- INTERNATIONAL LEARNING ZONE
- CREATED ONLINE SHOP
- POLICY & RESEARCH
- LIVING GIFTS

TEARFUND EMAILS

  
  
SIGN UP NOW

## This Harvest...

Plant hope. Grow futures. This harvest meet the Tuch family.



## Latest news

Drought aid distributed in Pakistan

Praying for Kyrgyzstan

Partners respond to West

## Links

Connected Church

Tearfund in England, N. Ireland, Scotland, Wales

Twelve: e-newsletter

**Communicating:**

**Cheap communications  
and re-using copy**

# Cheap Communications:

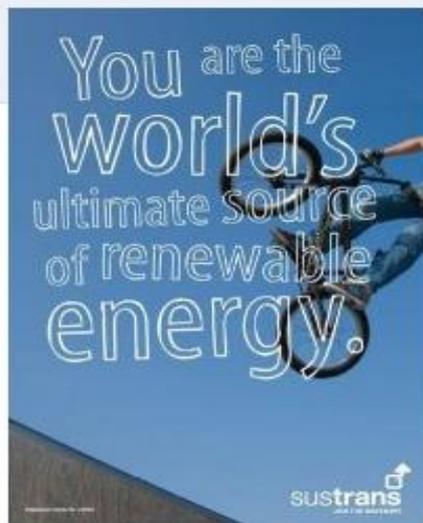
- email

# Cheap Communications:

- email
  - cheap - £50 set up and £10 pcm
  - easy – html editor, address book manager
  - personalised – name and content
  - instant
  - regular
  - name gathering from website form
  - instant reporting

# Cheap Communications:

- email
- **Facebook**, MySpace and Bebo



Add to my page's favourites

Suggest to friends

Subscribe via SMS

Sustrans is the UK's leading sustainable transport charity.

<http://www.sustrans.org.uk/>

### Information

Founded:  
1977

### 2 friends like this.



Jenny Sheriff



David Atiyah

7,833 people like this

## Sustrans

Wall

Info

Discussions

Photos

Boxes

RSS/Blog

>>

Write something...

Attach:

Share

Sustrans + others

Sustrans

Just others



Sustrans Have your say.



**Train companies: we're trying to be bike-friendly | Peter Walker | Environment | guardian.co.uk**

bit.ly

Alex Veitch: Despite the occasional horror stories rail firms are doing their best to make cyclists welcome.

17 June at 10:42 · Comment · Like · Share

22 people like this.

View all 24 comments



**Mike Beaker** A slightly off-topic transport issue. Some London taxi drivers are accommodating and will allow a bike to be stowed sideways in their taxi-cab. Thus enabling a safe trip between unlinked railway stations. Straightforward sensible countries have developed pukka traffic-free cycle routes - but - we have "end of cycle-lane" !!

18 June at 23:11 · Like · Flag



**Toria Jane** The French can do it so why can't we.

Sunday at 10:47 · Like · Flag

Write a comment...



**Sustrans** We've got some funky Lush Cyclist Repair Kits to give away to five random people who pledge a journey before 10pm tonight. To be in with a chance just pledge a trip and help us clock up some more miles. Good luck!

**Sustrans - Change Your World | Pledge today and win Lush goodies**

[www.changeyourworld.org.uk](http://www.changeyourworld.org.uk)

Have you seen the new limited edition Cyclist's Repair Kit from Lush Cosmetics? Made for both boys and girls, the kits contain everything you need to get your body ready for riding.





Select feed:

[Subscribe to this news](#)



[share](#) | [subscribe](#) | [report](#)

**sustrans: RT @nationaltrust: Fancy ditching the car 1 day this week? @sustrans are running a great campaign to help #changeyourworld Get involved ...** - 21 Jun 2010, 12:04 pm

Source: [Twitter](#) / [sustrans](#)

[Share](#) [Comments](#)

**sustrans: RT @guardianeco: Train companies: we're trying to be bike-friendly | Peter Walker: <http://bit.ly/bDmhZB>** - 17 Jun 2010, 10:49 am

Source: [Twitter](#) / [sustrans](#)

[Share](#) [Comments](#)

**sustrans: We've got funky Lush Cyclist Repair Kits to give away to 5 people who make a #changeyourworld pledge before 10pm: <http://bit.ly/7JQGA>** - 16 Jun 2010, 3:05 pm

Source: [Twitter](#) / [sustrans](#)

[Share](#) [Comments](#)

# Cheap Communications:

- email
- Facebook, MySpace and Bebo
- twitter



The Woodland Trust is the UK's leading woodland conservation charity

[woodlandtrust.org.uk](http://woodlandtrust.org.uk)



WOODLAND TRUST



## WoodlandTrust

+ Follow

Lists



RT [@fashion\\_xtra](#) I love this Woodland Trust Bird Print Top .. <http://bit.ly/avm2QD> <-- so do we ;-)

about 13 hours ago via web

[@Betti\\_Moser](#) We're looking forward to this project too - glad to have you on board :-)

about 13 hours ago via web in reply to [Betti\\_Moser](#)

[SussexWildlife](#) Ten things you never knew about stag beetles <http://bit.ly/cszB51> #biodiversity #wildlife

about 13 hours ago via web

Retweeted by [WoodlandTrust](#) and 3 others

FREE minibeast pack from Nature Detectives bursting with 60 activities to celebrate National Insect Week, 21-27 June: <http://ow.ly/211Rw>

about 24 hours ago via HootSuite

Don't forget the BBC Wild Night In tonight 8pm BBC 2 - with the Springwatch team live from London Zoo :O) <http://ow.ly/20etm>

3:05 PM Jun 20th via HootSuite

[HackneyHarvest](#) Woodland Trust Free Community Tree

Name Woodland Trust

Location Grantham

Web <http://www.woodla...>

Bio Sharon from the Woodland Trust Digital team along with a few colleagues from around the organisation keeping you posted on what we do and what you can do ;-)

227 following 2,643 followers 262 listed

Tweets 1,701

Favorites

Lists

[@WoodlandTrust/phenology](#)

[@WoodlandTrust/friends](#)

[@WoodlandTrust/we-love-trees](#)

[@WoodlandTrust/charity-tweeters](#)

[View all](#)

Actions

[message](#) WoodlandTrust

[block](#) WoodlandTrust

[report for spam](#)

Following



# Cheap Communications:

- email
- Facebook, MySpace and Bebo
- twitter
- YouTube and Flickr

# Cheap Communications:

- email
- Facebook, MySpace and Bebo
- twitter
- YouTube and Flickr
- blogs

[Young People](#)[Donate](#)[Support BullyingUK](#)[Parents](#)[Schools](#)[Adults](#)[You](#)[About](#)[Our Blog](#)

- [General updates](#)

- [UK News](#)

[Shop](#)[Home](#)

Search the web using this Search box and we will receive a Donation for every search you make.



[Terms and Conditions](#)

Set your browsers search engine to support BullyingUK using [this page](#) and every search you make will create a donation.

You are here :

## Blog

### Bullying not worse on internet, says expert

Written by Liz Carnell

Children are three times more likely to be bullied in real life than on the internet, says a cyber security expert.

Dr Julian Dooley, of Edith Cowan University, told a government committee in Melbourne, Australia, that 10 per cent of students surveyed claimed to have been bullied online whereas 30 per cent said they were bullied in the real world.

Facebook's chief privacy adviser, Mozelle Thompson, said that social networks were part of the solution against bullying on the internet, rather than being the problem.

We're here 24/7, 365 days a year to help with bullying. **Please click here to make a small donation** to help us to help the families who rely on our advice and support.

 Share

 Recommend

 Be the first of your friends to recommend this.

### facebook



**Bullying UK**

You like this. Unlike

**Bullying UK** Donate a Tweet a Day to BullyingUK <http://buk.cc/a2izAU> 85 of you have so far, Can we make 100 today?

Yesterday at 17:27 · via TweetDeck

**Bullying UK** We have been mentioned by Howard Lake in his UK Fundraising Article about Donate a Tweet a Day



Bullying UK has 7,588 fans

Have you entered any of our Online Raffles yet?



# **Cheap Communications:**

**Reusing copy**

## Dashboard

Language: 

MAF-UK

[View Profile](#)[Edit Profile](#)[Edit Photo](#)[Edit Notifications](#)**Manage Blogs** (18 total)[Create a Blog](#) - [Help](#)  **MAF Prayer Diary** - [Hide](#)182 Posts, last published on 22-Jun-2010 - [View Blog](#) [NEW POST](#) - [Edit Posts](#) - [Settings](#) - [Design](#) - [Monetise](#)  **Mike and Jo Riley** - [Hide](#)[View Blog](#) [NEW POST](#) - [Edit Posts](#) - [Settings](#) - [Design](#) - [Monetise](#)  **Tim and Carol Derbyshire** - [Hide](#)[View Blog](#) [NEW POST](#) - [Edit Posts](#) - [Settings](#) - [Design](#) - [Monetise](#)  **Robert and Yvonne Sloco...** - [Hide](#)1 Post, last published on 16-May-2010 - [View Blog](#) [NEW POST](#) - [Edit Posts](#) - [Settings](#) - [Design](#) - [Monetise](#)  **Mark and Sarah Newnham** - [Hide](#)[View Blog](#) [NEW POST](#) - [Edit Posts](#) - [Settings](#) - [Design](#) - [Monetise](#)

## CARING IN KENYA

20 - 26 June 2010

Many people depend upon our regular flights to reach those they serve.

*We give thanks, O God, for our unity in Jesus Christ, enabling Christians from all nations to work together for the fulfillment of Your Kingdom*



### Tuesday, June 22

**Pilot Laura Westley and her husband Mike Bundy** joined our team in Nairobi this month. Pray that they will quickly settle into their new location, and for Laura as she adjusts to flying in **Kenya**.



### Monday, June 21



Remember Andrew and Jean Boyd (pictured left). Andrew serves as Quality Manager for Kenya. Give thanks for the faithful service of Clement Siloba, a member of our maintenance team, and Clatus Macowenga who has worked in

## MAF UK Prayer Diary

Prayer and fellowship are at the heart of MAF.

We need to know God's will for the organisation, where He wants to lead us, and how.

We invite you to join us in praying for the needs of MAF, our partner missions and the vulnerable people that we serve.

There are several ways in which you can pray effectively for us. Our prayer items page details our latest prayer needs, while our Prayer Diary helps you to remember MAF in prayer every day. Or perhaps you would like to join or start up an MAF prayer group in your area.



## Get the Prayer Diary by email:

Enter your email address:

Subscribe



## Blog Archive

▼ 2010 (171)

▼ 06/20 - 06/27 (3)

**Pilot Laura Westley and her husband Mike Bundy jo...**

# MAF Prayer Diary

  [Edit Feed Details...](#) | [Delete Feed...](#) | [Transfer Feed...](#)

Analyze

Optimize

Publicize

Monetize

Troubleshootize

 My Feeds

↓ VIEW

## Feed Stats

Subscribers

Item Use

Map Overlay

Uncommon Uses

Export: [Excel](#) • [CSV](#)

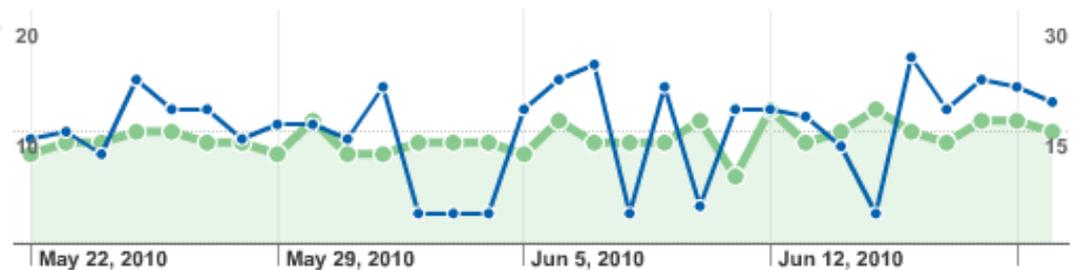
## Headline Animator Stats

↓ SERVICES

## Configure Stats

## Feed Stats Dashboard

Show stats for



Earn money from all that traffic up there! Your posts pay off with relevant ads from AdSense.

Saturday, May 22 – Sunday, June 20

♦ **9** subscribers (on average) 

♦ **15** reach (on average) 

[See more about your subscribers »](#)

[Submit your content to Google](#) • [Feed 101](#) • [Developers](#) • [Ping](#) • [FeedBurner Blog](#) • [Privacy Policy](#) • [Terms of Service](#)

©2004–2010 Google



# MAFPrayerDiary

Follow

Lists

Pilot Laura Westley and her husband Mike Bundy joined our team in Nairobi this month. Pray that they will quickly... <http://bit.ly/bx64xk>

about 3 hours ago via twitterfeed

Remember Andrew and Jean Boyd (pictured left). Andrew serves as Quality Manager for Kenya. Give thanks for the fai... <http://bit.ly/czVQeD>

6:24 AM Jun 21st via twitterfeed

Oskar and Berta Schwarz arrived in Nairobi at the end of last year. Oskar has been on flight training in South Afr... <http://bit.ly/cxhpkz>

5:45 AM Jun 20th via twitterfeed

We have a vacancy for an avionics engineer to serve in Kenya. Please pray that the Lord's chosen candidate will b... <http://bit.ly/aDpl5h>

5:42 AM Jun 19th via twitterfeed

Friday Focus on SudanThousands of people have been hurt by Sudan's internal conflict over many years. Pray they w... <http://bit.ly/clyqfd>

5:33 AM Jun 18th via twitterfeed

**Name** MAF Prayer Dairy

**Web** <http://www.maf-uk...>

**Bio** Mission Aviation Fellowship is a Christian organisation. Our mission is to operate light aircraft in remote places where flying is not a luxury, but a lifeline.

0 following 22 followers 0 listed

**Tweets** 148

**Favorites**

**Actions**

[block MAFPrayerDiary](#)  
[report for spam](#)

**Following**

[RSS feed of MAFPrayerDiary's tweets](#)

Home > [Support our work](#) > [Prayer](#) > [Prayer diary](#)

### Support our work

[Give](#)

[Fundraise](#)

[What's on in the UK](#)

[Volunteer](#)

[Prayer](#)

[Pray for Sudan](#)

[Day of Prayer 2010](#)

[Prayer items](#)

[Prayer diary](#)

[Work with us](#)

## Prayer diary

The MAF Prayer Diary is a quarterly publication to be used as a guide to help you to remember our work in your daily prayers.

Please download the latest Prayer Diary or sign up to receive daily feeds using the links on the right.

Or if you would like to regularly receive these by post, [contact us](#).



### See also

-  [Receive by email](#)
-  [Follow on Twitter](#)
-  [Get the RSS feed](#)

### Downloads

-  [Prayer Diary Jun-Aug10](#)
-  [Prayer Diary Mar-May10](#)

### MAF Prayer Diary

-  [Pilot Laura Westley and her husband Mike Bundy](#) joined our team in Nairobi this month. Pray that they will quickly settle into their new location, and for Laura as she adjusts to flying in [Kenya](#).



Remember Andrew and Jean Boyd (pictured left). Andrew serves as Quality Manager for



# Building a Buzz

# Building a Buzz:

## News, PR and web-watchers

- Build a list off online sites to send PR to:
  - CharityComms
  - mad.co.uk,
  - PRWeek,
  - NMA,
  - Revolution,
  - Brand Republic,
  - Marketing Week...

## Google's DoubleClick buyout on hold



Google's proposed acquisition of DoubleClick has been delayed pending approval from The European Commission as it enters "phase two" of a wider inquiry.  
14 November 2007 08:30 | 

### Virgin Media slammed by watchdog, again

Virgin Media has come under fire from the Advertising Standards Authority (ASA) for the second time this month for more 'misleading' advertising...  
14 November 2007 08:00 | 



**Asda remains upbeat as Walters stars in festive ad** 



**Check out the latest creatives on madspace**



**I'm A Celebrity... commands 38% of viewers**

- > Marketing
- > Media
- > Advertising
- > Direct Marketing
- > Design
- > Digital
- > Creative
- > Jobs Board
- > Technology Weekly
- > DM Weekly
- > Weekender

- > Power Brands
- > Food & Drink
- > Consumer Goods
- > Retail
- > Not for Profit
- > Sport
- > Arts & Entertainment
- > Travel
- > Telecoms & Utilities
- > Financial Services

### Breaking News

[> All News](#)

**Burberry profits up 31%**  
British fashion house Burberry has reported a 31... 09:00 | 

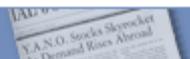
**BreakThrough poised to appoint DHM**  
BreakThrough Breast Cancer, the charity that... 15:15 | 

**Bebo repositions as media platform**  
Bebo, the global social networking website, has... 15:00 | 

- Virgin Radio promotes American Gangster 
- Visa appoints ex-Pepsi chief as first CMO 
- ON Networks to cash in on iPhone 
- Media Corporation acquires Nash Digital 
- Gaydar appoints new sponsorship executive 
- Bird flu threatens Christmas turkey sales 
- Terrestrial TV hit by digital switchover 
- Npower campaign unveils branding 

**News, insight and advice for research buyers and sellers**

[Post A Job](#)



**FREE**

Search all Jobs

[Search Jobs](#)

[Advanced Job Search](#) | [Jobs by Email](#)

News

Marketing

Media

Advertising

Direct Marketing

Design

Digital

Creative

Jobs Board

Technology Weekly

DM Weekly

Power Brands

Food & Drink

Consumer Goods

Retail

Not for Profit

Charities

Government

Sport

Arts & Entertainment

Travel

Telecoms & Utilities

Financial Services

Newsletters and Alerts

RSS feeds

## Not for Profit > Charities

Page 1 of 183 [Previous](#) | [Next](#)

### Cancer Research shakes up agency roster

Cancer Research UK has unveiled a new agency line up to help drive recruitment and engagement with its supporters.

18 June 2010 | 

### Camelot encourages sharing in EuroMillions campaign

Camelot is repositioning its EuroMillions brand as one with a potential jackpot that is big enough to share with family and friends.

16 June 2010 | 

### Man U fans to launch 'alternative' team shirt

Fans pressure group, the Manchester United Supporters Trust (MUST) is looking to ramp up its range of alternative merchandise in a bid to rob the club's owner of revenue.

16 June 2010 | 

 **Now with Multicalendar and ProofHQ...**  

### British Red Cross launches viral video to raise HIV-awareness

The British Red Cross is releasing a viral football video that seeks to take advantage of World Cup fever, in an attempt to raise awareness about HIV and AIDs in South...

10 June 2010 | 

### Mama Mio unveils viral campaign for charity

Skincare brand Mama Mio is launching a social media and viral campaign featuring a video of an animated navel singing, in a bid to raise money for charity.

10 June 2010 | 

### NSPCC calls advertising pitch

Children's charity NSPCC has started talks with agencies to launch a new advertising

  
**Get the survey report.**  
[Click Here](#)

  
**Set your 5 FREE job alerts**  
[click here >>>](#)

### Related Events

[Postgraduate Diploma in Digital Publishing](#)

[Reaching Customers Wherever They're Browsing](#)

[Online PR](#)

[Measurability & ROI: Reporting and building on the effectiveness of digital marketing](#)

[SEO: New tools and techniques to improve your visibility on search engines](#)

[More Related Events](#)

# Building a Buzz:

Topical marketing:

- discussion boards
- email newsletters
- affiliate sites
- local groups
- amateur specialists
- regional and community groups
- myspace, facebook, beebo groups and networks

# Building a Buzz:

## Topical marketing:

- list topical keywords and phrases
- volunteer search
- build a spreadsheet
- divide by topic and type
  - subject/interest area
  - website/discussion forum/email list

URL	Site Name	Contact Email	Telephone
<a href="http://www.greenchoices.org/">http://www.greenchoices.org/</a>	Green Choices	<a href="mailto:info@greenchoices.org">info@greenchoices.org</a>	
<a href="http://www.greenshop.co.uk/">http://www.greenshop.co.uk/</a>	The Green Shop	<a href="mailto:enquiries@greenshop.co.uk">enquiries@greenshop.co.uk</a>	
<a href="http://www.greenfutures.org.uk/aboutus/default.asp">http://www.greenfutures.org.uk/aboutus/default.asp</a>	Green Futures	<a href="mailto:post@greenfutures.org.uk">post@greenfutures.org.uk</a>	
<a href="http://www.green-alliance.org.uk/grea1.aspx">http://www.green-alliance.org.uk/grea1.aspx</a>	Green Alliance	<a href="mailto:ga@green-alliance.org.uk">ga@green-alliance.org.uk</a>	
<a href="http://www.greenconsumerguide.com/">http://www.greenconsumerguide.com/</a>	Green Consumer Guide	<a href="mailto:contact@greenconsumerguide.com">contact@greenconsumerguide.com</a>	+44 (0) 191 27
<a href="http://www.green-business.co.uk/">http://www.green-business.co.uk/</a>	The Green Tourism Business Scheme	<a href="mailto:gtbs@green-business.co.uk">gtbs@green-business.co.uk</a>	01738 632162
<a href="http://www.greenpeople.co.uk/">http://www.greenpeople.co.uk/</a>	Green People Organic Lifestyle	<a href="mailto:organic@greenpeople.co.uk">organic@greenpeople.co.uk</a>	
<a href="http://www.greenguide.co.uk/">http://www.greenguide.co.uk/</a>	Green Guide Online	<a href="mailto:editor@greenguide.co.uk">mailto:editor@greenguide.co.uk</a>	+44 (0) 1945 4
<a href="http://www.nef.org.uk/greenenergy/index.htm">http://www.nef.org.uk/greenenergy/index.htm</a>	The National Energy Website	<a href="mailto:kathy.wyatt@nef.org.uk">mailto:kathy.wyatt@nef.org.uk</a>	01908 354538
<a href="http://www.greenstat.co.uk/">http://www.greenstat.co.uk/</a>	The Green Stationary Company	<a href="mailto:sales@greenstat.co.uk">mailto:sales@greenstat.co.uk</a>	<b>44(0)1225</b>
<a href="http://www.gooshing.co.uk/">http://www.gooshing.co.uk/</a>	Gooshing Uk	<a href="mailto:ecosponsorship@gooshing.org">ecosponsorship@gooshing.org</a>	+44 (0)207 229 20
<a href="http://www.alotoforganics.co.uk/cats/gifts.pl">http://www.alotoforganics.co.uk/cats/gifts.pl</a>	A lot of organics	<a href="mailto:contact@alotoforganics.co.uk">mailto:contact@alotoforganics.co.uk</a>	<b>0845 094 649</b>
<a href="http://www.co2balance.com/home.php">http://www.co2balance.com/home.php</a>	co2 balance		01823 430852
<a href="http://www.climatecare.org/">http://www.climatecare.org/</a>	Climate Care	<a href="mailto:mail@climatecare.org">mailto:mail@climatecare.org</a>	+44 (0)1865 207
<a href="http://www.co2captureandstorage.info/">http://www.co2captureandstorage.info/</a>	CO2 capture and storage	<a href="mailto:mail@ieaghg.org">mailto:mail@ieaghg.org</a>	+44 (0)1242 680753
<a href="http://www.smmtco2.co.uk/co2search2.asp">http://www.smmtco2.co.uk/co2search2.asp</a>	CO2 Emissions Data	<a href="mailto:CO2@smtt.co.uk">mailto:CO2@smtt.co.uk</a>	+44 (0)20 7235 7
<a href="http://www.cru.uea.ac.uk/">http://www.cru.uea.ac.uk/</a>	Climatic Research Unit	<a href="mailto:cru@uea.ac.uk">mailto:cru@uea.ac.uk</a>	44-1603-592722
<a href="http://coinet.org.uk/">http://coinet.org.uk/</a>	Climate Outreach and Information Network		+44 (0)1865 7
<a href="http://www.coolkidsforacoolclimate.com/">http://www.coolkidsforacoolclimate.com/</a>	Cool Kids for a Cool Climate	<a href="mailto:coolkidsforacoolclimate@yahoo.co.uk">coolkidsforacoolclimate@yahoo.co.uk</a>	
<a href="http://www.theclimategroup.org/index.php?page=home">http://www.theclimategroup.org/index.php?page=home</a>	The climate Group	<a href="mailto:info@theclimategroup.org">mailto:info@theclimategroup.org</a>	+44 (0)1483 7194
<a href="http://tiki.oneworld.net/global_warming/climatechange">http://tiki.oneworld.net/global_warming/climatechange</a>	Climate change for kids	<a href="mailto:tikithepenguin@oneworld.net">tikithepenguin@oneworld.net</a>	
<a href="http://www.frontier.ac.uk/">http://www.frontier.ac.uk/</a>	Frontier	<a href="mailto:info@frontier.ac.uk">mailto:info@frontier.ac.uk</a>	020 7613 2422
<a href="http://www.carbontrust.co.uk/default.ct">http://www.carbontrust.co.uk/default.ct</a>	The Carbon Trust	<a href="mailto:customercentre@carbontrust.co.uk">mailto:customercentre@carbontrust.co.uk</a>	0800 085 2005
<a href="http://www.carbonfootprint.com/">http://www.carbonfootprint.com/</a>	Carbon Footprint	<a href="mailto:info@carbonfootprint.com">info@carbonfootprint.com</a>	
<a href="http://www.carbonneutral.com/">http://www.carbonneutral.com/</a>	The CarbonNeutral Company	<a href="mailto:enquiries@carbonneutral.com">mailto:enquiries@carbonneutral.com</a>	+44 (0) 20 7833 600
<a href="http://www.lowcarbon.co.uk/">http://www.lowcarbon.co.uk/</a>	Low carbon Network		<b>44 (0) 7974 12</b>
<a href="http://www.whatyoucando.co.uk/?gclid=CN7">http://www.whatyoucando.co.uk/?gclid=CN7</a>	What you can do	<a href="mailto:info@whatyoucando.co.uk">mailto:info@whatyoucando.co.uk</a>	
<a href="http://climatesure.co.uk/?gclid=CMqu6ZSto">http://climatesure.co.uk/?gclid=CMqu6ZSto</a>	climate sure	<a href="mailto:enquiries@climatesure.co.uk">mailto:enquiries@climatesure.co.uk</a>	

# Building a Buzz:

## Topical marketing:

- send them an email
  - ask them if they could support you:
    - add to their site
    - put in their e-newsletter
    - add to their offline news
- give them a toolkit
  - provide logo, copy, images, banners



468 X 60 (15 KB)



468 X 60 (15 KB)

#### Avatars



80 X 80 (2 KB)



80 X 80 (2 KB)



80 X 80 (2 KB)

#### Email copy and templates

[Plain Text »](#)

[Logo \(HTML\)»](#)

[Full design \(HTML\)»](#)

#### Press Release

[view press release »](#)

#### Logo files (EPS)

[Logo \(Pantone Colours\) »](#)

# **ASK YOUR SUPPORTERS TO TALK ABOUT YOU ONLINE**

**They may belong to networks, groups, forums  
and sites that we have never heard of...**

# **Fundraising:**

## **Offering alternatives to cash**

# Fundraising:

- credit and debit cards/CAF/Paypal
- direct debits
- online, phone and post

# Fundraising: alternative ways to give

- volunteering

# Fundraising: alternative ways to give

- volunteering
- events

→ **Take part in an event**

- [Running events](#)
- [Cycling events](#)
- [UK events](#)
- [Overseas events](#)
- [Extreme events](#)
- [Special events](#)

**What's on**

- [Raise money for Mencap](#)
- [Your voice counts appeal](#)
- [Summer raffle](#)
- [Volunteer](#)
- [Become a member](#)
- [Snap! photo and film competition](#)
- [Corporate partnerships](#)

## Take part in an event



### Running events

Join the Dennis the Menace team and get running for Mencap. From 5k runs to extreme challenges, there's a run for everyone!



### Cycling events

Whether you choose London, France or India, there's no excuse not to get on your bike for Mencap in 2010.



### UK events

Polo in the park, half marathons and motorbike days out: find out what events are going on close to you.



### Overseas events

Spanning four continents, the world is your oyster. Why not fulfill your sense of adventure and take up the challenge with Mencap?



### Special events

Join us for Mencap's exclusive balls, dinners, carols and much more.



### Extreme events

Join Mencap's extreme team and push your limits for people with a



## BIG FUN RUN

Join Mencap at a Big Fun Run near you

## FACEBOOK

Join the Mencap events team online



# Fundraising: alternative ways to give

- volunteering
- events
- shopping
  - Christmas or all year
  - Direct sale or through a fulfilment company

# Fundraising: alternative ways to give

- volunteering
- events
- shopping
- affiliate shopping
  - chocolates
  - flowers

# Fundraising: alternative ways to give

- volunteering
- events
- shopping
- affiliate shopping
- alternative giving / “in celebration”
  - wedding lists
  - birthdays

# Fundraising: alternative ways to give

- volunteering
- events
- shopping
- affiliate shopping
- alternative giving
- ebay
  - ebay have special charity auction system run by missionfish [www.missionfish.org.uk](http://www.missionfish.org.uk)
  - Sellers can also opt to donate a % of their sale to the charity of their choice

# Fundraising: alternative ways to give

- volunteering
- events
- shopping
- affiliate shopping
- alternative giving
- ebay
- search engines

# Fundraising: alternative ways to give



[web](#) | [charities](#) | [fundraisers](#) | [images](#) | [news](#) | [shopping](#) | [local](#)

[advanced](#) | [using Everyclick](#) | [my Everyclick](#)     The web     UK only

[my Everyclick](#)    [news headlines](#)

## Sue Fidler's fundraising

You've helped raise £260.79 for Rosendale Allotment Association...

[Raise more](#)

tell your friends

### Top fundraisers

[Kathryn Firt](#)

# Fundraising: **alternative** ways to give

- volunteering
- events
- shopping
- affiliate shopping
- alternative giving
- “in celebration”
- ebay
- search engines

# **Its all about relationships:**

- **Being seen**
- **Being friendly**
- **Being helpful**

# USEFUL RESOURCES

## PAPERS

Passion Persistence and Partnership [www.nfpsynergy.net](http://www.nfpsynergy.net)

## COMMUNITY BUILDING

Free, Online Discussion Groups

[http://www.managementhelp.org/gen\\_rsrc/newsgrps/newsgrps.htm](http://www.managementhelp.org/gen_rsrc/newsgrps/newsgrps.htm)

Using Message Boards to Build Community

<http://www.icthubknowledgebase.org.uk/messageboards>

Options for Online Discussions - Using the Internet to facilitate policy discussions

<http://www.techsoup.org/learningcenter/internet/page5270.cfm>

## EMAIL

Why do email newsletters?

<http://www.icthubknowledgebase.org.uk/whydoenews>

Best practice for sending email newsletters

<http://www.icthubknowledgebase.org.uk/bulkemail>

Best practice for building and designing email newsletters

<http://www.icthubknowledgebase.org.uk/buildingnewsletters>

lots more at <http://www.charityemail.co.uk/resources>

**Sue Fidler**

## **FORUMS TO JOIN/FOLLOW**

Charity Web Forum

<http://tech.groups.yahoo.com/group/charitywebforum/>

Frogloop – very good articles on online fundraising etc

<http://www.frogloop.com/>

## **TOOLS**

Google Analytics

<http://www.google.com/analytics/>

Blogger

<http://www.blogger.com/home>

Feedburner

<http://www.feedburner.com/fb/a/home>

Google links checker google search “links:www.mydomain.org.uk”

Addictomatic

<http://addictomatic.com/>

Search engine info;

<http://searchenginewatch.com/>

# Sue Fidler

[www.suefidler.com](http://www.suefidler.com)

[sue@suefidler.com](mailto:sue@suefidler.com)