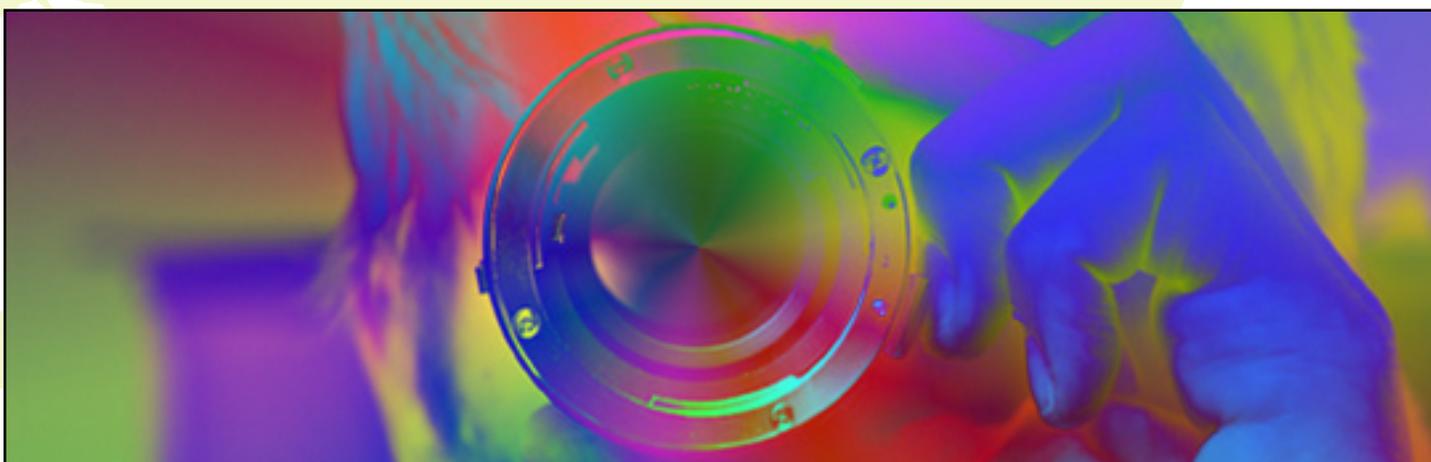# SOLUTIONS FOR YOUR NEEDS

WHO'S LOOKING @ YOU?

Many non-profit organizations spend a lot of time and money putting together a great website. A website is usually the first form of contact with a perspective client or funder. Knowing if your website is working to your advantage is key. Websites can be daunting when you think about all the work that it takes to make it successful but it's definitely worth your time. What's great is there are free tools that will help you monitor the activity your site experiences on a daily basis. One of the most familiar resources for analyzing your website is Google Analytics.

Google Analytics is the enterprise-class web analytics solution that gives you rich insights into your website traffic and marketing effectiveness. The best part about it is, it's FREE! This service will help you monitor who is visiting your site, how often and what they find most interesting. Through charts and graphs Google Analytics helps website owners improve their results. You or your web master can also create an AdWords Campaign. Ad Words are a great opportunity to promote your organization on Google, one of the top search engines around. This tool will monitor how many times individuals are clicking on your ad/ads and if it is cost effective for your organization.

Advertising is a huge part of becoming a well networked non-profit and with Google Ads you can reach may audiences with just one click. As Google says, no matter what your budget, you can display your ads on Google and their advertising network. An added plus is you will only be charged if people click your ads. Your organization is receiving free ad space until someone clicks on your ad, which is the objective. However, it's nice to know you are not being charged per day, per space, per hour, etc. I haven't had much experience with Google Analytics but I do find that it can be a little overwhelming at times. Google does provide great tutorials to follow in your initial set

up and in using more advanced research reports and tools.

If you find that Google Analytics is not user-friendly enough for you, there are other analytics sites that can monitor your traffic like Sitemeter.com. The only downfall with Sitemeter is for a more advanced package you will have to pay a fee starting at $6.95 per month. Although the design of Sitemeter looks user-friendlier to me, Google Analytics seems to give you more for less. If you haven't monitored the traffic of your website yet, give Google Analytics a try. You really have nothing to lose.

FINDING FUND$

Does your non-profit have a great program you'd like to get funding for? With the development of some very creative funding platforms like Indiegogo. com, your organization can have a chance to fund your creative projects. Funding can be a challenging process for non-profits when applying for grants, but with Indiegogo it's makes funding easy for you. It's simple to set up a campaign and even easier for donors to give to it. If your campaign reaches its goal you will keep 100% ownership of your idea or cause. Whether or not you reach your goal your organization keeps the money you did raise.

Indiegogo also offers information and analytics on your project. Which helps you monitor who your visitors are and see which fans are driving others to your site. I really admire this funding platform and think it is a great tool for start-up non-profits. With Indiegogo you are creating an audience for your organization and building funds at the same time. Indiegogo allows your organization to offer tax deductions from all donations to your cause. This is an even more attractive benefit to your donors. If your non-profit organization needs a jump start on a program, give it a GoGo!

* Note from the Witer/Editor
Thank you for reading the first issue of *Your Networked Non-Profit*! In this weekly newsletter you will find plenty of resources for keeping your non-profit a float in the every evolving world of new and social media. In today's world of technological advancements happening everyday non-profits cannot afford to lag behind in reaching their audience and potential funders. With all of the available tools in new media there is plenty that can be done to generate lots of business, clients and funding. Your Networked Non-Profit will continue to provide you with weekly solutions to potential issues your non-profit may be experiencing. I hope that you will read our newsletter weekly to continue to build "Your" Networked Non-Profit.

Best,
Monique A. Medina
Writer & Editor