

Blogging as a Professional Development Tool for Nonprofit Managers

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Blogs



Wikipedia Definition:

“User-generated website where entries are made in journal style and displayed in reverse chronological order.”

“Real time” information

Blog Examples...

- Chronicle of Philanthropy's Give and Take Blog
- Blog Carnival of Nonprofit Consultants
- Beth's blog: How Nonprofits Can Use Social Media


CARNIVAL OF NONPROFIT CONSULTANTS
By Kivi Leroux Miller

Welcome to the Home of the Carnival of Nonprofit Consultants!

About This Carnival
This carnival is a collection of the best advice and resources that consultants and other support organizations are offering to nonprofits through their blogs each week.

Reading the Carnival
We use BlogCarnival.com to manage our editions. See the tabs in the right-hand column to read past editions and to see who is hosting the carnival in the coming weeks. If you want to be notified automatically when a new edition has been posted, subscribe to the carnival in the subscription box in the right-hand column below the BlogCarnival widget.


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THE CHRONICLE OF PHILANTHROPY GIVE & TAKE

A roundup of blogs about the nonprofit world

October 30, 2007

[Donate Your Taco to Charity?](#)

The fast-food company Taco Bell is [giving away free tacos](#) to any person who stops into one of its restaurants this afternoon as part of a promotion tied to the World Series.

But instead of encouraging consumers to stuff themselves with free food, an anonymous group has started a Web site that seeks to turn the promotion into an effort to raise money for victims of the California wildfires.

[DonateYourTaco.com](#) is encouraging those who aren't planning to cash in on the free taco promotion to sign an online petition. For every name collected on the petition, the site's organizers plan to ask Taco Bell for a cash donation equivalent to the value of a free taco to the American Red Cross.

The retail value of a free taco is 77 cents, according to Taco Bell.

"Whether you're a vegetarian or just can't get away from your desk to collect your prize, we know you want to help ... and we're hoping Taco

The Chronicle has compiled this summary of blog postings of interest to people in the nonprofit world. The Chronicle has no control over their content, accuracy, or availability.

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Blogs You Read...



If you were to start a blog exercise

What topics would you write about?

Write them down...

Blogs as Professional Development Tools for Nonprofit Managers



Hypothesis:

Nonprofits gain insight from reading blogs, network with other nonprofit managers and share their own expertise and experiences by commenting in certain blogs.

Perspectives on Blogging the Nonprofit and Philanthropic Sector



I interviewed—

- 3 Bloggers in the Nonprofit Sector
 - Sean Stannard-Stockton, Tactical Philanthropy Blog
 - Trista Harris, New Voices in Philanthropy Blog
 - Rosetta Thurman, Perspectives from the Pipeline Blog
- Started blogging within last year and half

Themes



- How did you get into blogging?
- What topics do you blog about?
- How do you handle comments on your blog?
- Is your organization behind you blogging?
- How has blogging effected your career?
- What advice would you give to someone in the nonprofit sector wants to accelate their career from blogging?

How did you get into blogging?

- Sean
 - “Creating visibility for the firm”
 - “Avenue towards ... creating [a] brand and persona around myself and the firm
- Trista
 - Few people blogging about next generation philanthropy and Foundation issues
- Rosetta
 - Bring the voice of next generation to the nonprofit sector

What topics do you blog about?

- Sean
 - Philanthropy and financial issues
- Trista
 - Next generation philanthropy
- Rosetta
 - Leadership development and diversity issues in the sector

How do you handle comments?

- Sean
 - Create Conversations
- Trista
 - Email people directly
- Rosetta
 - Commenting not a focus

Is your organization behind you blogging?



- Trista
 - Her Foundation didn't know how to handle her blogging
- Rosetta
 - Increased Reputation
- Sean
 - \$150k in revenue because of his blogging

How has blogging affected your career?

- Sean
 - Media, speaking, writing
- Trista
 - Speaking, next generation expert
- Rosetta
 - Use blog as leveraging point, teaching, writing articles

Advice



- Sean & Rosetta
 - Just start
- Trista
 - Find your purpose

Discussion



Opportunity to Change a Field

- Sean
 - Wanted Foundation Officers be proactive in commenting and blogging
- Rosetta
 - Wanted generation x and y's voices heard in the nonprofit sector
- Trista
 - Diversity Issues

Criticism



- Although blogs are great...
- Use of blogs has critics
 - Content validity.
- Those who consult blogs need to take into consideration:
 - The blog author
 - Blogger expertise
 - Readers situation

What's Next?



Should all nonprofit managers blog?

Should nonprofit managers use blogs to accelerate their career?

Transparency Discussion

Drink the Kool-Aid?



Ways to promote nonprofit blogs...