



Friday, October 19, 2007

eZine 8 Issue 2: Web Redesign
(before & after), QuickGuides on SALE,
Final Fall Trainings

VOLUME 8 ISSUE 2

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and On The
eTour
- eZine
Sponsor
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- People

Before & After: How to Redesign News Site for Old and New Readers

http://www.marketingsherpa.com/article_print.html?...
by MarketingSherpa, Inc.

Not happy with your web site performance but leery of a complete overhaul? One newspaper had a long list of demands for putting new life into its Web site, but also a concern that a redesign might actually decrease page views.

[FULL STORY]

Final Week to Register: Social Networking Teleclass on 10/25

ePhilanthropy 105: Social Networking for Nonprofits
www.ephilanthropy.org/elearning
by ephilanthropy.org

Join us for this incredible live course on social networking and web 2.0 for nonprofits and learn:

- How to use social networks to transcend the

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eZine 8 Issue 1: THE BIG ISSUE: The Winners Are..., Training at Columbia University, Social Networking, QuickGuides Available, Fall Training USA and Canada
October 3, 2007
Vol. 8 Issue 1

- online and offline worlds
- Characteristics of successful online social networks
- The process of social networking and setting community norms
- Common roles for social networks and online community

Taught by Brian D. Murrow, Vice President & Co-Founder, iBelongNetworks, Inc.

[Learn more about this telecourse and register by clicking here.](#)

This class will be held **Thursday, October 25**, at the following time:

10:30 a.m. - 12 p.m. Pacific
 11:30 a.m. - 1 p.m. Mountain
 12:30 p.m. - 2 p.m. Central
 1:30 p.m. - 3 p.m. Eastern

Fall QuickGuides SALE!

New Resources for Busy People

<http://www.quickguidesonline.com/index.php?partner...>
 by *ephilanthropy.org*

QuickGuides Resources are now on sale for 25% off the original price! This Fall, take advantage of the series of 24 page books that offer your nonprofit organization a cost effective way to learn what you want to learn and fast! Stock up on amazing resources for at phenomenal prices.

Purchase a full set of QuickGuides to create your own library addressing a wide range of subjects or take advantage of big savings on the topics that interest you most! When checking out – use the promotion code: **2007sale** and take 25% your order! [Click Here to start saving today!](#)

Training in the Windy City

ePhilanthropy classroom training in Chicago on 11/08

www.ephilanthropy.org/etour_schedule
 by *ephilanthropy.org*

Chicago ePhilanthropy seminar on Thursday, November 8, 2007

eZine 7 Issue 26: Can You Answer This Question?, Find 30 \$100 donors, PeacePrimary, ONE DAY: Columbia U.

September 18, 2007
 Vol. 7 Issue 26

Special Issue: Ted Hart, Founder, Stepping Down As CEO, International ePhilanthropy Awards Luncheon and Voting

September 12, 2007
 Vol. 7

Please VOTE in the ePhilanthropy People's Choice Award

September 6, 2007
 Vol. 7

eZine 7 Issue 25: Fall eTour Dates, Get Your Karma, Get Your Tickets for September 20 Global Awards, New Social Networking Course

August 29, 2007
 Vol. 7 Issue 25

eZine 7 Issue 24: Verizon and Google Grants, ePhilanthropy "Oscars", Online Volunteering, Job Bank

August 21, 2007
 Vol. 7 Issue 24

eZine 7 Issue 23: Blackbaud Merger, Search Engine Optimization, Craigslist Foundation Bootcamp, NYC Training

August 8, 2007
 Vol. 7 Issue 23

eZine 7 Issue 22: Live Training, International Awards, 4 Tips for Online Success, Surge in UK Giving

July 26, 2007
 Vol. 7 Issue 22

eZine 7 Issue 21: Are You A Global Winner? Thieves Test Charities, Columbia U. and London Calling, A Penny Search

July 10, 2007
 Vol. 7 Issue 21

eZine 7 Issue 20: New Toronto Chapter Announced, AOL Academy Launched, July 1 Deadline, Google Earth Nonprofit, Honolulu and NYC Join Us!

June 27, 2007
 Vol. 7 Issue 20

eZine 7 Issue 19: Global Online Giving Surpasses #13.2 billion, AOL Academy in East St. Louis, 18 Days To Deadline, Aloha Hawii!

June 13, 2007
 Vol. 7 Issue 19

This eTour stop is hosted by: [THE AXELSON CENTER](#) for nonprofit management.

Our special two-for-one registration is only \$89.00. Learn more and register by visiting: www.ephilanthropy.org/etour_schedule and then click on Chicago.

Training in the City of Brotherly Love

Philadelphia seminar on 11/16

www.ephilanthropy.org/etour_schedule

by *ephilanthropy.org*

Philadelphia ePhilanthropy training on Friday, November 16, 2007

This eTour stop is hosted by: [The United Way of Southeastern Pennsylvania](#)

For more information on speakers and sessions visit: www.ephilanthropy.org/etour_schedule

Online Video

Pew Internet & American Life Project

http://pewinternet.org/pdfs/PIP_Online_Video_2007....

by *Mary Madden, Pew Internet*

Online Video: 57% of internet users have watched videos online and most of them share what they find with others.

[FULL STORY]

Introducing Nonprofit 911: Free Marketing & Fundraising Training Program

eZine Sponsor

<http://www.fundraising123.org/>

by *Network for Good*

Network for Good has recently launched



eZine 7 Issue 18: 15 Experts Named, AOL Training Academy Planned, IRS Issues Draft, GET RECOGNIZED

May 30, 2007
Vol. 7 Issue 18

eZine 7 Issue 17: Making Search Work, Ted Hart LIVE, Calling on Memphis and Charlotte

May 16, 2007
Vol. 7 Issue 17

eZine 7 Issue 16: To Click or Not To Click?, Web Analytics Tools, Your Campaign Highlighted, Verizon Grants Available

May 1, 2007
Vol. 7 Issue 16

eZine 7 Issue 15: Web Visitors Want Search, Newsletters That Work, Social Networking, Internet Training

April 18, 2007
Vol. 7 Issue 15

eZine 7 Issue 14: Call for Global Award Nominations, Home Web Use Up in UK and France, A Few Good Tools, Clicking with Donors

April 3, 2007
Vol. 7 Issue 14

eZine 7 Issue 13: Email Award Winners, NTEN 2007, 10 Rules Taught, "Citizen Philanthropists" See you in LA, Indy and Detroit

March 21, 2007
Vol. 7 Issue 13

eZine 7 Issue 12: Get More from eMail, Demystifying Credit Card Processing, "New Breed"

March 6, 2007
Vol. 7 Issue 12

eZine 7 Issue 11: Evaluating Vendors, Power of the Internet Training, The Slate 60, User-Generated Websites

February 20, 2007
Vol. 7 Issue 20

eZine 7 Issue 10: Sports for Social Change Network Launched, Marketing Survey Results, Beefed Up Job Bank Available Online!

February 7, 2007
Vol. 7 Issue 10

[MORE]

Nonprofit 911, a free training program for online fundraising and nonprofit marketing professionals. Current training topics include Email Fundraising on a Tight Budget, Crafting Your Call to Action, Website 101 for Fundraisers, and Cultivating Donors Online. To download an audio or text transcript, or register for an upcoming training, visit www.fundraising123.org.

Build strong nonprofits with donated technology products

eZine Sponsor

www.techsoup.org/stock.cfm?id=1614

by *Techsoup*

At TechSoup Stock, hundreds of leading technology products are available thanks to generous donations and discounts from corporate partners such as:



- Microsoft
- Cisco
- Intuit
- Adobe
- Symantec
- And more

TechSoup Stock is also home of the Microsoft Software Donation Program. Our administrative fees are as low as 4% of retail value, with no membership fee. Since 2002, over 50,000 nonprofits across the United States and Canada have saved money thanks to donated and discounted software and hardware received through TechSoup Stock (a nonprofit serving nonprofits).

Visit TechSoup Stock:

<http://www.techsoup.org/stock.cfm?id=1614>

Online Fundraising Pages

eZine Sponsor

<http://www.firstgiving.com/?src=ephil101607>

by *Firstgiving*

Get a free [Firstgiving](http://www.firstgiving.com) Account! People raise **firstgiving** 2-3x more money using online fundraising pages. Reach more people through fundraisers' online communities. Make your life easier with weekly electronic transfer and real time online reports. For more information, email information@firstgiving.com.

QuickBooks Integration with Fundraising Software

eZine Sponsor

<http://www.software.com/asp/referral.asp?id=985>

by *DonorPerfect*

DonorPerfect fundraising software is a QuickBooks Gold developer, the highest level of certification! What does that mean for you?



- DonorPerfect has been tested to meet Intuit's high standards for quality and integration.
- Independent survey of our client's willingness to recommend DonorPerfect ranked as "Spectacular"!
- Industry expert overall ranking of DonorPerfect was "Spectacular"!

For a FREE trial version, call (800) 220-8111, or visit

www.donorperfect.com

ePhilanthropy Job Bank - New Positions Posted

Find a Nonprofit Job or Post a Nonprofit Job - THIS is Your Resource

<http://www.ephilanthropy.org/jobbank>

The Internet's most helpful nonprofit job search tools are hosted here:

POST A JOB

Post a job by clicking '[post jobs](#)' in the navigation at the top of the page.

SEARCH JOBS

The ePhilanthropy Job Bank allows you to search through the most current job postings or do an [advanced search](#). For other areas of employment you can click the "home" button at the top of the new job bank site.

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 FRIEND**

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