



How to Turn Your Nonprofit Knowledge Into a Profitable Brand!

Free E-Book by Mazarine Treyz

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HELP!

It's April 15th, 2009. 9:30am. Susan straightens her shoulders and walks into her boss's office. He tells her, "YOU'RE FIRED!" And she runs, crying, from the room. She throws off her blazer, packs up her desk, and wonders if she'll have to move back in with her mother, at the ripe old age of 30. As she bikes home, it starts to rain, and she keeps crying, despairs of nonprofit work, and of justice for workplace abuse.

She looks for jobs for months, tries, and fails, tries, and fails, in interview after interview. She falls, she gets back up again. She applies to hundreds of jobs. She goes on 20 interviews. Nada. Then she looks at the local unemployment statistics. 25% unemployment. No WONDER she can't get a job! People with 20 years of experience are going up against her! Or they decide not to hire at all!

Then she sells her car, and moves to where the economy is a little better. But she's sad. Her community is all in Madison. She's had to leave everyone behind. She starts to bike to yoga. She falls, she gets up again. She applies to TONS of jobs, has TONS more interviews. But no one asks her back.

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Perhaps it's obvious she's bitter about her abusive last boss, how he fucked the volunteers, how he fired her with no warning, how he nitpicked and yelled at her no matter what she did, even when she raised over \$1,000,000, created the best event in 10 years with over 200% more people, 2,500 attendees.

The boss *before* him was also abusive, also fired her for no reason when she made 65% more money with events, \$200,000, more than they had ever made before, and then got the boot. And her boss was not paying attention to programs, and some clients at the shelter started prostituting themselves. So the boss kicked the women out and hushed it up so that the police wouldn't come in and shut her down for running a brothel.

Susan's had FOUR YEARS of bad bosses, and SHE IS PISSED.

What does she do? No health insurance, no money for therapy, just her hands and a pen.

She starts writing. She writes her pain. She writes her anger. She writes about everything that's wrong with the nonprofit world. And slowly, slowly, the sun starts to shine on her head again. In October, she launches her blog.

Seven months later, seven months of blogging, commenting, twittering, and four months of posting 5x a week, she gets 250,000 hits per month, 19,000 pageviews, 2,000 unique addresses per month, and 80 people signed up for her e-newsletter. She's getting advertising queries. She's getting consulting clients. She's getting regular commenting now too. And some people tell her they sign up for her e-

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newsletter simply because they like her writing, not because they need nonprofit advice! So that really makes her feel good. People also pitch her to write stories about their causes, and more headhunters are looking at her on LinkedIn.

This is a good platform should she now want to get a job, a book deal, or write for the Chronicle of Philanthropy, or the Chronicle of Higher Education, or Grassroots Fundraising Journal, etc. She will do 10 speaking engagements and 3 webinars this year. She would like to speak at the Association of Fundraising Professionals conference, BlogHer, SheWrites, WomenWhoTech Conferences in 2011, and now that's a lot more likely than it was.

What did you think of Susan's story? Would you like to recreate her success?

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Where are you at?

Are you stuck in a nonprofit job that you hate, or are you looking for a nonprofit job after being burned by your last job?

Why wait to be fired? Why wait to be laid off, when no one cares about your opinion, or wants you? Why not start building some security for yourself right now, with thought leadership?

Start making yourself and your opinion indispensable to the larger nonprofit and philanthropy community.

You can join the long lines of unemployed in Depression 2.0, you can volunteer and hope that someday you'll get hired, you can try to get new skills and keep learning... but what is certain? You are going to need to learn how to market yourself to get hired in this competitive marketplace.

Even if you have a nonprofit job, you can start a blog and start creating more economic freedom for yourself, and more thought leadership in your field. This could be part of your safety net.

Or even if you're perfectly happy where you are and can't imagine ever leaving, perhaps you can use this book to build your nonprofit's brand. All of the same

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principles can still apply.

Having a blog has been a tremendously empowering experience for me. Even though I've been blogging since 1999, I only started a full-time, professional blog since December, 2009. I've seen in the comments and retweets that I'm touching a very raw nerve with nonprofit staff, leaders, and boards. I have the courage to speak the truth, and that scares some people, and makes some other people angry, and makes some other people want to shout YEAH! Like good writing should.

In the past eight months. I've steadily raised my stats, until now, at the end of June, 2010, I've gotten 150,000 hits this month, 70 newsletter subscribers, 25,000 visits, and 4,000 uniques. I've started a nonprofit job club, written 158 posts on my blog, written 3 guest posts, gotten 800 twitter followers, created a video, almost finished my nonprofit fundraising book, gotten interviewed on a radio show, and I'm starting to create a video game to help teach people how to fundraise. It's getting serious attention from the nonprofit community. I've created a brand, and a platform where I had nothing before.

Here's what I've found to be most helpful when getting more hits, comments, guest post requests, followers on twitter etc. Here's EXACTLY how I did it, and how YOU can do it.

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Starting Objectives

Having a great blog is like having a publicist who is always putting you in front of the right people.

Making your Blog:

Look on my enjoysthin.gs feed (<http://wildwomanfund.enjoysthin.gs>) or <http://ffffound.com>, and see if you see some pretty pictures/designs that speak to you. Then send these to a graphic designer and tell her to design you a website based on the colors, shapes etc that you like. Or...

Make a wordpress blog. <http://FreeCSStemplates.org> has what you need. Pick a clean design (I'm going to redesign my blog soon, so do as I say, not as I do, right, okay)

Strategy:

When people come to your website, what do you want them to do? Hire you for a job? Make you an offer to go on assignment to the AFP conference? Just read you? Follow you on Twitter? Subscribe to your RSS feed? Subscribe to your newsletter? Buy your unauthorized biography on Bill Gates? Make sure you know what you want them to do, and then give them ways to do that.

If more followers is all that you're after right now, put this request ABOVE the fold, which is the part of the page that people see when they first get to your site. Don't

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make them scroll down to do this. If you are looking for newsletter subscribers, she recommend <http://Aweber.com> as a good e-newsletter tool. It's not free, but it IS cheap.

What's your goal?

Do you want to help people understand how you can help them?

Do you want people to hire you?

Do you just want people to listen to you?

Make a list of goals.

How many readers do you want?

How many newsletter subscribers do you want?

Are you going to write an ebook?

What do you want them to do when they get to your website?

Sample Goals:

1. Month 1: Create a website, create an e-newsletter
2. Month 2: Comment on 10 blogs per night. Get 4 subscribers to newsletter
3. Month 3: Create a Twitter account: Start to use Hootsuite, and post 2x a day
4. Month 4: Start to post 5 days a week, start to answer questions on LinkedIn
5. Month 5: Ask for guest posts, do guest posts for others. Put your blog into blog carnivals.
6. Month 6: Look back and re-evaluate. What works? What doesn't? What are your stats saying to you? What do you want to do more of? What do you want to do less of? How can you repurpose your contents into an ebook, radio show, video blog post, etc?

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How often to post?

Posting 5x a week really works for getting people to look at your blog. Seth Godin (<http://sethgodin.com>) posts every day, but only 1 paragraph. Since he's written 12 books he's got a following, and he is a good one to watch. It doesn't have to be long. But it should be pithy and illuminating if it's not long. Post at least once a week.

How to get people to find you?

Doing 10 comments on blogs a night works well. Find the authors/bloggers you admire via google, on <http://huffpost.com> or ask others in your sector what they read, and comment on their work. This is a way to participate in conversations, to get noticed, and a way to take the people reading them over to what you have to offer. I keep a list of blogs she want to follow in my niche (fundraising, philanthropy, and NP Tech) all in my netvibes feed.

If you post consistently, and comment consistently, and actively engage in conversations, you can start to have a real impact on the nonprofit/charity and philanthropic communities.

What to write about?

You can answer questions that people have posted on LinkedIn. You can answer posts that other people have written. You can go to a bookstore and write about a book you picked up there. You can write about your pet peeves about nonprofits, management, grantwriting, marketing, etc. You can really write about anything, these are just some prompts.

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Once you're up and running

Use Twitter:

Use <http://Hootsuite.com> for Twitter because then you can link back to your post in 3 or 4 ways over the course of a day, putting all tweets into a pending area that lets them out when you want. This has proved effective for me, and also you can see which of your tweets are most popular, and where in the world people are when they click on them. Easy to see rts mentions and dms all right there too. (It also lets you auto-update FB and LinkedIn.)

When you want to create community, get people to listen to you, and start to build your brand, become known as the person that helps others. Follow as many people in your field as you can. Promote other people 12x as much as you promote yourself. On twitter, ALWAYS thank people for the follow, for the mention, for the RT. Retweet others often. [Http://Mashable.com](http://Mashable.com) has some good twitter resources.

For extra credit, make a custom twitter background that's professional-looking. Check out mine at <http://twitter.com/wildwomanfund>. Real world textures are big right now. You can get some for free at <http://wildwomanfundraising.com/free-stuff>, check the links, I've got lots of resources for you.

Keeping track of your community:

<http://Netvibes.com> is an RSS feed aggregator, kind of like iGoogle, but better,

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dig? You can keep track of specific searches there, or specific websites, so instead of having to go to 10 or 20 or 30 different websites just to keep up on the news you care about (or jobs you're looking for, or gigs, or music news, etc) You can keep these searches all in one place, and they'll auto-update. Sometimes weekly, sometimes hourly, it depends. So latest breaking Gaga news? Should be a google search right there. So she use Netvibes to track job listings for me and I've given seminars on the topic. People really like this tool! And it's so intuitive. I've got a presentation on how to use it here:

<http://www.slideshare.net/Mazarine/jumpstart-your-fundraising-jobsearch>

Places to get your blog linked or reviewed:

<http://Alltop.com>,

<http://thedailyreviewer.com>,

<http://theagitator.com>,

<http://bloggingwomen.com>,

<http://associationjam.org>

<http://aspiringfempreneur.com>.

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Advanced Strategies

Control your brand:

You need to be able to control the first 3 pages of google results about you. How are you going to do that? Be everywhere. How can you be everywhere?

Portfolio Site:

Consider making a portfolio site like <http://mazarinetreyz.com>. Show your depth and breadth of different topics, achievements, what you're looking for, your picture, etc. Go on. this is your place to shine! If you need help creating this, <http://Stevehavelka.com> can help you create a website FAST!

Put your writing out there:

Put your writing and presentations up on <http://Scribd.com> and <http://Slideshare.net>, it's free, and you get found MORE! I've had over 4,000 reads on Scribd to date, and over 2,000 on Slideshare. If you don't have powerpoint, don't sweat it, google docs does it.

Check out what I've done here: <http://www.slideshare.net/Mazarine/presentations>
<http://www.scribd.com/MazarineTreyz>

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You can also make a <http://Prezi.com>, which is kind of like Powerpoint on crack. I love it. Here's a prezi I made: <http://prezi.com/cx7g4v8sjkox/help-my-boss-doesnt-listen-to-me/>

Write some articles on <http://HubPages.com>, <http://EZineArticles.com>, <http://Squidoo.com>. Write them on topics you know a lot about, or things you want to research. This will get you known, and help you control your search results.

Here are examples of what I've done on Squidoo.

<http://www.squidoo.com/funddevelopment> and Hubpages, <http://hubpages.com/hub/Getting-A-Grant-For-Your-Nonprofit>

LinkedIn:

Create a LinkedIn profile, and link to your Slideshare account.

Solicit recommendations from your boss right now, or former bosses or co-workers. Answer questions. This is a wonderful way to get known in your field, and you can help others too!

Join some groups. You can see which groups I've joined, my LinkedIn Profile here: <http://linkedin.com/people/Mazarine>

Make your LinkedIn profile link to your Hootsuite account. Now you can keep people on LinkedIn informed of your timely and useful nonprofit posts as well! Is there a field you want to get into? Find a group for it, or make one.

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Resources

If this all sounds a bit overwhelming, check out the Social Media Bible, digest 1 chapter at a time, it tells you how to do your own webinars, radio shows, vlogs, how to use soc. media to the best advantage, etc. I've posted about it a couple of times. It's dense, but useful because it gives you tons of options to use, MOST are free.

Radio Radio:

<http://BlogTalkRadio.com>. Yeah, you know this is off the hook! FREE RADIO SHOW FOR YOU! You can talk about anything and everything and ask people who are famous to be interviewed.

Hone your blogging skills:

Read blogs about blogging to be better at it. Yeah, I know you've got a degree or two but people's IQ seems to drop about 30 points when they get online so writing for a 6th grade reading level is probably a good idea. [Http://problogger.com](http://problogger.com), <http://copyblogger.com>, <http://readwriteweb.com> and <http://mashable.com> are some of the blogs to watch.

Books:

"Don't Make Me Think" by Krug.

"The Referral Engine" by Jantz

"Social Media Bible" by Safko

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"Social by Social" by Amy Sample Ward (it's a wiki as well, and you can see it all online for free at <http://socialbysocial.org> .)

The Networked Nonprofit by Kanter

Always always try to re-purpose your content. Can your blog post be a radio topic? Can your twitter stream turn into VLogging? What can you do to make less work for yourself?

Wow, I just found out that she got listed on this resource list. Nifty. Check it out, there are lots of blogs, and other ways to promote yourself.

<http://www.fundfusion.org/resources/2010resources.aspx>

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Thank you

Thanks for reading! Do you have ideas now, for how to build your brand, and help people care about you? Did I leave something out? Want to tell me?

Follow me on twitter

<http://twitter.com/wildwomanfund>, connect with me on LinkedIn, <http://linkedin.com/people/mazarine> Email me, let's chat!



If it all seems like a lot of work, it is. But it's worth it. You'll build your voice, build your brand, and find a new job, or some extra money. You never know where it's going to lead you!

Tell me how you're implementing these strategies today!

Sincerely,

Mazarine
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