

Blogging: A Social Medium

Stop Talking So Much—and Start Listening!

By Gary D. Foster

ONCE UPON A TIME, broadcasters, publishers and marketers delivered their messages to audiences via one-way exchanges from sender to receiver. But blogs, an abbreviation for web logs, have changed all that, for blogging is really about building community.

There are millions of blogs, and 90 percent of businesses say they want to incorporate blogging into their marketing efforts. But marketers need to plug into the blogging community as participants rather than trying to control the flow of communication.

Stop thinking you have a message to get out. Use the tools available to listen. Find out what people are saying, and then talk to them. Those are your customers and prospects.

Identify key influencers within online communities and recognize them for who they are. These influencers often guide many others who read their blogs.

The interactive nature of blogs gives bloggers and bloggees the sense that they are participating in something important and that they are making a difference. Isn't that what we all want to do?

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Beyond Branding to the GodBrand

By Karl F. Schaller

THE BRAND CRAZE of a few years ago signaled the beginning of a communications revolution now coming to full bloom across the country. General market and Christian firms now pay more attention to the disciplines of brand development: brand creation, brand promise, brand equity, brand differentiation, and brand identity.

Is this a passing fad, or something with value? As one who watches this movement, I believe it's the latter. Brand development produces dynamic community-building results for Christian groups. In fact, brand development has now morphed into a larger category called integrated-marketing.

Applying the techniques of branding and integrated marketing to ministries involves something I call the GodBrand. Whenever God calls his people to a unique mission he provides them with a calling that is manifest in the world through the GodBrand.

What is branding, and how is it related to integrated-marketing? How does a GodBrand become useful to a ministry and perform great Kingdom work for Christian products and services to develop a powerful stakeholder community?



For the rest of this article, go to CMAonline.org/mrc and click on "Christian Management Report." Then click on "February 2006" and you'll find Schaller's article.

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Why Donor

Personalization Is So Critical

Why Send a Bazillion Letters When Just One Will Do?

By Todd Baker

THERE ARE DONORS WHO GIVE to your nonprofit only once a year. So why do you send them a bazillion mailings in the span of 12 months? Other donors only like to give to newsletters. So why do you send them other appeals?

Some donors are devoted and will continue to give to you in spite of what you send them. But impersonal, one-size-fits-all communication efforts will drive others away.

Some of your donors never give during the summer months, and they hate to come home from vacation to a mailbox full of your appeals. Other donors give only to specific programs, or are wealthy, or elderly, or only give to receipt mailings, or only give at events, or desire the ability to give online, or only give to appeals.

Donors give to your charity in patterns. It is your job to figure out what those patterns are and contact them appropriately. If you want to grow and deepen donor loyalty for your nonprofit, you have to become more personable.

Personalization means more than putting a donor's name on the envelope. It means analyzing donor behavior and then presenting relevant messaging that matches their behavior.



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