

Contribution 1:

Dear Amil and Srdjan--

As I've written in the past, I am an independent consultant who works on strategic planning and outreach efforts for organizations that promote social change. One of my most recent client affiliations is change.org. One of the things that I noted while working with them (and also something I've spoken to nonprofit clients about) is the need for nonprofits to be fairly constant and consistent about stakeholder engagement. Stakeholder engagement is a key component in educating the public and beneficiaries, raising awareness of mission and retaining/attracting donors.

Social networking sites provide a good forum to engage donors and affiliates-- but also, those stakeholders must be engaged and on board with the organization's presence on a social networking site and do their part to spread the word about the nonprofit's use of the media tool. Change.org goes that next step in spreading the word about the nonprofits that occupy its space-- creating a new layer of stakeholder engagement.

Thanks, Lina

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