# Chapter 12 Web Resources

**Building a Media List**

<http://www.evancarmichael.com/Tools/Press-Release-Builder/Build-A-Media-List.htm>

Evan Carmichael tells you how to build and organize a media list.

**Choosing Software**

<http://www.idealware.org>

Idealware features dozens of articles that can help you choose just about any type of software your organization may need to use. Among topics to research are the best programs for online sales and donations, email service organizations, online survey sources, and constituent relationship management.

**Discounted Software and Good Advice about Which Software to Choose**

<http://www.techsoup.org>

A goldmine of information about technology for nonprofits, including access to discounted software.

**Effective News Releases**

<http://www.landrights.org/prleases.htm>

The American Land Rights Association gives good advice on writing news releases.

**Email Marketing Plan**

<http://blog.mailchimp.com/whats-your-email-marketing-plan>

MailChimp offers guidance for creating an email marketing plan.

**Evaluating Communications and Media**

<http://www.audiencedialogue.net/techniques.html>

Audience Dialogue, a consulting firm based in New Zealand, offers tips about survey research, monitoring your marketing efforts, and other topics.

**Guerrilla Marketing**

<http://www.gmarketing.com>

Innovative and low-cost marketing strategies from Jay Conrad Levinson.

**Beth Kanter’s Blog**

<http://www.bethkanter.org>

If there is one person who stays on top of developments in the online and social-media world, it’s probably Beth Kanter.

**The One-Minute Message**

<http://www.mission-minded.com/how-to-craft-your-one-minute-message>

Mission Minded, a marketing and branding firm that works exclusively with nonprofit organizations, guides its clients through creating a short, memorable message for marketing their work. This blog from Zach Hochstadt provides a good overview of the exercise.

**Newspaper Industry News**

<http://www.editorandpublisher.com>

Online news coverage of the newspaper industry.

**NTEN**

<http://www.nten.org>

You will find lots of good information about technical and social-media affairs on the Nonprofit Technology Network website. We suggest subscribing to its free email newsletter to help you stay abreast of developments in this rapidly changing area.

**Your Best Nonprofit Marketing Plan**

<http://www.fundraising123.org/files/training/7%20Steps%20to%20Creating%20Your%20Best%20Nonprofit%20Marketing%20Plan%20Ever.pdf>

Network for Good offers a free seven-step guide to creating Nonprofit Marketing Plan.

**NPEngage**

<http://www.npengage.com>

A collection of blogs containing information about the use of technology and social media in nonprofit organizations.

**NPower**

<http://www.npower.org>

You may be able to find a volunteer to help with your technology needs through NPower’s Community Corps program.

**The One Hundred Best Nonprofit Websites**

<https://act.everyaction.com/100-best-nonprofit-website-designs-of-2015>

Visit this site for inspiration and trends in nonprofit web design.

**Public Service Announcements**

<http://www.centerdigitaled.com/artsandhumanities/How-to-Create-the-Perfect-Public-Service-Announcement.html>

The Center for Digital Education proposes to teach you how to create perfect PSAs.

**30 Terrible Pieces of Social Media Advice You Should Ignore**

<http://blog.hubspot.com/blog/tabid/6307/bid/34180/30-Terrible-Pieces-of-Social-Media-Advice-You-Should-Ignore.aspx>

Helpful advice about advice you should ignore from Ellie Mirman at the HubSpot blog.

**PR Web**

<http://www.prweb.com>

This site offers a web service for news release distribution.

**SurveyMonkey – Online Surveys**

<http://www.surveymonkey.com>

Conduct your own online survey using this service, which is free if your survey is brief and limited in scope.

**Ten Issues to Address in Your Social Media Policy**

<http://www.nonprofitlawblog.com/home/2013/03/10-issues-to-address-in-your-nonprofits-social-media-policy.html>

Good advice from Gene Takagi’s Nonprofit Law Blog.

**United States Census Bureau**

<http://www.census.gov>

Find demographic information about communities in which you’re working.

**WordPress**

<http://www.wordpress.org>

One of the most commonly used platforms for blogging and website management.