Web 2.0, 3.0 and Beyond
Session Goals

- To review definitions, trends, examples, ideas, do some looking forward

- Think about how we integrate Web 2.0 and beyond concepts into our online engagement and e-philanthropy.

- This is a **broad topic and we’re only going to touch on the surface in this session.**
Who are you, who who...

Senior Vice President for Finance and Information Systems
VGH & UBC Hospital Foundation
brian.dowling@supportingadvancement.com
http://www.facebook.com/brian.dowling/
http://twitter.com/brianwdowling
1968

- In the world of "Stand on Zanzibar" governments and corporations hold power at the macro level, while society frays on the street.

- Technology is zooming ahead for those at the top: the government is able to bug an apartment and scan conversations for key words.

- A world where the information technology exists to tailor broadcasts for each individual doesn't necessarily lead to a freer, richer intellectual life.
History

Web 1.0
- HTML pages
- discussion group
- hosting service
- media files
- software distribution
- stores & snail mail
- slow connections
- few Content creators

Web 2.0
- Discussion group
- email
- website hosting service
- HTML
- wiki
- blog
- text
- fast connections
- media file sharing
- audio
- video
- many Facilitators of content sharing
- many Content sharers
Web 2.0

- Users can own the data on a Web 2.0 site and exercise control over that data.

These sites may have an "Architecture of participation" that encourages users to add value to the application.

Wikipedia
History

- 1970 - First ARPANET Host-Host protocol
- 1995 - Amazon
- 2002 - Blogs
- 2005 - Year of the iPod
- 2007 - Facebook, MySpace, YouTube
- 2008 - American Presidential Election, Twitter, iPhones & Mobile Web
- 2009 - Changes in “Traditional” Media Consumption
- 2010 - Apple Announces iPad
Why Web 2.0?

- **Reach** a Broader and More Diverse Audience
- **Engage** People Using Their Preferred Medium
- **Empower** Others to Advocate/Fundraise for You
- **Build Loyalty** and Relationships
- **Identify** New Opportunities
- **Harvest** Data
What to share?

- **Video** (Can be expensive but most compelling, i.e. Donor Testimonials.)
- **Photographs** (Not always as compelling from an “action” standpoint.)
- **News Stories** (Most of us already have a lot of these.)
- **Audio** (Less expensive – need very compelling content.)
- **Others not so Obvious** (Such as White Papers, Interactive Games.)
"When I wrote 'Neuromancer' almost 25 years ago, he says, "cyberspace was there, and we were here."

In 2007, what we no longer bother to call cyberspace is here, and those increasingly rare moments of nonconnectivity are there.

And that's the difference. There's no scarlet-tinged dawn on which we rise and look out the window and go, 'Oh my God, it's all cyberspace now.'"

William Gibson
Predicting the Future

- Increasing **Globalization**
- Collective **Intelligence**
- Continuing Changes in **Social Capital**
- Affinity for **Games**
- The **Money** Value of Time, Resource Scarcity & Intense Competition
- **Search** Engine Wars
- **Data Visualization** Tools
Predicting the Future

- Growth in **Mobile** Devices
- **Cloud** Computing
- Ubiquitous High Speed **Bandwidth**
- **Geo**-Everything
- The **Personal** Web
- **Semantic-Aware** (Human Language)
- **Smart Objects**
  (Where We Are = What We Do)
You're about to watch a future history of the media by Robin Sloan and Matt Thompson, with music by Aaron McLeran.

In the year 2014, The New York Times has gone offline.

The Fourth Estate’s fortunes have waned.

What happened to the news?

And what is EPIC?

Also, Robin Good did a transcript in English (ends a little early, though). Coldwind did one in Spanish, Bobby in French, Eneko in

http://www.robinsloan.com/epic/
Back to the Present
E-Strategy Integration

Email Marketing

Polices & Procedures

Web Site

Strategic Plan

Social Networking

Metrics

Offline Integration
Message Integration

- Organization’s "Traditional"
- Your Organization’s Email Marketing
- Your Organization’s Web Site
- Search Engines
- Your Personal Email Signature
- Your Personal Facebook Page
- Organization’s Facebook
- Organization’s Twittering
- Organization’s YouTube
- Other Social Networks
- Your Personal Tweeting
Network Integration
Tactics & Examples

I. Strategic Focus
Step 1. Refine and commit to strategy

II. Assessment
Step 2. Audit measures
Step 3. Develop new measures
Step 4. Apply new measures
Step 5. Analyze and report

III. Change Planning and Implementation
Step 6. Implement improvement plans

IV. Continuous Improvement
Step 7. Track metrics
Step 8. Continuous improvement; revisit scorecard; cascade

Sustainable Results
Age category 12-14: Shanshan Yun, Richmond Hill, Ontario

My solution to climate change is... alternate transportation methods

Name: Shanshan
Front Message: ROLLERBLADE, SKATEBOARD, SCOOTER, WALK
Back Message: Dear Prime Minister,
I participated in Earth Hour on March 28, 2009 because I wanted to help conserve our planet’s limited resources. It showed us how dependent we are on energy, and reminded us we can take action anytime!
We can also care for our environment by rethinking ways we transport ourselves. Cars aren’t the only way to get around! Cars contribute to air pollution and produce greenhouse gases resulting in climate change. I encourage alternative transportation methods. Why not walk, bike, go by scooter, or rollerblades? We can make a difference!
Sincerely, Shanshan

http://wwf.ca/earthhour/toolkits/postcardsslideshow.cfm
Not So Obvious ...

Canadian Category Grand Prize Winner

Brent Veitch (Black bear)

Click to view larger image

Monthly Feature Winners

The following 10 photos, along with the 2 Grand Prize Winners, will be published in the 2009 Canada Wall Calendar available for purchase in late October 2008. Visit wwfstore.ca for details.

http://wwf.ca/takeaction/photo_contest/2008/
Not So Obvious ...

http://community.wwf.ca/livingplanetcity/
Not So Obvious ...

Not So Obvious ...

http://www.youtube.com/watch?v=SD2WIxu6fys
Not So Obvious …

CLIMB FOR PROSTATE 2009

Climb for Prostate - The Humorous side of fundraising!

TUESDAY, JANUARY 26, 2010

Last Final Report from Kevin

January 3, 2010

“Come on, Kevin! You’re almost there!” With these words of encouragement ringing in my ears, I breathlessly crawled and stumbled up the final rocky hump to stand on the summit of Cerro Aconcagua in Argentina, 6,962 m above sea level. How appropriate that those words were shouted by my good friend, Brad Henry.

http://www.climbforprostate.com/
Not So Obvious …

http://www.livingsasquatch.com/
Not So Obvious...

http://www.starbucksloveproject.com/#/main/
Not So Obvious …

http://www.karma411.com
Facebook’s Latest Virtual Currency Test: A “Credits Enabled” App Directory  August 31st, 2009

By Eric Eldon  3 Comments  

Facebook is quietly making its “Credits” virtual currency a more integral part of the site, and on Friday the most recent Credits test went live. In this test, a new portion of the application directory features apps that integrate Credits as a method of payment, and users will be able to buy more credits, according to software developer Jesse Stay.
Not So Obvious …

We Are... Marshall

TXT2GV Campaign

http://www.marshall.edu/foundation/new/txt2gv.php
Not So Obvious ...

Not So Obvious …

The Big Three +1
August 2009

The Facebook application has now been released for the iPhone.

It is estimated that there are 12,000,000 users of the current version of the iPhone application.
<table>
<thead>
<tr>
<th>From</th>
<th>Subject</th>
</tr>
</thead>
<tbody>
<tr>
<td>SupportingAdvanceme...</td>
<td>NYTimes: Facebook Exodus</td>
</tr>
<tr>
<td>SupportingAdvanceme...</td>
<td>NYTimes: Signs of a New Vogue for Tablet Computers</td>
</tr>
<tr>
<td>SupportingAdvanceme...</td>
<td>NYTimes: Coupons You Don’t Clip, Sent to Your Cellphone</td>
</tr>
<tr>
<td>Facebook</td>
<td>Time Out invited you to the event “Fresno State Football vs. UC Davis”...</td>
</tr>
<tr>
<td>@ Harvey Summers</td>
<td>RE: [FUNDSVCS] Presentation Slides on Cycle of Gift Processing</td>
</tr>
<tr>
<td>APRA headquarters</td>
<td>New APRA membership benefit from GG-A</td>
</tr>
<tr>
<td>Dowling, Brian [VA]</td>
<td>FW: Declined: Meeting with Brian Dowling at VCH</td>
</tr>
<tr>
<td>@ Brian Dowling</td>
<td>Information Systems Analyst Position</td>
</tr>
<tr>
<td>Stevenson</td>
<td></td>
</tr>
<tr>
<td>Dowling, Jim</td>
<td></td>
</tr>
</tbody>
</table>

**Iam Fresnostaate**

- Wall
- Info
- Photos
- Boxes

- View Photos of Iam (2)

**Send Iam a Message**

This is the official Facebook account of Time Out, the Fresno State mascot. Be my friend to keep up-to-date on the latest from Fresno State Athletics.
Celebrate Success

The Michigan Difference Campaign Finale Celebration

Celebrate the success of the Michigan Difference. See its impact on the U-M and YOU!

Event Info
Host: University of Michigan
Type: Party - Benefit
Network: Michigan

Time and Place
Date: Friday, November 14, 2008
Time: 2:30pm - 4:00pm
Location: Hill Auditorium
Street: 825 North University Avenue
City/Town: Ann Arbor, MI

Contact Info
Phone: 734-647-6000

Description
Please join us for the All-University Campaign Finale Convocation, as we honor and thank the more than 300,000 individuals who have contributed to the success of the Michigan Difference. Michigan faculty, staff, students and donors and their friends and family are all invited to attend!

Emcees: TV hosts Harry Smith and Andrea Joyce
Key Note Speaker: Paul Schervish, director of the Center on Wealth and Philanthropy, Boston College
President Mary Sue Coleman will offer special remarks
Incredible student performances

Refreshments at the Michigan League following the convocation.
Engage Donors

Thanks UM Donor’s Public Profile

Thanks’ profile includes:

- 6 wall posts
- 6 notes
- 1 group

If you are friends with Thanks on Facebook, you can view their:

- contact information
- educational and work information
- interests and favorite music
- upcoming events
- friend connections

You must have a Facebook account to view Thanks’ full profile:

[Login] [Register]

Facebook is a social directory that lets you share information with the people around you. Facebook allows you to:

- keep in touch with friends, classmates and co-workers
- share photos and ideas
- find people with common interests

Register for Facebook now.
WWF Canada: WWF Canada Photo Contest

WWF Canada's Notes

WWF Canada Photo Contest
Saturday, April 18, 2009 at 10:16am

In this note
No one.

We are calling for Canadian and international photo entries displaying "Our natural world at its best" – contest closes July 31, 2009!
Peer Networking

Facebook Page

My Groups

Create a New Group | Create a New Group

Show: All Groups

You are in 44 groups. You have 1 group invitation.

2009 CASE Summer Institute for Advancement Services
Size: 35 members
Type: Organizations - Non-Profit Organizations
Network: Global

Academica's Top Ten
Size: 117 members
Type: Common Interest - Current Events
Network: Global

Alumni Relations on Facebook
Size: 545 members
Type: Internet & Technology - Websites
Network: Global

Leave Group
Group for Staff

VGH & UBC Hospital Foundation - Staff

Basic Info
Name: VGH & UBC Hospital Foundation - Staff
Type: Organizations - Philanthropic Organizations
Description: VGH & UBC Hospital Foundation and Staff

Contact Info
Location: Vancouver, BC

Members
Displaying 6 of 14 members

Christie Castro
Sarah Frew
Ross Erin Ireland
Chelsey Tuason
Holly Proulx
Christie Kepars
Candice Gartry
Celeste Chiderose
Jon Hidke

Message All Members
Promote Group with an Ad
Edit Group
Edit Members
Invite People to Join
Create Related Event
Leave Group

Share ✌️
Lessons

- Fast Growth
- Time Spent on Site
- Facebook Fan Pages
- Facebook Causes (Not much raised)
- Facebook Applications
- Facebook Messaging
- Events and Engagement
- Connection to Mobile Devices

- Commerce
- Search Engine Changes
TV.com Integrates Facebook Connect to Simplify Video Sharing

TV.com has just launched Facebook Connect integration, making it easier for Facebook users to share content with their friends. It’s a relatively simple integration - now, any comments you make on the site’s full episodes, clips, news stories, and forums can be published back to your Wall and the News Feed.

Facebook is increasingly working on partnerships with the TV industry this year. In the fall of 2008, CBS’s celebrity gossip site TheInsider.com was one of the first launch partners to go live with Facebook Connect. Just recently, Facebook announced a new Live Stream widget that allows networks (or any publisher) to stream video alongside friends’ Facebook status updates in real time.
Set up Channel

VGH and UBC Hospital Foundation is a registered charity that raises funds for the latest, most sophisticated medical equipment, world-class research and improvements to patient care at Vancouver General Hospital (VGH), GF Strong Rehabilitation Centre and Vancouver Health Research Institute.

VGH & UBC Hospital Foundation
Country: Canada
Website: http://www.worldclasshealthcare.ca
Integrate with Offline

August 17, 2009

Dear Friend,

I’m alive today and able to care for my young son thanks to the expertise of the amazing staff at VGH — BC’s centre for specialized health care. I hope my story will inspire you to join me in extending your support today. Your crucial gift will help thousands of patients from across the province.

I want other patients to benefit from the excellent care at VGH, including the kind of precise diagnostic screening that helped my doctors quickly restore my health. That’s why I’m volunteering to help raise $1.6 million to buy specialized equipment like the Endoscopic Ultrasound (EUS) that helped accurately diagnose my illness.

Here’s my story...

You could say my plans for my baby’s birth flew out the window when I went into early labour.

After the initial assessment at my local hospital, I was rushed to another hospital for an emergency C-section. My baby — a healthy boy — was delivered safely, but things went downhill for me immediately. I don’t remember anything about the birth or my first moments as a mother, because shortly after the delivery, my major organ systems began shutting down. Within 5 days of giving birth, I slipped into a coma.
Integrate with Web

http://www.supportvgh.ca/
Flash Email

http://www.supportingadvancement.com/web_sightings/esolicitations/
Integration

SHAKER in the GRASS
Get back to Nature.

Information

Event Info
Name: SHAKER in the GRASS
Tagline: Get back to Nature.
Host: University of Toronto Alumni Association (UTAA)
Type: Party - Mixer

Time and Place
Date: Thursday, August 23, 2007
Time: 6:00pm - 8:00pm
Location: Grass Lounge
Street: 31 Mercer Street
City/State: Toronto, ON

Contact Info
Phone: 416.978.5881
Email: sm.chang@utoronto.ca

Add to My Events
Share
Export

Other Information
Guests are allowed to bring friends to this event.

Other Invites
Maybe Attending

Integration

Related Links

Culture
Cultural Bond Through Shared History

SHAKER RECOMMENDS

U OF T LINKS
Alumni: www.alumni.utoronto.ca
Annual Fund: www.giving.utoronto.ca/annual/index.html
Affinity Programs: www.affinity.utoronto.ca
Career Centre: www.careers.utoronto.ca
Office of Convocation: www.utoronto.ca/convocation

CULTURAL EVENTS
See our Cultural Events page for details.

VISITED HOT SPOTS
Hotel Boutique Lounge (March 10 2005): www.hotelboutiquelounge.com
Steam Whistle Brewing (June 2 2005): www.stemwhistle.ca
Blush Restaurant (SHAKER West; Oct 12 2005): www.blushrestaurant.ca
Century Room (Mar 23, 2006): www.centuryroom.com
Ultra Supper Club (June 1, 2006): www.ultrasupperclub.com
The Drolie Hotel (August 30, 2006): www.thedroliehotel.ca

http://www.alumni.utoronto.ca/shaker/recommends.asp
Internationalization

Looking for YouTube Groups?

University of Michigan-Dearborn: Closer than you think

http://www.youtube.com/watch?v=u3FmHVb_grk
Lessons

- Viewing Video on Internet Increasing
- YouTube is the #2 Search Engine
- YouTube Nonprofit Channels
- Integrate Video Across Your Messaging Strategies
- Target to Demographics

- Broadcast Media Moving to Internet
- Build Your Video Messaging Skills
Hey there! cancersociety is using Twitter.

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What's happening? Join today to start receiving cancersociety's tweets.

Check out some of the messages from http://www.pixelfight.ca at http://ow.ly/Ntbl. Leave a message for cancer and #makecancerdisappear

“All you do... is destroy lives! You kill people, innocent people, you just creep up on them...” Lionel's story: http://ow.ly/Nq9H

Canadian Cancer Society Lottery (Ontario) - Final Deadline is midnight TONIGHT! Order your tickets online - http://lottery.cancer.ca

http://twitter.com/cancersociety
Managing Twitter

- Megaphone
- Micro Blogging
- Real Time Updates
- Updates not in Search Engine Indexes
- Takes a While to “Become Social”
- Useful for Customer Service
- Tweeting with Mobile Devices

- 8.3% of Tweets Considered Useful
Lessons

- Integrate Across Your Messaging
- Use Appropriate Tools
- Frequency and Consistency
- Target to Demographics
- Enlist Advocates
- Monitor Tweets

- Growth Problems with Technology
- No Revenue Model in Place Yet
- Facebook Becoming more “Twitter Like”
Try Our Corned Beef Sandwich
Voted #1 in N.Y.C.
Who dat? Who dat?

- ___% of all donors visit the organization’s web site before donating.
- Your email marketing program/
- Online giving.
- Ability to contact a real person.
- Is your own house in order?
“Closed” Communities

http://alumni.utoronto.ca/
“Closed” Communities

- Advantages
  - Behavior Tracking
  - Give Them a Trail to the Money
  - Content Targeted on Login
  - You can Create Incentives for Visiting
  - You can Control Messaging Easier
  - Reinforces Data Integrity and Can Improve Data Acquisition
“Closed” Communities

- Disadvantages
  - Cost of Licensing and Maintenance
  - May Not Have Critical Mass
  - Need Technical Expertise
  - Your Vendors May Not be Able to Add Features as Quickly as Public Sites
  - Not Always Where People Want to Spend Their Time
Takeaways

- E-Strategy Integration
- Messaging Integration
- Networking Integration
The Far Future
In the year ....

http://pollyglotto.com/

Glocalization
Advancement/Development
Compelling Case
Virtual Worlds

Second Life is an online 3D virtual world imagined and created by its Residents. Join the Internet's largest user-created, 3D virtual world community. Membership is free!

http://secondlife.com
The Future

- Lots of Opportunities
- Prioritize to Plan
- Prioritize to Message
- Prioritize to Demographics
- Keep Learning
- Know When to Say No

- Do what is practical but take some time to just experiment and have fun!