

Sue Fidler

www.suefidler.com

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Free Media Opportunities

Online

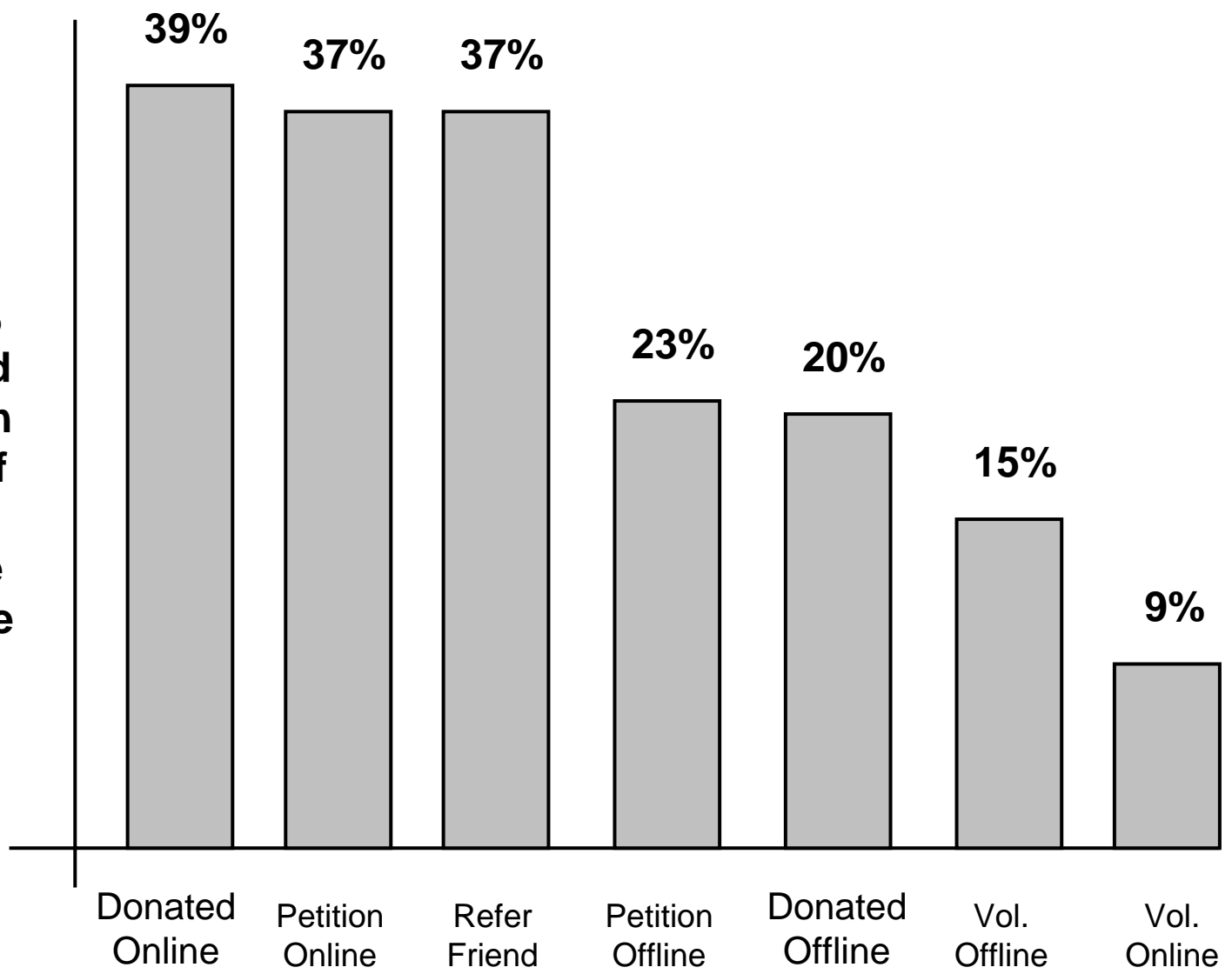
Why is the web so important?

- Free PR
- Unlimited Space
- Cheap to load/manage
- Global Access
- Unlimited audience...

- If you don't have a website –
 - facebook causes
 - myspace, bebo
 - wordpress, blogs

In an American survey of people's interaction with charities...

**More than 50%
said they would
NOT have taken
further action if
they had NOT
first visited the
charity web Site**



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Kellogg Foundation

Top tip:

**Make sure everything you
do and everything you want
supporters to do is on
your website...**

Standard online marketing

PR - Link to offline

- Send PR to online agencies, papers etc

Banners

- Expensive
 - have you got any corporates who can help?

List Buying

- Expensive
 - not proven to work

Alternative online marketing

News, PR and web-watchers

- Build a list of
 - online newspaper contacts
 - magazine style sites
 - find online contacts in your arena
 - local radio and TV
 - web-watchers:
 - best sites
 - funniest sites
 - specialist sites



BOTW Category Sponsorship

Sponsorship Benefits:

- FREE ADVERTISING FOR 60 DAYS!
- Front & Center Category Placement.
- Also featured in BOTW Search Results.
- Exclusivity. Only Three Sponsors per category.
- Easy online account management.

Additional Opportunities:

- [Blog Directory](#)
- [Adult Directory](#)



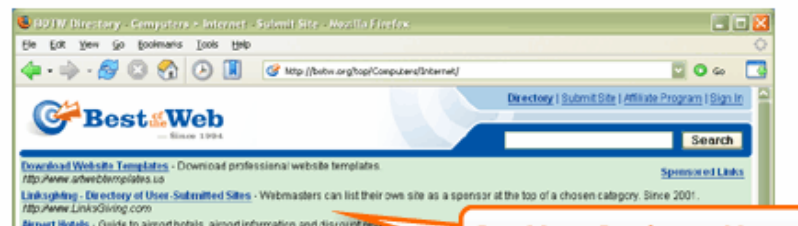
Free Online Advertising - 60 Day Free Trial

The BOTW Category Sponsorship program allows webmasters the opportunity to enhance their online visibility with free Internet advertising. Your sponsorship is displayed at the top of a relevant directory category of your choosing as well as alongside Best of the Web search results. Your first Category Sponsorship is FREE for 60 days and then bills monthly thereafter.

How to Get Started

- ▶ **Pick your category:** Find a category that you feel is most relevant to the content of your site, or that attracts a customer demographic you wish to reach. Available sponsorship opportunities are highlighted in Yellow. Click the "*Sponsor This Category*" link in the preferred category.
- ▶ **Choose Plan:** Continue to Step One and choose the top, middle, or bottom sponsorship slot.
- ▶ **Enter Info:** Provide a title, description, URL, and search keywords. In order to set up your 60 Day Free Trial Sponsorship, you will be required to provide your personal and billing information. Upon sponsoring a category you may log into your account to check the status and request updates. All sponsorships will appear in the directory within a few hours.

[Choose a Category](#)



TOP TEN WEBSITES

The following top websites have been recommended by Schoolsnet's Community Leaders, who are experienced teachers working primary and secondary schools across Australia. If you wish to share with colleagues please send them to us in the [Education Team](#) at Schoolsnet. We would like you to annotate the submission and give the site a rating from the following:

★ have a look ★★ interesting ★★★ good site to bookmark ★★★★ a must bookmark ★★★★★ an essential web resource

| [April](#) | [May](#) | [June](#) | [July](#) | [August](#) | [September](#) | [October](#) | [November](#) | [December](#) | 2001
| [January](#) | [February](#) | [March](#) | [April](#) | [May](#) | [June](#) | [July](#) | [August](#) | [September](#) | [October](#) | [November](#) | [December](#) | 2002
[Science](#) | [Reading](#) | 2003

Top Secondary Websites April - June 2001

★★★★★ [State Library of NSW student Pages](#): Services to schools include Infocus, an HSC support service providing magazine and newspaper articles, realia, photos etc; Infoquick, the index to the Sydney Morning Herald; InfoKoori, an index of Australian indigenous affairs; and the Legal Information Access Centre. K10-12

★★★★★ [World School](#)
Years 5-6, and 7-12, with emphasis on higher years. WorldSchool has recently been taken over by Curriculum Corporation, and is moving to an Australia-wide focus. Specially tailored for Senior subjects with a large enrolments, World School contains:

- QMATs (Questions with Model Answers)
- Wordbank (definitions)
- Infobank (Encyclopedia-type information)
- Linkbank (internet links, topic-based)

Best way of finding out what is on WorldSchool is a Directory

Top Primary Websites April - June 2001

★★★★★ [Space Day](#): The goal of Space Day is to advance science, math, and education and to inspire young people to realize the vision of our space website designed to give students a glimpse of what it is like to live in space. This site is designed around 'Space Day' which is being held on 'May 3rd'. This site gives students the possibility of participating in webcast satellite from USA. Viewers can participate in live polls and quizzes and questions of the guests via e-mail. This year, students can also post comments to webcast guests in advance on the Space Day discussion board at <http://www.epals.com/forum/spaceday/forum.e> and log on to the webcast to see the answers in real time. The teachers section has some great information and links to other sites about Space. K5-6

★★★★★ [Nasa Website for Kids](#): A variety of different aspects of Space created for kids. K3-6

★★★★★ [Cyberkids](#): A site created by kids for kids. You can play games, chat with other Cyberkids, post messages, read stories and poetry written by other Cyberkids. You can submit your own work to be published on Cyberkids. K3-6

"Cool Site is the original and still the best." -- Yahoo! Internet Life



More Cool Stuff...

- [Today's Cool Site in your E-mail](#)
- [Ringtones](#)
- [Watch TV on Your PC](#)
- [Email Faxing](#)
- [Broadband Phone Service](#)
- [Music on the Web](#)
- [Promote Your Web Site](#)
- [Get A Degree Online](#)
- [Must See Video](#)
- [Cool Site Archive](#)
- [Random Cool Site](#)
- [Add the CSotD Trophy to Your Site](#)
- [The Ripple Effect of CSotD](#)
- [Home](#)

Be Your Own CEO Without The Stress Of...

A simple hybrid business model that is proven over and over to produce C level...

www.1WayToTheTop.com

0% Business Credit Card Offers

Compare Credit Card Offers with 0% APRs, Cashback Rewards and Frequent Flyer...

www.creditcards.com

Try WebEx Web Conferencing Free

WebEx online meetings and web conferencing solutions: Meet colleagues online, host...

www.webex.com



[About](#) Cool Site of the Day - [Privacy Policy](#)

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<http://www.coolsiteoftheday.com/frindex.html>

Internet

Alternative online marketing

News, PR and web-watchers


- Build a list off online sites to send PR to:
 - CharityComms
 - mad.co.uk,
 - PRWeek,
 - NMA,
 - Revolution,
 - Brand Republic,
 - Marketing Week...

Google's DoubleClick buyout on hold



Google's proposed acquisition of DoubleClick has been delayed pending approval from The European Commission as it enters "phase two" of a wider inquiry.
14 November 2007 08:30 | 

Virgin Media slammed by watchdog, again

Virgin Media has come under fire from the Advertising Standards Authority (ASA) for the second time this month for more 'misleading' advertising...
14 November 2007 08:00 | 



Asda remains upbeat as Walters stars in festive ad 



Check out the latest creatives on madspace



I'm A Celebrity... commands 38% of viewers


- > Marketing
- > Media
- > Advertising
- > Direct Marketing
- > Design
- > Digital
- > Creative
- > Jobs Board
- > Technology Weekly
- > DM Weekly
- > Weekender

- > Power Brands
- > Food & Drink
- > Consumer Goods
- > Retail
- > Not for Profit
- > Sport
- > Arts & Entertainment
- > Travel
- > Telecoms & Utilities
- > Financial Services


Breaking News

[> All News](#)


Burberry profits up 31%

British fashion house Burberry has reported a 31... 09:00 | 

BreakThrough poised to appoint DHM

BreakThrough Breast Cancer, the charity that... 15:15 | 

Bebo repositions as media platform

Bebo, the global social networking website, has... 15:00 | 

- Virgin Radio promotes American Gangster 
- Visa appoints ex-Pepsi chief as first CMO 
- ON Networks to cash in on iPhone 
- Media Corporation acquires Nash Digital 
- Gaydar appoints new sponsorship executive 
- Bird flu threatens Christmas turkey sales 
- Terrestrial TV hit by digital switchover 
- Npower campaign unveils branding 

News, insight and advice for research buyers and sellers

[Post A Job](#)



FREE

Search all Jobs

[Search Jobs](#)

[Advanced Job Search](#) | [Jobs by Email](#)

News

[Marketing](#)

[Media](#)

[Advertising](#)

[Direct Marketing](#)

[Design](#)

[Digital](#)

[Creative](#)

[Jobs Board](#)

[Technology Weekly](#)

[DM Weekly](#)

[Weekender](#)

[Power Brands](#)

[Food & Drink](#)

[Consumer Goods](#)

[Retail](#)

[Not for Profit](#)

[Charities](#)

[Government](#)

[Sport](#)


[Arts & Entertainment](#)

[Travel](#)

Not for Profit > Charities

Page 1 of 127 [Previous](#) | [Next](#)


BreakThrough poised to appoint DHM

BreakThrough Breast Cancer, the charity that educates people about breast cancer, is set to appoint start-up Dye Holloway Murray as its new advertising agency following...
13 November 2007 | 

NSPCC extends Facebook application

The NSPCC, the UK charity, has launched its second phase of brand engagement called NSPCC Deeds across its Facebook application, designed to create a community around the...
12 November 2007 | 

Disability charity gets animated

Disability charity Leonard Cheshire has teamed up with Aardman Animations, creators of Wallace and Gromit, to launch a new advertising campaign aimed at tackling...
12 November 2007 | 

DOWNLOAD NOW:
[Landing Page Optimization Webinar](#)



OMNITURE™

[DOWNLOAD NOW](#)

Related Jobs

Marketing Officer

Yorks & NE England

Marketing Officer

Yorks & NE England

Head of Communications & Marketing

Yorks & NE England

Marketing Manager

SE England

Marketing Co-ordinator, 2 years, c£53,000 pro rata

SE England

[More Related Jobs](#)

Post a job
directly on
mad.co.uk >>

 **Job ALERTS**
Set your 5 FREE job alerts
[click here >>>](#)

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Alternative online marketing



Make sure you are registered with all search engines
- cheap search placement

- www.ineedhits.co.uk
- www.jayde.com
- www.wpromote.com
- www.enhance.com
- www.mixcat.com



'buzz' marketing
- sites that talk about sites

- www.dmc.co.uk
- www.b3ta.com
- del.icio.us
- digg.com


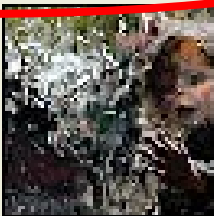
Ask your supporters to recommend you:




 [E-mail this to a friend](#)  [Printable version](#)

Bookmark with: [What are these?](#)

 [Delicious](#)  [Digg](#)  [reddit](#)  [Facebook](#)  [StumbleUpon](#)

FEATURES, VIEWS, ANALYSIS

| | | | | |
|--|---|--|--|--|
|  | Violent campaign Killed, maimed or beaten - extremists target Basra's women |  | Art of defence Water walls are in, bike racks out. How to terror-proof buildings |  |
|--|---|--|--|--|

ICES  [E-mail news](#)  [Mobiles](#)  [Alerts](#)  [News feeds](#)  [Inter](#)

Most Popular Now | 70,400 pages were read in the last minute.

[Help](#) | [Privacy and cookies policy](#) | [News sources](#) | [About the BBC](#) | [Contact us](#)

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Alternative online marketing

Social network sites

- www.myspace.com
- www.facebook.com
- www.bebo.com
- www.linkedin.com

Search


- Applications edit
- Causes
- Birthday Alert
- Groups
- Restaurants
- Friend Wheel
- more

Back to Groups

Browse Groups

+ Create a New Group

Displaying groups 1 - 10 out of over 500. 1 2 3 Next

 Group: **Facebook - add "Civil Partnership" to relationship status** [View Group](#)

Network: Global

Size: 2,393 members

Type: Common Interest - Beliefs & Causes

New: 104 More Members, 5 Wall Posts

Filter groups by:

Network:

Type:

- Subtype
- All
 - Activities
 - Age
 - Beauty
 - Beliefs & Causes
 - Current Events
 - Dating & Relationships
 - Families
 - Food & Drink
 - Friends
 - Gardening
 - Health & Wellness
 - History
 - Hobbies & Crafts
 - Languages
 - Pets & Animals
 - Philosophy
 - Politics

 Group: **I Count - We CAN Stop Climate Chaos** [View Group](#)

Network: Global

Size: 691 members

Type: Common Interest - Beliefs & Causes

New: 2 More Members, 1 Wall Post

 Group: **eCampaigning Forum** [View Group](#)

Network: Global

Size: 289 members






Type: Common Interest - Politics

New: 1 Wall Post



Search ▾

Applications edit

-  Causes
-  Birthday Alert
-  Groups
-  Restaurants
-  Friend Wheel

▾ more



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I Count - We CAN Stop Climate Chaos

Global

Information

Group Info

Name: I Count - We CAN Stop Climate Chaos
 Type: Common Interest - Beliefs & Causes
 Description: If you care, count. It's your voice, your choice. Take action to stop climate chaos with I Count at: <http://ICount.org.uk/>

I Count is the campaign of the Stop Climate Chaos coalition, the ever-growing coalition of more than 50 organisations, has over 700 years' experience working for a safer, fairer world.

HOW YOU CAN HELP

- 1) Sign-up for I Count updates at <http://ICount.org.uk/>. Once this Facebook group reaches 1,000 people, messages can't be sent to you so the I Count email list is the best way to stay updated.
- 2) Invite your friends on facebook to this group - it gets harder to ignore us when we stand together and are counted.
- 3) Press the 'share' button on the right side -> since it will add this group to your profile so all your friends can see it
- 4) Once you have signed-up on <http://ICount.org.uk/>, then take some of the actions. We'll be making this a lot easier in the weeks after Live Earth

Contact Info

Website: <http://ICount.org.uk/>



We can stop climate chaos

[View Discussion Board](#)

[Invite People to Join](#)

[Leave Group](#)

Share +

Officers

Duane Raymond (London)
I Count eCampaigner (via FairSay)

Chloe Reeves (Mexico)
SCC UK Campaign Administrator

Fran Hunter (Nottingham)
I Count Facebook Group Volunteer

Related Groups

I Count
Common Interest - Beliefs & Causes

Support the Monks' protest in Burma
Organizations - Advocacy Organizations

Members

This group has 691 members.

[See All](#)



Steph
Rodgers



Lauren
Young



Richard
Warren



Emily
Freeman



Neha
Okhandiar



David Bullen

The Wall

Displaying 10 of 24 wall posts.

[Write Something](#) | [See All](#)



Emma Dawson (no network) wrote
at 9:20pm on November 12th, 2007

Hello *Waves*
I Created A New Group
<http://www.facebook.com/group.php?gid=6053423449>
Have A Look Add It Pass It Around.
Plz And Thanks
X

[Message](#) - [Report](#)



James Fowler (Leeds) wrote
at 6:29pm on October 22nd, 2007

Check this video. Very sensible reasoning for those
who aren't quite sure. Spread the word.
<http://www.youtube.com/watch?v=bDsIFspVzFI&eurl=http://widget-4b.slide.com/widget/sf.swf>

[Message](#) - [Report](#)

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Search Causes

Mobile | About | Help

Search

Causes

+ Create a New Cause

Causes Home

Your Causes

Browse Causes

Friends' Causes

Applications

- Causes
- Birthday Alert
- Groups
- Restaurants
- Friend Wheel

more

Displaying the top 5 causes by total members.



Support the Campaign for Breast Cancer Research

2,541,303 members - \$49,318 donated

Type: Health
Geography: Afghanistan

Join
Donate

Category

- Animals
- Arts & Culture
- Education
- Environment
- Health
- Human Services
- International
- Public Advocacy
- Religion
- Political Campaigns

Facebook Flyer

Överviktig?

Ett effektivt kosttillskott som får dig att rasa i vikt. Enbart naturliga ingredienser. Få en bra start på dagen och gå ner i vikt!

Click to see more

[see all]



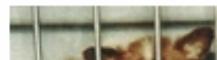
Stop Global Warming

1,291,265 members - \$15,385 donated

Type: Environment
Geography: Global

Your Activity: 0 recruited
\$0 donated
\$0 raised

Invite
Donate



Animal Rights

980,752 members - \$14,777 donated

Join
Donate

Search

Applications

edit

- Causes
- Birthday Alert
- Groups
- Restaurants
- Friend Wheel

more

Causes Home | Browse Causes

Mobile | About | Help

Support the Campaign for Breast Cancer Research

Donations to the cause benefit

Brigham & Womens Hospital Inc

A 501(c)3 nonprofit



Our Mission:

Leading the World in Finding Breast Cancer Causes, Preventions, and Treatments for 30 years and counting...

Description:

***Thank you everyone for making this cause such a success that we've now been featured in NEWSWEEK (Oct 26th)!

1 in 3 women will develop cancer in her lifetime, and 1 in 8 women will develop breast cancer. Breast cancer is the leading cancer in women, representing 31% of all cancer in U.S. women. (Although men also suffer from breast cancer, 99% of all breast cancers occur in women). Breast cancer kills 500,000 people globally, and 1,200,000 are diagnosed with breast cancer each year.

HOW CAN YOU HELP?

- JOIN the cause
 - INVITE all your friends (repeat daily)
 - DONATE if you possibly can (try to donate min \$5)
 - DISPLAY the cause in your profile
 - ACTIVATE newsfeeds for Causes app
 - Sign up for TEXT MESSAGE alerts for this cause! (limited)
- http://apps.facebook.com/causes/user_settings/m...

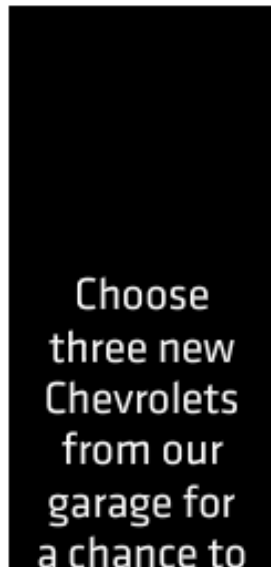
- Join
- Donate
- View Members

Share

Cancer research details:

"[The Nurses' Health Study] is one of the most significant studies ever conducted on the health of women."
-Donna Shalala, Former Secretary of U.S. Department of

Your friends in the cause
See All



Sue Fidler

 Bryce Adams posted a link. November 05 2:14pm

Share 

Pinkoogle

Pinkoogle - Searching For A Better Cause

<http://www.pinkoo...>





"Searching For A Better Cause" Home - About
Pinkoogle - Fundraising - Make Homepage -
Feedback © 2007 SoMuchCrap Media

[Add a comment](#) | [View Comments \(1\)](#)




Hall of Fame

[See All](#)






Recruiters

-  Eric Moler
172 recruits
-  Ashley
Vanwynsberghe
166 recruits
-  Kaitlyn
Gephart
160 recruits
-  Eric Ding
160 recruits
-  Judah Short

Donors

-  Blair
MacPherson
\$1,000
donated
-  Chris Myers
\$950
donated
-  Kara Paik
\$500
donated
-  Bob
Voulgaris
\$500
donated
-  Karim Fattal

Fundraisers

-  Denise
McLaughlin-
Maierhofer
\$1,000
raised
-  Lauren
Boardman
\$950 raised
-  Katie Fisher
\$500 raised
-  Jackie
Kaladjian
\$500 raised
-  Rafael

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Alternative online marketing

Photo/Video sites

- www.flickr.com
- Youtube.com
- www.kodakgallery.com
- www.photobox.co.uk
- www.shutterfly.com
- www.picturetrail.com

Alternative online marketing

Topical marketing:

- discussion boards
- email newsletters
- affiliate sites
- local groups
- amateur specialists
- regional and community groups
- myspace, facebook, beebo groups and networks

Alternative online marketing

Topical marketing:

- list topical keywords and phrases
- volunteer search
- build a spreadsheet
- divide by topic and type
 - subject/interest area
 - website/discussion forum/email list

| URL | Site Name | Contact Email | Telephone |
|---|--|---|-----------------------|
| http://www.greenchoices.org/ | Green Choices | info@greenchoices.org | |
| http://www.greenshop.co.uk/ | The Green Shop | enquiries@greenshop.co.uk | |
| http://www.greenfutures.org.uk/aboutus/default.asp | Green Futures | post@greenfutures.org.uk | |
| http://www.green-alliance.org.uk/green1.aspx | Green Alliance | ga@green-alliance.org.uk | |
| http://www.greenconsumerguide.com/ | Green Consumer Guide | contact@greenconsumerguide.com | +44 (0) 191 27 |
| http://www.green-business.co.uk/ | The Green Tourism Business Scheme | gtbs@green-business.co.uk | 01738 632162 |
| http://www.greenpeople.co.uk/ | Green People Organic Lifestyle | organic@greenpeople.co.uk | |
| http://www.greenguide.co.uk/ | Green Guide Online | mailto:editor@greenguide.co.uk | +44 (0) 1945 4 |
| http://www.nef.org.uk/greenenergy/index.htm | The National Energy Website | mailto:kathy.wyatt@nef.org.uk | 01908 354538 |
| http://www.greenstat.co.uk/ | The Green Stationary Company | mailto:sales@greenstat.co.uk | 44(0)1225 |
| http://www.gooshing.co.uk/ | Gooshing Uk | ecosponsorship@gooshing.org | +44 (0)207 229 20 |
| http://www.alotoforganics.co.uk/cats/gifts.php | A lot of organics | mailto:contact@alotoforganics.co.uk | 0845 094 649 |
| http://www.co2balance.com/home.php | co2 balance | | 01823 430852 |
| http://www.climatecare.org/ | Climate Care | mailto:mail@climatecare.org | +44 (0)1865 207 |
| http://www.co2captureandstorage.info/ | CO2 capture and storage | mailto:mail@ieaghg.org | +44 (0)1242 680753 |
| http://www.smmtco2.co.uk/co2search2.asp | CO2 Emissions Data | mailto:CO2@smtt.co.uk | +44 (0)20 7235 7 |
| http://www.cru.uea.ac.uk/ | Climatic Research Unit | mailto:cru@uea.ac.uk | 44-1603-592722 |
| http://coinet.org.uk/ | Climate Outreach and Information Network | | +44 (0)1865 7 |
| http://www.coolkidsforacoolclimate.com/ | Cool Kids for a Cool Climate | coolkidsforacoolclimate@yahoo.co.uk | |
| http://www.theclimategroup.org/index.php?page=home | The climate Group | mailto:info@theclimategroup.org | +44 (0)1483 7194 |
| http://tiki.oneworld.net/global_warming/climate_change_for_kids | Climate change for kids | tikithepenguin@oneworld.net | |
| http://www.frontier.ac.uk/ | Frontier | mailto:info@frontier.ac.uk | 020 7613 2422 |
| http://www.carbontrust.co.uk/default.ct | The Carbon Trust | mailto:customercentre@carbontrust.co.uk | 0800 085 2005 |
| http://www.carbonfootprint.com/ | Carbon Footprint | info@carbonfootprint.com | |
| http://www.carbonneutral.com/ | The CarbonNeutral Company | mailto:enquiries@carbonneutral.com | +44 (0) 20 7833 600 |
| http://www.lowcarbon.co.uk/ | Low carbon Network | | 44 (0) 7974 12 |
| http://www.whatyoucando.co.uk/?gclid=CN7 | What you can do | mailto:info@whatyoucando.co.uk | |
| http://climatesure.co.uk/?gclid=CMqu6ZSto | climate sure | mailto:enquiries@climatesure.co.uk | |

Sue Fidler

Alternative online marketing

Topical marketing:

- list topical keywords and phrases
- volunteer search
- build a spreadsheet
- divide by topic and type
 - subject/interest area
 - website/discussion forum/email list
- send them an email
 - ask them if they could support you:
 - add to their site
 - put in their e-newsletter
 - add to their offline news
 - give them a toolkit
 - provide logo, copy, images, banners



Avatars



Email copy and templates

[Plain Text »](#)

[Logo \(HTML\)»](#)

[Full design \(HTML\)»](#)

Press Release

[view press release »](#)

Logo files (EPS)

[Logo \(Pantone Colours\) »](#)

Alternative online marketing

PR

- Build a list of ONLINE contacts and sites**

Buzz Marketing

- Create a buzz and get on the free sites and social networking sites**

Special Interest Groups

- find the sites, forums and emails for special interest groups, then give them the tools – pictures, banners, stories and links**

ASK YOUR SUPPORTERS TO TALK ABOUT YOU ONLINE

**They may belong to networks, groups, forums
and sites that we have never heard of...**

Sue Fidler

www.suefidler.com

sue@suefidler.com