

ABOUT SOCIAL FUNDRAISING: **What Is Online Social Networking?**

Think of your website as a tree, with your homepage as the trunk.

In an informational website (left), users come in through your homepage. They click through the “branches” of your website to find the information they want.

Social networking (right) works the other way. Each leaf on the tree is a user-generated webpage created by a single supporter. These people have their own networks, and new viewers enter your website through these individual “leaves.” They may click through to your homepage to find out more, or they may donate without ever visiting your main site.

Social networking websites can bring in new people, who would not otherwise visit. Social networking is not “2.0” and informational websites are not outdated. These two communication strategies work best side-by-side.

