

Google+ for your nonprofit

Connecting people to your organization's cause.



Harness the full potential of the web for your nonprofit with Google+.

People are what make the web as powerful and exciting as it is today. Everyone contributes. With photos, videos and blogs, the web has become an incredible resource, enabling people to connect and share with each other across the world.

Google+ is designed to harness that power by giving people a place to tell stories, make recommendations, and highlight the organizations they love.

Using the power of the web, you can bring people closer to your nonprofit with Google+.

The power of +1.

People often turn to friends and family when they're looking for organizations to donate to or volunteer with. The +1 button combines the power of these personal recommendations with the reach of Google, making it easy for consumers to start conversations and offer timely recommendations to their social circles across the web.

When someone +1's your organization, those recommendations appear on your website, Google search results and now, your Google+ Page.



Hangouts and Circles are only the beginning.

Google+ is about starting real conversations with real people, and treating them more like people and less like web traffic. It's a new way to engage with people who care about your organization.

Circles is central to Google+. Different people have different interests, and Google+ allows you to easily share relevant information with the right people. Circles let you group people by location, interest and more, which in turn lets you send the right message to the right people, and make your content more valuable to all your followers.

Hangouts are a new way to meet and interact with your constituents—donors, volunteers or board members—either through a planned session or as an impromptu gathering.

Search and Ripples allow you to see what people are saying about your nonprofit across Google+ . And if what is being said is worth sharing, the Google+ mobile app makes it easy for you to spread the word immediately.

Let's look at how your nonprofit can use Google+ to get closer to audiences you care about—volunteers, donors, fans and more.

Circles



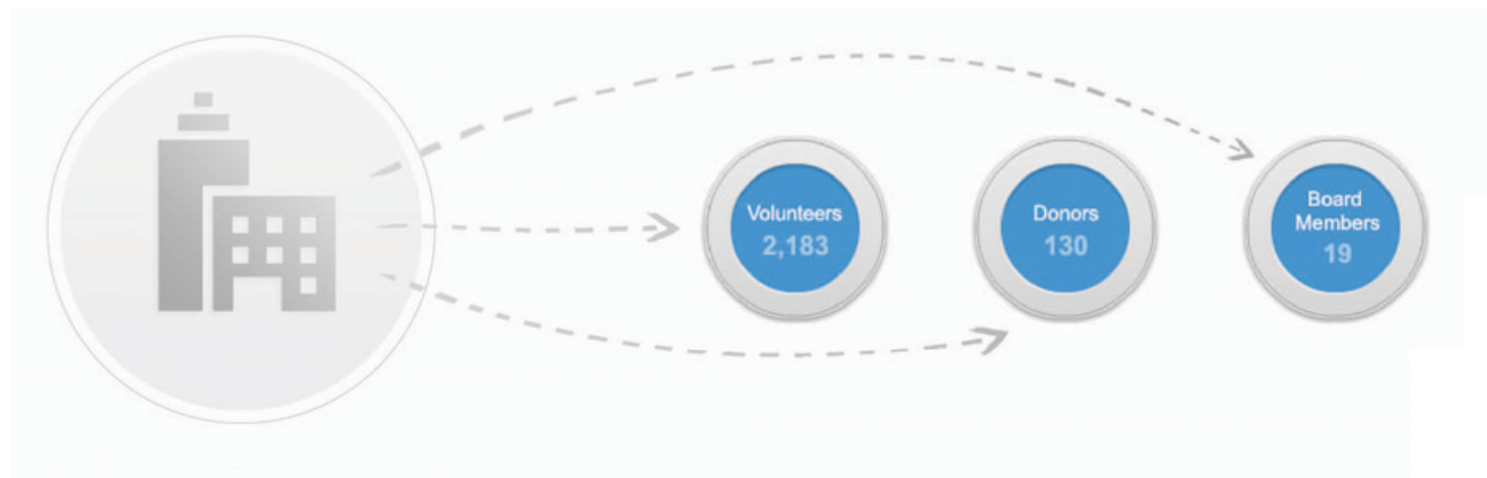


The closer you are,
the more you can accomplish.

Use Circles to group together different types of people and have conversations with them. You can share different things with each group based on what you think might be of interest to them.

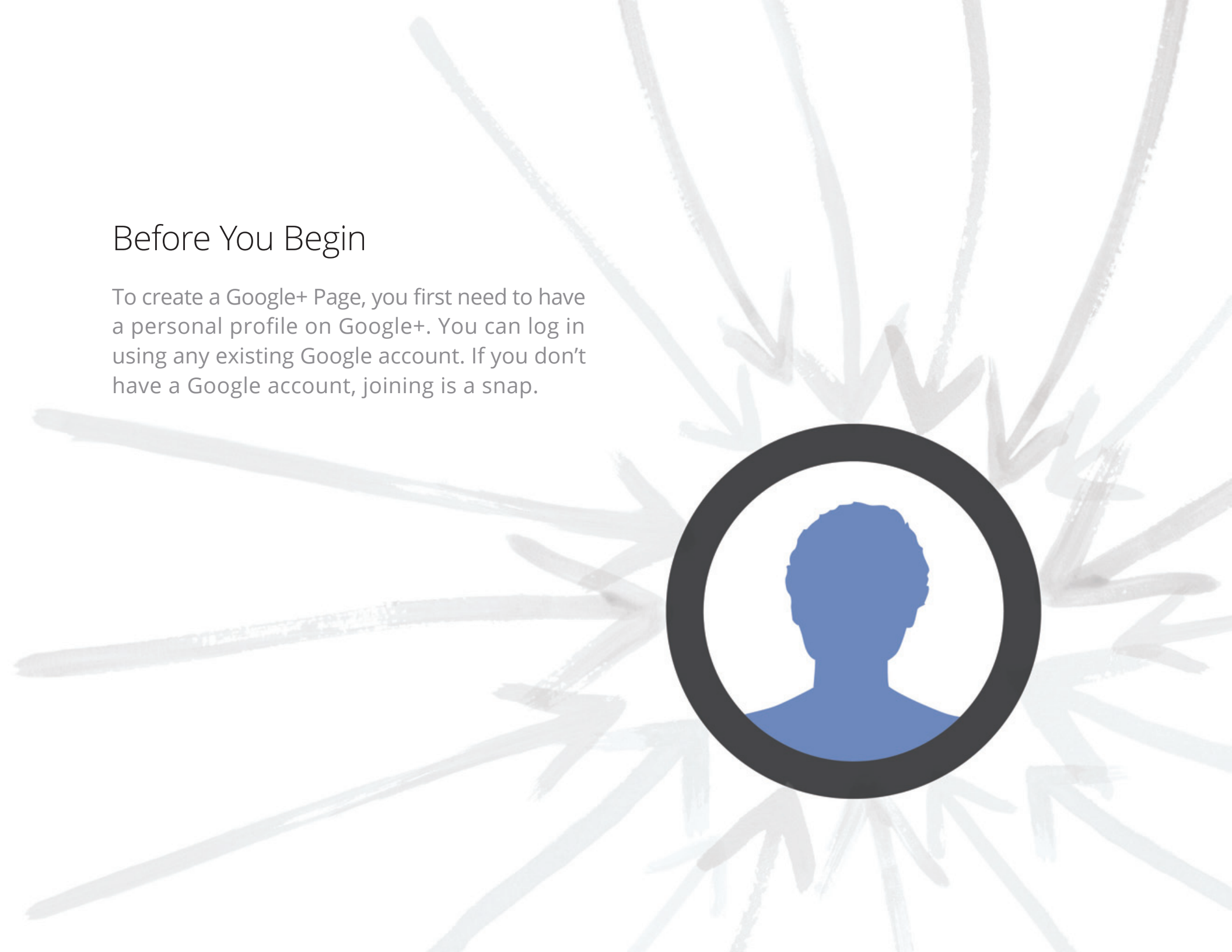
With Hangouts you can have quick feedback sessions with volunteers or even discuss ideas about planned projects. It's a great way to have impromptu conversations with your most passionate constituents.

The goal is to help you communicate in more intimate ways with different groups of people.



Before You Begin

To create a Google+ Page, you first need to have a personal profile on Google+. You can log in using any existing Google account. If you don't have a Google account, joining is a snap.



Jumping In

This is where your administrator gets started. It's quick, and it's easy.

Prepare a logo to add here. Image must be larger than 200x200 pixels.

Choose 10 words that best describe your organization.

Choose at least 5 photos that best convey the spirit of your nonprofit. These will be visible at the top of the profile page.

Choose any videos or photos you want to include on the page.

Add sites you want to link to here. You can add up to 20 pages per account and link to them here, too.

Prepare 10-20 posts to get you started, so right off the bat you'll have content on your page.

The screenshot shows the Google+ interface for setting up an organization. At the top, there's a search bar and the Google+ logo. Below that, the organization name is displayed. A callout points to a logo placeholder. Another callout points to a text input field for 10 descriptive words. Below the name, there are five photo placeholders. A callout points to these. Below the photos, there are tabs for Posts, About, Photos, Videos, and +1's. A callout points to the About tab. Below the tabs, there are several horizontal bars representing links. A callout points to these. At the bottom, there are more photo and video placeholders. A callout points to these. On the left side, there are several horizontal bars representing posts. A callout points to these.

Your Organization's Profile

This is the first page people will see. Think of it as your home page.

Your logo will appear here.

+1: Just like on the Web, you can accumulate +1's on your organization's profile.

Content: You will be able to post on your page to allow people to comment.

People can add your nonprofit to their Circles to subscribe to your updates, and you can add them back. You can use Circles to target smaller groups that you want to message. You will be able to decide whether you want to make your Circles visible or not.

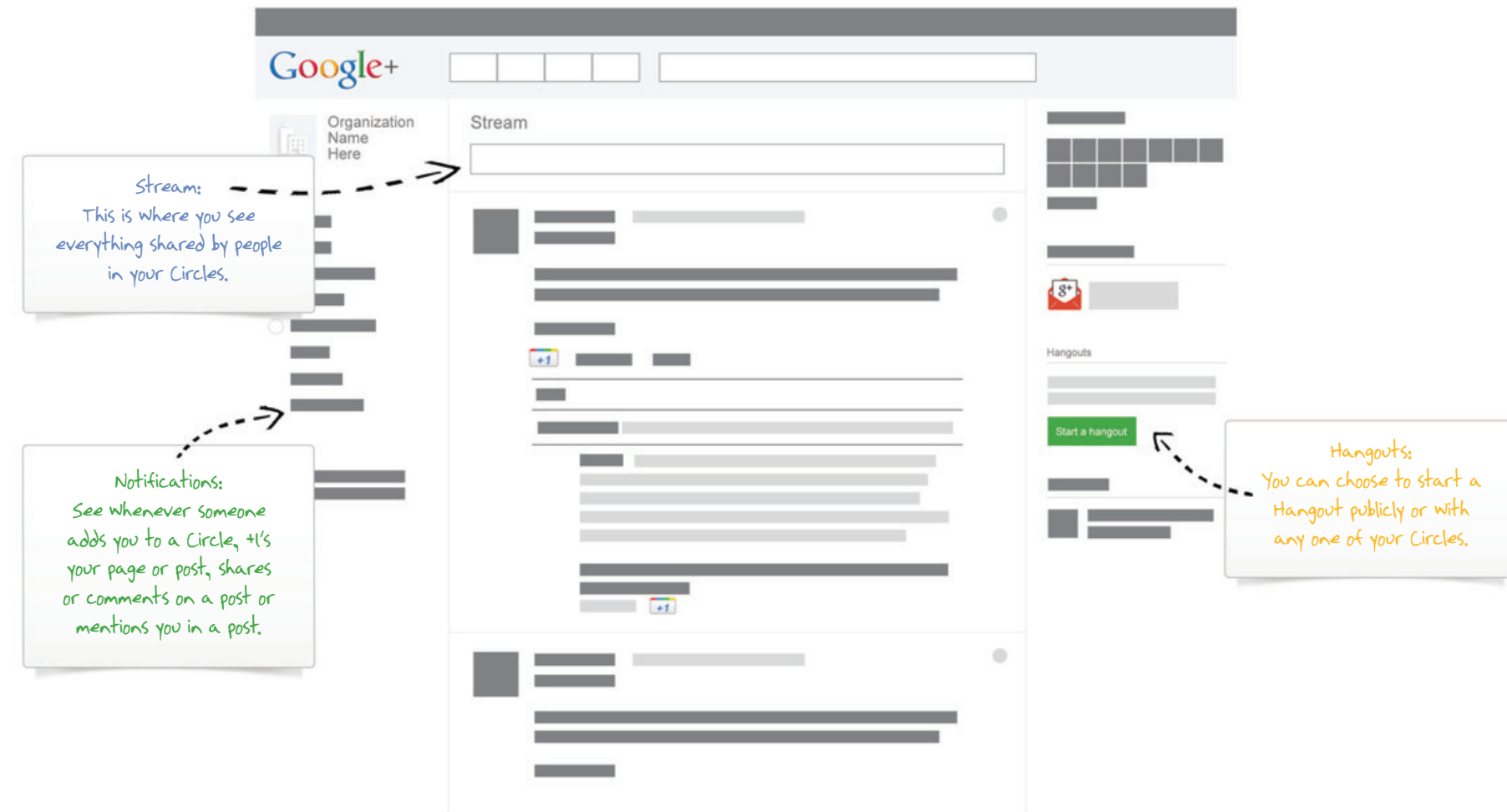
Your 5 top pictures will appear here.

This is where you can see who added your page to their circles and who you added to your circles. You can share or limit this information. It's up to you.

The screenshot shows the Google+ organization profile page. At the top, there's a search bar and the Google+ logo. Below that, the organization name is displayed. A callout points to a logo placeholder. Below the name, there are five photo placeholders. A callout points to these. Below the photos, there are tabs for Posts, About, Photos, Videos, and +1's. A callout points to the +1's tab. Below the tabs, there are several horizontal bars representing posts. A callout points to these. On the right side, there are several horizontal bars representing posts. A callout points to these. At the bottom, there are more photo and video placeholders. A callout points to these.

Start Streaming

This is where you can share with people and see what they've shared with you.



Get the most out of Google+ for your nonprofit.

To get started visit <http://plus.google.com/pages/create> and keep these four helpful tips in mind:

Choose

your profile assets carefully: the logo and the five pictures that best represent your organization. Appoint an administrator and decide how many pages you will create.



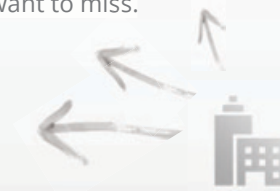
Decide

on the content and frequency of postings. Adopt a voice and style that are in tune with the essence of the spirit of your nonprofit and keep them consistent.



Promote

your page to your existing fan base, as well as to potential supporters. Let them know you're up and running with great content they won't want to miss.



Delight

your visitors and give them reasons to come back. Engage them in fresh and exciting ways and they'll respond.





<http://www.google.com/nonprofits/tips.html#googleplus>