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## 14 Questions Every Nonprofit Must Ask Itself Today

1. Is the online channel part of our organization's overall planning, or is it an afterthought?
2. What are our online goals for the next 12 months; how do they tie to our overall goals?
3. How quickly could we update content, engage our base, and drive activity if we were featured on the Today Show?
4. How many different ways do we have to capture email addresses?
5. Are we properly valuing email addresses and pursuing them appropriately?
6. What content do we have that would be of interest to our constituents?
7. Compared with the number of contact records we have, how many email addresses do we have?
8. Do we appropriately segment, or do we send "everything to everyone"?
9. How are we building relationships before we ask for the next level of engagement?
10. Are we always communicating with the idea of creating value for the constituent, or are we simply asking?
11. Which of our constituents could tell their stories through personal fundraising pages?
12. Are we being approached by constituents who want to do more?
13. Is there an event that could help generate excitement around small community events?
14. Is our board or management asking about Web 2.0 "stuff"?

