



Best of the blogs



• WWAV's Bryan Miller reports on his blog at **UK Fundraising** (www.givinginadigitalworld.com) that Crisis has hit the £1m mark for its online 'Send a Singer' corporate campaign. Miller also hosts 'Carnival of Nonprofit Consultants', bringing together a list of other useful blog postings on how charities can engage with supporters through social networks.

- Stickler, a member of the public and regular poster on Bluefrog's **Charity Blogger** (www.charitybloggers.com), complains that being addressed in direct mail with 'Dear Friend' is patronising. It "grates with me", Stickler says, and "tends to turn me off the idea of responding".
- **Intelligent Giving's** Adam Rothwell (www.intelligentgiving.com) questions whether the site is leading to a rise in suspicion of charities. He decides not. Whether they call it trust or suspicion, Rothwell says, charities are not as venerated as they once were and need to work "harder than ever to convince us they are worthy of our trust".
- **The Donor Power Blog** (www.donorpowerblog.com), hosted by Jeff Brooks from American database marketing agency Merkle, says fundraisers wanting to take a "good copy test", should get a red pen and circle the number of yous and the number of Is in their copy. "If you see a lot more I than you, you're in trouble".

