

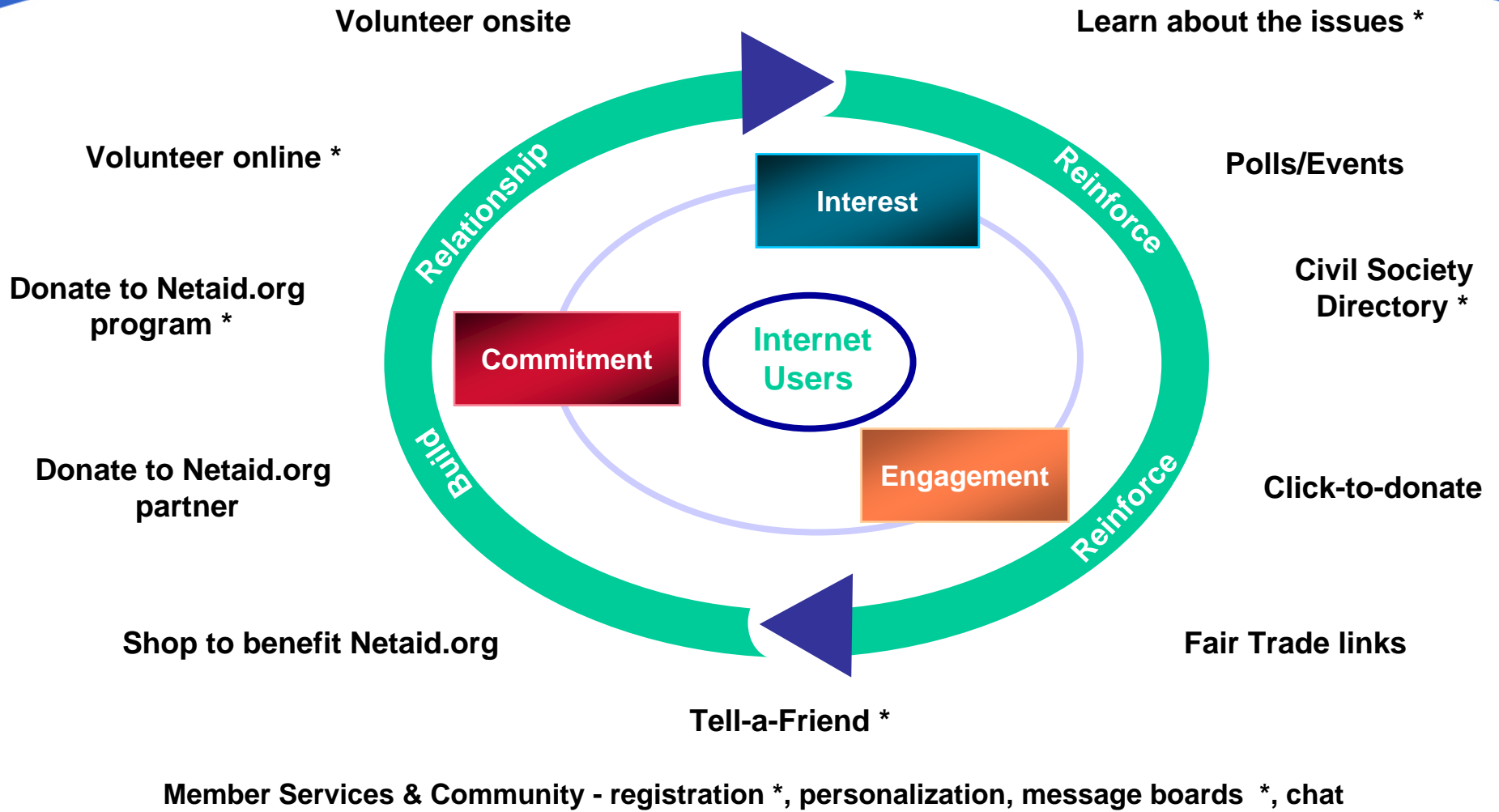


Netaid.org empowers people to take
direct action on extreme poverty
around the world

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- **How have Netaid's strategies changed since the site was launched?**
- **-more emphasis on engagement and e-actions in addition to e-contributions**

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- **How has being a collaborative effort helped/hindered efforts:**
- **Cisco, UNDP, UNICEF, Phone.com, UNV, Quincy Jones**
- **helped: ecosystems, partnerships, resources**
- **hindered: can be slower, staying 'on the same page' can pose a challenge**



• How have you evaluated your site?

- - Site traffic
- Membership
- Levels of activity
- Quality of member content
-
- Money donated
- Hours volunteered
- Movement in baseline indicators

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- **Lessons learned that can be passed long to AIDkids:**
- **web development can be expensive**
 - partner
 - a site that asks for money every time someone visits it will not be successful
 - personal stories are good
 - use the internet at its best: communications revolution (not info) and great aggregator, i.e. partner



Strategies to recommend to AIDkids:

- link to other sites (partner)
- sign up with Netaid for online volunteers
- seek media partnerships, and work around key dates



- What big ideas could be passed along to AIDkids?
- **Partner**
- **expand your ecosystem**
- **don't do it yourself**

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