

# Using A Free Resource To Make Charitable Donations



***By Anita Johnson***

[GreetingCardsFromHome.com](http://GreetingCardsFromHome.com)

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## PREFACE

Because I make no assumptions about the Internet skill level of the reader, I want to make sure that you know what to do with the clickable links in this free report. They will show up in blue and underlined; similar to links you find on the Internet. You can visit the websites referenced in this report by simply clicking the underlined link.

You will probably get a “Security Warning” dialog box; just choose “Allow” in order to get to the website being referenced. There is no need to be alarmed about the “Security Warning” as each of these websites are virus free, and contain nothing that could possibly harm your computer. So relax and just open your mind. And may the information presented here be beneficial to you.

When you visit any of the websites mentioned in this report to get the information you need to learn more, be mindful that the clickable links you will come across belong to someone, and will take you somewhere else on the Internet.

Here's a tip if you are viewing this report in your browser window:

***Holding the CTRL key while clicking a link should open a new tab in the window you are currently viewing.***

This allows you to see another website without the original site disappearing or forcing you to use the "Back" button to return to where you started. This tip works in the latest versions of Internet Explorer and Firefox and is useful so you don't lose your place, or end up 'going down the rabbit hole'.

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## **PART TWO**

Thank you for requesting this unannounced bonus report that presents yet another way you can easily help generate donations for the non-profit organization, MarineParents.com. In this report, I'm shifting gears and showing you a completely unrelated, but equally exciting way that you can get involved with my mission . . . helping to increase donations.

Again, this idea will work for any non-profit or charitable organization, but of course, the focus in this report is on people who have ties to members of our Armed Services, specifically Marines. This report introduces you a free resource that can help you generate donations. Remember, in these tough economic times, charitable giving is suffering just like many families are, and monetary contributions are not likely to be anywhere near the top of the list when it comes to having to part with your money.

Since becoming involved with “MarineParents” I have been brainstorming about how else I could help raise awareness about the organization “MarineParents”. In the first report, I gave you background information about myself and how I became involved with “MarineParents”. This report is the 'rest of the story' . . .

### **Raising Awareness**

Because “MarineParents” is a lifeline for thousands, I wanted to personally give back in some way for all the support that I received during my “Recruit parents” phase. So I created a Squidoo lens in March, 2008 to help raise awareness about “MarineParents”. Since I recognize that you may not know

what “Squidoo” is, or even what a “lens” means, here's a quick summary from [Seth Godin](#), Founder of Squidoo:

“**Squidoo** is a website hosting hundreds of thousands of handbuilt webpages (just to be difficult, we call them “lenses”). Each lens is one person's look at something online. Your take on football or business or the best thai food in town.

Lenses are *free* to set up.

Lenses are *easy* and totally non-techy.

Lenses pay a royalty to *hundreds of great charities*. (Or straight to you! Lots of lensmasters earn hundreds or thousands of dollars a year).

Lenses get you credibility and *traffic...* and lenses only take a few minutes to build.”<sup>1</sup>

My original goal when I created the lens about “MarineParents” was to showcase the organization's good works while also calling attention to the fact that funds were needed for the postage to ship 1,000 cases of Girl Scout Cookies to Marines in Iraq. My secondary objective was to have “MarineParents” listed as one of Squidoo's “Non-Profit Partners” because “Lenses pay a royalty to *hundreds of great charities*.”

*Now let that sink in for just a few moments . . .*

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1 [Why Build a Lens](#)

Without going into all the details about how “lenses pay a royalty”, it's enough to know that the secondary objective has been accomplished:

***“MarineParents” has been approved as a Squidoo “Non-Profit Partner”!***

Therefore, people who create Squidoo lenses (they are known as “lensmasters”) can now donate all, or a portion, of the royalties to “MarineParents”.

As of this writing, it is critical that “MarineParents” increase its donations because resources are needed to move the organization's office from its current location (which has been sold), to a new space, and this new location requires extensive renovation. When I learned about the impending move, I decided that one way I could help was to get the word out about this HUGE undertaking. I updated the lens I had created so that people could learn about [The Story Behind the Move](#), which provides a snapshot of the humble beginnings of “MarineParents”, its tremendous growth, and groundwork for the future.

The original monetary donation goal was \$18,000 for labor and materials associated with the move and renovation. A little more than \$10,000 has already been raised. Approximately \$8,000 more is needed in order to reach the goal and deadline of the [Ribbon-Cutting Ceremony](#) on August 15, 2009. So, if you live in or near the Columbia, Missouri area, or know anyone who does, please visit <http://squidoo.com/marineparents> to learn more about how you could help.

## So What Is This OTHER Way You Can Help Make Donations?

The rest of this report provides information that will help you understand how building Squidoo lenses can also help “MarineParents”. But rather than 'reinvent the wheel', I have included information from various Squidoo lenses to give you a good basis for getting started. These resources will help you learn more about what Squidoo is, how to create your own lenses, and reasons why you would want to do so.

Let's start with the obvious question you probably have:

### ***How Can NonProfits Get Donations From Squidoo?***

“Squidoo was founded by Seth Godin for one purpose, to raise a hundred million dollars for charity.

Squidoo would like to help NonProfits raise money, drive traffic to your website, and spread your story.

By signing up as a Squidoo Nonprofit partner, it is easy for over 40,000+ lensmasters to donate royalties to you, for free. Squidoo then send you a check via PayPal, every month, forever.

More importantly, NonProfits can empower your existing supporters to contribute to your cause in a new, free way simply by building a Squidoo lens about any topic they would like.

In just 10 minutes your supporters can be spreading the word about your good work, generating a dime or a dollar a day, and making a difference in the world.

All of this is for free. No catch.”<sup>2</sup>

And you are probably wondering ***How People Make Money on Squidoo:***

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2 [Squidoo NonProfit Partners](#)

**“AD REVENUE:** Each month, Squidoo keeps 45%, donates 5% to charity, and distributes the rest of its ad revenue among lenses according to their average monthly "lensrank." See [Squidoo Payday Questions and Answers](#) for a breakdown of "lensrank tiers" and monthly payouts over the last few years.

**MERCHANT MODULES:** Earn commissions through your visitors' purchases on merchant modules (widgets) for online stores like Amazon, iTunes, eBay, Cafepress and Zazzle. It's easy to plug in a product name, shop name, or username, and promote a product or book that ties in with your topic.

**PROMOTE AND SELL YOUR STUFF:** If you have a store on one of the big e-commerce sites that Squidoo's built modules for, you can showcase your products and let Squidoo pull in the product picture, price, and item information for you. If you have your own online store which Squidoo doesn't know about, use Squidoo's text, link and image modules to build a virtual storefront or product catalog pointing back to your site. You can even add a Paypal button to a Squidoo lens.”<sup>3</sup>

Now that you have a basic idea of how the money works, let's look at ***How to Use Squidoo to Raise Money:***

“The real win for your non-profit comes when you mobilize the people who already care.

You can't ask them for more money. They're tapped out, you've asked before, and asking again won't help.

But each one of the tens or thousands (or tens of thousands) of people who support you have the skill necessary to build Squidoo pages.

We make it easy for them to do just that.

And if every page they build is organized to raise money for you (a nickel, a penny, a dollar, a dime), then every single day you're going to be putting the web to work to raise money.

And that scales. That decreases your dependence on grants or donations, because your legions of supporters are each building a long term asset for you.

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3 [Is Squidoo a Scam?](#)

It also gives those active people a new way to engage in your mission--in their mission--every day, for free, from home, in a proven, safe, smart way that works.”<sup>4</sup>

Also, before I go any further, let me preface the rest of what I'm about to share with this bit of information. Because I have spent the last 6 ½ years without traditional employment, I have searched for and learned ways to earn income online. That means that my daily world involves what is known as “Internet Marketing” and within that world, there is also 'affiliate' and 'network' marketing. While I don't expect you to know exactly what that means, I do want you to know that ***my goal is NOT to get you involved with anything that I am personally doing.*** However, my frame of reference totally revolves around what I do on a daily basis. Therefore, the remaining resources offered in this report are directly related to what I either personally use, know about, highly recommend, or would definitely use if I had more hours in the day.

The first resource that I highly recommend to anyone who wants to learn how to create a Squidoo lens are two step-by-step video tutorials designed for the person who has never created a lens. And the audience for whom these two videos were created are network marketers, as well as people who either have an online business, or want to learn how to establish a presence on the Internet in order to promote themselves or whatever it is they are doing. I hope you will take time to learn from these video tutorials that are from one of the programs that I am affiliated with. When you visit: [Online Real Estate](#) you will notice some information on the right side under the red arrows. **PLEASE IGNORE THAT!** The promotion that these videos were made for is over. **So**

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4 [How to Use Squidoo to Raise Money](#)

*just watch, listen and learn from the videos so you can quickly learn about Squidoo.*

Aside from the quality of the information shared in those video tutorials, I believe the information is also helpful for the person who may have recently been laid off, or who is looking for ways to generate additional income for themselves in these economic times. There are hundreds of lensmasters who are making decent money from building lenses. Here's an example of one lensmaster's journey and good advise that you can learn from:

<http://www.squidoo.com/workathomewithsquidoo>.

A few other lenses you will want to read are:

<http://www.squidoo.com/a-good-investment>

<http://www.squidoo.com/free-squidoo-tutorial>

That last lens reviews a free ebook you can get if you're willing to give your email address so it can be sent to you.

For a comprehensive guide to creating a successful Squidoo lens, check out: <http://www.squidoo.com/dosquidoo>. And if you want to learn HTML (the coding that makes up almost every web page on the Internet), you can find out how to use it in your own lenses by studying:

<http://www.squidoo.com/basichtml>

<http://www.squidoo.com/HTMLtricks>

And here are a few lenses I found that are also worth taking note of if you want to get more creative with your own lens:

<http://www.squidoo.com/modulementor>

<http://www.squidoo.com/squidoo-table-of-contents>

<http://www.squidoo.com/htmlcssmentor>

There are *thousands* of Squidoo lenses and other resources that I could refer you to, but I don't want to overwhelm you with too much information. But I did include some additional links that you can find at the bottom the “MarineParents” lens at: <http://squidoo.com/marineparents>.

Just keep in mind, donating money by creating Squidoo lenses isn't a quick process. However, if 100 people understand the concept and start to create their own lenses about anything that interests them, they can now choose to set their royalty payments to “MarineParents”. And then there's no telling how much more in donations will be generated to help support this fine organization and the worthwhile projects it supports.

In fact, I think if you took time to listen to this [audio of a call](#) that Seth Godin did a while back, you will better understand how nonprofits can better garner support for their cause. He talks about empowering the people who support your cause and 'handing the megaphone to your biggest supporters'.

So, can we count on you to at least help spread the word by referring people to [Greeting Cards From Home](#) so they can get their own copy of this report?

My hope is that you will have learned enough from this report to want to start creating Squidoo lenses and donating part (or all) of the royalties earned to “MarineParents”.

I bet if enough people joined my mission, we could all do our part to help raise more donations for “MarineParents. I bet it could work. Want to help me make it work? :)

And of course, if you want to know how to have your own favorite charity or nonprofit become a Squidoo Nonprofit Partner, visit:

<http://www.squidoo.com/charitycentral/hq> for the details and all the news related to charities on Squidoo.

## CASE STUDY

### MarineParents Wins Squidoo's \$3,000 Charity Giveaway Contest

This section was added on July 25, 2009, a few days after the voting ended in Squidoo's \$3,000 Charity Giveaway Contest. Here's what happened . . .

On July 10<sup>th</sup>, Squidoo announced its Charity Giveaway Contest, however, I didn't see the email “*Did you get the message about our \$3,000 giveaway?*” until late Monday night, July 13<sup>th</sup>:

“Hi Squidoo charity,

We don't usually send out notes to your email directly. We prefer to let you decide to read them through our Charity Newsletter. But we thought this was important enough to send you a special announcement.

If you haven't already heard, we're looking for charities who could use some extra cash. As you know, in 2008 Squidoo gave away over \$100,000 to charities from our Squidoo Charity Fund. This month, we're giving away \$3,000 to a charity that really, really wants it.

If you're the spokesperson for a charity sponsored on Squidoo, and you want to know how to win \$3,000, send a note to [charitycash@squidoo.com](mailto:charitycash@squidoo.com). Include your name, the charity you work for, and a short blurb about what you would do with \$3,000. Don't delay! ...or this opportunity might pass you by.

(And if you don't need the money, would you consider passing this along to a charity that does?)

Thanks for all the work you do, on and off Squidoo!  
~Kimberly Dawn Wells  
Your Community & Charity Organizer  
Squidoo.com”

I hurriedly replied to that message at 11:30PM as follows:

“Hi Kimberly,

The charity I work with is MarineParents.com and I KNOW they could certainly use the \$3,000 to help with the renovations of their new corporate office (<http://www.marineparents.com/announcements/themove.asp>) and/or for the shipping costs to send care packages to our Marines in Iraq and Afghanistan in August (<http://www.marineparents.com/troops/dollar-09.asp>).

The Founder, Tracy Della Vecchia, would be the best person to speak with regarding the use of those funds.

MarineParents.com  
PO Box 1115  
Columbia, MO 65205

Monday - Friday  
9:00 a.m. - 5:00 p.m.  
Central Time  
(573) 449-2003

I just created <http://squidoo.com/marineparents> to help raise awareness about the organization and hopefully generate some much needed funds.

Thanking you in advance for your consideration.

Anita Johnson  
MarineParents.com Volunteer”

The automated email response I got back referred me to the instructions for entering the contest at: <http://www.squidoo.com/charity-3k-giveaway>. Basically we had to create 10 brand new lenses that had to be completed and submitted by Noon Eastern on Friday, July 17<sup>th</sup>.

After forwarding the email to Tracy Della Vecchia, the Founder of MarineParents.com, I was asked to get the ball rolling. So early Thursday

morning, on July 16<sup>th</sup>, with only 28 hours before the deadline, I posted the details of the contest to our Volunteer Only message board requesting the help of at least 10 volunteers to build those 10 brand new lenses. I am pretty certain that none of the volunteers who read that message board post had ever even heard of Squidoo . . . but they rose to the challenge!

These 10 new lenses were submitted at 11:48AM on Friday, July 17<sup>th</sup>:

<http://www.squidoo.com/gatewaymarine>

<http://www.squidoo.com/PurpleHeartFamilySupport>

<http://www.squidoo.com/OperationPAL>

<http://www.squidoo.com/GoldStarFamilySupport>

<http://www.squidoo.com/TheCarePackageProject>

<http://www.squidoo.com/devildogchow>

<http://www.squidoo.com/OFB>

<http://www.squidoo.com/recruitparents>

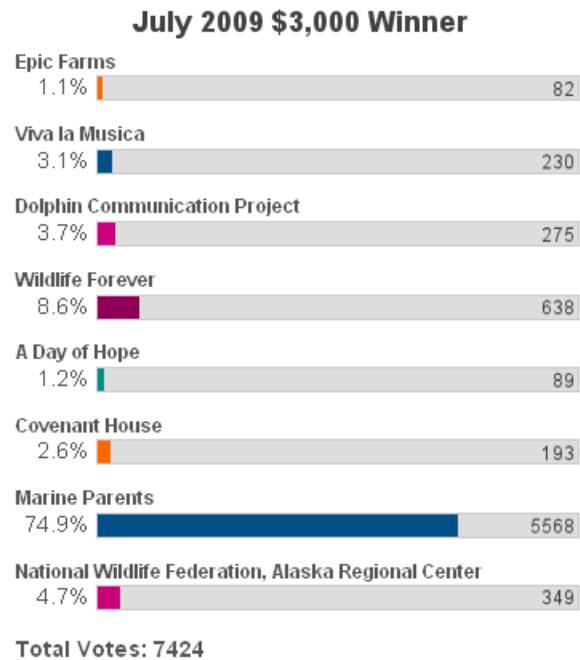
<http://www.squidoo.com/teammarineparents>

<http://www.squidoo.com/themove>

Contest voting began early Monday, July 19<sup>th</sup> and ended at 9PM Eastern, Tuesday, July 20<sup>th</sup>. People made predictions and cast their vote at:

<http://www.squidoo.com/charity-giveaway-voting>

Throughout the contest, votes seemed to be coming in at an average of approximately 200 per hour. And within minutes after the voting poll closed, we could see the results: MarineParents received 74.9% of the votes (5,568 out of the 7,424 total votes cast)!



***So how did we do it?*** The Volunteers, members and supporters of MarineParents.com spread the word by email, Facebook, and Twitter. But we're pretty certain the votes were really brought in because of the special edition of our newsletter that went out to over 23,500 subscribers! For the massive action taken by those who voted for MarineParents, we THANK YOU and are truly appreciative and most grateful!

### ***OohRah and Semper Fi!***

This case study was included to show that ANY nonprofit or charity organization can use Squidoo to generate donations, ***even when you know next to nothing about building a Squidoo lens!*** :) So go . . . learn to create lenses so that YOUR nonprofit or charity can receive donations from Squidoo. ***And continued Blessings for ALL YOU do for your organization!***

## ABOUT THE AUTHOR

Anita Johnson lost her 'good' paying, full-time job in October, 2002, so she truly understands what millions of unemployed Americans are currently faced with.



She has been involved with the home-based business industry since April 2003 and enjoys sharing information that makes it possible for her to “still live indoors without having a job.”

You can learn more about her at: <http://nojob-noworry.info>. If you wish to speak with her after you have read this report, please call 678-810-0883, or send an email to: [contact@greetingcardsfromhome.com](mailto:contact@greetingcardsfromhome.com).