Strategies/Approaches:

- Use Social Media to Cross Promote: http://www.netstrategies.com/blog/social-media/use-social-media-to-cross-promote
- Social Media Isn’t a Fad: http://barloweinteractive.com/SocialMedia.aspx
- That’s what everyone’s talking about: http://www.corporateinsight.com/socialmedia.htm
- Social Mess: http://tjcnyc.wordpress.com/2008/08/14/ultimate-social-media-diagram/
- Social Media Landscape: http://www.splicetoday.com/politics-and-media/anti-social-media
- Social Media and Gadgets: http://www.bnet.com/blog/ceo/feeling-overwhelmed-by-social-media-youre-not-alone/3265

Fundraising:

- Leveraging Social Media for Fundraising Success: http://www.slideshare.net/mikeyames/leveraging-social-media-for-fundraising-success

Statistics: