



LinkedIn for Non-Profits

LinkedIn presents a wealth of untapped potential for small non-profits and home-based businesses. It's the most respected social networking site with over 40 million professionals from 150 industries. Their tagline says it all: **“Relationships Matter”**.

Here's how to leverage LinkedIn to grow revenue and/or donations:

Visibility

Make sure that you, management and/or board members create a LinkedIn profile. All of their professional connections will instantly have visibility into your non-profit. Additionally, any relationship you start with these folks will start with a **good first impression of your non-profit** - because their friend sits on your board.

List Prior Lives

If your profile only lists your current position, you severely limit the power of LinkedIn. When folks include past employers in their profile, LinkedIn automatically alerts you of past colleagues. **Including your complete professional history will enable you and your board to network with a greater reach.** Former co-workers (with whom you had a positive relationship) will now know about your cause!

LinkedIn Email Signature

Board members and other supporters don't have the bandwidth to talk up your non-profit during work hours. Embedding a signature is an easy way to **have LinkedIn “do the talking” for them.**

Improve your Google Rankings

Because LinkedIn profiles **rank very high on Google**, exposure for your non-profit goes along for the ride. However, **to maximize this potential, select “Full View” in your profile settings.** Also, customize your public profile's URL to be your actual name - then put this link on your website and use this link when you comment on blogs.

Leveraging “My Website”

LinkedIn profiles allow you to list blogs or websites. Edit the “My Website” section and include your non-profit (multiple websites can be listed so make sure your board members list yours). Make sure that the page link you use is relevant to LinkedIn users (create a LinkedIn welcome page on your site with tips on effectively using LinkedIn?). In addition to your url, include a quick sentence about your small business or non-profit. **Using “My Website” and writing a short blurb further catapults your Google rankings.** Again, set your profile to “Full View”



Spread awareness and find the right resources and information to help your cause.

Your non-profit often lacks access to best practices and specialized knowledge in a number of non-core areas that are still important to day-to-day operations.

LinkedIn Helps

- Use [Advanced Search](#) to find experts with the talent, experience, and aligned interests who could advise you and request an Introduction from your network.
- [Post a question](#) on a specific topic and you'll solicit feedback from subject matter experts and other non-profits who have been through similar experiences.

[Try out Advanced Search](#)

With finite resources it can be difficult to mount programs that require large investment and scale.

LinkedIn Helps

- Utilize [Advanced Search](#) to find the right contacts at other non-profits that you can partner with, or corporations who can provide sponsorship, etc
- [Post a question](#) on LinkedIn to receive advice on which organization you can partner with given your goals.

[Post a Question on LinkedIn Answers](#)

At its inception, raising the awareness level and credibility of your non-profit can be difficult.

LinkedIn Helps

- Start a [LinkedIn Group](#), and encourage your organization to join so each member becomes an ambassador for your organization with a badge on his or her profile.
- Prominent stakeholders (volunteers, advisors, board members) help build your organization's credibility when they list their involvement on their [profile](#) or display a group badge.

[Start a LinkedIn Group](#)