

HOW FOOD BLOGS CAN SAVE THE WORLD: Resources and tips
BlogHer Food
September 26, 2009

Presenters' blogs and the projects they support:

- **Genie Gratto**, The Inadvertent Gardener, www.theinadvertentgardener.com, The Hunger Challenge and Farmers Market Coalition
- **Valerie Harrison**, More Than Burnt Toast, morethanburnttoast.blogspot.com, and BloggerAid: Changing the Face of Famine, www.bloggeraidmarketing.ning.com
- **Pim Techamuanvivit**, Chez Pim, www.chezpim.com, Menu for Hope
- **Lydia Walshin**, The Perfect Pantry, www.theperfectpantry.com, and Drop In & Decorate® cookies for donation, www.dropinanddecorate.org (also supporting Kiva and Share Our Strength)

Other blogs that support and promote nonprofit causes or events:

- Becks and Posh (<http://becksposhnosh.blogspot.com/>): Food Runners, Stop AIDS, Race for the Cure
- Winos & Foodies (<http://winosandfoodies.typepad.com/>): LiveSTRONG With a Taste of Yellow, cancer awareness
- Food Blogga (<http://foodblogga.blogspot.com>), Beautiful Bones
- Cooking with Amy (<http://cookingwithamy.blogspot.com/>), The Hunger Challenge
- 101 Cookbooks (<http://www.101cookbooks.com/>), Kiva micro-loan program
- Blue Kitchen (<http://www.blue-kitchen.com/>), Hunger Action Month and Unicef
- Jersey Bites (www.jerseybites.com), Blogging Out Hunger
- No Fear Entertaining (<http://nofearentertaining.blogspot.com/>), Share Our Strength, No Food 4 You, and ovarian cancer awareness
- [No Recipes] (<http://norecipes.com/blog-away-hunger/>), Blog Away Hunger
- One Food Guy (<http://onefoodguy.blogspot.com/>), Pan-Mass Challenge, bike ride to support the Jimmy Fund and Dana Farber Cancer Institute
- What's Cooking? (http://whatscooking.info/pages/community_events.php), Read to Feed, Kids Cook for a Cause
- Andrea's Recipes (<http://www.andreasrecipes.com/>), autism awareness and others
- Several blogs list local fundraising events for hunger relief and other causes, including Fete & Feast (<http://feteandfeast.com/>) and The Food Section (<http://www.thefoodsection.com/>).

Check out the social Vibe widget for Blogger blogs:

<http://buzz.blogger.com/2009/09/earn-charity-donations-on-blogger-with.html>

Ten tips about promoting a fundraising or awareness-raising event, or an ongoing project or cause, on your food blog:

1. Keep it simple.
2. Be clear about the goals of your event or program. Fundraising? Friend-raising? General awareness, or are you asking people to take a specific action?
3. Create a page or post about your cause, why you are supporting it – it's really important to explain why you've chosen this cause or event -- and what action you want people to take (donate money, time, Tweet, etc.). Write clearly and succinctly, and tell a good story. Don't forget to ask for what you want (see donate money, time, tweet, etc., above). Make sure your links work.
4. If you are hosting an event, create a tasteful, *non-cute* graphic or logo that can be used as a sidebar badge linked to the project page or post on your blog.
5. If you are raising awareness of an existing program or organization, use their logo as a sidebar badge, and link to their web site.
6. Write to food bloggers you know, individually, and ask them to participate. Specify one or two things you'd like them to do (write a post, add a badge to their sidebar, etc.). Remember, keep it simple.
7. Plan far enough in advance so people can schedule their participation.
8. Ask for one or two actions – no more than that. Give specific dates or deadlines whenever possible. (i.e., please write a post on Monday, or please donate before December 15.)
9. Use social media judiciously. Consider creating a separate Twitter account and Facebook page for promotion.
10. Remember that, no matter how passionate you feel about a cause or project or event, your readers still come to your blog to read about food. And if you're monetizing your blog, your advertisers are paying to be on a food blog. Your cause doesn't have to be related to food, but you might want to stay away from religion or political campaigns. Create a sidebar link or tab to keep posts about your project in one place.

Information about online fundraising, widgets, etc.:

- Firstgiving (<http://www.firstgiving.com/>)
- Network for Good (<http://www1.networkforgood.org/>): for nonprofit organizations only
- Fundable (<http://www.fundable.com/>)
- Goodsearch/Goodshop (<http://www.goodsearch.com>)