

GoLightly Launches the I'm Powerful Project at NTEN National Technology Conference *Year-Long Initiative to Aid Not-for-Profit Organizations in Understanding Social Networking*

MARCH 18, 2011, WASHINGTON, DC – GoLightly, Inc., the San Francisco-based social networking software company, announced the launch of the “I’m Powerful Project” at the NTEN National Technology Conference being held in Washington, DC this week. The social initiative was created in collaboration with Suzanne Carawan, VP of Marketing at etouches, an event management software company that offers tools to increase member and donor engagement.

The year-long, global initiative asks each individual to complete the sentence starting with “I’m powerful because...” and to capture this sentiment through video and share it through social networks such as Facebook, YouTube, Twitter, and GoLightly’s private social networks. The project seeks to show how not-for-profits can elicit participation by reminding every individual that they have the power to give—whether through time, knowledge, or money--and that collectively, the power of a community is immense.

“I really wanted to provide organizations with a social engagement model that starts with emotionally empowering individuals and reminding each person that their unique skills and abilities are needed by the greater community as a whole,” stated Suzanne Carawan of etouches. “The most common problem I’ve seen in implementing social networks is that people don’t opt to participate because they don’t see how they relate or how they have anything to offer to a community. The process of stating aloud why you’re powerful has immense emotional power; it primes the individual for giving which is a key element that communities need to have in order to flourish.”

“We’re all doing amazing work in the world. Now is the time to recognize and celebrate this work,” stated GoLightly’s President, Dale McGrew. “GoLightly powers the longest running and most active private social networks in the not-for-profit space. Over the last decade, we’ve learned what it takes to build healthy, sustainable online communities and the key factor is empowered individuals. The I’m Powerful Project seeks to teach organizations through example how to conduct social engagement initiatives to increase member and donor activity.”

NTEN’s annual meeting was selected as a natural kickoff event for the I’m Powerful Project because GoLightly powers NTEN’s popular discussion groups and forums. The Project kickoff was supported through a video campaign and a designated area in the booth to capture video footage of attendees making their “I’m Powerful” statements. “The most interesting thing we found in launching the project is that when asked why they’re powerful, people instantly knew what to say. We are excited to spearhead this initiative and pair the power of people with the power of technology to spread a positive message.” stated GoLightly’s CEO, Sarah Golightly.

About GoLightly:

GoLightly, Inc. is the leading provider of private online social networking communities for organizations worldwide that seek to further engage with the people they serve. GoLightly's product line includes integrated groups, calendars, maps, email lists, forums, libraries, blogs, member directories with robust profile pages, wikis, mobile, and more--all tools to enable corporations and not-for-profit organizations to better communicate with both their internal and external audiences. GoLightly is also the sole social networking provider of Advanced Solution International's Social Networking for *iMIS* module. The GoLightly platform enables online collaboration and centralized communication while providing one environment for feedback, recognition and knowledge management.

Links:

GoLightly, Inc. <http://www.golightly.com>

GoLightly Facebook fanpage: <http://golightly.com/facebook>

Nonprofit Technology Network (NTEN): <http://www.groups.NTEN.org>

eTouches: <http://www.etches.com/>

Advanced Solutions International: <http://www.advsol.com/socialnetworking>

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