

Grassroots.org Mission Statement

The mission of Grassroots.org is to serve as a catalyst for positive social change by leveraging modern technologies and business best practices. Grassroots.org spreads important information via our network of socially-focused web sites, while also providing non-profit organizations with valuable free resources to increase their efficiency and productivity.

History and Major Accomplishments.

Grassroots.org is the brainchild of Internet entrepreneur Michael Mann, founder of BuyDomains.com and current president of investment firm WashingtonVC. Bringing a fresh perspective to the field of philanthropy, Mann founded Grassroots.org with the goal of leveraging his Internet, marketing, and personal networking knowledge to provide for people in need.

Since its 2003 launch, Grassroots.org has been a showcase of successful and innovative philanthropy, demonstrating the importance of proper business and technology techniques applied to the charitable sector. Our ultimate goal is to adopt 10,000 charities and to provide each of them with an average of \$10,000 per year in free, yet necessary, services (for a total savings of \$100 million per year to the nonprofit community!).

The impact Grassroots.org makes is tremendous because we empower those who serve others, creating an honorable and scalable cycle. By increasing a nonprofit's online presence and internal business capacities we save them precious resources. These savings are translated directly into furthering invaluable missions, increasing the service to those in need around the globe.

Accomplishments 2006

- ✓ Provided 803 nonprofit clients with free web hosting and domain registration. Value to organizations served: \$184,000
- ✓ Founded MBA Social Ventures Consulting Program. Value to organizations served: \$60,000
- ✓ Created Nonprofit SEO Program. Value to organizations served: \$130,000
- ✓ Landed six new corporate sponsorships. In-kind donations valued at \$96,000.
- ✓ Coordinated 181 volunteers
- ✓ Developed GrassrootsMail—available at mail.grassroots.org.
- ✓ Secured Agreements with six partner organizations

Current Programs and Activities and Accomplishments

- ✓ MBA Mentor Program pairing talented MBA students with selected nonprofits
- ✓ Web Design Volunteer Program
- ✓ Web Services Program, including free web hosting and domain registration
- ✓ The Grassroots.org Toolbox was chosen as a Net Squared featured project
- ✓ **The Grassroots Toolbox is coming out soon! It will include**
 - **-Affordable Online Event Registration.** Developed specifically for the Grassroots.org Toolbox, GR EventReg will present an affordable event registration solution, saving nonprofits time and money when planning their events.
 - **-Dynamic Search Engine Optimization (SEO) Advice.** SEO, the process of getting ranked by search engines for optimal visibility, is a powerful and important marketing tool for the new millennium
 - **-Out-of-the-box Drupal Content Management System (CMS) Installations.** Drupal CMS enables users to make website content updates online in real time with no expensive software or web-design knowledge needed.