

Help DoSomething Win a Webby!

BY: SCOTT BULUA | APRIL 25, 2009

Targeting teens on the web isn't easy, but DoSomething seems to have it figured out. They work with teenagers and encourage them to make change in their communities by offering grants and volunteer opportunities, and they foster a truly impressive online community. We worked with DoSomething last year to refine their overall strategy and to create a new web presence that was immediately appealing to their young and active audience.

Earlier this month, we were thrilled to learn that DoSomething had been nominated for a Webby Award, in the Youth category. The Webbies recognize online excellence, and the nomination is a testament to the tireless efforts of the DoSomething staff in engaging young activists.

Webby Award voting has now begun and DoSomething needs your vote for the People's Voice Award. They're up against some tough competition, including corporate sites that have spent millions on their online presences: MTV Choose Or Lose, Marvel Comics, National Geographic Kids, and the Tate museum. They are clearly the underdogs here, but we're sure that their strong online community will carry them forward in the popular vote.

Winning this award would do far more for DoSomething than it would for major companies (and would make us happy too!). Please take 2 minutes and vote for them **before April 30**: <http://www.dosomething.org/vote>

At EchoDitto, our DoSomething project team included myself, Phil Lamb, Tom Lee, and Anne Keenan. We partnered with Biro Creative, who provided excellent visual design.

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