

# The .ORG Blog

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## DoSomething with .ORG at the Webbys!

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*This month, we are excited to hear from **George Weiner, CTO of DoSomething.org**, on their achievement of being a People's Voice Winner during the 2009 Webby Awards in the Youth category. At DoSomething, they use the power of online to get teens to do good stuff offline. The .ORG Team was proud to honor this extraordinary .ORG during the Gala celebration along with other .ORG winners in June.*

DoSomething believes teens have the power to make a difference. It is our aim to inspire, support and celebrate a generation of doers: people who see the need to do something, believe in their ability to get it done, and then take action. At DoSomething.org we provide the tools and resources for you to convert your ideas and energy into positive action. Be part of a generation of doers.

Five guidelines we live by:

1. Believe in teenagers. Teenagers can lead today. We don't require adults.
2. Trust teenagers. We provide reliable, easy to access information and activation strategies, but teens decide for themselves what to do.
3. Celebrate teenagers. We think all measurable contributions from teens are valuable.
4. Respect teenagers. We understand that teenagers have diverse abilities and constraints.
5. Value teenagers. Our programs and products are free. We're not after teens' money; we want their passion, time and creativity.

As the CTO of DoSomething, winning the Webby Award this year was **HUGE**. So when .ORG invited me to sit front row at their table it was like the icing on the cake. It was a real honor for DoSomething, as a .ORG, to participate in the event alongside the team that promotes the spirit of community, inspiration, and advocacy that is so important to our mission and work. A quick breakdown of why it was awesome sitting with .ORG:

- 👉 I didn't have to squint to see Seth Meyers.
- 👉 We were a dinner roll's toss from Jimmy Fallon and Pheobe from Friends.
- 👉 I didn't have to walk very far when it was time to make a speech on stage.
- 👉 It was great sitting with people from our sector.

It was an incredible night and I was very proud to deliver my 5 words, "Um, see you next year" on behalf of DoSomething. However, I was surprised that I didn't see more not-for-profits represented in the Webby winners/honorees. There are many .ORGs out there doing great things for the world that I think should have been there in place of some 'what's hot right now' websites.

So I think its clear the next revolution will be webcasted, social change is happening online (#iran), and the Webby's should have more .ORGs represented... what other ways are you using your .ORG to promote social change?