


CREATING A NEW
VISION FOR .ORG

Global Name
registry

 International Federation
of Red Cross and Red Crescent Societies

 .org the
community
capital

WHO REALLY
CARES
ABOUT .ORG?

Disclaimer : The creative treatments in this booklet are for illustrative
purposes only at this stage,



HOW THE INUIT PRESERVE THEIR CULTURE WITHOUT WORKING THEIR FINGERS TO THE BONE.

When the descendants of the first Americans wanted to keep thousands of years of culture alive, it took just a few weeks to achieve it.

Because the Inuit had a resource 2,500,000 organisations trust their community activities to: their .org Internet domain.

Now these people do this, and this, and this with their organisations, thanks to the website they set up.

The .org extension is the natural home of everyone who believes in creating value by creating communities. And the new administrator of the .org domain wants to help you do it.

You'll find all the resources you need at www.orgcenter.org. Until then, why not take a look at some other .org domains and see the value they're creating?

Re-org your dot org.



HOW A MUSEUM KEEPS VISITORS, MANAGERS AND PATRONS HAPPY WITHOUT IT TURNING INTO A THREE-RING CIRCUS.

When a 200-year old museum wanted to connect more closely with its supporters, it didn't have to clown around. Because it had a resource 2,500,000 organisations trust their community activities to: its .org Internet domain.

Now these people do this, and this, and this with their organisations, thanks to the website they set up.

The .org extension is the natural home of everyone who believes in creating value by creating communities. And the new administrator of the .org domain wants to help you do it.

You'll find all the resources you need at www.orgcenter.org. Until then, why not take a look at some other .org domains and see the value they're creating?

Re-org your dot org.

U*S*A BONDS

Third
Liberty Loan
Campaign
BOY SCOUTS
OF AMERICA

WEAPONS FOR LIBERTY

HOW THE SCOUTS SHARPENED THEIR FINANCES WITHOUT NEEDING A HANDOUT

When the Scouts wanted to raise money, they didn't have to go cap-in-hand to everyone's doorstep. Because they already had a resource 2,500,000 organisations trust their community activities to: a .org Internet domain.

Now these people do this, and this, and this with their organisations, thanks to the website they set up.

The .org extension is the natural home of everyone who believes in creating value by creating communities. And the new administrator of the .org domain wants to help you do it.

You'll find all the resources you need at www.orgcenter.org. Until then, why not take a look at some other .org domains and see the value they're creating?

Re-org your dot org.

.org the
community
capital



HOW A CHURCH HELPED ITS OVERSEAS MEMBERS TO SEE THE LIGHT.

When Rome wanted to foster understanding between Catholics worldwide, it didn't need the patience of a saint.

Because the church already had a resource over 2,500,000 organisations trust their community activities to: its .org Internet domain.

Now these people do this, and this, and this with their organisations, thanks to the website they set up.

The .org extension is the natural home of everyone who believes in creating value by creating communities. And the new administrator of the .org domain wants to help you do it.

You'll find all the resources you need at www.orgcenter.org. Until then, why not take a look at some other .org domains and see the value they're creating?

Re-org your dot org.

.org the
community
capital



HOW IBM RESEARCH'S DEVELOPERS TURNED BIG BLUE INTO RED, WHITE AND BLUE.

When IBM's Almaden Research Center wanted to share its pride in the USA, it didn't need to flag down any extra resources.

Because it already had a resource 2,500,000 organisations trust their community activities to: its .org Internet domain.


Now these people do this, and this, and this with their organisations, thanks to the website they set up.

The .org extension is the natural home of everyone who believes in creating value by creating communities. And the new administrator of the .org domain wants to help you do it.

You'll find all the resources you need at www.orgcenter.org. Until then, why not take a look at some other .org domains and see the value they're creating?

Re-org your dot org.





HOW A LOBBYIST GAINED 10,000 SIGNATURES WITHOUT A SOAPBOX.

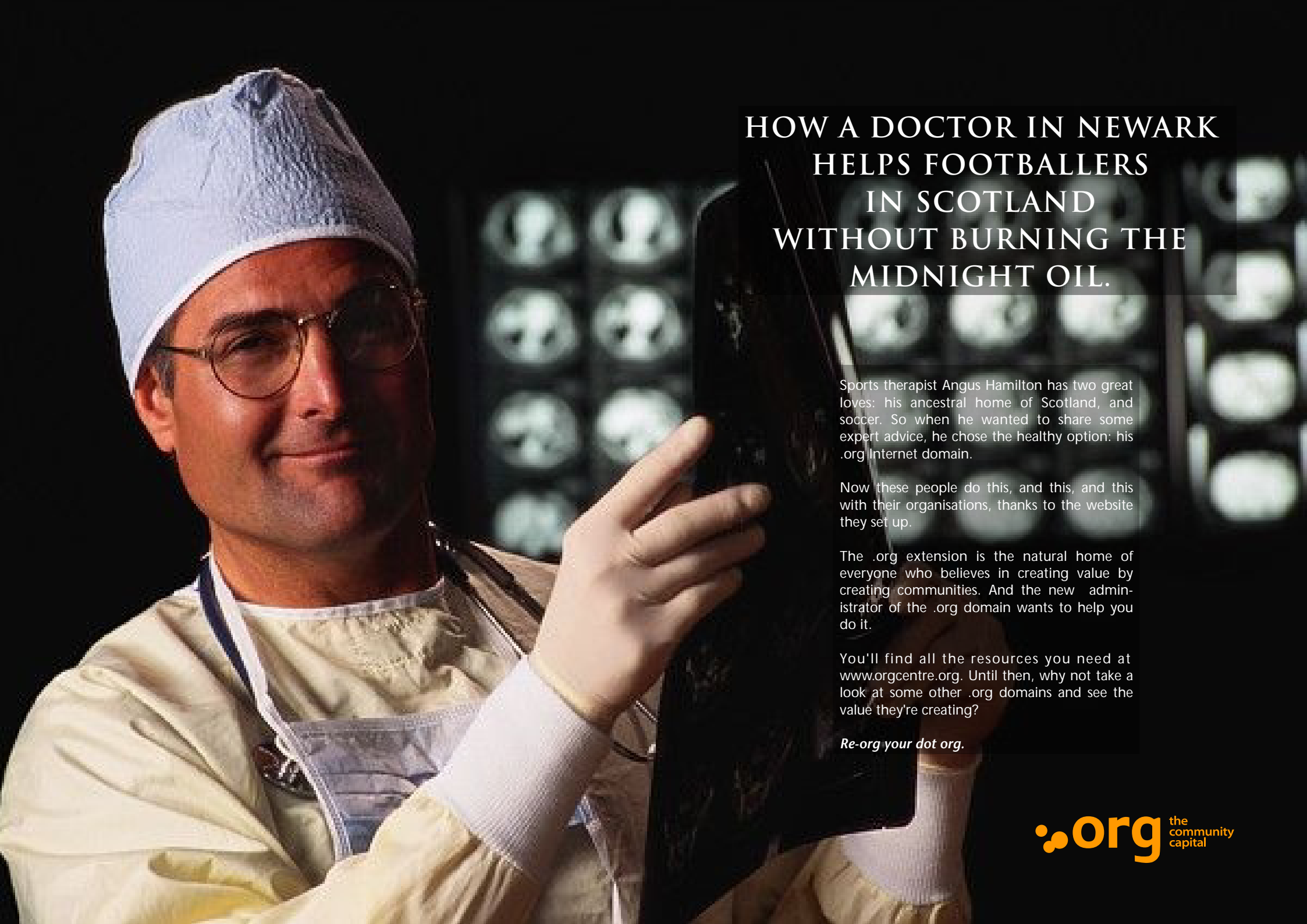
Environmental campaigners work on tight budgets, and sometimes find it hard to get their views heard. But GreenTerre's Alex Hammond raised his head above the crowd with his .org Internet domain.

Now these people do this, and this, and this with their organisations, thanks to the website they set up.

The .org extension is the natural home of everyone who believes in creating value by creating communities. And the new administrator of the .org domain wants to help you do it.

You'll find all the resources you need at www.orgcenter.org. Until then, why not take a look at some other .org domains and see the value they're creating?

Re-org your dot org.



HOW A DOCTOR IN NEWARK HELPS FOOTBALLERS IN SCOTLAND WITHOUT BURNING THE MIDNIGHT OIL.

Sports therapist Angus Hamilton has two great loves: his ancestral home of Scotland, and soccer. So when he wanted to share some expert advice, he chose the healthy option: his .org Internet domain.

Now these people do this, and this, and this with their organisations, thanks to the website they set up.

The .org extension is the natural home of everyone who believes in creating value by creating communities. And the new administrator of the .org domain wants to help you do it.

You'll find all the resources you need at www.orgcentre.org. Until then, why not take a look at some other .org domains and see the value they're creating?

Re-org your dot org.

.org the
community
capital