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Social Media 101 for Nonprofits

MNN Exclusive Session: May 13, 2015

Jay Wilkinson
MNN is the voice of the nonprofit sector in Massachusetts and understands that strong nonprofits build strong communities.

MNN has three main goals:

1) Promote the image of the nonprofit sector as efficient, effective and essential;

2) Strengthen the nonprofit sector by engaging members in advocacy and affecting public policy initiatives; and

3) Build capacity in nonprofits across the state.

Emily Tamanaha
Membership & Event Operations Manager
Welcome! You are automatically connected to the audio via your computer. If you have no speakers or if you can’t hear clearly, please access the audio by telephone at (951) 384-3421, access code 843-553-939.

A copy and recording of today’s presentation will be made available after the session.

If you’re tweeting about today’s session, use #firespring

If you have problems hearing clearly, please call in using the conference number.

Use the questions panel to contribute.
Social Media 101 for Nonprofits

MNN Exclusive Session: May 13, 2015

Jay Wilkinson
FIRESPRING’S PURPOSE

LEVERAGE OUR
People, Products & Profit
AS A FORCE FOR GOOD

Firespring
Firespring
Power of 3

3% of our Technology (free products & services)
3% of our Revenue (cash donations)
3% of our People (volunteer 1 day per month)
Dealing with technology can be aggravating...
...it sometimes feels like we’re drinking from a firehose...
...but once you’ve mastered technology, it feels liberating.
THERE ARE
SIMPLE STEPS
TO MASTER
OUR ONLINE
WORLD
ENGAGE
Social Media 101 For Nonprofit

• Your website: the foundation of your nonprofit’s brand
• Fundamentals of thought leadership.
• Blogging strategies.
• Facebook, Twitter and LinkedIn best practices.
• Powerful no-cost or low-cost online tools.
• Action steps.
• Q&A.
your Website

THE FOUNDATION OF YOUR ONLINE PRESENCE

The 5 elements of a powerful and engaging website.
#1 STRUCTURE
#2 DESIGN

5 ELEMENTS OF AN ENGAGING WEBSITE
#1 STRUCTURE
#2 DESIGN
#3 CONTENT
CONTENT MANAGEMENT SYSTEM

1: Click “Website Content”.

2: Select the content to be updated.

3. Enter and save. Your site is updated.

5 ELEMENTS OF AN ENGAGING WEBSITE
#1 STRUCTURE
#2 DESIGN
#3 CONTENT
#4 FUNCTIONALITY

5 ELEMENTS OF AN ENGAGING WEBSITE
5 ELEMENTS OF AN ENGAGING WEBSITE

- Volunteer
- Programs
- Event Calendar
- Online Registration
- Online Donations
- News Sign-up
- Connect

maplevalleycc.org

Greater Maple Valley Community Center

Enriching our community through quality human services and social activities

Jayda – Toddler Time in the Park

CALENDAR HIGHLIGHTS

Egg Hunt
30 AM Saturday March 30th
Lake Wilderness Park

GMVCC REQUEST FOR PROPOSALS
The Greater Maple Valley Community Center is requesting proposals for the replacement and service of our internet technology systems. Read more»

SUMMER ENRICHMENT CLASSES
Sign-up for our brand new Art Workshops with Tracy Melger, and Cooking Classes with Colleen McAlen for a lot of summer fun and learning! Read more»

2013 SENIOR OF THE YEAR
Nancy Lee Jones is Maple Valley’s 2013 Senior Citizen of the Year. Nancy was nominated by Beth Eilers and Lorraine Gomma from GMVCC. Read more»

SUMMER TEEN TRIPS
The Youth Program is pleased to offer another year of summer trips for teens entering 6th - 10th grades. Read more»

Supported by United Way of King County

Find us on Facebook

United Way

Volunteer

maplevalleycc.org
#1 STRUCTURE
#2 DESIGN
#3 CONTENT
#4 FUNCTIONALITY
#5 VITALITY

5 ELEMENTS OF AN ENGAGING WEBSITE
Our challenges don’t define us. Our actions do.

Our single, urgent goal: Eliminate Parkinson’s disease in our lifetime. We can’t get there without you. Please give generously today.

LATEST FROM THE BLOG

MORE NEWS

May 05, 2015
Test Your Clinical Trials IQ
READ MORE

May 05, 2015
Infographic: 40 Miles and 5,000 Calories a Day until June 2
READ MORE

May 04, 2015
Siblings Run Marathon in Memory of Mom
READ MORE

Web-based #clinicaltrials are great if you don’t live near a research center http://bit.ly/TyjHn5 Parkinsons
FOLLOW US ON TWITTER

If your New Year’s resolution is to get more exercise, it can have many benefits for your Parkinson’s disease symptoms, too. http://on.fb.me/1fDSSvO
LIKE US ON FACEBOOK
#1 Structure
#2 Design
#3 Content
#4 Functionality
#5 Vitality
Invite them in and keep them there.
3 Keys to becoming a thought leader.

thought leader

noun
noun: thought leader; plural noun: thought leaders

1. one whose views on a subject are taken to be authoritative and influential.
#1 Commit to creating and posting great content (add value).

Content is anything that adds value to the reader's life.
#2 Be the established expert.
#3 Inspire action.

3 KEYS TO BECOMING A THOUGHT LEADER
Best practice:

**Crisis spotlight: Syria**
As the IRC mobilizes our crisis response in the Philippines in the wake of Typhoon Haiyan, we continue to respond to many other humanitarian emergencies around the world. Here, a look at the regional crisis sparked by the ongoing civil war in Syria.

**Typhoon Haiyan survivors’ most urgent need: clean water**
The situation in the Philippines is becoming increasingly desperate in the wake of Typhoon Haiyan, with food and water supplies running low. Delivering clean water and safe sanitation and providing health care are the first areas the IRC is focusing on in our response.

**World Pneumonia Day: Counting breaths, saving lives**
Worldwide, pneumonia kills more children under the age of five than any other cause. Learn how two simple tools -- a timer and a string of beads -- are lifesavers, helping IRC-trained health workers diagnose and treat children in their own communities.

**Emergency relief backgrounder: Typhoon Haiyan**
The devastation left by Typhoon Haiyan is a humanitarian catastrophe. The IRC is on the ground in the Philippines mobilizing an emergency response that will initially focus on clean water, health care and other urgent needs.
Thought leadership is a commitment, not a campaign.
To blog or not to blog
THAT IS THE QUESTION.
Who should BLOG?
7 Components of the best nonprofit blogs.
COMPONENTS OF THE BEST NONPROFIT BLOGS

#1 They tell a great story.

“After nourishment, shelter and companionship, stories are the thing we need most in the world.”

- Philip Pullman
They encourage constituent participation.
COMPONENTS OF THE BEST NONPROFIT BLOGS

#3 They express gratitude.

“Our in-kind partners like Pronto are truly inspiring,” said Mark Turbak, Twin Cities Habitat’s in-kind donations coordinator. “Their support is absolutely integral to controlling our costs so we can help more families like Gene’s.”
Ditch the Boring—5 Tips for Running an Effective Board Meeting

It’s time to take back what should be the time to take action. But instead, we’ve all been sitting through board meetings trying to weed through the mess, and ultimately end up accomplishing little.

You all know what we’re talking about. Moments tick by as you’re watching the clock, wondering when the meeting will finally end.

But it’s time to stop dreading board meetings. Use these tips to help run an effective board meeting and get back on track toward achieving your mission.

Set a (Fun) Agenda

Yes, the words ‘agenda’ and ‘fun’ were both used in the same headline. Crazy, isn’t it? It almost doesn’t seem possible. But adding a little fun into the mix of your agenda could be just what your organization needs. (With an emphasis on agenda because you need that, but we’ll get there.)

You might’ve been skipping ‘fun’ because it seems like a waste of time. But it doesn’t have to be. Instead, it can be a team building exercise. Take this opportunity to find out things about each other that you didn’t know before. Even if it’s only for 10 minutes at the beginning of your meeting. Sure, it takes time. But it’ll pay off more in the long run.

Do activities that require people to share more about themselves. I’ll bring you closer together. Instead of just a group of people who have one thing in common (being in the organization), you’ll be surprised to learn about other passions that people have. You might even have something else in common that you didn’t know about before.
COMPONENTS OF THE BEST NONPROFIT BLOGS

#5 They are well-edited.
They get to the point.
They are produced by a team.
5 Steps to getting started with a team blog.
#1 Select your blogging team.

Co-operative College blog team.
Meet and discuss the blog’s theme and mission.

5 STEPS TO TEAM BLOGGING
5 STEPS TO TEAM BLOGGING

#3 Brainstorm topics.
5 STEPS TO TEAM BLOGGING

#4 Divide and conquer.
Meet (BYOL) 1x/month and repeat steps 3 and 4.
Social Media for Nonprofits

Facebook
Twitter
LinkedIn
Instagram
Pinterest
Which social media should nonprofits care about?

Facebook  
Twitter  
LinkedIn

That's all Folks!
A word on Pinterest.

http://pinterest.com/nolandhoshino/nonprofits-on-pinterest


http://blog.capterra.com/examples-pinterest-for-nonprofits/
A word on Instagram.

http://www.nptechforgood.com/2014/04/14/top-5-instagram-best-practices-for-nonprofits/

http://www.bethkanter.org/nonprofits-instagram/

http://www.mrss.com/lab/5-nonprofit-tips-for-winning-at-instagram/
Facebook by the numbers: 1.06 billion monthly active users

The social network shells out a bunch of numbers during its earnings call, including new totals for users and how much money it's made off of them.

Facebook CEO Mark Zuckerberg
(Credit: James Martin/CHET)

Facebook executives threw out lots of numbers during the company's earnings call today, showing the network's steady growth in users and how much money those users bring to Facebook.

The social network is now at 1.06 billion monthly active users. In addition to a 25 percent increase in monthly users from last year and a 28 percent rise in daily users, Facebook saw 57 percent growth in mobile monthly users. Facebook didn't say how many daily active users on mobile it had, but did say that, for the first time, this number exceeded the number of people using it on desktops on a daily basis.

The social network reached 1 billion monthly active users in September. In addition to the membership milestone, Facebook said that last year it logged 1.13 trillion "likes," 219 billion photos uploaded, and had 604 million mobile users.
Is Facebook overhyped?
Nonprofits who are Facebook superstars typically have one or both of the following:

1) a national or international reach.
2) naturally wired for engagement.
Don’t build your home on rented land

New Facebook Rules Will Sting Entrepreneurs
Network to Remove Unpaid Plugs in User News Feeds

By ANGUS LOTEN, ADAM JANOFSKY and REED ABERGOTTI
Nov. 27, 2014 7:14 p.m. ET

Christy Bossie built a $100,000-a-year gemstone e-commerce business by sharing information about her products on her company’s Facebook page several times a week.

“Steals in the Shop! I have a TON of new 36-inch-long necklaces, most priced at $15, available in amethyst, lapis, watermelon tourmaline, turquoise... Shop them all here,” she wrote in a recent marketing post on a Facebook page for Earthgy, the business she runs from her home in rural Kent Store, Va. She also included photos and links to the products, hoping the business’s 70,000 Facebook fans would share the posts with their own Facebook friends.
Facebook Basics

✓ Set up a Page for your organization.
✓ Ask to become and “admin.” Every organization should have >3.
✓ Develop a Content Strategy for your organization.
✓ Encourage supporters to engage and participate in the conversation.
Facebook helps you connect and share with the people in your life.

Sign Up
It’s free and always will be.

First Name
Last Name

Your Email
Re-enter Email

New Password

Birthday
Why do I need to provide my birthday?

Female
Male

Finish

Create a Page for a celebrity, band or business.
All Page admins can have a different role assigned to them, depending on what they need to work on.

Learn more about different kinds of admin roles.

**Randy Hawthorne**
Manager
Randy can manage admin roles, send messages and create posts as the Page, create ads, and view insights.

**Matthew J Spitsen**
Manager
Matthew can manage admin roles, send messages and create posts as the Page, create ads, and view insights.

**Lyndsey Hrabik**
Manager
Lyndsey can manage admin roles, send messages and create posts as the Page, create ads, and view insights.

**Jay Wilkinson**
Manager
Jay can manage admin roles, send messages and create posts as the Page, create ads, and view insights.

Add Another Admin
The people who have liked, commented, or shared your posts in the past 28 days.

Women

- 71% People Engaged
- 60% Your Fans

Men

- 28% People Engaged
- 39% Your Fans
Carla Mota  ▶  St. Baldrick’s Foundation
September 6

shaving my head at the 2012 46 mommas shave for the brave event in Hollywood & Highland in LA to honor my daughter jenessa’s fight with leukemia was one of the best decisions of my life...i miss and love my fellow mommas and will cherish that...See More

Juan R. Alberto  ▶  St. Baldrick’s Foundation
September 18 via mobile

We wanted to share our St. Baldrick’s Foundation live stream. Please join us.

http://www.youtube.com

Like · Comment

St. Baldrick’s Foundation likes this.

16 people like this.

Donna M. Shealey  Love this pic Carla!! xoxo Nothing like a good cry this early in the morning. You are both amazing!! xoxo
September 7 at 4:39am  ·  Like

St. Baldrick’s Foundation  Beautiful!
September 7 at 10:56am  ·  Like
6 examples of nonprofits crushing it on Facebook.

- Autism Speaks [facebook.com/autismspeaks](https://facebook.com/autismspeaks)
- Green America [facebook.com/GreenAmerica](https://facebook.com/GreenAmerica)
- Charity Water [facebook.com/charitywater](https://facebook.com/charitywater)
- St. Baldrick’s [facebook.com/StBaldricksFoundation](https://facebook.com/StBaldricksFoundation)
- Phoenix Rescue Mission [facebook.com/phoenixrescuemission](https://facebook.com/phoenixrescuemission)
- Big Cat Rescue [facebook.com/bigcatrescue](https://facebook.com/bigcatrescue)
1) Secure your **USERNAME**

**EXAMPLE:**

facebook.com/marchofdimes

Register your unique username (often called a vanity URL) at facebook.com/username.

2) Buy a Facebook **AD**

facebook.com/FacebookAds

3) Update your **COVER PHOTO** every few months.

4) Configure **SETTINGS** to encourage participation.
Welcome to Twitter.

Connect with your friends — and other fascinating people. Get in-the-moment updates on the things that interest you. And watch events unfold, in real time, from every angle.

here's me dealing with certain javascript errors at 7:30am this morning
Tweet and photo by @couch
10:01 AM - 6 May 2014
Get a “handle” at twitter.com/signup.
Manage your profile.

Add a header photo
Find people... and follow.
People will follow you.

You have 41,556 followers.
Here’s more about them.

People

Aaron Nelsen @aaronnelsen
Career geek, coffee enthusiast, Kickstarter obsessed, novice timelord, gin connoisseur, Apple fanboy. Powered by wanderlust and coffee.

The Land Society CIC @TheLandSociety
Land Society & Society Self Build Ltd help people self-build their own affordable eco-homes in the South West UK. Investors required to help us go national.

LineUp SH Engagement @LineUp_NZ
Making stakeholder engagement (SHE), process & workflow easier for everyone through technology, collaboration & cooperation.

Rick Swanson @RichardPSwanson
President and CEO of Learning Meets Quality LLC. I help business owners reduce operational risk, so they earn more revenue and sleep better at night.

Lynn Ayers @layers53
Executive Director at Child Advocacy Center.
Send a tweet (a message of 140 characters or less).

**Compose new Tweet**

Looking forward to seeing many old friends this weekend at the #nationalNPcongress event in Washington DC!
Read what others are tweeting about...
...and retweet them if you want to share the message.
Use “hashtags” at conferences so attendees can share key take-aways.
What to Tweet

• About an upcoming event.
• Ask for opinions.
• Community achievements.
• Link to impact stories.
• Link to volunteer stories.
• Link to your blog.
• Give recognition.
• Express gratitude.
• Use keywords.
• Don’t be boring.
1) Choose a short **USERNAME**.
EXAMPLE: @jaywilk (instead of @Jay_Wilkinson)

2) Use 3rd party **TOOLS** to post and read.
EXAMPLES: hootsuite.com or tweetdeck.com

3) Use **KEYWORD** rich data in your bio.

---

**Jay Wilkinson**
@jaywilk
FOLLOWS YOU

Geek with social skills. Firespring CEO. Entrepreneur & Angel Investor. Tweet mostly about Marketing, Social Media, Nonprofits & Technology.

📍 Nebraska - The Silicon Prairie
🔗 about.me/jaywilkson
🔗 Joined February 2009
Linking in with your peers.

Connect, share ideas, and discover opportunities.

Get started – it’s free.
Registration takes less than 2 minutes.

Find a colleague:  

First name  
Last name  

Email address  

Password (6 or more characters)  

By clicking Join Now, you agree to LinkedIn’s User Agreement, Privacy Policy and Cookie Policy.

Join now
Linking in with your peers.

Where is the Overall Online Activity?

- Social Media
- Search Engines
- Blogs

Where is the Social Media Activity?

- Facebook
- Twitter
- LinkedIn
- YouTube

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Search Engines</th>
<th>Blogs</th>
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<table>
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<tr>
<th>Platform</th>
<th>Key Metrics</th>
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<tbody>
<tr>
<td>Facebook</td>
<td>Fans of 10 Most Relevant Pages: 26,128 Posts per Month with Keyword: 16,380</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>Groups with Keyword in Description: 6,853 Members of Top 10 Groups: 121,551</td>
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<tr>
<td></td>
<td>Questions and Answers Containing Keyword per Month: 147</td>
</tr>
<tr>
<td>YouTube</td>
<td>Videos Described by Keyword: 562,000 Views of 10 Most Relevant Videos: 1,849,953</td>
</tr>
</tbody>
</table>
Getting the most out of LinkedIn.
CO Nonprofit Assoc. @CO_Nonprofits follows you

Thanks for following the Colorado Nonprofit Association! We’ll be live tweeting events and posting other updates about the Association and the sector.

Colorado
ColoradoNonprofits.org
Joined March 2010

Tweets
815

CO Nonprofit Assoc. @CO_Nonprofits
10h
Checkout @idealware, they have a FREE email fundraising class tomorrow! Did I mention it’s FREE! Read all about it @ ow.ly/C9ROG

CO Nonprofit Assoc. @CO_Nonprofits
retweeted
Rocky Mountain Wild @RockyMWild · Sep 24
@CO_Nonprofits is accepting applications for outstanding leaders due 10/24. More info: coloradononprofits.org/training-event...

CO Nonprofit Assoc. @CO_Nonprofits
retweeted
Jodi Jahring @jodih Jahring · Sep 29
92 people signed up for my presentation for @CO_Nonprofits next week. Not bad considering it was up against 2-hour overlap sessions.

CO Nonprofit Assoc. @CO_Nonprofits
retweeted
Dan Hanley @FundraisingDan · Sep 30
The @CO_Nonprofits Fall Conference is next week! Super stoked to see so many other rocking in the nonprofit world! #Denver #fundraising

CO Nonprofit Assoc. @CO_Nonprofits
retweeted
CouncilOnFoundations @COF · 11h
RT @EPISPD: A big opportunity for #nonprofits and foundations exists to increase their capacity & be more impactful bit.ly/EPISPD #CF100

CO Nonprofit Assoc. @CO_Nonprofits · Sep 30
free webinars on volunteer management. Check out what @VolunteerMatch has to offer: ow.ly/C7SKO #profdev @NOVAA_Tweets
Establish and grow your presence by building a Company Page

Nonprofit organizations can highlight their mission and objectives while also engaging supporters by creating a LinkedIn Company Page. Your Company Page allows you to easily post status updates, share news, find volunteers, grow your community, and stay in touch with your followers.

Create a Company Page
Encourage supporters to promote your cause

Your volunteers, board members, and supporters are already your strongest advocates. Encourage them to add LinkedIn’s Volunteer and Causes section to their profiles so they can showcase their service and champion your organization across their professional networks simultaneously.

Learn more ›
Find board members

By searching LinkedIn for the right talent and posting open board roles, you can leverage the power of the LinkedIn network to target and identify qualified professionals for your nonprofit board. The LinkedIn Board Member Connect Program will support your board recruitment through exclusive training, a peer community, and access to advanced premium tools.

Learn more ›
Connect with potential volunteers

Find skilled volunteers

With 300M+ registered professionals— and 82% interested in volunteering, LinkedIn is the best place to post opportunities for skilled volunteers to engage with your nonprofit. Posting a volunteer opportunity on LinkedIn will position your organization in front of relevant professionals who are interested in donating their skills and expertise to a nonprofit.

Learn more ›
Start by linking in with your established network (e.g. employees, BOD, donors, volunteers).
Be personable and authentic (photo, bio, invites, thank you’s, etc.).
Claim your personal domain name. linkedin.com/in/jaywilkinson
Join groups & participate in the conversation. Establish yourself as an expert.
Ask for recommendations, but give them first!
Endorse others.
Cool things you may not know you can do.
Tag your contacts
(use the default or manage your own).

<table>
<thead>
<tr>
<th>Name</th>
<th>Title/Position</th>
<th>Location</th>
<th>Time</th>
<th>Tags</th>
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</thead>
<tbody>
<tr>
<td>Karla Pérez Asc</td>
<td>PR Assistant to Pres</td>
<td>Leon Area, Mexico</td>
<td>24 days</td>
<td></td>
</tr>
<tr>
<td>James Nedreski</td>
<td>Owner at James Nec</td>
<td>Greater Omaha Area</td>
<td>4 months</td>
<td></td>
</tr>
<tr>
<td>Kyle McCauley</td>
<td>Regional Sales Director at Annexus Distributors</td>
<td></td>
<td>6 months</td>
<td></td>
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<tr>
<td>Dominic Prophete</td>
<td>Executive Director at Union County Court Appointed</td>
<td>Greater New York City Area</td>
<td>7 months</td>
<td></td>
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<tr>
<td>Megan Cullen</td>
<td>Owner &amp; Designer at Moose Mountain</td>
<td>New Brighton, Merseyside, United Kingdom</td>
<td>8 months</td>
<td></td>
</tr>
<tr>
<td>Bill Birch</td>
<td>Consulting at Birch Consulting</td>
<td>Kalamazoo, Michigan Area</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hunter Murphy</td>
<td>Development Assistant at Birmingham Public Library</td>
<td>Birmingham, Alabama</td>
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Identify industries.

<table>
<thead>
<tr>
<th>Industries</th>
<th>Connections</th>
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<tr>
<td>Marketing and Advertising (141)</td>
<td></td>
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<tr>
<td>Printing (57)</td>
<td></td>
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<tr>
<td>Non-Profit Organization Management (159)</td>
<td></td>
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<tr>
<td>Computer Software (33)</td>
<td></td>
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<tr>
<td>Information Technology and Services (31)</td>
<td></td>
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<tr>
<td>Internet (21)</td>
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<tr>
<td>Management Consulting (21)</td>
<td></td>
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<tr>
<td>Financial Services (17)</td>
<td></td>
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<tr>
<td>Professional Training &amp; Coaching (17)</td>
<td></td>
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<tr>
<td>Real Estate (17)</td>
<td></td>
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<tr>
<td>Business Supplies and Equipment (15)</td>
<td></td>
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Quickly view and organize your connections. Select a category or individual to see contact info, send a message and more.
Export your connections to a list.
Is this a LinkedIn or Facebook friend?
Question: What is the worst thing someone could say about your organization online?

Answer: Nothing
TRYING TO TAKE STUFF OFF OF THE INTERNET IS LIKE TRYING TO TAKE PEE OUT OF THE POOL.

... but be careful.
Listening Tools
Listening Tools

google.com/alerts
Engagement Tools
Engagement Tools

"HootSuite is an essential tool for managing social networks by allowing teams to efficiently track conversations and measure campaign results."

- Pete Cashmore, CEO, Mashable
Engagement Tools

A Smarter Way to Share

So, when would you schedule your posts when you’re asleep?

Looking forward to seeing old friends and making new ones at the Down Syndrome Affiliates in Action conference tomorrow in Cincinnati.

If we all threw our problems in a pile and saw everyone else’s – most of us would grab ours back.

4:02 PM via Web

Randy Bretz commented “Problems are solutions waiting for us to unwrap them”

Carlos Barreda commented “I’d leave mine in the pile and walk away.”

Steven Arniel commented “Truer words were never spoken”

Jeff Eells commented “Very true.”
Tools are important, but thought leadership success is about the wizard, not the wand.
Feel buried by the amount of information coming at you?
keep it simple
Make a great impression with your website:

- Build a logical STRUCTURE including 3+ navigation options.
- Use a clean, professional DESIGN that tells your story.
- Provide CONTENT for all types of end-users.
- Build in FUNCTIONALITY that engages your constituents.
- Post dated content weekly for strong VITALITY.

Use a CMS (Content Management System).

Organize and maintain a team BLOG for your organization.

Setup a FACEBOOK PAGE for your organization and ask to be an ADMIN.

Setup a LINKEDIN COMPANY PAGE and connect with your peers.

Monitor TWITTER for mentions and use it for headlining blog posts.

Use at least one online ENGAGEMENT TOOL.

Spend no more than 15 MINUTES/DAY on social media sites.

Keep learning! Read and learn at nonprofithub.org.
**Fundraising**

**Why Illustrating the Impact of $1 is Such Effective Fundraising [VIDEO]**

**AUGUST 26, 2013** - "3 dollars can feed an entire family for a week." "A dollar a day can buy a polio vaccine." "For the cost of a latte, you can cure a child's blindness." You’ve heard these kinds of illustrations before—you might even have used them yourself. They’re incredibly effective, but it’s important to understand WHY they’re effective.

**Don’t Let a Slow Month Falter Strong Fundraising**

**AUGUST 25, 2013** - Here we are in the second to last week of August. August is notoriously a slow fundraising month, and for good reason. Schools are starting up once again and football is right around the corner. It seems as though the last thing on donors’ minds is donating. Is this tough luck for us? Or rather,

**What to Look for When Adding Multichannel to Your Nonprofit Marketing Mix**

**AUGUST 24, 2013** - Wondering how to spread your nonprofit marketing on different channels? Already have or lack donors and looking to get new ones? Two of the greatest challenges we face are how to market our cause and how to get new donors to finance it. To get and expand our donor base, we have to understand them.

**Donating with a Simple Reply—Giving Via Text is on the Rise**

**AUGUST 23, 2013** - It looks as though text messages are becoming another vital instrument in the donation process. For years, text has been the keyword to a designated number has allowed users to make a quick and simple donation to a cause. And now, the trend is becoming ever popular. Donors today are more open and willing to text their
THANK YOU to

To learn more about Massachusetts Nonprofit Network, visit: massnonprofitnet.org
Jump in.
The Water’s Fine.
Oh, crap! Was that TODAY?
Please stay tuned to learn about Firespring and for more Q&A.
ONLINE DONATIONS
SEARCH ENGINE OPTIMIZATION
LANDING PAGE TEMPLATES
NEWSFEEDS
DONOR DATABASE (BLOOMERANG)
LEGENDARY SUPPORT & TRAINING
CONTENT MANAGEMENT SYSTEM
CHOOSE YOUR PACKAGE AND THEME
EVENT REGISTRATION

MANAGEMENT SYSTEM

NEWSFEEDS

DONOR DATABASE (BLOOMERANG)

LEGENDARY SUPPORT & TRAINING

ChOOSE YOUR PACKAGE AND THEME

CONTENT MANAGEMENT SYSTEM

EVENT REGISTRATION
Marketing Your Website

This collaborative session will get you thinking about how your website can be a vital marketing tool for any campaign. You’ll learn how to introduce specific, targeted marketing campaigns by using 3 Strike Marketing. In addition, we’ll also discuss:

- How to review your website’s analytic report.
- Using the analytic report’s data to execute effective marketing campaigns.
- Executing referral campaigns for existing supporters.
- Promoting new (or existing) program/service offerings.
- Implementing a client feedback survey for donor retention purposes.
- Directing constituents to opt in for your eNewsletter.
- Utilizing contests or promotions to engage your constituents.
- Displaying specific spotlights that direct constituents to dedicated action pages.

Sign up today to get all of your questions answered and to learn the ins and outs of how you can utilize your website to achieve your full marketing ROI. This is the one hands-on webinar your nonprofit can’t afford to miss.

Jay Wilkinson

Wednesday, January 13, 2015 1:00 pm - 3:00 pm

Springboard 411
Every website includes a mobile version
The Firespring Foundation, a private, 501(c)(3) foundation funded by Firespring has agreed to provide a 20% funding grant to select nonprofits who purchase a Firespring website package.

CALL 877.447.8941

Award recipients must be a 501(c)(3) and submit an application online.

firespringfoundation.org
The Firespring Webinar series.
*Education without expectation.*

- How to Captivate and Engage Constituents with Your Website
- Online Tools that Help Nonprofits Learn, Listen & Engage
- Convert Supporters with Powerful Landing Pages
- The Power of Blogging & Thought Leadership for Nonprofits
- How to Avoid Fundraising’s Quiet Killer: Donor Attrition
- Be Found: The Secrets of SEO for Nonprofits
- Creating a Vibrant Culture in Your Nonprofit
- 5 Trends Shaping a New Reality for Nonprofits
- Online Fundraising Best Practices for Nonprofits
- Social Media 101 for Nonprofits
- 5 Secrets of Email Marketing Geniuses

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*until we meet again...*
Q & A

For copies and links of this presentation or to learn about upcoming webinars, contact:

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Let’s Connect on LinkedIn

Jay Wilkinson
Geek with social skills • Firespring CEO • Entrepreneur • Angel Investor • Speaker/Facilitator
Lincoln, Nebraska Area • Marketing and Advertising

Join LinkedIn and access Jay Wilkinson’s full profile. It’s free!
As a LinkedIn member, you’ll join 300 million other professionals who are sharing connections, ideas, and opportunities.
- See who you and Jay Wilkinson know in common
- Get introduced to Jay Wilkinson
- Contact Jay Wilkinson directly

View Jay’s full profile

Jay Wilkinson’s Overview
Current  Founder/CEO at Firespring
Board of Directors at Launch Leadership Foundation
Board of Directors at Nebraska Angels, Inc.
Past  President/Founder at AlphaGraphics of Nebraska
Nat’l Marketing Director / Co-Owner at Campus Connection
Founder at Goldentoes
Education  Massachusetts Institute of Technology • Sloan School of Management
University of Nebraska-Lincoln
Doane College
Connections  600+ connections
Websites  Firespring
Cornerstone Print & Marketing
NE Angels

Jay Wilkinson’s Summary
Jay Wilkinson is a lifelong entrepreneur. While in high school and college, he started numerous businesses most of which failed miserably. He eventually learned what he was doing, and in 1986 helped launch Campus Connection magazine in NYC. It eventually grew into the country’s largest college-oriented publication with a distribution of 1.2 million.

In 1992, Jay returned to his home state of Nebraska and opened an AlphaGraphics printing franchise. The business broke the first year sales record for the 350-store network and was the fastest at the time to reach $1MM in annual revenue. Renamed Cornerstone Print & Marketing
Thank you for joining us today.

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- Yes, please!
- No thanks, I'm good.

...and the survey says!?
THANK YOU FOR YOUR VALUABLE TIME

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