



Succeed Online In 2009

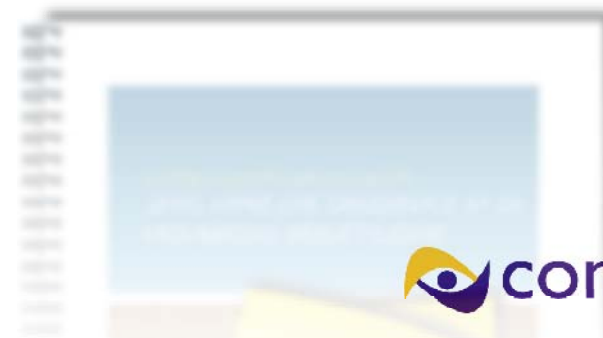
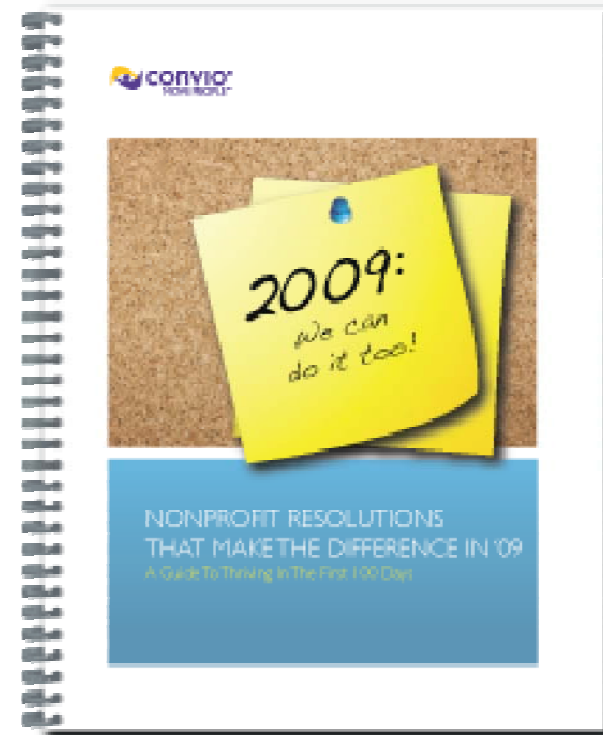
How to turn your resolutions into action

Blake Groves
eCRM Specialist



A New Year, A New Start For Nonprofits

- A recent online poll by Convio found:
 - ▶ 4 recurring nonprofit technology resolutions for 2009
- These resolutions inspired our first-ever technology resolutions guide featuring:
 - ▶ Best Practices
 - ▶ Priorities
 - ▶ Practical Tips for delivering results



In This Webinar

With any new initiative, the first 100 days are critical to success.

Today, we'll discuss:

- Top nonprofit resolutions for 2009
- Strategies you can put in place now to meet them
- Guidelines, best practices and priorities to adopt
- Suggestions for technologies to consider over the next year

What are you trying to achieve?

“I get up every morning determined to both change the world and have one hell of a good time.”

“Sometimes this makes planning my day difficult.”

E. B. White (1899 - 1985)



100 Days: Four Resolutions

1. Make our Web site easier to use and more relevant, while taking our Web presence to the next level.
2. Focus more intently on our supporters and their needs.
3. Empower supporters to help tell our story, raise funds, reach new people.
4. Use social and participatory media to reach more people.

Resolution #1: Make our website easier to use and more informative

What's the purpose of your site?

- Constituent expectations for online experiences have gone up.
 1. Think like a website visitor
 2. Cut the clutter
 3. Provide clear calls to action
 4. Allow for engagement
 5. Pay attention to video
 6. Tailor your content to the audience

Resolution #1: Make our website easier to use and more informative

What's the purpose of your site?

- Constituent expectations for online experiences have gone up.
 1. Think like a website visitor
 2. Cut the clutter
 3. Provide clear calls to action
 4. Allow for engagement
 5. Pay attention to video
 6. Tailor your content to the audience

Establish Your Goals

- Define your goals first
 - ▶ Email Acquisition
 - ▶ Education/Influence
 - ▶ Awareness/Brand
 - ▶ Attract Volunteers

- Who are trying to talk to?
- What do you want them to do?
- Why are they visiting your site?

Video: FairTax

The screenshot shows the FairTax.org website. At the top, the logo reads "FAIR TAX FairTax.org" with the slogan "SAVE THE ECONOMY." and a call to action "JOIN THE FIGHT". The navigation bar includes "ABOUT THE FAIRTAX", "NEWS & DEVELOPMENTS", "GRASSROOTS", and "TAKE ACTION!". A sidebar on the left lists "GROW THE GRASSROOTS" activities like "Tell a Friend About FairTax" and "The FairTax Network", along with "QUICK LINKS" such as "Sign Up" and "Contribute". The main content area features a section titled "THE GRASSROOTS" with a sub-heading "New Batch of Great FairTax Videos Hit YouTube!". Below this is a video player for "Lunch & Taxes: 'How Much?'" showing a woman in a green shirt. A green circle highlights the text "New Batch of Outstanding FairTax Videos Hit YouTube!" and the "Watch the videos now" link.

Opposition to the FairTax is bi-partisan in Washington. While most co-sponsors are Republican, those supporting the FairTax represent a minority of Republican Members. Eight years of majority rule by the GOP did not see the FairTax enacted. Democrats have been even less moved by the potential of the FairTax.

And yet, our campaign is rapidly growing across the nation.

[Read more »](#)

New Batch of Outstanding FairTax Videos Hit YouTube!



Check out these excellent new FairTax promotional pieces by Paul Wizikowski, a grassroots activist from Oklahoma. Paul's work clearly—and comically!—shows the dramatic real-world benefits of the FairTax over the current income tax system. This is another fine example of the powerful grassroots activity that's helping to make the FairTax a reality!

[Watch the videos now »](#)

FairTax Versus Obama Tax Plan

Want to see how the President Elect's plan matches up to the FairTax? We've compiled a detailed chart comparing the Obama Plan to the FairTax in critical areas such as middle class tax cuts, jumpstarting the U.S. economy and creating new jobs.

Tailored Content: The Nature Conservancy

The mission of The Nature Conservancy is to preserve the plants, animals and natural communities that represent the diversity of life on Earth by protecting the lands and waters they need to survive.

Your Personalized Nature Homepage
February 25, 2009

What's New?
February 25, 2009

Put Your IRA to Work for Nature
In 2009, use your IRA to support the natural world. If you are 70 1/2 or older, temporary legislation allows you to make a distribution of up to \$100,000 from your Individual Retirement Account (IRA) to The Nature Conservancy income tax on the withdrawal. Learn [Put Your IRA Towards Conservation](#)

Join Today!
Sign up today and you'll get a personalized homepage filled with news and invitations tailored to you!
JOIN NOW >>

Update Your Profile
Manage Your Relationship with the Conservancy

Use the links and forms below if you wish to change your preferences or personal information with the Conservancy. If you have any questions, please contact Member Care at (800) 628-6860.

Personal Profile **Special Interest**

[Edit your profile](#) [Change/Reset Password](#) [Join/Rejoin Member Me](#)

Biographical Information

Title: First Name: Middle Name: Last Name: Suffix: Professional Suffix:
Name: Ms. Janice A. Heffernan

User Name: janice.heffernan@gmail.com

Email

Email: janice.heffernan@gmail.com
Accept Email: Yes
Preferred Format:

Give Back to Nature

Read the American Climate Values Survey

Give Back to Nature with "Give Green"
Register for the Give GreenSM Program powered by Thanks Again. You can contribute 2 percent or more per dollar spent by using your registered debit/credit card(s) at or with participating merchants. Supercharge your contributions by registering your Nature Conservancy Visa credit card. The program is simple, convenient and secure!
Register for the Give GreenSM Program Today

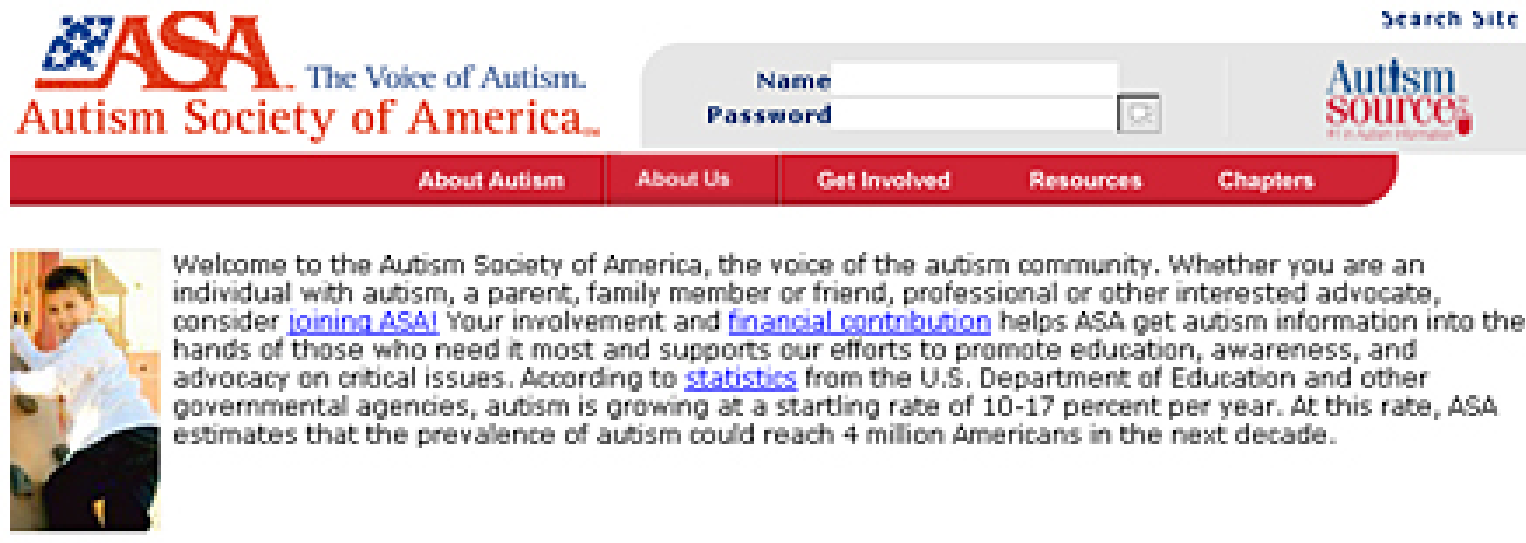
Your Information
3625 Duval Rd. Apt 1312
Austin, TX USA
[Update Address](#)
janice.heffernan@gmail.com
[Update Email](#)

The Nature Conservancy in Texas
We are active in 32 countries and in all 50 states, including Texas.

Need Assistance?
Having problems remembering your username and password?
[Send Me My Login Info](#)
[Change My Password](#)

Design and Navigation

Before: Organizational Centered Nav



The screenshot shows the top of the Autism Society of America website. On the left is the ASA logo with the tagline "The Voice of Autism." Below it, the text "Autism Society of America" is displayed. To the right is a search bar with the text "Search Site" above it. Below the search bar is a red navigation bar with five items: "About Autism", "About Us", "Get Involved", "Resources", and "Chapters". Below the navigation bar is a main content area with a photo of a young boy on the left and a paragraph of text on the right. The text reads: "Welcome to the Autism Society of America, the voice of the autism community. Whether you are an individual with autism, a parent, family member or friend, professional or other interested advocate, consider [joining ASA!](#) Your involvement and [financial contribution](#) helps ASA get autism information into the hands of those who need it most and supports our efforts to promote education, awareness, and advocacy on critical issues. According to [statistics](#) from the U.S. Department of Education and other governmental agencies, autism is growing at a startling rate of 10-17 percent per year. At this rate, ASA estimates that the prevalence of autism could reach 4 million Americans in the next decade."

[Autism News: The Latest](#)

[3-Year-Old Raises Thousands for Autism](#)

by Honors Cousin with Autism by Donating to ASA

[Registration open for the ASA-APSE Conference](#)

Imagine...Everybody Works" is the theme for the May 10-11 conference in Columbus, Ohio

[Discover Article "Understanding Autism" Breaks New Ground](#)

Autism Society of America Advisors Herbert, Pessah, Ames Featured in April Issue

[Events and Conferences](#)



Design and Navigation

After: Constituent Centered Nav

The screenshot displays the Autism Society of America website with a focus on constituent-centered navigation. The header includes the ASA logo, the organization's name, and the tagline "improving the lives of all affected by autism". A navigation bar contains links for Home, En Español, Print This Page, and Tell a Friend. Below this, a secondary navigation bar offers options: GET INVOLVED | DONATE | JOIN | SHOP, a member center status ("My MEMBER CENTER - Welcome Back, Marg!"), and a search bar.

The main content area is divided into several sections:

- ABOUT AUTISM:** A sidebar menu with links to "About Autism / What is Autism", "Autism FAQ", "DIAGNOSIS", "Environmental Health", "What Causes Autism", and "Autism 101".
- LIFE WITH AUTISM:** A section with a "Read My Story" link.
- RESEARCH & PROGRAMS:** A section with a "Read My Story" link.
- ASA COMMUNITY:** A section with a "Read My Story" link.
- ABOUT ASA:** A section with a "Read My Story" link.
- CAMPAIGN SPACE:** A section with a "Read More" link.

The central banner features the text "imagine the possibilities" and three columns of "Read My Story" links, each accompanied by a photo of a person:

- I'M A FAMILY MEMBER:** "This is my story. Lorem ipsum dolor sit amet, erat set consetetur. [Read My Story >](#)
- I'M ON THE SPECTRUM:** "This is my story. Lorem ipsum dolor sit amet, erat set consetetur sadip. [Read My Story >](#)
- I'M A PROFESSIONAL:** "This is my story. Lorem ipsum dolor sit amet, erat set. [Read My Story >](#)

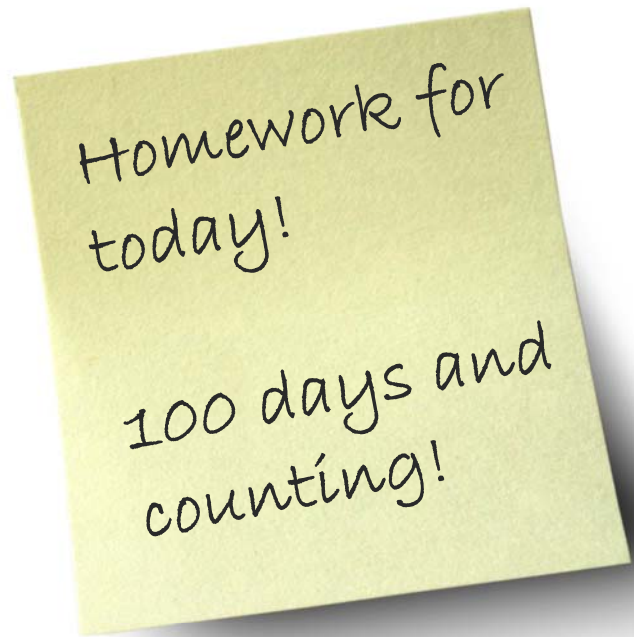
Additional sections on the right include:

- FIND SERVICES AND SUPPORT:** "Autism source" (Autism Source) - Lorem ipsum.
- NATIONAL CONFERENCE:** "ORLANDO, FLORIDA July 9-12, 2008" - National Conference and Exposition on Autism Spectrum Disorders.
- GUIDELINES OF THEORIES AND PRACTICE:** A section with a green star icon.
- HUMAN RIGHTS AND AUTISM:** A section with yellow and pink star icons.

The footer contains the text "CALL US TODAY".

Self Assessment “Web Audit”

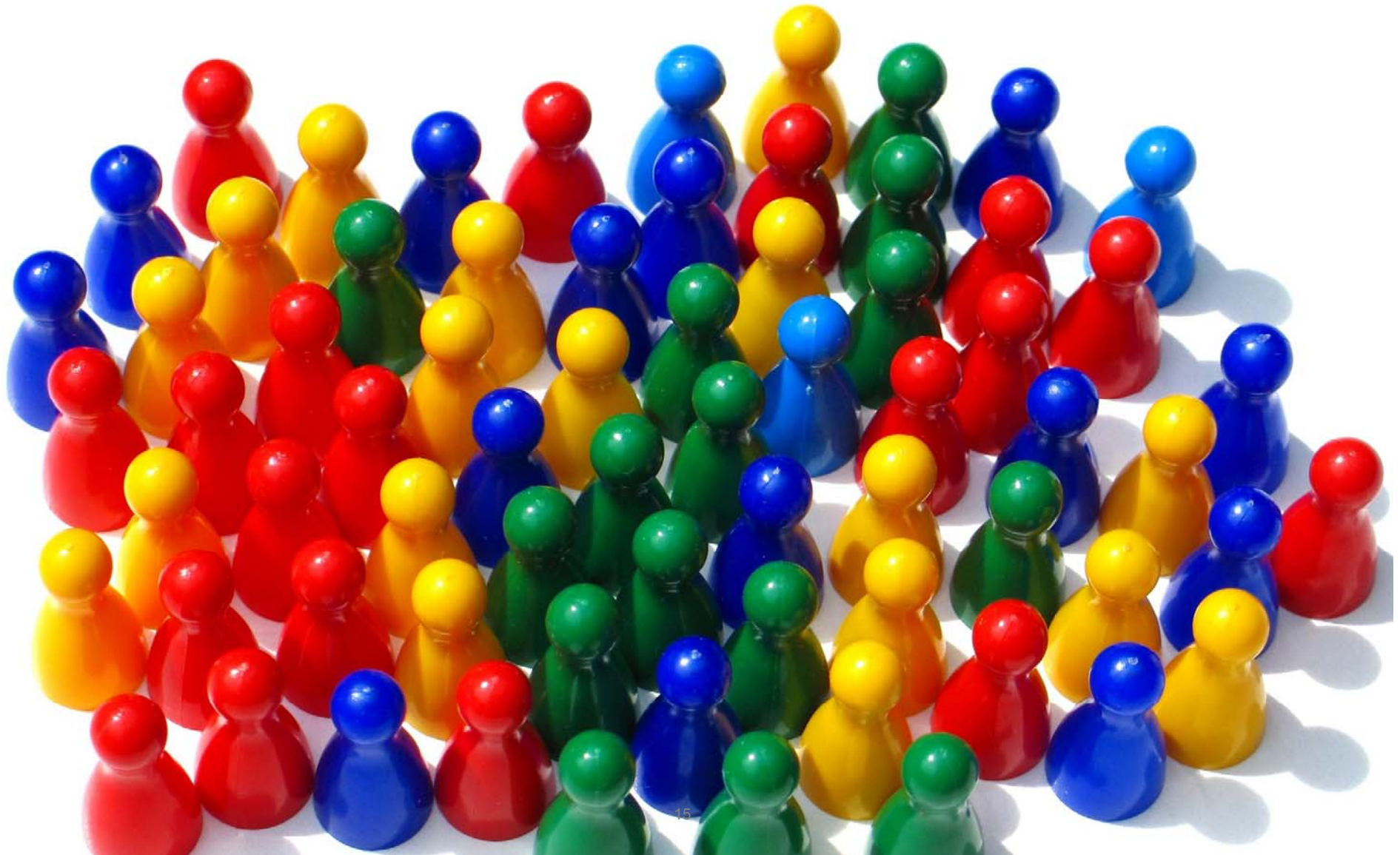
- Search results
- Engagement opportunities
- Acquisition vehicles
- Content of value
- Speed of updates
- Mapping of objectives to activities



100 Days: Four Resolutions

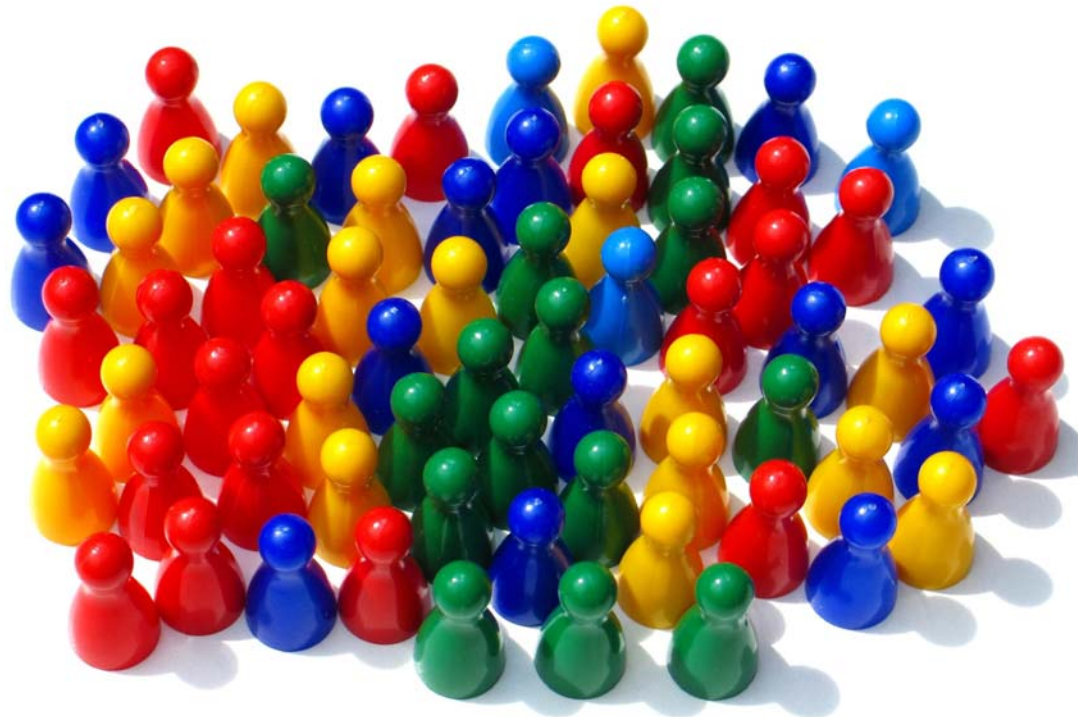
1. Make our Web site easier to use and more relevant, while taking our Web presence to the next level.
2. Focus more intently on our supporters and their needs.
3. Empower supporters to help tell our story, raise funds, reach new people.
4. Use social and participatory media to reach more people.

Understand my constituency as a whole



Resolution #3: Better know my supporters and their needs

- Better understand your constituency as a whole
- Better understand the individuals who make up the whole (targeting and segmenting)



How many of you currently/formally track Constituent feedback today?

Macro Level

- Ask for input and LISTEN
 - ▶ Establish a donor/constituent advisory panel
 - ▶ Ask for feedback in your newsletter
 - ▶ Solicit suggestions from donors on a regular basis (outside a panel)
- Track your web metrics
- Monitor external sources

Social Listening Tools

- Google Alerts: www.google.com/alerts

Google Alerts (BETA) | [Settings](#) | [FAQ](#) | [Sign out](#)

Welcome to Google Alerts

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

Create an alert with the form on the right.

You can also [click here to manage your alerts](#)

Create a Google Alert

Enter the topic you wish to monitor.

Search terms:

Type:

How often:

Deliver to:

Google will not sell or share your email address.

© 2007 Google - [Google Home](#) - [Google Alerts Help](#) - [Terms of Use](#) - [Privacy Policy](#)

Social Listening Tools

- Technorati: www.technorati.com

The screenshot shows the Technorati website interface. At the top, there is a navigation bar with categories: Explore Technorati: Technology / Business / Entertainment / Lifestyle / Politics / Sports / Gadgets / Celebrity / IT / Film / Music / Finance / Advertising. Below this is the Technorati logo and a search bar with the text "search the blogosphere...". To the right of the search bar are links for "Join", "Sign in", and "Help".

The main content area is titled "Front page / what's percolating in blogs now" and includes a "Subscribe" button. Below the title, there are two tabs: "Headlines" and "Rising Posts and Stories".

Under the "Rising Posts and Stories" tab, there are two columns of content:

- Rising blog posts by attention** (View All »):
 - PRX-2000T: Casio updates its Protrek watch series** (Lifestyle »)
 - Casio Japan announced the PRX-2000T [JP], the newest addition to its series of Protrek watches, which are geared towards sports and trekking enthusiasts. The new model is just 11.3mm thick and features a titanium with carbide coating band and bezel (weight: 105g). ...
 - 15 hours ago by [crunchgear](#) in [CrunchGear](#) · Authority: 4,067
 - Attention [1]: [Gizmodo](#), [the Gadget Guide](#)
- Rising news stories by attention** (View All »):
 - Obama Targets Budget Deficit** (Lifestyle »)
 - President Obama is putting the finishing touches on an ambitious first budget that seeks to cut the federal deficit in half over the next four years, primarily by raising taxes on businesses and the wealthy and by slashing spending on the wars in Iraq...
 - 22 hours ago in [The Washington Post](#)
 - Attention [23]: [Gothamist](#) · [Macsmind Official Blog of the MacRanger Show, News and Insights](#) · [Marginal Revolution](#)

At the bottom of the page, there are two advertisements:

- Need to Create a Blog?**
Try Squarespace for free! The stylish way to publish online.
www.squarespace.com
- How To Make Easy Money?**
Recession Proof Easy Money From Home - Only \$25 Unlimited Earnings.

On the right side of the page, there is a large advertisement for 3G services, featuring a mobile phone displaying a website and the text "Do you know what 3G is?"

Social Listening Tools

■ Tweet Scan: www.tweetscan.com



TWEETSCAN

Search

Search Cloud:

alexalbrecht #iba09 **#oscars** #sharepoint \$USO CLICKBANK MLB
Uruguay Youtube anelka arsenal atoc bandra Blackburn breaking news cairo chelsea
denver **diigo dreams** filemaker **gourmet** greenhouse healthy living hiking
intel investing karthik kyteman **non-profit** nutrition **oscars**
oscarspt owyang poken position sex sharepoint **social media** tegan telecommute
tokyo tucanos VIRUS www.plurk

What is this? Sign in Find People Download API



TWEETSCAN What is this? Sign in Download Advanced Find People

ASPCA by Site: All Search

Want More Hits To Your Website?
Increase Traffic In Just 48 Hrs! **START NOW**

www.Advertising/Web-Service.com Feedback - Ads by Google

Next refresh in 59 seconds Twitter this - RSS

clynnepete : I am such a sap...the aspc.org commercial makes me sweat in my eyes a little... 20:40:17 Reply

zneulieb : Dear ASPCA and Sarah McLachlan, Thank you for creating the saddest commercials EVER. Love, me. 2009-02-22 16:50:46 Reply

trynarashun : watching an animal rescue show...the pit bull looks sooo cute. i want him. *sniff*sniff* donate to the ASPCA! 2009-02-21 22:03:34 Reply

KendraMarcusse : Every time I see the ASPCA commercial my heart breaks 2009-02-21 14:47:57 Reply

make_this_hurt : These ASPCA commercials make my heart hurt. Damn you Sarah McCaughlin. 2009-02-21 14:47:04 Reply

meggiepoo : being awake @ 3am means ive seen the SADDEST ASPCA commercial w/ sarah McL's song TWICE. for real? i'm up late and you're gonna make me cry? 2009-02-21 03:38:29 Reply

boulderjim : @Romeotheecat : I'm proud to volunteer at the Humane Society of Boulder Valley. The were ASPCA. 2009-02-21 00:49:42 Reply

f you even come near me with that thing I am calling the ASPCA

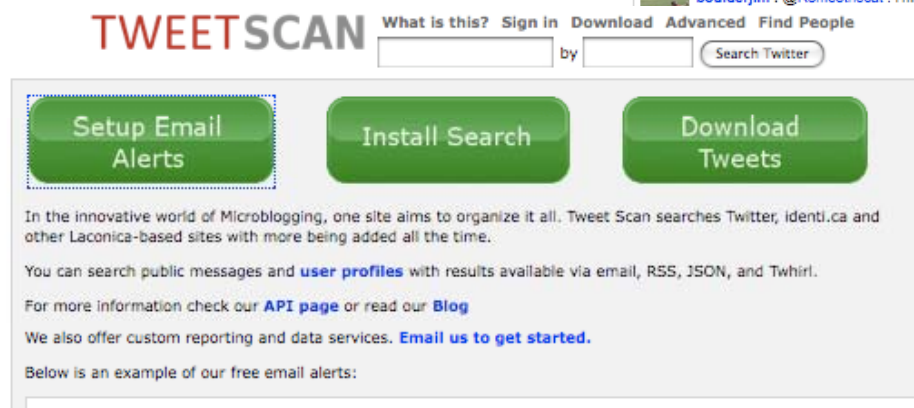
ind Cat Resources and Adoption (my rescue group!) and 42 Reply

Homes in Economic Crisis (ASPCA): <http://tinyurl.com/csfb64>

about the ASPCA;it's all too often overlooked. 2009-02-20 11:20:18

her great cause to support. 2009-02-20 01:49:18 Reply

ig a few calls to see what I can do. The ASPCA didn't sound too



TWEETSCAN What is this? Sign in Download Advanced Find People

Search Twitter

Setup Email Alerts **Install Search** **Download Tweets**

In the innovative world of Microblogging, one site aims to organize it all. Tweet Scan searches Twitter, identi.ca and other Laconica-based sites with more being added all the time.

You can search public messages and **user profiles** with results available via email, RSS, JSON, and Twihrl.

For more information check our **API page** or read our **Blog**

We also offer custom reporting and data services. **Email us to get started.**

Below is an example of our free email alerts:

Social Listening Tools

■ BoardTracker: www.boardtracker.com



BoardTracker
Discussion Search

Home Search My Alerts Browse My Threads Setup About Login Signup

Ads by Google Keyword Searches Latin Root Words Keyword Searching Search Engine Blo

Thread search Tag search

Search: Search Threads


In:

Order by: Scope:

Domain:

Try out this search on BoardTracker Version 2.0 Beta [HERE](#)

- last 6142 years
- last 24 hours
- last week
- last month
- last year
- last 6142 years



BoardTracker
Discussion Search

Home Search My Alerts Browse My Threads Setup About Login Signup

Ads by Google Weight Loss Tracker Printable Food Diary Calorie Journal Diet Menu Plan Diet Logs

Thread search Tag search

Search: Search Threads

In:

Order by: Scope:

Domain:

Try out this search on BoardTracker Version 2.0 Beta [HERE](#)

Search matches - Showing results 1 - 25 of 72

[Safe Filter is ON] | [Sort by]

Heart Health and Water
Sponsor link By: Google
Join Nestle Waters and the AHA in the Start Program for Heart Health!
[Site: www.OrarkaWater.com]

Renew CPR Certification
Sponsor link By: Google
AHA Compliant CPR Certification Online For Healthcare Professionals
[Site: www.ProCPR.org]

CPR - study suggests skipping mouth-to-mouth
04-07 3-Apr-08 [Replies: 23, Views: 215] By: [Lusername](#) Thread tools

In a major change, the American Heart Association said that hands-only cardiopulmonary resuscitation — rapid, deep presses on the victim's chest until... over the heart as...
[Tags: No tags defined yet] - Be the first to Tag this thread

Need design help please!
21-48 22-Apr-08 [Replies: 8, Views: 75] By: [ms_mightyduck](#) Thread tools

2009Disneyland Half -- Charities?
19-48 5-Aug-08 [Replies: 0, Views: 10] By: [ssoothrain](#) Thread tools

American Heart Association's Go Red for Women campaign) in honor of my grandmother who died two years ago... Two weeks ago, my other grandmother died, also of heart disease. I thought m...
[Tags: No tags defined yet] - Be the first to Tag this thread

squamsvum stop smoking
14-21 7-Jun-08 [Replies: 3, Views: 14] By: [squamsvum](#) Thread tools

allowed lodging smoking stove vermont allen carr smoking book american heart association smoking bear chubs smoking ban ontario smoking lacey turner smoking female cigar smoking So L...
[Tags: No tags defined yet] - Be the first to Tag this thread

There is no "Magic Pill"
13-13 11-May-08 [Replies: 6, Views: 208] By: [windweaker](#) Thread tools

We americans are probably the worlds worst, we want to believe in the technology. We think the nutrition plan that the American Heart Association puts out is old school and can't p...
[Tags: No tags defined yet] - Be the first to Tag this thread

Warning Signs of a Heart Attack
00-44 29-Aug-08 [Replies: 25, Views: 1373] By: [baglady](#) Thread tools

Please see the link from the American Heart Association - it could save your life: http://www.americanheart.org/present...38Heart_Attack (<http://www.americanheart.org>). I had a mild...
[Tags: No tags defined yet] - Be the first to Tag this thread

Chelation newspaper article
21-41 23-Jun-08 [Replies: 25, Views: 441] By: [Unnamed](#) Thread tools

Interact on an individual level



Individual Level

- Develop advanced profiles of users
- Target and segment appropriately
- Invite supporters to help you build your online community and listening strategy
- Invite constituents to blog about you, join your community group, or review you favorably

Targeting for Success

The American Society for the Prevention of Cruelty to Animals ASPCA

Help us Find Safe Homes for the Holidays

Thousands of shelter pets like these have found safe homes throughout the year thanks to the compassion of people like you. **Can you sponsor one of these still waiting animals or any of their friends this holiday?** Please make a sponsorship gift to support their care at the ASPCA while they wait for a forever home.



CRISCO
Found on the street as a stray, this poodle mix is over ten years old. He had to have thirteen of his teeth pulled because they were rotten, he had a heart murmur, was covered in scratches and had patches of his hair missing. Despite all of this, he's still adorable and has the energy of a puppy.

[read more >>>](#)

Do you have any dogs?

Do you have any cats?


Results:

- Open rates 26% higher
- Response rates 2x higher

The American Society for the Prevention of Cruelty to Animals ASPCA

Help us Find Safe Homes for the Holidays

Thousands of shelter pets like these have found safe homes throughout the year thanks to the compassion of people like you. **Can you sponsor one of these still waiting animals or any of their friends this holiday?** Please make a sponsorship gift to support their care at the ASPCA while they wait for a forever home.



MR. GREY
A loving, floppy cat who loves to sleep all day in his pink kitty bed, Mr. Grey tested positive for Feline Immunodeficiency Virus (FIV). The ASPCA's FIV program will help him find a home where he is either the only cat or with another cat who is FIV positive.

[read more >>>](#)

Homework for today!

Check out:
Google alerts
Technorati
Tweetscan
Boardtracker

And identify 3 key
segmentation criteria.

100 Days: Four Resolutions

1. Make our Web site easier to use and more relevant, while taking our Web presence to the next level.
2. Focus more intently on our supporters and their needs.
3. Empower supporters to help tell our story, raise funds, reach new people.
4. Use social and participatory media to reach more people.





There's no place like home.

Resolution #1: Empower supporters to help tell our story, raise funds, reach new people.

- Your supporters can be your best evangelists
- Optimize your dialogues with them online
 - ▶ Empower them on your Web site *and* outside of your Web site
 - ▶ Engage them with **Active Empowerment Tools**

Peer-to-Peer Solutions

- **Peer-to-Peer solutions** are active empowerment tools that enable your constituents to create Web sites and campaigns through your **system/site**
- What can you do with peer-to-peer solutions?
Your members, donors, and activists can:
 - ▶ Host small, local events
 - ▶ Create personal fundraising pages
 - ▶ Create tribute Web sites
 - ▶ **Tell their/your story?**
 - ▶ Post information about your organization wherever HTML is published

Case Study: Jewish National Fund



“[Viral marketing strategies have] given us the opportunity to expand our donor base. We’re seeing that in terms of the growth in contributions and the amount of involvement by people in JNF.” — Mitchel Rosenzweig, CFO

- Annual “Alternative Spring Break”
- JNF provided suggestions and guidance to maximize fundraising
- Participants created their own fundraising pages
 - ▶ 370 pages created
 - ▶ Avg 37 requests; 9 donations
 - ▶ \$216,806 raised
 - ▶ 1 student raised over \$8,000 by hosting own fundraising event

A screenshot of a personal fundraising page on the Jewish National Fund website. The page title is "Help Me Go to Israel and Help the People of Israel". It features a "Make a Donation" button, a progress bar showing "Total Money Raised" at 100%+, and a "Fundraising Honor Roll" listing donors like "Mom, Dad & Perri" and "Randy Landsman". The page includes a personal message from the fundraiser, a photo of people working in Israel, and information about the Northern Renewal Campaign.

Jewish National Fund United States
Donation Opportunities In Your Area The Work We Do About Us

Log into your JNF Account Search

Help Me Go to Israel and Help the People of Israel

Make a Donation

Hi, welcome to my personal Alternative Spring Break (ASB) to Israel page!

With your help, I will be spending my spring break not on vacation, but doing volunteer work in Israel. I am raising money for my Alternative Spring Break trip to Israel, while contributing to Jewish National Fund's Northern Renewal Campaign, a worthy cause at the same time!

Here's how you can help me get to Israel on ASB this March:

Each tax-deductible contribution that you generously give on my behalf, will be used to reforest and rebuild Northern Israel. Once I raise a minimum of \$800, I will be going to Israel with the Jewish National Fund to take part in projects that are part of the Northern Renewal Campaign.

Operation Northern Renewal will focus on reforestation, upgrading parks and recreation sites, developing tourism, preparing land for agriculture and providing research and development, working on preparedness (more fire trucks, accessible hydrants and equipment storage), the purchase of a firefighting airplane, year-round camps for children, a housing loan program to encourage families to move to the north, funding of Hagey Sayarut, Israel's elite youth movement, and volunteer activities.

Since 1901, JNF has been the caretaker of the land of Israel, on behalf of its owners--Jewish people everywhere. The money you donate will help rebuild forests, parks, and communities in Northern

Total Money Raised

100%+

Goal: \$800.00
Achieved: \$911.00

[Make a gift!](#)

Fundraising Honor Roll

Mom, Dad & Perri

Randy Landsman

Online Organizing for Offline Results



- Volunteer at a clean up
- Do not need to have a fundraising focus
- Results
 - ▶ 351+ Registered Events
 - ▶ 53k+ Volunteers
 - ▶ 341 Event invitations sent
 - ▶ 799 RSVP's
 - ▶ Invitation Acceptance Rate of 10.26%
 - ▶ Captured 340 new activists

Welcome, Jessica[[Logout](#), [My Profile](#)]

[Donate](#) | [Newsroom](#) | [Subscribe](#)

Volunteer at a Cleanup

Volunteering at a river cleanup is a great way for you and your family to get involved in efforts to restore your hometown river. It also provides an opportunity to connect with people that share your values of improving your community's environment.

If there aren't any registered cleanups near you at this time or you missed the date of the nearest cleanup, please check back in a few weeks. Or you can **organize a cleanup** of your own; it's easy and fun!

Search for a cleanup near you today by entering either the name of the event, city/state or your zip code.

[\(Return to National River Cleanup home\)](#)

Search for a Cleanup by Cleanup Name, State OR Zip Code

Event Name:

State: Zip: Radius:

Location:

River Cleanups Near You

Records 1 - 3 of 3 [First](#) | [Previous](#) | [Next](#) | [Last](#)

Event Name	Location	Date	Distance	Status
North West Branch Stream Cleanup	Silver Spring, MD 20901	06/30/2008	27.1 miles	Closed
Chas Test River Cleanup	washington, DC 20011	07/06/2008	27.7 miles	Unlimited Slots Left

Off Your Site

Create Your Easter Seals Widget

Step 2: Select the widget you want to use, set your fundraising goal and click "Accept." The page will reload.
Step 3: Click "Get Snippet." Copy and paste the HTML code on to your personal Web page or blog.

Need help? [Click here for detailed instructions.](#)

That's it! You're ready to tell friends and family about your campaign and track your progress.

Widget Option #1

CLICK HERE TO DONATE!

I'm raising funds for Easter Seals to help children living with autism.



Sample Goal Text
Sample Achieved Text

Help Easter Seals provide help, hope and answers to individuals and families living with autism.

My Goal:

Keep me up to date via Email.

Widget Option #2

I'm raising funds for Easter Seals to help families living with autism.



Sample Goal Text
Sample Achieved Text

Help Easter Seals provide help, hope and answers to individuals and families living with autism.

My Goal:

Keep me up to date via Email.

Widget Option #3

EVERY 20 MINUTES A NEW CASE OF AUTISM IS DIAGNOSED.
CLICK HERE TO DONATE TO EASTER SEALS

Sample Goal Text
Sample Achieved Text

Help Easter Seals provide help, hope and answers to individuals and families living with autism.

My Goal:

Keep me up to date via Email.



facebook

Home

Profile

Friends

Inbox 1

Conservation International

Give a Gift | Invite Friends

Get the Newsletter

The first step in joining the green movement and making a lasting difference for the natural world is to be informed. Sign up for CI's eNews Updates to receive monthly e-mail bulletins on breaking environmental news and conservation achievements. You'll also receive timely alerts and useful tips on how to live greener and make environmentally responsible choices.

Signing up is easy. Just fill out the form below and click Sign Up. [View a sample newsletter here.](#)

Subscription information:

* Email:



Remember me.



BRUSH UP ON YOUR FROG FACTS

Leap Day is fast approaching, so why not boost your knowledge and load some? These slimy creatures have some unique habits that might make you hop out of your chair. Could a frog be "load kicking"? How do frogs choose lovers? On TIG and impress your friends with your newfound knowledge.

[LEARN MORE ON CONSERVATION.ORG](#)

[Privacy Settings](#) | [Terms of Service](#) | [Privacy Policy](#) | [Contact Us](#)



Case Study: Conservation International



- Combined the power of social networking with a fun, creative, yet simple campaign
- Added 50k emails in 2 weeks
- Used widgets and social networks (MySpace, Care2, blogs) to spread the word
- Embedded Convio registration on Yahoo!

A screenshot of a web widget for a turtle conservation campaign. The widget features a map of the Pacific Ocean with a yellow callout box that says "Meet The Turtles!". A table titled "DAILY UPDATES" and "LEADERBOARD" shows the progress of 11 participants. A large image of a cartoon turtle named Billie is shown with a speech bubble that says "I'm swimming at 0.06 mph right now. I've gone 3689.32 miles since I've been tagged!". Below the turtle, it says "Hi, I'm Billie" and "Right now, I'm near: Lima". At the bottom, there are instructions to "Add This Widget to MySpace or your Blog!" with code snippets for MySpace and Blogs, and navigation links for "previous widget" and "next widget".

PLACE	PROGRESS	MILES LEFT
1.	→	44 mi
2.	→	61 mi
3.	→	107 mi
4.	→	111 mi
5.	→	122 mi
6.	→	133 mi
7.	→	144 mi
8.	→	155 mi
9.	→	166 mi
10.	→	177 mi
11.	→	188 mi

Benefits of Social/Participatory Media

- Provide new value to current constituents
- Support external marketing through better public education, communication, and branding
- Create online communities that connect your organization more personally to constituents, and constituents to one another
- Reach, inspire, and retain a strong supporter base

Establish Your Goals

- Define your goals first
 - ▶ Drive interest
 - ▶ Encourage donations
 - ▶ Strengthen community involvement
 - ▶ Get feedback on how your nonprofit is performing
 - ▶ Reach new people

- Embrace the right strategies, and your constituents will actively participate in your success.

Getting Started – 5 Key Steps To Success

- Before launching a social or participatory media program, consider these 5 steps:
 1. Know your audience and the community you want to engage
 2. Align social media tools with organizational objectives
 3. Establish operating procedures and policies
 4. Identify organizational resources
 5. Evaluate

Case Study: Capitol Area Food Bank Of Texas



- Organized a “Tweet-Up”
- For each comment left on the Tyson Relief Blog Tyson donated 100 lbs of meat
- In a matter of hours:
 - 600+ comments
- Resulting in 35,000 lbs of meat to the food bank

The collage consists of three main screenshots:

- Top Left:** Capital Area Food Bank of Texas website. It features a navigation menu with 'TAKE ACTION' (donate money, get help, donate food, volunteer) and 'Cafb Community' (Sign Up, Log in). A 'Hunger Facts: did you know?' box highlights that 82% of recipients are food insecure and 49% experience outright hunger.
- Top Right:** A Tyson Foods blog post titled 'It's the weekend. At school lunch today, lots of kids got their last good meal 'til Monday. Support your local food bank.' The post includes a quote from Margaret Mead and a link to the Tyson Relief Blog.
- Bottom:** A Twitter feed showing a tweet from Ed Nicholson (@hungerrll) with 1,666 followers and 424 updates. The tweet mentions the Tyson Relief Blog and the Association of Hungers of Arizona.

Case Study: Sierra Club



Quick blurb here about how the campaign utilized Facebook to reach more people and quickly....

- Created a custom Facebook Application
- Users have the option to:
 - Gift virtual gifts related to the environment to Facebook friends
 - Send messages to Congress about current environmental issues
 - Read recent blog entries from the Sierra Club
 - Sign up for a number of Sierra Club newsletter publications
- Over 3,000 action center members to date

Encourage Engaged Supporters

- Charity Navigator: www.charitynavigator.com

The screenshot displays the Charity Navigator website interface. At the top, there is a navigation bar with links for 'HOME', 'METHODOLOGY', 'TIPS', 'STUDIES', 'ARTICLES', 'PRODUCTS', 'ABOUT US', 'LINK TO US', and 'CONTACT US'. A search bar is located below the navigation bar, with the text 'CHARITY SEARCH' and a placeholder 'enter charity name or keywords here'. To the right of the search bar are links for 'Name Only', 'GO', 'Advanced', 'A-Z Directory', '4-Star Charities', and 'World Map'. The main content area features a large banner with the text '5,300 reasons to give' and 'Your gift helps to ensure that we can continue our work to identify great charities that need and deserve all of our support.' Below the banner, there is a section for 'Charity Rating' with a sub-section for 'Human Services : Multipurpose Human Service Organizations'. The main focus is on the 'American Red Cross' profile, which includes contact information, a description of their work, and a 'Comments (31)' link circled in red. The overall rating is shown as three stars out of five.

How to implement successfully

Participate

Encourage

Educate

Promote

Recognize



Make 2009 The Best It Can Be – one step at a time.

- Invest in technology that helps people engage with your organization
- Invest in tools that help you focus on your mission and programs
- Start now, but don't feel like you have to try it all at once
- Work with a technology partner that understands your goals

About Convio

- Leading provider of software and consulting to help nonprofits drive support online
- Focus on helping nonprofits get results from their online investment
- Internet strategy and campaign consulting capabilities





Thank you!

Presentation slides will be sent via email within 3-5 business days.

If you have any questions please
call 888-528-9501 Ext 1 or email us at info@convio.com.

