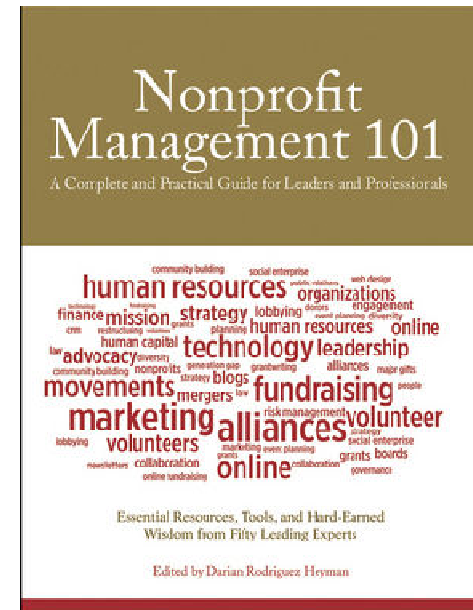


with
Darian Rodriguez Heyman
&
Sean Sullivan
Nonprofit Management 101
June 16, 2011



A Complete and Practical Guide for Leaders and Professionals

Essential Resources, Tools, and Hard-Earned
Wisdom from Fifty Leading Experts

Edited by Darian Rodriguez Heyman

SOCIAL MEDIA FOR NONPROFITS



REGISTER NOW!

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ATLANTA



LOS ANGELES



SEATTLE



ALL AROUND THE COUNTRY,
WE'RE BRINGING NONPROFIT LEADERS TOGETHER
WITH SOCIAL MEDIA EXPERTS.

FORGET CONCEPTS AND THEORY.
THIS IS ALL ABOUT PRACTICAL TIPS AND TOOLS —
EASY TO IMPLEMENT, AND EVEN FREE
FUNDRAISING, MARKETING, AND ADVOCACY
SOLUTIONS.

KEYNOTE SPEAKERS



Guy Kawasaki
Author of *Enchanted*



Beth Kanter
Author of *The Networked Nonprofit*



Ami Dar
Founder & CEO, Idealist.org



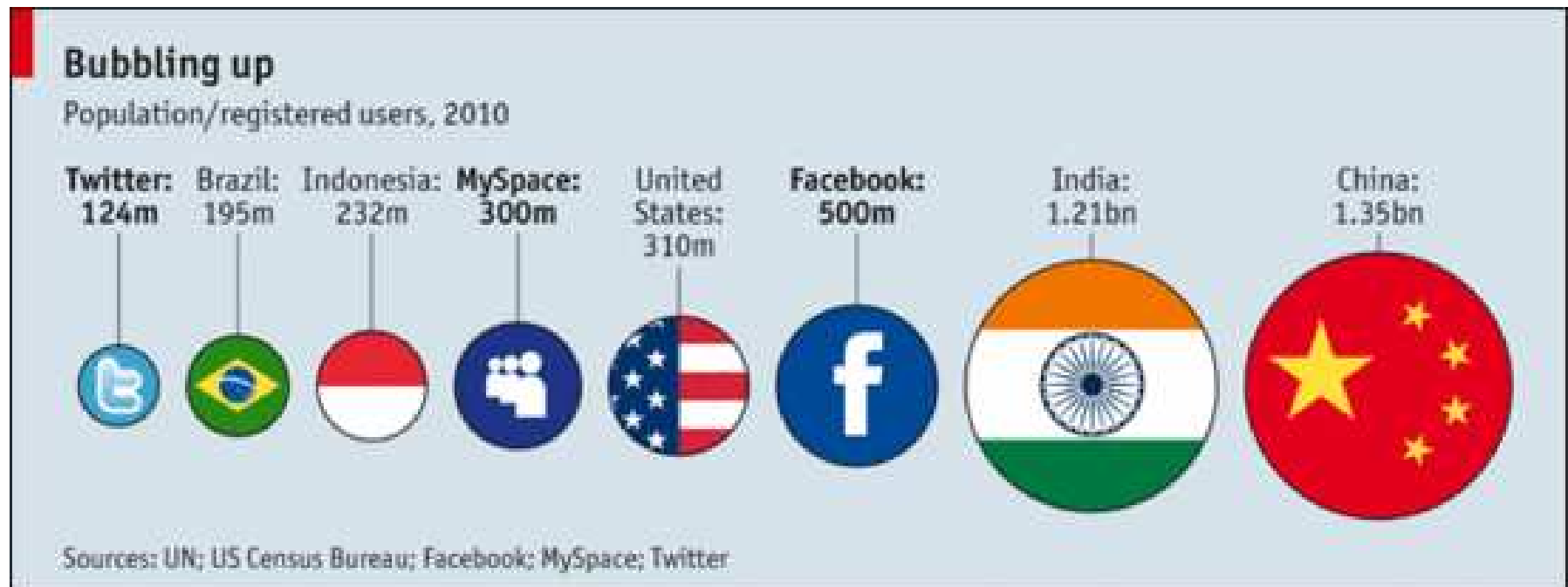
Alexis Ohanian
Co-Founder, Reddit

Tip 6: Create and Tap Your Social Network



Tip 6: Create and Tap Your Social Network

- Fundraising, Marketing, & *Public Recognition*
- Facebook: Causes, Groups, Pages



Nonprofit Management 101

A Complete and Practical Guide for Leaders and Professionals

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Our Blog

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Welcome to the Nonprofits101 Resource Center!

Are you new to the nonprofit sector or looking to expand your expertise? This website delivers practical insights and easy to implement solutions for professionals and organizations seeking to meet mission and maximize impact. Think of it as your compass for the social sector.

Nonprofits101 is a companion resource to the new book, *Nonprofit Management 101: A Complete and Practical Guide for Leaders and Professionals*, the comprehensive handbook that features actionable insights from fifty leading practitioners.

Check out [our blog](#) for an insightful tip of the week, browse hundreds of [partner resources](#), learn more about [the book](#) and its [contributors](#), download our free "Top Ten Fundraising Tips" (see sidebar to the right), or find out about [upcoming events](#)—all of it's designed to help you better serve the community and to work smarter, not harder.

Welcome to Nonprofits101!



Nonprofits101

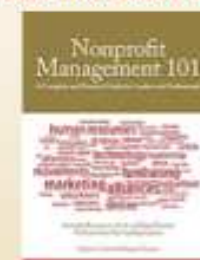
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Nonprofit Management 101

A Complete and Practical Guide
for Leaders and Professionals

Top Ten Fundraising Tips

Download our free whitepaper and learn how to raise more money for your cause.

First Name

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Leveraging Social Media and Tapping Volunteers to Raise Big Bucks



Darian Rodriguez
Heyman



Sean
Sullivan

&

EQ

CA

Equality California

EQCA Gift Registry

Gift the Promise of Equality

You can help win back the freedom to marry for more same-sex couples in California. Consider asking your friends, family and loved ones to donate to Equality California in honor of you and your relationship. Their gifts will support EQCA's efforts to build and maintain a statewide grassroots field effort to win marriage back.

There are three ways to give through this site:

1. Anniversary Gifts for Equality

Couples can ask their friends, family and loved ones to donate to Equality California in honor of their anniversary. Each couple will have their own webpage through which donations can be submitted.



[Register Your Anniversary ▶](#)

[Find a Friend's Page ▶](#)

[Login ▶](#)

Open Dialogue



How & Where to Create an Open Dialogue

- Different channels have different capabilities in terms of dialogue
- Email is like a walkie-talkie – one way
- Social networks are an open party line or conference calls

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transparency, and
immediacy”

– Jack Dorsey, Twitter Co-Founder

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twitter



What Do You Need to Tweet?

- Not Much, but a lot more than 140 characters
- A computer with internet access
- Mobile internet access
- Texting capabilities
- Something to say

World Water Day Video from charity: water

BORN IN SEPTEMBER?

43 videos

Subscribe

**CENTRAL
AFRICAN
REPUBLIC**

Give a person clean water

100% of your gift directly funds water wells

www.charitywater.org/donate/

GIVE WATER.

----- Three things we'd like you to know before you give -----

\$20 can give one person clean, safe drinking water.

A water project costs an average of \$5,000 and can serve a community of 250 people.

100% of your donation goes directly to the field.

A separate group of private donors fund the operating costs so you don't have to.

501(c)(3) We're a 501(c)(3). Gifts are tax-deductible.

100% of your donation is tax-deductible as a charitable contribution.



Donate to water projects around the world.

DONATE 

100% will be used for direct project costs.

\$20 can give one person clean water.

MATCHING GIFTS

Your company may match employee donations to charity: water. [Use this search to find out >](#)

Giving by check? [See our other giving options here >](#)

Resources from the Webinar:

Websites/Events:

Social Media for Nonprofits Conference: <http://socialmedia4nonprofits.org/>

VunteerMatch Learning Center:

Nonprofit Trainings on Social Media: <http://is.gd/i6kzwN>

VolunteerMatch YouTube Webinar Recording: <http://bit.ly/mFdQck>

Facebook:

Guy Kawasaki, Author of *Enchanted*, and speaker at the Social Media Conference:
<http://www.facebook.com/?ref=home#!/guy>

Twitter:

Follow the conversation on the webinar with: [#BPNbucks](#)

Other useful hashtags to follow: [#sm4sg](#) & [#smnpchat](#)

VolunteerMatch Corporate Handle: @VM_Solutions

VolunteerMatch Nonprofit Handle: @VolunteerMatch

Darian Heyman: @dheyman

Sean Sullivan: @SeanforOakland

Other Handles to follow: @charitywater, [@engagejoe](#), [@SM4Nonprofits](#), [@kanter](#)
[@Nonprofits101](#)

Guy Kawasaki: [@guykawasaki](#)

Open Q&A with the Audience

Type your questions into the question box on the right panel.

We will pose them to the speaker for everyone to hear.



**Follow on Twitter: #BPNbucks and @VM_Solutions
and @VolunteerMatch**

Stay Informed:

The screenshot shows a blog post on the VolunteerMatch Solutions website. The header features the VolunteerMatch Solutions logo and a navigation bar with links to 'VOLUNTEERMATCH SOLUTIONS', 'ABOUT THIS BLOG', and 'HOME'. The main title of the post is 'Volunteering is CSR' with the subtitle 'The VolunteerMatch blog for business leaders'. The post is dated October 15, 2010, by Robert Rosenthal. The featured image is for 'Discovery Impact: Creating Change'. The text of the post discusses Discovery Communications' commitment to social responsibility and their 'Discover Your Impact Day' event. A sidebar on the right contains a 'PRO BONO VOLUNTEERING' event announcement for October 21st, a 'SEARCHLITE WIDGET' download link, and a 'WELCOME' message.

VolunteerMatch Solutions

Volunteering is CSR
The VolunteerMatch blog for business leaders

VOLUNTEERMATCH SOLUTIONS ABOUT THIS BLOG HOME

“Creating Change” with Pro Bono: A Q & A with Discovery Communications
by Robert Rosenthal on October 15, 2010

Discovery. IMPACT CREATING Change

Most people are familiar with [Discovery Communications](#) for the award-winning work of its entertainment and news brands, including Animal Planet, Discovery Channel, TLC, and Treehugger. The Silver Spring, Maryland, company also has a strong [commitment](#) to social responsibility.

Inspired by its first ever global service event last June, “Discover Your Impact Day,” this December the company will launch an innovative program to deliver pro bono expertise to nonprofits, called “Discovery Impact: Creating Change” [...]

{ 0 comments }

VolunteerMatch Solutions

PRO BONO VOLUNTEERING
8 Proven Models for Community and Business Impact
10/21 | 10AM PT/ 1PM ET
[Register](#)

VolunteerMatch Solutions

Track Hours
Manage Events
Engage Community
Service Causes

SEARCHLITE WIDGET
[DOWNLOAD](#)

WELCOME

Volunteering Is CSR is our argument to business leaders that volunteer engagement can and should be a prominent part of the CSR mix. VolunteerMatch can help. [Learn more.](#)

Read Our Blog

www.VolunteeringIsCSR.org

Receive our Newsletter

solutions@volunteermatch.org

Next Webinar:



**Want to Build an In-House Pro
Bono Program? Ask these 5 Key
Questions Before You Begin.**

Tuesday, June 28th

10am PT/1pm ET

Lindsay Firestone and Diana Fischer

Taproot Foundation

Same Rules Apply in All Mediums

- Have policies that foster ethical community building
- Adhere to brand and style guidelines
- Use appropriate tools for your audience
- **Thoughtful cultivation of relationships**
- **Volunteer engagement opportunities**
- Investments yield returns $\geq \frac{1}{4}$ FTE

buying things

amazon.com

ebay

learning
more

YAHOO!

Go.com

msn

staying in
touch

skype

staying
current

Google

Gmail
BETA

CNN.com

WIKIPEDIA

MAPQUEST

facebook

twitter

expressing
themselves

LinkedIn

AOL

ammado

Expedia.com

match.com

going
places

You Tube

Blogger

myspace.com
a place for friends

iTunes

flickr
GAMMA

sharing
music/pictures

finding others

Who Is Out There?

- Matures 39m
 - b. 1945
- Boomers 78m
 - b.1945 – 1964
- Gen X 62m
 - b. 1965 - 1980
- Gen Y 51m
 - b. 1981-1991



WIKIPEDIA
The Free Encyclopedia

http://en.wikipedia.org/wiki/Demographics_of_Canada#Age_structure



hjc

<http://www.convio.com/files/next-gen-whitepaper.pdf>

Why Invest Online?

<i>Household income</i>	
Less than \$30,000/yr	63%
\$30,000-\$49,999	84%
\$50,000-\$74,999	89%
\$75,000 +	95%

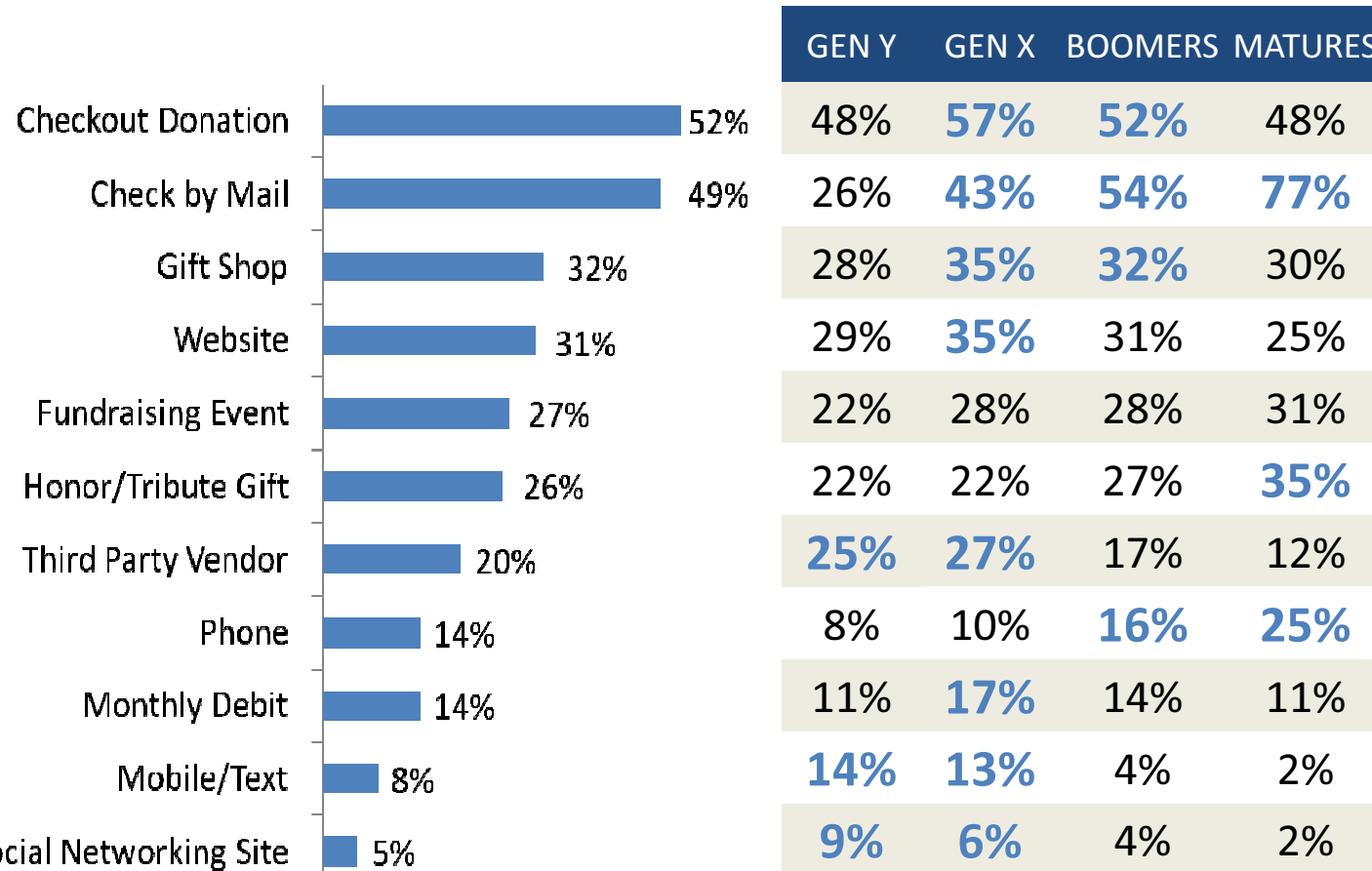
<i>Educational attainment</i>	
Less than High School	52%
High School	67%
Some College	90%
College +	96%

Source: Pew Internet & American Life Project, May 2010
<http://www.pewinternet.org/Static-Pages/Trend-Data/Whos-Online.aspx>

They're Talking About You

- What are they saying?
- What are you saying?
- What needs to be said?

Interactions & Transactions



Social Networking Site

[The Generational Divide in American Giving](#)
 Nonprofit Technology Conference 2010 - NTen
 Matthew Mielcarek, Strategy Practice Director, Convio
 Andrew Magnuson, Senior Consultant, Convio

Risks You Don't Have to Take

- Be consistent in brand representation
- Provide an easy way for users to respond to your call to action; sign up, donate, like, follow, etc.
- Stay on message no matter the channel of communication
- Be where your constituents are

How & Where to Create an Open Dialogue

- Different channels have different capabilities in terms of dialogue
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Facebook Like Button

The Like button lets a user share your content with friends on Facebook.

When the user clicks the Like button on your site, a story appears in the user's friends' News Feed with a link back to your website.

Facebook Insights

The Salvation Army USA > Users

[View Page](#) · [View Old Page Insights](#)

Monthly Active Users

11,301  0.10%

Daily New Likes

62  22%


Total Likes

18,509  0.29%


Daily Active Users?



Key Sources?

129  Page Visitors

40  Liked a Post

11  Commented on a Post

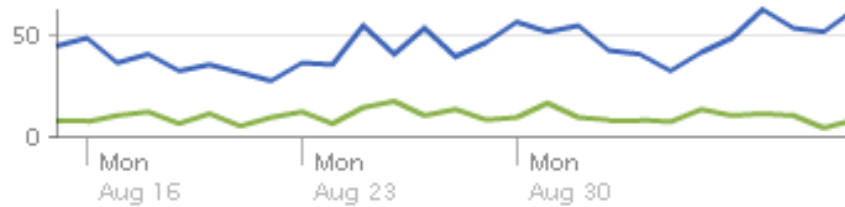
1 Post Viewers

New Likes?

Daily Total

☒ New Likes

☒ Unlikes



Like Sources?

30 Fan Page

3 Search

3 Requests

1 User Profile Page



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transparency, and
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YouTube - Videos from this email



World Water Day Video from charity: water

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43 videos 

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