

Maximizing Your Organization's Online Presence

Presented by:

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Introduction - Why?

- Web 1.0 - Static
- Web 2.0 - Shared content/viral
- Social Media
 - Email
 - Blogs
 - Myspace
 - Youtube
 - Facebook
 - Twitter
- We need digital "outposts" to maintain a 3-D presence,
just like real life.

Your organization's website

- Your digital "home"
- Functional
- Direct Reflection of organization's culture/image
- Landing spot for information vs. dynamic home for participation
- Limited reach



Why is this important?

- You only have one shot to make a good impression
- Satisfied visitors are more likely to... everything

	Highly Satisfied (Satisfaction 80+)	Dissatisfied (Satisfaction 69 and Below)	% Difference Between Highly Satisfied & Dissatisfied
Donate to Organization	76	51	49%
Volunteer with Organization	66	48	38%
Use the Site as a Primary Resource	83	50	66%
Return to Site	93	60	55%
Recommend Site	89	54	65%
Recommend Organization	91	61	49%
Have a More Favorable Overall Impression of Organization	91	58	57%

Data courtesy of ForeSEE Results: Trends in Constituent Satisfaction with Nonprofit Website - April 27, 2009

(Break for questions)



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Twitter - What is this?

- What are you doing?
- Micro-blog?
- Text message?
- Connection

<http://www.twitter.com/the1010project>

twitter

Home Profile Find People Settings Help Sign out

Poverty Fact #22: 790 million people in the developing world are chronically undernourished. #hunger
<http://bitly.com/1010p>

10:56 AM Mar 31st from web



the1010project
The1010Project



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Facebook

- Big for nonprofits
 - 74% of us use it
- Small communities
 - ~ 5400 members
- Not just college students
- Fastest growing demographic?























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Organizational Evangelists

- Facebook
 - Causes
 - Pages
 - Individuals
- Twitter
 - Individuals
- Other organizations
 - We're all in this together
- Site networking and link referrals

Who controls your brand?

Hall of Fame			See All
Recruiters	Donors	Fundraisers	
1.  Larz Yerian 79 recruits	1.  Paul \$100 donated	1.  Mark Mann \$134 raised	
2.  Tim Brauhn 64 recruits	2.  Larz Yerian \$60 donated	2.  Andrew Syed \$95 raised	
3.  Mark Mann 54 recruits	3.  Kalee Whittaker \$50 donated	3.  Larz Yerian \$60 raised	
4.  Betsy Scott 49 recruits	4.  Manzoor Farid \$50 donated	4.  Hannah Talbott \$60 raised	
5.  Jacob Maximus Bernstein 38 recruits	5.  Michelle Greenwood \$50 donated	5.  Elizabeth Campbell \$50 raised	

	markwmann : @GusterDude I can't! Bummer but you can follow my adventures at markmann.the1010project.org :) 5 days ago from TweetDeck · Reply · View Tweet · Show Conversation
	COTweeters : Geothinkers: RT @timbrauhn : @The1010Project having a Free! Community Dinner 2night at 6:15 pm to highlight Humble Hearts. http://bit.ly/... 5 days ago from web · Reply · View Tweet
	Geothinkers : RT @timbrauhn : @cotweeters @The1010Project having a Free! Community Dinner 2night at 6:15 pm to highlight Humble Hearts. http://bit.ly/1010p (expand) 5 days ago from twhirl · Reply · View Tweet
	COTweeters : KZRanch: RT : timbrauhn : @The1010Project is having a Free! Community Dinner tonight at 6:15 pm to highlight Humble Hearts. http://bit.ly/... 5 days ago from web · Reply · View Tweet
	KZRanch : RT @COTweeters : timbrauhn : @The1010Project is having a Free! Community Dinner tonight at 6:15 pm to highlight Humble Hearts. http://bit.ly/... 5 days ago from TweetDeck · Reply · View Tweet



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Nearly 3500 individual evangelists!

Positions:

1. The cycle of poverty affects billions of people every day.
2. The cycle of extreme poverty can be eradicated.
3. Join the story and be the change.

▼ See Extended Info

No recent announcements. [Post one now.](#)

1,565
MEMBERS

\$599
DONATED

[Invite](#) [Donate](#)



Friend Space (Top 12)

The 1010 Project has **152** friends.

View: All | Online | New



Comments

Displaying **11** of 12 comments

View All | Add Comment

Warrior Squares Nov 14 2008 10:55 AM

Name The1010Project

Location Denver

Web [http://www.the1010...](http://www.the1010project.org)

Bio The 1010 Project is a Denver-based humanitarian nonprofit organization working to eradicate poverty in Kenya.

1,848 following

1,304 followers

Updates **352**

Basic Info

Type: Organizations - Non-Profit Organizations

Description: The 1010 Project builds relationships and partnerships with creative and innovative people throughout the world, learning and working together to break the cycle of poverty for life.

Contact Info

Email: mark@the1010project.org

Website: <http://www.the1010project.org>

Location: PO Box 219
Lafayette, CO

Members

Displaying 8 of 457 members [See All](#)



Tiffanie McGregor Mindy Heimer Monet Moutrie Ashley Krech Amy Oxendale Lauren Nougier Barrett Price Jose Joe Quintana



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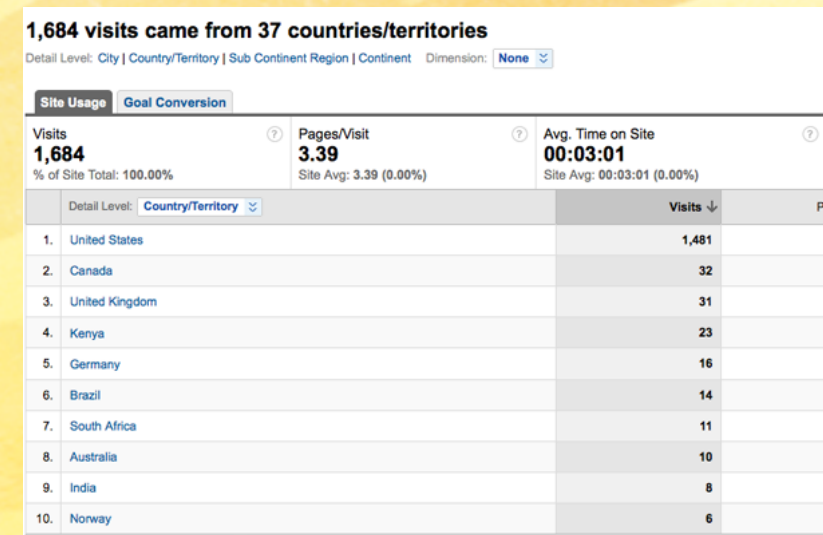
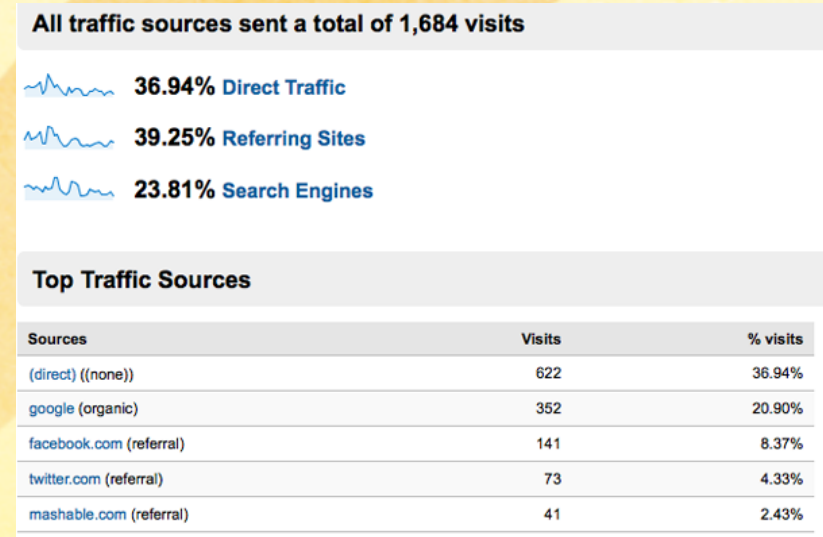
(Break for questions)



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Start your own online campaign

- Target Market
 - Young, consistent monthly donors
- Goals
- Deployment
 - What online media tools will you utilize?
- Online Strategy
 - Utilizing various media
- Metrics
 - Google Analytics
 - Email click-throughs





Hello {contact_first_name},

DONATE NOW



The Power of One Mother - HAPPY MOTHER'S DAY!

Phaustine Wekesa is a mother, grandmother, and our friend in leadership at Tumaini Pamoja (With Hope Together), a community-based organization in the Korogocho slum of Nairobi.



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Begin Immediately

- Your organization's website is the starting point for **EVERYTHING**
- Twitter
- Facebook & other social media
- Organizational evangelists
- Begin your own campaign

The best part about all this...?

IT'S COMPLETELY FREE!

Mark Mann - mark@the1010project.org

Tim Brauhn - tim.brauhn@gmail.com

*Visit Mark's site - **<http://www.BenavaDesign.com>** if you have web design and web development related questions.*



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