

Session One

How to Use the Web to Build Donations

Communication and Marketing

The growth and proliferation of Web 2.0 and social media has afforded non-profit organizations an amazing opportunity to grow and spread their missions beyond budget limitations. It's taking something we've always known has worked to grow support—peer recommendations and relationships with a strong donor community—and increased that power exponentially in a way that helps organizations both broaden and deepen their donor relationships. What's more is that social networks and websites can expedite fundraising cycles because they are more immediate, interactive, and connect in the blink of an eye to spread information virally. The key is to use them strategically to ensure they provide an experience that keeps donors coming back to learn, engage, take action and give. It's about making your site your organization's hub for all outreach efforts and turning that hub into a portal for engagement.

This workshop will show you how to use your website, social media and inexpensive online marketing tools to increase awareness, expand your donor base and cultivate life-long donor relationships through the creation of a brand community.

Briana Marrah, has over nine years' experience in the practice of integrated branding, Briana provides organizations with the tools they need to make shifts in their business strategies, people and communication so they can live up to what they promise. In addition to her consulting work, she started an online brand manager community—IntegratedBrand.com. Briana's clients have included Microsoft, Group Health Cooperative, GE Medical, Mayo Clinic, Bowker and ProQuest.

Jen Travis has 12 years of experience in integrated and online branding, working with various private, non-profit and public organizations. She leads Parker LePla's Online Brand EX group, specializing in strategies that enable clients to grow their donor bases, increase their community awareness and build their foundation of support for greater sustainability. Over the years she's worked with Thrive by Five Washington, Kitsap Humane Society, and Group Health Cooperative.