

CONGRESS
AHEAD OF THE
COURT
NOVEMBER 30, 2010
2010



Facebook & Twitter Essentials


*"I Will Follow You Forevermore,
That's What Friends Are For"*



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Agenda



WHAT you need to know about the basics

- Social Networking – Facebook vs. Twitter


WHO represents your organization?

- Social Media Policy Guidelines

HOW to evaluate reporting tools and aggregators


- ✓Reading resources
- ✓Q & A

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Parking Lot



@afpcongress
#afpcongress
@afpihq
#afpmeet

Questions? – send them to the parking lot
–Tweet to @niccinoble
–FB msg to niccinoble

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Expectations of Social Media

- Connecting with an always growing pool of prospects
- Getting your message/mission out
- Providing unprecedented opportunities for interactive engagement

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Who Is Online?

- Matures 6.2 m / 39m
– b. 1945
- Boomers 6.3 m / 78m
– b. 1945 – 1964
- Gen X 6.2 / 62m
– b. 1965 - 1980
- Gen Y 6.3m / 51m
– b. 1981-1991

WIKIPEDIA
The Free Encyclopedia
http://en.wikipedia.org/wiki/Demographics_of_Canada#Age_structure

CONVIO
MOVE PEOPLE™
hjc
<http://www.convio.com/files/next-gen-whitepaper.pdf>

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Canadian Population

Year	Males	Females
1945	850,000	900,000
1950	950,000	1,000,000
1955	1,000,000	1,050,000
1960	1,050,000	1,100,000
1965	1,100,000	1,150,000
1970	1,150,000	1,200,000
1975	1,100,000	1,150,000
1980	1,050,000	1,100,000
1985	1,000,000	1,050,000
1990	950,000	1,000,000
1995	900,000	950,000
2000	850,000	900,000
2005	800,000	850,000
2010	750,000	800,000
2015	700,000	750,000

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Really? It's True!




Old People
It's funny when they think they are "hip"...

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Gone to the Dogs?

- Matures 79%
 - b. 1945
- Boomers 67%
 - b. 1945 - 1964
- Gen X 58%
 - b. 1965 - 1980
- Gen Y 56%
 - b. 1981-1991



RESEARCH CONVOYO

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Why Invest in Online?

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

Educational attainment	
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>

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Month	2007	2008	2009
January	Low	Low	Low
February	Low	Low	Low
March	Low	Low	Low
April	Low	Low	Low
May	Low	Low	High (66% growth)
June	Low	Low	Low
July	Low	Low	Low
August	Low	Low	Low
September	Low	Low	Low
October	Low	Low	Low
November	Low	Low	Low
December	Low	Low	Very High (32% growth)

•Overall web revenue grew 46%*
•December giving up 32%*
•May giving grew b 66% *

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- Facebook Species
 - Updates
- Twitter
 - Tweets

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CONGRESS 2010 Leverage these Online Fundraising Best Practices

- Compelling call to action to cultivate and convert constituents into donors
- Test & refine registration programs, list chaperoning, viral campaigns and your boards to build large online email files
- Treat Social Media like you would any other communication or solicitation; use compelling content, test timing of delivery, segment & test, personalize & test and then test that again

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Facebook Species

- Causes
- Groups
- Profiles & Pages

– Integrated Membership & Giving Pages



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Facebook - Causes



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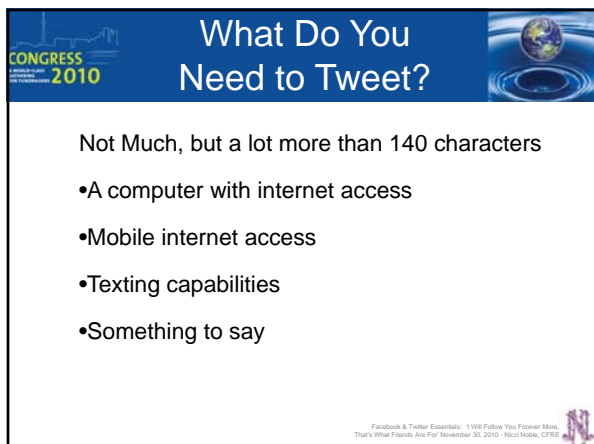
Facebook Pages vs Groups

- **Pages** can only be created to represent a real public figure, artist, brand or organization, and may only be created by an official representative of that entity. Pages can be customized with rich media and interactive applications to engage Page visitors. Applications can't be added to groups.
- **Groups** can be created by any user and about any topic, as a space for users to share their opinions and interest in that subject.

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If you don't have time to do it right, when will you have time to do it over?

- Post the right message, at the right time, to the right people
- Ongoing communication with Members, Fans, Followers are key, **but don't overload them**
- Focus on specific actions and desired results
- Make sure your message suits the audience you're addressing

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The Web: Where People Are

buying things: amazon.com, eBay, msn.com, skype

learning more: Yahoo!, Google, Wikipedia, CNN.com, Facebook, Twitter

staying in touch: Gmail, LinkedIn, expressing themselves

staying current: MapQuest, AOL, Ammodo, Match.com

going places: Expedia.com, YouTube, iTunes, Flickr, MySpace.com

sharing music/pictures: MySpace.com

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Suggested Web Reading

Your Communication Goals
www.donorspeak.com/articles/bulk_email_automation_communication_goals.php

Beth's Blog: How Nonprofits Can Use Social Media
www.donorspeak.com/donor_power_blog

Weiner, Robert: Online Fundraising Tools Checklist
www.rfwagner.com/online_donations_checklist.pdf

Wired Wealthy-Using the Internet to Connect with Your Middle and Major Donors
http://conference.afnet.org/handouts/1186_452/panel_Visay_131811_Feb16_2009_Time_045402PM.pdf


The Next Generation of American Giving
<http://www.convo.com/files/next-gen-philpaper.pdf>

Nonprofit Social Network Benchmark Report
<http://www.commonknow.com/files/white-papers/BenchmarkSocialNetworkSurveyReport.pdf>

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Print Reading Resources



People to People Fundraising: Social Networking and Web 2.0 for Charities by [Ted Hart](#) (Author), [James M. Greenfield](#) (Author), [Sheeraz D. Haji](#)



The Mercifully Brief, Real World Guide to Raising Thousands (If Not Tens of Thousands) of Dollars With Email by [Madeline Stanonis](#)

Brandraising: How Nonprofits Raise Visibility and Money Through Smart Communications by [Sarah Durham](#)

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Thank You!

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