



Advanced E-Strategy

Heather Gwaltney

August 22, 2012, 9:00 a.m. - 10:30 a.m.
2012 MOWAA Annual Conference
Gaylord National Harbor Hotel



how many of you...

are satisfied with your E-Strategy?

could...

really use help with your E-
strategy?

are...

clear about what an E-strategy is?

introduction

- ▣ Heather Gwaltney
- ▣ Over 15 years experience in marketing-communications and video industry
- ▣ Teach at George Mason University
- ▣ Undergrad Psych/Business; Grad OD
- ▣ Consulting focus is on human rights and environmental issues

agenda

1. Introduction and what you want to achieve
2. Self-assessment of strengths and needs
3. The value of E-strategy and social networks
4. Best practice examples
5. Tips and resources
6. Action plan exercise
7. Contact

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my goal

Intention and goals for today

1. Safe space to question, experiment and have some fun
2. "Whatever is said in the room stays in the room"
3. Integrate my own external knowledge with existing MOW knowledge

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what you need from today

defining E-strategy

E-strategy: how to utilize online tools and social networks to achieve program objectives

6,000 foot view of E-strategy

1. Changes the way customers communicate and interact with companies
2. Creates 'real time' communications
3. Enhances customer service
4. Resolves issues with clients

self-assessment

Rate yourself/your program on a scale from 1 to 5 (1 being the lowest and 5 being the highest) on all of the items listed on your self-assessment

11

self-assessment

1. Where were people getting 1's and 2's?
2. How about 4's and 5's?

12

E-strategy objectives

1. Increase awareness
2. Generate revenue
3. Generate leads
4. Build loyalty and a following
5. Expand email list
6. Collect personal data
7. Increase web usage

11

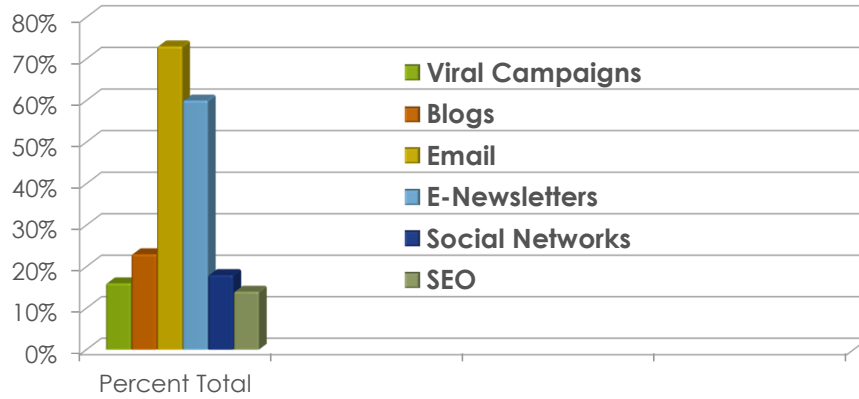
E-strategy channels

1. Facebook
2. Twitter
3. Blogs
4. Electronic newsletters
5. Email
6. Search Engine Optimization (SEO)
7. Viral videos

11

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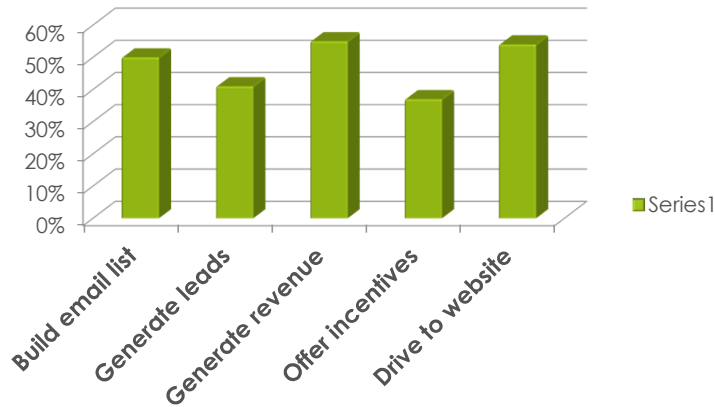
most commonly used online communications channels



Source: Quoted by Clow & Baack from Larry Jaffee's "Follow the Money."

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how companies use the channels to meet objectives



Source: Quoted by Clow & Baack from Larry Jaffee's "Follow the Money."

why care? MOWAA survey results

Most contributions come from:

1. Clients = 95%
2. Individual donations (not clients) = 93%
3. Private grants = 82%
4. Special events = 79%
5. Local businesses = 77%
6. United Way funds = 61%
7. Donations, per direct mail campaigns = 55%

17

MOWAA survey results –cont-

1. Most MOWAA programs have a budget of \$150K-1.9M
2. Over half of the programs say that **direct mail campaigns** are most effective for fundraising
3. A little under half said **special events** are

18

MOWAA survey results –cont-

“How often do you personally use social networking sites (e.g. Facebook, Twitter)?”

- ▣ 45% say *several times a day*
- ▣ 17% say *several times a week*
- ▣ 16% say *never*

19

best practices

“We have used Facebook to get messages out **about our needs...**

...we made a request for heaters and received \$600 and 16 heaters...

...We have sent out requests for drivers, sent weather alerts, and posted information about upcoming events. All have been successful.”

– MOWAA program survey participant

20

Meals on Wheels Gvl
 @MOWGVL
 Meals on Wheels prepares and delivers 1,500 meals each day to homebound neighbors in need.
 Greenville, SC <http://www.mealsonwheelsgreenville.org>

603 TWEETS
 70 FOLLOWING
 276 FOLLOWERS

Follow Meals on Wheels Gvl

Full name
 Email
 Password
 Have an account? [Sign in.](#)
[Sign up](#)

Tweets

- Meals on Wheels Gvl** @MOWGVL 3h
 Our nutrition team ensures every client receives a balanced meal consisting of a protein, a vegetable, a fruit and a starch.
[Expand](#)
- Meals on Wheels Gvl** @MOWGVL 20 Jun
 By the numbers: In 2011, we visited over 620 clients, served 693 new clients, and delivered over 370,000 meals.
[Expand](#)
- Meals on Wheels Gvl** @MOWGVL 19 Jun
 In the month of May, Meals on Wheels started 83 new clients in Greenville. Our intake department averages about four to five referrals...
[Expand](#)
- Meals on Wheels Gvl** @MOWGVL 18 Jun
 That penny in your pocket is worth a lot more than you realize... donate to the 10,000,000 Penny Campaign today: ow.ly/aKSmtd
[Expand](#)

Meals on Wheels twitter, Greenville County, SC

EAST COOPER MEALS ON WHEELS

Home About Events Contact Volunteer Get A Meal Donate

About Us

We respond to hunger among homebound seniors without charging for meals and without operating a waiting list. We are a community based 501(c)(3) nonprofit organization that has been recognized nationally for our innovation, integrity and entrepreneurship when it comes to addressing senior hunger.

Facts & Figures

[Organizational Revenue and Expenses](#) | [Growth in Meal Delivery](#) | [2011 SCORE Award Winner](#)

Organizational Revenue and Expenses

As a recipient-focused nonprofit organization, we are proud to direct 88.4% of our revenue back into our programs. We rely on contributions from individuals and businesses, grants and fundraising events to provide meals at no charge to our recipients. You can learn more about us at the [Secretary of State's website](#).

Support & Revenue 1%

Expenses

Quick Facts

- 92% of our recipients live at or below the poverty level.
- 90% of our recipients are age 60 or older.
- 300 volunteers give 30,000 hours of service annually.
- We expect to deliver over 136,000 meals this year.

Our Mission

East Cooper Meals on Wheels delivers daily nutrition to residents within our service area who are homebound or unable to provide their own meals. We also advocate on

Meals on Wheels website, Mount Pleasant, SC

WE ARE
Meals On Wheels
So no senior goes hungry.

Home Donate Get Meals Volunteer About Us

Featured Posts

 **Long Distance Caregiving Part 1: What is long distance...**
In 2008 I moved from the east coast to the west for college. A few months later my parents also made the move. Their move wasn't fueled by empty-nest syndrome even though all of my siblings and I lived...
[Read more](#)

1 2 3 4 5

Meals-on-Wheels Greater San Diego, Inc.

Type your search here...

Our Community Bloggers

Long Distance Caregiving Part 1: What is long distance caregiving and basic steps

“Greater San Diego, Inc.”

Meals on Wheels Community **blog**, San Diego, CA

Meals-on-Wheels Greater San Diego, Inc.

304 likes · 80 talking about this

Community & Government · Social Services
Volunteers help us serve 400,000 meals a year with hugs and smiles to seniors all over San Diego County

About Photos Videos Events Likes

Highlights

Post Photo / Video

Write something...

Recent Posts by Others See All

Del Mar Racing
A fan favorite returns to the track Saturday when 5...

Like - 16,594 people like this.

Now
July
2012
2011

“Greater San Diego, Inc.”

Meals on Wheels **facebook**, San Diego, CA

outside of MOWAA

- ▣ 75% of Internet users participate in some kind of social media
- ▣ Facebook alone has over 300M users worldwide

25

UNICEF's Tap Project

unicef usa

+ Subscribe

231 videos ▾



1. Estimated media reach **80 million**
2. Estimated earnings **\$100,000 in one day**
3. **4 million children** were provided clean water

why do you think these are effective?

1. list

27

lessons learned

1. What are some?

28

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tips

1. Define your objective up front
2. Apply baseline metrics and tracking mechanisms
3. Focus your message on key service
4. Identify why your audience would care and their behaviors
5. Make your message personal
6. Offer an incentive
7. Match your message, channel and distribution to your audience
8. Measure and celebrate success!

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MOWAA resources

1. Grant Opportunities
2. Social Media Tips & Tricks
3. A video and radio PSA
4. Newsletter templates (printed and digital)
5. Letterhead template and logos
6. Campaign Q&A and language
7. Media Outreach Guide
8. Sample Press Materials

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external resources



WORDPRESS

31

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action plan exercise

1. Select spokesperson
2. Form groups of 4 or 5 around your seats
3. Select one section on your action plan outline that you'd like help with
4. Each person get's two minutes for the group to help them with the one action plan item
5. Rotate until each person has received advice
6. Spokespersons report back key findings for groups

32

stay connected

1. **MOWAA LinkedIn community group:**
[linkedin.com/groups?gid=4304589](https://www.linkedin.com/groups?gid=4304589)
2. **Membership:** membership@mowaa.org
or call Emily Persson and Logan Goulett
at 703-548-5558
3. **Heather Gwaltney:**
<http://BullsEyeCommunications.TV>

Q & A

Any questions?