



## Advanced E-Strategy

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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

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## self-assessment

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

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## 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

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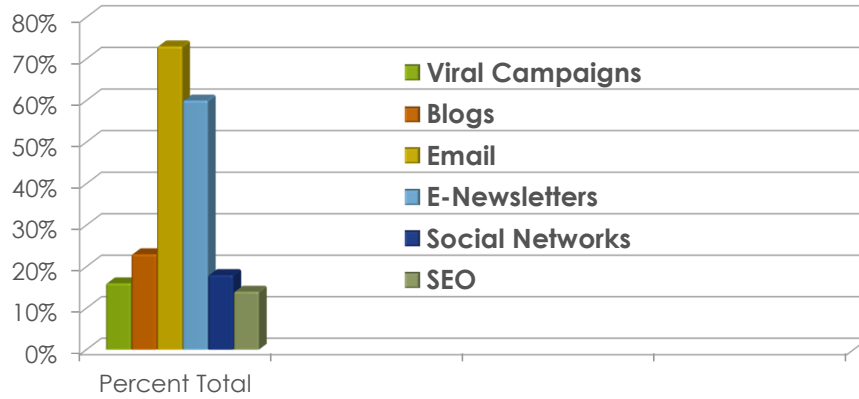
## E-strategy channels

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

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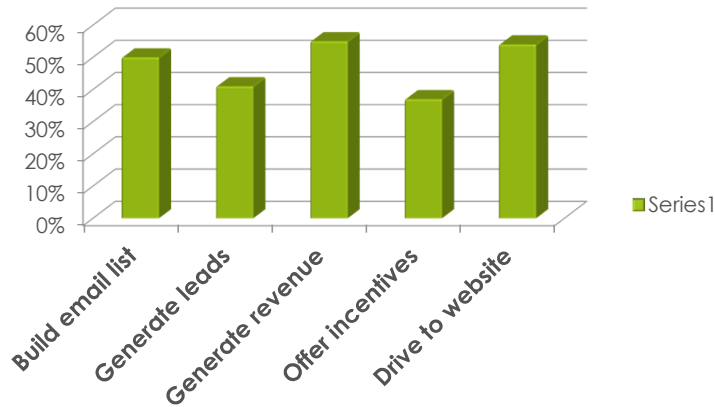
## most commonly used online communications channels



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%

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## 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

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## 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*

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## 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*

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**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.
- 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.
- 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...
- 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](http://ow.ly/aKSmtd)

**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...

**“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

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### 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?

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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

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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

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## stay connected

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

## Q & A

**Any questions?**

# Advanced E-Strategy

## Action Plan Outline

### Identify the following –

1. E-strategy objective(s):
2. How you will apply baseline metrics:
3. Your key audience (who's likely to be receptive to your message and who needs to hear it the most):
4. Audience demographics (at least three characteristics, preferences and behaviors that affect how they may respond to your E-strategy or social media message(s))?
5. Audience communication practices and channels (e.g. are they on Facebook or Twitter; do they use them; what do they use?):
6. Key message(s)/central ideas (use no more than three):
7. Communication channel(s) and the tracking mechanisms you have in place for most (if not all) of the online channels:
8. Map out how the communications channels will be used together strategically:
9. Resources that can help support your E-strategy initiatives (e.g. MOW media sources, paid or volunteer staff, money and/or in-kind donations):
10. Type(s) of social media needed to integrate with campaign and/or event:
11. How you will access content for your social networks ongoing:
12. How you will populate your social networks with followers:
13. Timing to distribute messages through your communications channels:
14. How you will track and apply metrics:
15. How you will celebrate success:

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## Tips:

1. Understand your audience, their demographics and how they communicate – even if you have to ask them directly.
2. Match your communication channels to the way your audience communicates.
3. Use existing MOW PSA's and toolkit, and have items customized when needed before starting from scratch.
4. If you don't do your own social media internally, go to a local college or post an announcement electronically to another college (anywhere nationwide – it's all electronic!)
5. Have whoever is managing the social media to “follow” (Twitter) and “like” (Facebook) like-minded organizations and community and business leaders. This will raise awareness to these audiences that you exist, and it will encourage them to follow you back.
6. Redistribute national MOW Facebook and Twitter posts that are relevant to your own community and objective(s).
7. Use Google News and Email Alerts to access and redistribute up-to-date content on your social media sites. You can tag subjects that are most relevant to your audience and communications objectives.
8. Contact [studio@mowaa.org](mailto:studio@mowaa.org) for a free webpage or build a free website of your own with free platforms, such as Weebly, iWeb or Wordpress (blog too).
9. GoDaddy charges nominal fees for web hosting and domain names.
10. Mailchimp and Constant Contact offer a limited free email newsletter platform (larger recipient list requires a monthly fee).

## Resources:

1. MOW media materials:  
<http://www.mowaa.org/studio>
2. 30-sec. MOW video PSA's, posters, promotional goods, stories, and radio spot:  
<http://studiostore.thenextmeal.org/>
3. MOW photos: <http://www.mowaastudio.org/>
4. Order MOW PSAs, photos and collateral at [Studio@mowaa.org](mailto:Studio@mowaa.org) or Lindsay Garrett at 703-548-5558
5. MOW Membership:  
[membership@mowaa.org](mailto:membership@mowaa.org) or Emily Persson and Logan Goulett at 703-548-5558
6. MOW LinkedIn community group:  
<http://www.linkedin.com/groups?gid=4304589>
7. For a free custom webpage, first contact [studio@mowaa.org](mailto:studio@mowaa.org).
8. Media FAQ:  
[http://www.studiostore.thenextmeal.org/index.php?main\\_page=page&id=2&zenid=2qciiprd9ofr1bjiid4pg3lr6](http://www.studiostore.thenextmeal.org/index.php?main_page=page&id=2&zenid=2qciiprd9ofr1bjiid4pg3lr6) or <http://www.mowaa.org/studio> > click on FAQ tab.
9. MOW member blog: <http://mowaablog.org/> with the ability to share the stories immediately on your Facebook page:  
<https://www.facebook.com/mowaa>
10. MOW Twitter page:  
<https://twitter.com/#!/mealsonwheels>
11. MOW YouTube:  
[www.youtube.com/user/mowaausa](http://www.youtube.com/user/mowaausa)
12. Sign up for your own Vimeo account:  
<http://vimeo.com>
13. Your own YouTube account:  
<http://www.youtube.com>
14. Your own Facebook account:  
<https://www.facebook.com>
15. Your own Twitter account: <https://twitter.com>
16. Sign up for Google Email and News Alerts:  
<http://www.google.com/alerts>

# Advanced E-Strategy

## Self-Assessment

**On a scale from 1 to 5 (1 being the lowest and 5 being the highest), rate the following:**

1. How well your E-Strategy and social networking tools are getting you the results you need: \_\_\_\_\_
2. How well you understand how to use social media to achieve your objectives: \_\_\_\_\_
3. How well you've applied baseline metrics to existing efforts: \_\_\_\_\_
4. How well you understand your audience's demographics, attitudes, preferences and/or behaviors: \_\_\_\_\_
5. How well you understand your audience's communication practices and the communication channels they use: \_\_\_\_\_
6. How well you have identified your messaging: \_\_\_\_\_
7. How well you've identified your communication distribution channel(s) to match your audience's communication practices: \_\_\_\_\_
8. How up and running your social media is: \_\_\_\_\_
9. Your skills with online tools and social media: \_\_\_\_\_
10. The likeliness that you are able to maintain your own social networks: \_\_\_\_\_
11. The level of access you have to the following resources to help with your social media:
  - a. MOW media tools: \_\_\_\_\_
  - b. Paid staff: \_\_\_\_\_
  - c. Volunteer staff: \_\_\_\_\_
  - d. Funding: \_\_\_\_\_
12. How well you have identified ongoing content to populate your social networks: \_\_\_\_\_
13. How well you have populated your social network channels with followers: \_\_\_\_\_
14. How well you have applied metrics and tracked your success to date: \_\_\_\_\_
15. How well you have celebrated success to date: \_\_\_\_\_