

Meals On Wheels
LEADERSHIP ACADEMY

Advanced E-Strategy
December 11, 2012
3:30-4:30 PM

Meals On Wheels
LEADERSHIP ACADEMY

Who participated in the E-Strategy session at the annual conference?

Raise your hand if you did

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E-strategy successes

"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

Focus for today

Explore ways to enhance your fundraising and outreach efforts through effective use of social media and online tools.

Is designed for folks who are already familiar with the use of common online tools (such as Facebook and Twitter).

Poll #1: Your greatest strengths

1. Identifying clear objectives
2. Your application of baseline metrics
3. Your understanding of your audience's demographics, attitudes, and behaviors
4. How well you have identified your messaging
5. Your skills with online tools and social media

Click on the items you are strongest in ("All that apply")

5

Poll #2: Your strongest needs

1. Matching your distribution channel(s) to your audience's communication practices
2. Identifying ongoing content for social media
3. Populating your social media with followers
4. How well you have tracked your success
5. How well you have celebrated success

Click on the items you are strongest in ("All that apply")

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How to achieve your goals

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

Your audience for fundraising

1. Clients
2. Individual donors (not clients)
3. Private grantors
4. Local businesses
5. United Way
6. Q. Anyone else? A. Use chat to list

Who is your audience for outreach?

Use the chat feature to answer

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Traditional channels

1. **Special events**
2. **Direct mail**
3. TV and radio
4. Print ads
5. Outdoor advertising
6. Spokespersons
7. Cause-related marketing sponsorships

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Common web channels

1. Social media, Facebook and twitter
2. Blogs
3. Electronic newsletters
4. Email
5. Websites
6. Search Engine Optimization (SEO)
7. Viral videos

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New practices and tools

- ▣ Crowdsourcing/crowdfunding
- ▣ Increasing your online user base
- ▣ Developing and accessing fresh content for social media
- ▣ Using service providers
- ▣ Accepting text donations

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Online donation service providers




www.idealware.org/articles/few-good-online-donations-tools

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Text donations



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Power of the “multiplier effect”

“the combined impact of using two or more channels is stronger than using either medium alone”

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UNICEF's Tap Project

unicef usa

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



"The lack of clean water is one of the greatest developmental challenges of the 21st Century."

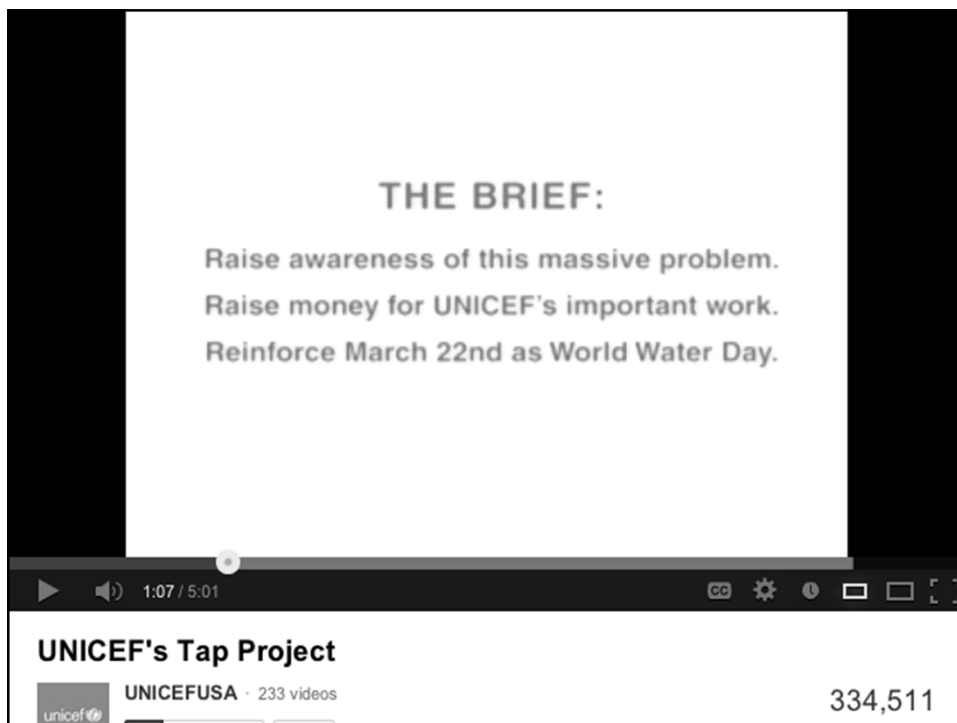
INTERNATIONAL
HERALD TRIBUNE

0:26 / 5:01

UNICEF's Tap Project

UNICEFUSA · 233 videos

334,511



THE BRIEF:

Raise awareness of this massive problem.
Raise money for UNICEF's important work.
Reinforce March 22nd as World Water Day.

1:07 / 5:01

UNICEF's Tap Project

UNICEFUSA · 233 videos

334,511

THE SOLUTION:

Create a brand for UNICEF.
Out of something that is everywhere,
but no one owns.

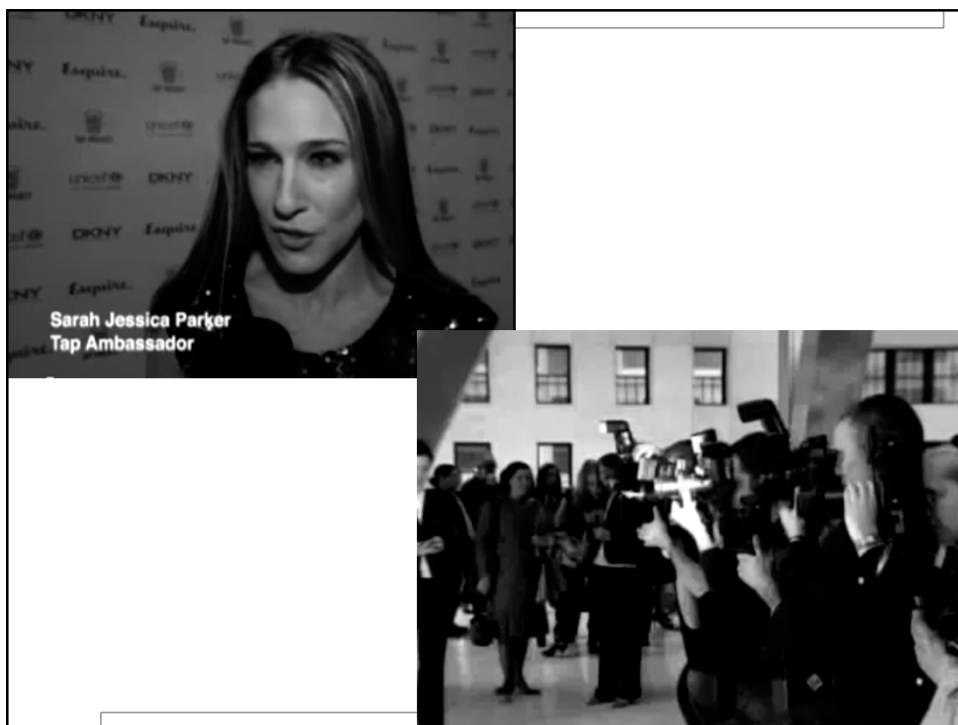
1:14 / 5:01

UNICEF's Tap Project

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unicef  **TAP PROJECT**



- ABOUT
- RESTAURANTS
- EVENTS
- VOLUNTEER
- DONATE
- MEDIA
- PARTNERS

THERE ARE THREE WAYS TO HELP SAVE MILLIONS

DONATE OR VOLUNTEER TODAY TO GIVE KIDS AROUND THE WORLD CLEAN SAFE WATER.

DONATE NOW | VOLUNTEER | FIND A RESTAURANT



YOU ARE HELPING MAKE A DIFFERENCE!

Thank you for helping us reach the Millennium Development Goal for access to safe

 **THE POWER TO MULTI**

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The RESULT:

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

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Strategic partners

PARTNERS

- Giorgio Armani
Fragrances
- Droga5
- MediaVest

We appreciate the UNICEF Tap Project partners' contributions to this critical global issue. Thank you for encouraging individuals, communities, restaurants and volunteers to participate in the UNICEF Tap Project.

NATIONAL SPONSOR

Giorgio Armani Fragrances: "Acqua for Life" Campaign
Giorgio Armani Fragrances returns as the National Sponsor of the UNICEF Tap Project through its "Acqua for Life" campaign. This "water for life" campaign began in 2010 with Giorgio Armani Fragrances' iconic cologne, Acqua di Giò for Men, in an effort to raise awareness and funds to help UNICEF improve access to safe, clean water for children worldwide. This year, Acqua di Giò is back along with Acqua di Gioia for women. [More...](#)

PROUD PROMOTIONAL SUPPORTERS

Founding agency partner Droga5 and Promotional Supporter MediaVest will support the initiative, once again creating a high-profile, pro-bono ad campaign that will place the UNICEF Tap Project in various media throughout the nation both prior to and during World Water Week. The UNICEF Tap Project will once again work with promotional supporters Zagat, OpenTable, Seamless, Yelp.com and eBay GivingWorks.

Droga5
Droga5 is the proud international agency for the UNICEF Tap Project. [More...](#)

MediaVest
MediaVest, a subsidiary of Paris-based Publicis Groupe, is one






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**How did they use the
“multiplier affect”?**

Write in chat section

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**What multiple channels can
you use for fundraising?**

Write in chat section

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How can you use the multiplier effect for outreach?

Write in chat section

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HOME FEED INFOGRAPHICS CHARTS STATISTICS TABLES VIDEO E-STRATEGY BLOG ESTRATEGY TV ABOUT

e-Strategy Trends

Mobile Shoppers Activities Using Smartphones and Tablets

Activity	Smartphone owners	Tablet owners
Using store locator to find store	48%	78%
Checking price	56%	63%
Researching item before purchase	63%	68%
Reading review of recent/future purchase	45%	53%
Using lists while shopping	16%	40%
Using mobile coupon	10%	39%
Purchasing digital item on device*	28%	48%
Purchasing physical item on device	27%	45%
Using device for payment	20%	27%
Using social media to comment on purchase	22%	22%
Purchasing a service on my device*	17%	26%
Writing a review of a purchase	11%	18%

Read as: 78% of smartphone owners who were mobile shoppers used a store locator app to find a store, compared to 48% of tablet owners who did the same activity during Q3 2012.

Source: Nielsen

Marketing, advertising, communications & public relations trends, statistics, charts, graphs, infographics, presentations, and video that are not published to the e-Strategy Internet Marketing Blog or to eStrategy TV. Published throughout the day.

E-STRATEGY BLOG
Mobile Calculations For Big Ticket Buys [PODCAST]
Beyond Social Media: POTUS Rocks Twitter [PODCAST]
Beyond Social Media: Old Spice Saves The World [PODCAST]
Content Sharing
Beyond Social Media: Oprah's Ill-Advised Surface Tweet & Facebook's Bait & Switch [PODCAST]

To search, type and hit enter

CATEGORIES
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RECENT POSTS
Smart Phone vs Tablet Shopping Behavior, Q3 2012 [CHART]
Google+ 500 Million Users = Success? [VIDEO]
Follow The Frog Nonprofit PSA [VIDEO]
The Effect Of Twitter On Journalism [VIDEO]
The HBO Go Password [VIDEO]

Future trends: <http://trends.e-strategyblog.com>

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Key take-away's

List some in chat section

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Q & A

Any questions?

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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
or call Emily Persson and Logan Goulett
at 703-548-5558
3. **Heather Gwaltney:**
BullsEyeCommunications.TV