



SOCIAL MEDIA 101

INTEGRATING SOCIAL MEDIA INTO YOUR NON-PROFIT MARKETING & FUNDRAISING PLAN

For nonprofits to be successful, it is critical that they understand the principles of effective marketing and how to apply it to their organization. It is also critical that they are familiar with all the marketing tools available to them and how they can aid in fundraising. Social media applications are just a few of the newest tools being utilized by nonprofits to create awareness and raise funds. But are they appropriate for your organization and do you have the time and resources necessary to utilize them effectively?

In Social Media 101, we will discuss the basics of Facebook, Twitter and blogging as they relate to an integrated marketing and fundraising strategy. We will review their features, and discuss the benefits and value of adding them into to your existing marketing plan and fundraising campaigns. We will also review a real case study that utilized a variety of social media applications to create awareness, build community and raise significant funds.

Participants will leave with a greater understanding of how social media applications can be used in their organization to increase awareness, build community and raise funds to further the success of their mission.

2-Hour Class includes:

- Debunking the myths around social media
- An overview of Facebook, Twitter and blogging as part of an integrated marketing strategy
- A review of each application's features, uses and benefits to a Non-profit organization
- A case study of a successful fundraising campaign that utilized Facebook, Twitter and blogging as part of an overall marketing and promotional strategy

Social Media 101 is designed for Nonprofits who:

- Want to better understand the basics of social media applications and how they can be integrated into their Non-profit marketing plan or future campaigns
- Need to determine if utilizing social media applications is a good use of time and resources for their organization
- Are currently using social media applications but without a defined strategy
- Want to maximize the effectiveness of utilizing social media applications within their organization

DATE: October 15, 2009

TIME: 6 – 8 pm

PRICE: \$39

LOCATION: New Horizons (2709 3rd Ave, Seattle, WA 98121)

REGISTER ONLINE AT www.purpleduckmarketing.com



www.purpleduckmarketing.com

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SOCIAL MEDIA 101 PRESENTERS



SUSAN BURNASH

Susan Burnash is the President of Purple Duck Marketing, a full-service marketing, public relations and video production company located in Kirkland, WA. Her company helps nonprofits and cause-related organizations raise awareness, cultivate donor relationships and ultimately raise more funds. Through the use of traditional marketing tools, the power of the Internet and social media applications, she helps nonprofits to tap into their audience's heart, moving them to give generously of their time, passion and wealth.

Susan is a passionate advocate for nonprofits and is committed to helping them grow. Over the last twenty years, she has worked with a diverse group of non-profit clients on a variety of projects that utilized branding, Web site development, traditional and electronic marketing, e-newsletters, fundraising and marketing videos and public relations campaigns. Clients include: Benaroya Research Institute, Sana Orphanage, The Alliance for Recovery, The Foundation Fighting Blindness, The Deicke Center, Recovery Coast to Coast, Elmhurst Rehabilitation Center, The Juvenile Diabetes Association, Oceans State Association of Residential Resources, The City of Kirkland, Save Kirkland's 4th of July, Sustainable September and more. Learn more at www.purpleduckmarketing.com.

JASON DICK

Jason Dick is the Campaign Manager at Bellevue Community College. He is a skilled fund development professional and is passionate about helping small nonprofits reach their financial goals. Jason has worked within corporate giving, granting, major gifts, annual fund and grassroots fundraising in education, health care and social services in both the USA and Canada.



Jason is fervent about community and social change and is passionate about helping nonprofits secure funding for their mission. He believes social media (blogging, Twitter, LinkedIn, Facebook) can open new doors and expand fundraising for nonprofits of any size.

Jason is also the author of A Small Change, a blog about fund development. See what Jason is talking about on his blog: www.ASmallChange.net.

