



SOCIAL MEDIA 301

“USING SOCIAL MEDIA FOR SELF PROMOTION”

Description of Class

Now that you understand the basics and have a grasp on your own social media style, it is time to see some results. These tools are most successful when used in integration with each other to build online community. This class will help you understand what online community can do for you to help in your communications with donors, volunteers, board members and others in the community.

Beyond the ability to use these applications, it is important that you understand how to move people behind what your organization is trying to do. We will talk about what you can do with your current Web site to promote and auto-promote events and other happenings—the principles you can use to recruit volunteers, fundraise and reach out to the media. We’ll cover some advanced community promotion tools including reciprocal linking, online carnivals, blogging campaigns and more. We will also briefly cover Search Engine Optimization (SEO) for blogging and how to get yourself found using Facebook, Twitter and LinkedIn.

Participants will leave with specific plans that they can implement at their organization. They will have the knowledge and access to all that they need to create an online community that promotes their organization to thousands of people every month.

2-Hour Class includes:

- Using social media to reach the media and community at large
- Techniques to grow your online fundraising, recruit and communicate with volunteers, engage your board and steward donors
- Using these tools to auto-promote, build attendance with events and advertise for urgent operational “asks”
- Advanced online promotion techniques such as reciprocal linking, online carnivals, blogging campaigns and more

Social Media 301 is designed for nonprofits who:

- Know the basics (101) and have a unique, tried-and-true style of using social media (201)
- Are trying to build community online and are struggling to get things off the ground
- Want to see results from their work in social media
- Are using social media but their networks are not growing

DATE: October 29, 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 301 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.

