



WEB SITE 101 – “IS IT TIME TO REFRESH OR REDESIGN YOUR WEB SITE?”

An Interactive Workshop for Nonprofits and Cause-Related Organizations

For nonprofits to be successful, it is critical that they have a Web site that effectively tells their story and incites their audience to engage. Whether you are trying to educate the public about a cause or need, looking to cultivate donors and increase funding or working to engage the community or individuals, your Web site is the pivotal entry to your organization.

From the home page to the site map, your Web site must contain well written content that is engaging, informative and clear, navigation that is easy to use, and all the necessary tools to create a lasting relationship with your visitor. But for many nonprofits, their Web site is the last thing they look at and often the last thing they are willing to invest time, money and resources in. With today's increased competition for attention, every nonprofit must take the time to evaluate their current Web site to determine its effectiveness.

In this hands on workshop we will discuss the basics of Web site design and content, review all the key elements of an effective nonprofit Web site, determine when a Web site should be redesigned or simply refreshed, and embark on an interactive journey through analyzing a couple of existing nonprofit Web sites.

Workshop Elements:

- The basics of good Web site design, navigation and user interface
- Utilizing a Web site audit to determine the effectiveness of your existing site
- How to write effective Web site content using clear and simple rules
- Simple content updates you can do right now
- Determining and implementing clear “Calls to Action”
- Using the internet and your Web site to cultivate donors, volunteers and media interest
- Adding the right tools for the job (social media, video, flash)
- Increasing your search engine rankings and site visitors
- Embracing a phased approach to creating an effective and affordable Web site

Topic and/or Handout Materials:

- What Web Readers Want from Your Site
- Must-Haves for Non-profit Web Sites
- To Blog or Not to Blog and Blogging Ideas to Get You Started
- Web site Maintenance Checklist
- Build for Your Visitors and the Search Engines Will Follow
- Promote Your Web site
- The Redesign Process

Date: Two-night class - September 10 and 17 (Thursday)

Time: 6:30 - 8:30 pm

Price: \$59

Location: Evergreen Hospital (Room: Tan 100)
12040 NE 128th Street, Kirkland, WA 98034

Reserve your space today! Call (425)896-8959 or visit www.purpleduckmarketing.com



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WORKSHOP PRESENTERS



Susan Burnash

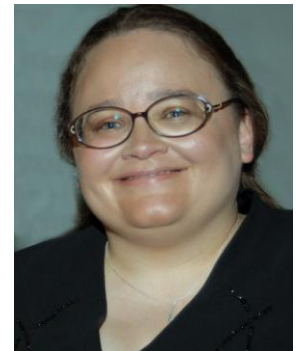
Interactive workshop presenter Susan Burnash is the President of Purple Duck Marketing, a full-service marketing, public relations and video production company located in Kirkland, WA. Her company helps nonprofits and cause-related organizations raise awareness, cultivate donor relationships and ultimately raise more funds. Through the use of traditional marketing tools and the power of the Internet, 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.

Bethany Mitchell

Bethany Mitchell is a seasoned Web site designer with over fifteen years experience working with non-profit organizations and small businesses. She is the owner of the Seattle-based design company Companion Publishing Services, where she has created hundreds of design projects including: informational Web sites, e-commerce sites, email newsletters, posters, print newsletters, annual reports, brochures, promotional products, identity/branding materials and much more.

Companion Publishing's client list includes: Residence XII, Seattle Country Day School, Sana Orphanage, McAdams Builders, Alliance for Recovery, Recovery Coast to Coast, March of Dimes, The City of Kirkland, US Capital Strategies Inc. and many others. Bethany is a professional technology trainer who has worked with students of all ages—from preschool children to senior adults. She holds a diploma in Desktop Production from the Art Institute of Seattle as well as a B.A. in American Studies from George Mason University.



If you are interested in sponsoring or hosting a workshop at your organization, please contact Susan at (425) 896-8959 or email: susan@purpleduckmarketing.com

"Purple Duck University is absolutely outstanding...They took the mystery out of developing a Marketing Plan by providing a step by step framework using real world examples in their training...very professional!"
Shawn Mickle - Columbia Valley Community Health



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