

SOCIAL MEDIA

FOR NONPROFITS

SAN FRANCISCO

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CHICAGO

ATLANTA

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NEW YORK CITY

JANUARY 30, 2012 | 9:30 AM – 5:30 PM
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WELCOME!

Thank you for joining us at *Social Media for Nonprofits* — New York City.

We are honored to have you with us for the final installment in our seven-city, nine-program series. Counting those of you gathered here today, we educated, empowered, and connected over 2,500 nonprofit leaders in our inaugural series. And we're just getting started.

Social media is changing the way we communicate, the way we organize, and the way we raise money. We have entered an “everyone is smarter than anyone world” where information no longer only flows top-down; in fact, it's now more common for it to bubble up from the grassroots.

But how can nonprofits harness the power of social media to better serve the community, especially smaller, resource-starved organizations? Well, the good news is that *social media is the great equalizer*, enabling community-based organizations of all sizes to have massive impact. Whether it's 350.org organizing the largest climate day of action in history, charity:water raising millions from a SoHo loft, or *you* simply being here today, the rules have changed. Simply by joining us, you are making an investment in yourself, your organization, and your community.

Our hope is that you will get a lot out of today — more than heady concepts and theory, we aim to provide a clear grasp of actionable tips and tools that you can put to work immediately. Our goal is to ensure you leave here in a better position to do your work more effectively and efficiently. It's about helping you do the right things, and helping you do things right. If we succeed, or even if we don't, let us know. And please, spread the word to your colleagues around the country.

Thank you for the opportunity to support your efforts. Thank you, not only on behalf of the two of us — thank you not only from Microsoft and our many other sponsors and exhibitors, or even of the dozens of speakers, facilitators, and volunteers that help make this series possible — but thank you on behalf of the tens and hundreds of thousands of people that you collectively serve. It is our honor to help you help.

Toward Solutions,

Darian Rodriguez Heyman & Ritu Sharma

Co-Producers

Social Media for Nonprofits

ABOUT THE SERIES

Social Media for Nonprofits is a nationwide conference series that provides nonprofit leaders with the tools and resources needed to create, manage, and maximize their social media presence.

The program is fiscally sponsored by NTEN.org (the Nonprofit Technology Network) and is designed to promote practical tips and tools for fundraising, marketing, and advocacy.

We are currently in the process of planning our second series, within which we expect to reach over 5,000 nonprofit decision-makers in the following cities:

PHILADELPHIA	APRIL
SAN FRANCISCO BAY AREA	MAY
VANCOUVER, BC	JUNE
WASHINGTON, DC	JULY
BOSTON	AUGUST
LOS ANGELES	AUGUST
SAN FRANCISCO	SEPTEMBER
CHICAGO	SEPTEMBER
SEATTLE	OCTOBER
AUSTIN	OCTOBER
NEW YORK CITY	NOVEMBER
LONDON, ENGLAND	DECEMBER
NEW DELHI, INDIA	DECEMBER

FACEBOOK: facebook.com/sm4nonprofits

TWITTER ID: [@SM4Nonprofits](https://twitter.com/SM4Nonprofits)

LINKEDIN: <http://linkd.in/iCCNXd>

HASHTAG: [#sm4np](https://twitter.com/hashtag/sm4np)

If you are interested in joining us as a sponsor or exhibitor, or if you'd like to underwrite an additional *Social Media for Nonprofits* program, please speak with a member of our team today, or contact Darian Rodriguez Heyman at (415) 637-5062 or darian@SocialMedia4Nonprofits.org. If you are interested in speaking or being a panellist at one of our other cities, please contact Ritu Sharma at (414) 839-4190 or ritu@SocialMedia4Nonprofits.org.

All *Social Media for Nonprofits* conferences are followed by networking receptions and entry is included in your conference registration.

SPONSORS

In order to ensure broad accessibility, *Social Media for Nonprofits* conference registration fees are kept as low as possible. This is made possible through the generous support of our sponsors and the volunteer support of our presenters. We proudly recognize the following organizations for their support:

NATIONAL PRESENTING SPONSOR

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Microsoft makes donations of cash, software and curriculum to nonprofits throughout the world to ensure they have access to the technology tools, information, and resources they need to pursue their missions effectively. Follow them on [Facebook](#) or [Twitter](#).

FISCAL SPONSOR



The [Nonprofit Technology Network \(NTEN\)](#) is the membership organization of nonprofit technology professionals. They offer an annual [Nonprofit Technology Conference](#), free webinars, product discounts, and a host of other benefits to registered members.

REGISTRATION SPONSOR

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The Association of Fundraising Professionals (AFP) represents more than 30,000 ethical fundraisers in 227 chapters throughout the world, working to advance philanthropy through advocacy, research, education and certification programs. They offer an annual International Conference and TechKnow Conference, along with educational events throughout the year.

causes

Causes.com help over 175 million individuals and their friends take action on behalf of their favorite nonprofits. To date, our nonprofit partners have raised \$40 million through “Wishes”, project-based fundraising tools, and our customizable Facebook Page tabs.



Convio provides constituent engagement solutions for nonprofits, helping them bridge traditional channels with the new world of digital, social, and mobile to more effectively raise funds, advocate for change, and cultivate relationships with donors, activists, volunteers, alumni, and other constituents.



Fundly serves as your cause’s donation page, allowing you to turn givers into gatherers. You can also give all your gatherers the tools to track, compare, and optimize all their fundraising efforts for your cause.



Razoo.com offers easy-to-use fundraising tools to individuals and organizations, helping fundraisers to connect their friends and family with the joy of giving. Headquartered in Washington, D.C., the Razoo team works directly with individuals and nonprofits to help them meet their fundraising goals through online and social giving campaigns.

NEW YORK CITY ONLINE MARKETING SPONSOR



[Decisive Point Marketing](#) is an online marketing agency for nonprofit organizations. They specialize in web design, Facebook advertising, and search management on Google, Yahoo!, and MSN.

NEW YORK CITY SCHOLARSHIP SPONSORS



[Tides](#) supports grantees and programs that are core to our country's nonprofit infrastructure and social service delivery. They provide fiscal sponsorship, operate and support green nonprofit centers, and grant millions each year to charitable organizations across the globe.



[TechSoup](#) is a nonprofit with a clear focus: providing other nonprofits and libraries with technology that empowers them to fulfill their missions and serve their communities. Learning resources, including articles, blogs, free webinars, and forums led by expert hosts are available to all users, and qualified nonprofits and libraries can access 400+ technology products from more than 40 donor partners.

NEW YORK CITY EXHIBITORS



The [Alliance of Nonprofits](#) for Insurance, Risk Retention Group (ANI), is a 501 (c)(3) nonprofit insurance company created exclusively for 501(c)(3) nonprofits. ANI provides a stable source of reasonably priced liability insurance coverages and works only through insurance brokers who specialize in working with nonprofits.



[DonorPages](#) makes it easy for you to set up web sites, branded with your graphics and messaging, that allow donors and other supporters to create personalized fundraising pages. They help nonprofits engage in peer-to-peer online social network fundraising by enabling them to set up multiple DonorPages sites for events and ongoing campaigns, and empowering your constituents to ask for donations on your behalf.



[Rally's](#) social fundraising pages help nonprofits raise more money, more quickly. With Rally, it's easy to share your story, build relationships with supporters, and turn your fans into fundraisers.



[Salsa Labs](#) is the creator of the popular Salsa platform, an integrated, flexible, and affordable set of tools to organize and energize people. From fundraising to advocacy, CRM, communications, and event management, Salsa empowers thousands of nonprofits and campaigns of all sizes to achieve their online goals.

MEDIA SPONSORS

THE CHRONICLE OF PHILANTHROPY

[The Chronicle of Philanthropy](#) connects nonprofit leaders to news, jobs, and ideas and is the number one news source in the nonprofit world.

Nonprofit Technology News www.NPTechNews.com

[Nonprofit Technology News](#) is the leading independent website and email newsletter that focuses solely on technology for the executive decision makers of nonprofit organizations. [Nonprofit Career Fair](#) is your resource for making online employment connections in the nonprofit sector.

Pro bono program design provided by: LETTER 7 ([LTR7.com](#))



Making a difference is what matters most.

Microsoft is proud to support the Social Media for Nonprofits national conference tour.

Microsoft believes in the combined power of technology and nonprofits to help change the world. That's why we give, on average, more than \$1 million a day in software to nonprofits around the globe.

We look forward to hearing how you are using social media to help change the world. Find us at www.facebook.com/microsoftcitizenship or follow our conference tweets from [@msftcitizenship](https://twitter.com/msftcitizenship).

www.microsoft.com/nonprofit 

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PROGRAM

9:00 am **Registration & Continental Breakfast**

9:35 am **Welcome, Sponsor Remarks, & Introduction**

Ritu Sharma, Executive Director & Co-Producer, *Social Media for Nonprofits*
Darian Rodriguez Heyman, Co-Producer & MC, *Social Media for Nonprofits*
Andrea Taylor, Director of Community Affairs for North America, *Microsoft*
Twitter Handle: [@RituSharma1](#), [@dheyman](#), & [@USworkers](#)

9:50 am **Content Curation for Nonprofits**

Beth Kanter, Co-Author, *The Networked Nonprofit*
Twitter Handle: [@kanter](#)

“Content curation” is the organizing, filtering, and presentation of information on the Web, and then sharing cherry picked pieces of content with your network. Content curation with tools like Pinterest, Scoop.it, and Storify can help establish your nonprofit as a thought leader, support your marketing efforts, and build staff expertise. This session will cover the practice, tips, and tools of content curation and will feature a guest Skype appearance from Robin Good, a recognized expert in the space.

10:30 am **Proactive vs. Reactive Social Media**

Cheryl Black, Social Media Marketing Specialist, *Convio*
Twitter Handle: [@CLBlack425](#)

Join us as we explore the pros to having a proactive calendar and the value in reactively participating in conversations with your constituents. Key takeaways will include learning how to create an integrated calendar, identify opportunities for reactive engagement, and how and when to schedule content in advance.

11:05 am **Coffee Break & Interactive Activity**

11:25 am **Social Media for Nonprofit CEOs**

Sarah Durham, Founder, *Big Duck*
Twitter Handle: [@BigDuckSarah](#)

With the rise of social media, many nonprofits are exploring new ways of fundraising, advocating, and conducting outreach online. This workshop will help participants understand how effective multi-channel online communications work, using examples from health industry nonprofits and more. Our emphasis won't be on technical 'how tos', but rather strategies, with particular emphasis on the question of return on investment from the nonprofit CEO's point of view.

11:55 am **How Social Media is Changing a 93-Year-Old Organization**

Carolyn Miles, President & CEO, *Save the Children*
Twitter Handle: [@carolynsave](#)

Since 1919, Save the Children has worked to make the world a better place for children, adapting to the technology of each passing year to communicate with supporters and build its audience. Learn how this established organization is using social media to drive engagement and how the new CEO of an old organization is tweeting and blogging her way to a better future for kids everywhere.

12:25 pm **Break for Lunch, Emails, & Fresh Air**

1:25 pm **Getting the Most Out of Social Media with a Lean Staff**

Oliver Hurst-Hiller, CTO & EVP, Product, *DonorsChoose*
Anna Doherty, Marketing Manager, Engagement and Social Media, *DonorsChoose*
Twitter Handles: [@Oliverhh](#) & [@anna_doherty](#)

How do you maximize your social media presence when you have a small staff and limited resources? DonorsChoose.org uses data and a systematic approach to focus social media efforts to drive the action they want—join two of their senior executives and learn how.

PROGRAM

- 2:00 pm **Unlocking the Native Power of Social: Using Facebook to Pay for College**
Jason Rzepka, VP Public Affairs, MTV
Twitter Handle: [@jasonrzepka](#)
- Much has been written about how social media empowers nonprofits to engage with constituents, raise money, and spread awareness. But have you ever thought about how social tools can empower the audiences you serve?
- 2:30 pm **Google+ for Nonprofits**
Alex Abelin, Community Affairs Manager, Google
Twitter Handle: [@alexabelin](#)
- For the very first time, Google is officially presenting on how nonprofits can leverage Google+. Learn how this cutting edge, powerful platform can help you achieve your 2012 fundraising and awareness goals. The early bird catches the (digital) worm.
- 3:05 pm **Social Media Initiatives at charity:water**
Paull Young, Director of Digital Engagement, charity:water
Twitter Handle: [@paullyoung](#)
- In the last two years, Paull has helped charity:water raise more than \$20M online, catapulting the social media-centric nonprofit into the forefront of digital efforts. Join us as he shares lessons learned along the way, pitfalls to avoid, and a few actionable insights applicable to nonprofits both large and small.
- 3:35 pm **Coffee Break & Interactive Activity**
- 3:55 pm **Why People Give & Leveraging Social Media for Fundraising**
Katya Andresen, COO, Network for Good
Twitter Handle: [@katyaN4G](#)
- Learn the truth about why people give and how some surprising insights about our brains might change the way you approach raising money via social networking. Participants will gain five practical new approaches to apply in your work advancing social good.
- 4:30 pm **The Secret Sauce of Fundraising**
Matt Mahan, VP of Social Impact, Causes
Susan Gordon, Director of Nonprofit Services, Causes
Twitter Handles: [@matthewmahan](#) & [@susangordo](#)
- A lot of organizations are creating online fundraising campaigns; not a lot of organizations are raising funds. So what's the secret to a well-run online campaign? Effective online fundraising is remarkably similar to raising money and supporters successfully offline—the trick is in the translation.
- 5:00 pm **From Fans to Followers to Funds**
Dave Boyce, CEO, Fundly
Twitter Handle: [@davidjboyce1](#)
- I have 10,000 fans on Facebook and 6,000 followers on Twitter—now what? I've tried asking them for money, but they don't seem interested in donating—what to do? Learn the simple techniques you can use to build engagement among your base so that when you need them, they are there for you—to volunteer, to donate, or to fundraise.
- 5:30 pm **Closing Remarks**
Darian Rodriguez Heyman, Co-Producer & MC, Social Media for Nonprofits
Twitter Handle: [@dheyman](#)
- 5:35 pm **Networking Reception**

SPEAKERS & PANELISTS



Alex Abelin, Community Affairs Manager, Google

Twitter Handle: [@alexabelin](#)

Alex leads outreach efforts in communities where Google has a presence in the U.S. and seeks opportunities for Googlers to volunteer their time and expertise, engage in local grant making, and build relationships with local stakeholders.



Katya Andresen, COO, Network for Good

Twitter Handle: [@katyaN4G](#)

Katya develops and executes the charitable giving portal Network for Good's strategy, including consumer outreach, media relations, corporate partnerships, and nonprofit marketing. She is a speaker, author, and blogger about nonprofit marketing, online outreach, and social media and was named "Fundraising Professional of the Year" in 2007.



Cheryl Black, Social Media Marketing Specialist, Convio

Twitter Handle: [@CLBlack425](#)

Cheryl leads the social media strategy for Convio, a leading provider of constituent engagement software for nonprofits. Prior to joining Convio, Cheryl worked in marketing and fundraising for the Girl Scouts of Central Texas. She frequently speaks on best practices in marketing, social media, and fundraising for nonprofits.



Dave Boyce, CEO, Fundly

Twitter Handle: [@davidjboyce1](#)

Dave is the CEO of Fundly, a social fundraising platform he founded to help social entrepreneurs change the world. He was previously VP of marketing for ProfitLogic and VP of retail products for Oracle.



Anna Doherty, Marketing Manager, Engagement and Social Media, DonorsChoose

Twitter Handle: [@anna_doherty](#)

Anna is responsible for building relationships with DonorsChoose.org's most active citizen philanthropists, through donor advocacy campaigns, cultivation efforts, and social media. Prior to joining the team, Anna worked in Development and Special Events at the Wildlife Conservation Society.

SPEAKERS & PANELISTS



Sarah Durham, Founder, *Big Duck*
Twitter Handle: @BigDuckSarah

Sarah is the author of 2009's *Brandraising* and she founded the communications firm Big Duck in 1994 to help nonprofits raise money, gain visibility, and make effective use of social media. After 16 years, Big Duck continues to assist organizations from the Cancer Research Institute to the Women's Sports Foundation in building strong relationships with key constituents both online and off.



Susan Gordon, Director of Nonprofit Services, *Causes* (Facebook app)
Twitter Handle: @susangordo

Susan coaches, strategizes with, and supports the 15,000+ nonprofit partners of the Causes application on Facebook. She has worked as a political organizer, communications specialist, and executive director, and is passionate about helping nonprofits and activists use new technology to change the world.



Oliver Hurst-Hiller, CTO & EVP, Product, *DonorsChoose*
Twitter Handle: @Oliverhh

Oliver is responsible for the technology and user experience that power DonorsChoose.org's philanthropic marketplace. Oliver previously managed product engineering projects for Microsoft's new Internet search engine, now called Bing.



Beth Kanter, Co-author, *The Networked Nonprofit*
Twitter Handle: @kanter

Beth is a nonprofit technology consultant working with organizations in the areas of training, planning, research, curriculum development, and evaluation. Beth has been blogging about nonprofits and technology for several years at Beth's Blog and recently wrote *The Networked Nonprofit*.



Matt Mahan, VP of Social Impact, *Causes* (Facebook app)
Twitter Handle: @matthewmahan

Matt manages Causes' strategy for empowering activists, nonprofits, and others who want to use their tools to change the world. He joined Causes after two years teaching middle school through Teach for America and a one-year Rockefeller Fellowship in Bolivia.

SPEAKERS & PANELISTS



Carolyn Miles, President & CEO, *Save the Children*

Twitter Handle: [@carolynsave](#)

Carolyn's efforts at Save the Children focus on creating lasting change in the lives of more than 70 million children in need in the US and 120 countries around the world. She is an avid champion of the power of social media for social good and sits on the board of Blackbaud.



Jason Rzepka, VP Public Affairs, *MTV*

Twitter Handle: [@jasonrzepka](#)

Jason is charged, quite simply, with using MTV's superpowers for good. Jason does this by marshalling the network's forces to engage and activate America's youth on the biggest challenges facing their generation and is responsible for the strategic direction of all of MTV's "pro-social" campaigns, including the Emmy-winning "Choose or Lose," which helped drive the largest youth voter turnout in US history.



Paull Young, Director of Digital Engagement, *charity:water*

Twitter Handle: [@paullyoung](#)

Paull spearheads the online efforts of [charity:water](#), frequently nominated as one of the leading digital nonprofits. He is a well-known PR and Marketing [blogger](#) and has been featured on FOX News and CNN.