Welcome to the Webinar

We will begin at 10:00am (PT)

A recording will be available after the webinar.

Your line will be muted to cut down on background interference so please use the chat box to share your name, your organization, your location and any questions you have for our featured speakers.
SUPPORTING ORGANIZATIONAL SUSTAINABILITY (SOS INSTITUTE)

Presents

Overview of Nonprofit Digital Strategy

Tuesday, May 31, 2016

This project was supported by Grant No. 2011-TA-AX-K066, awarded by the Office on Violence Against Women, U.S. Department of Justice. The opinions, findings, conclusions, and recommendations expressed in this publication/program/exhibition are those of the author(s) and do not necessarily reflect the views of the Department of Justice, Office on Violence Against Women.
Presenters

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Digital Communications
To be successful as digital marketers, we must know two things.

1. What we are trying to say.
2. How to get our message to the right people.
Communications and Marketing
What is digital strategy

- The integration of communications and marketing on your digital platforms.
- Integrating your digital goals, your development goals and your program goals will lead to success.

★ Knowledge of programmatic goals allows you to work with the development team, breaking down financial milestones to achieve successes, and using those milestones for story telling arcs with an end action in mind.
What is digital strategy

- Your supporters want to know what the issue is, and how they can help. That’s the role of programs and development — to figure out, and digital’s goals to communicate.

- The best way to avoid internal disagreements in marketing style is to track everything. Let the numbers guide you.
Your website, your home

● Think of your website as the digital “home” for your organization. You are inviting users in, making them comfortable, and hoping to become long-term friends.

● The digital touchpoints that make up your lead acquisition and nurturing efforts must work together to acquire, engage, retain, and convert your target audiences.
Thinking Through Your **Touchpoints**
What story are you trying to tell?

- Touchpoints: Every interaction you have with anyone.
  - A typical flow: acquisition > nurture > conversion.
  - Someone in your community will see your website, your twitter feed, read your emails and hear about you in the news. You want each of these moments to accurately reflect your brand and mission.
What story are you trying to tell?

- Impact & content are king.
- Know what you need from your community, know what your community needs from you. This is how you prioritize what content to invest in.
- Platform strategies depend on how you want each to fit into your larger strategy.
Where **should you tell your story?**

Questions we often hear...

- Which social channels should you be on?
- What is an emerging platform? How do I tell my board we shouldn’t be on Instagram?
- How often should I email?
- How many segments do I need to have?
- Do I need a welcome series?
Social media can help you get noticed

Where to begin?

- Evaluate your resources. [!!!!!!!!!!]
- Create a list of top ten people who you want to reach, and identify which platforms they’re on.
- Persona development - how are your supporters using social media? Where are pertinent conversations happening?
- Identify social media leads and influencers.
Social media overview — the big guys

- **Facebook**
  - 57% of adults use FB.
  - 1.44 billion active users monthly.
  - Average American spends 40 minutes/day on FB.
  - Great place to show a range of visual content.

- **Twitter**
  - 19% of adults use Twitter.
  - Tweets must be 140 characters or less.
  - Track, engage in, or start conversations with #hashtags.
  - Great for fast-paced, brief pieces of information.
Social media best practices

- Clarify your goals for specific platforms. What do you want your audience to do? Share content? Take action? Give opinions?

- Identify key metrics — benchmark and analyze based on a set time period [Ex: Monthly]

- Find your sweet spot in the amount of content you’re posting. Experiment, measure, analyze.

- Utilize scheduling tools available for platforms.

- Know your audience & stay on your toes — social media is constantly evolving.
Social media management tools

- Create a social content calendar as a part of your larger communications calendar, they go hand in hand.
- Take advantage of free scheduling tools like Hootsuite and Facebook’s built in tools.
- Develop social media protocols and guidelines for team members.
- Link shorteners like bit.ly can give quick insight into click numbers.
- Google’s URL builder will add tracking to links to gain even more insight into how users are interacting with website content if you are also using Google Analytics.
Email is the **most personal** relationship

3 main types

- **News:** an update with your community about what you’re up to.
- **Campaign:** a series of communications where you are trying to mobilize action. Could be community growth, education, petitions, fundraising, or event attendance.
- **Appeal:** a call to action to your engaged community about how they can help, today.
Email is the **most personal relationship**

- Consider segmenting your email list by how individuals were added.
  - Events
  - Online
  - Through a specific campaign
- Be sure to have a welcome series setup for new email subscribers, as well as a goodbye email for people who have not opened your emails for months. This helps keep you bounce rate low, and your email quality score high.
A note on **fundraising**

- Creating a membership program allows you to capture the heart of an individual once, and continue to receive donations from them over a long period of time. Invest in your monthly donors.

- Identify timely events that can be used to draw in new people to your work. It doesn’t need to be a big campaign to have results - if something is in the news, join the conversation by leveraging an existing hashtag, explain how your organization is a solution to the problem and direct people to your donation page.
Client Example

The Cornell Lab of Ornithology is a World leader in the study, appreciation, and conservation of birds. We advanced The Lab’s mission with a multi-touchpoint strategy.

★ Our Goal

To attract and engage people who love birds through aggressive content marketing that inspires passion.
Following a 5 year investment...

- **69% YOY Growth - 186,000** Facebook followers
- **60% YOY Growth - 504,000** emails collected
- **240% YOY Growth - 255,000** apps installs
- **13% YOY Growth - 2,609,108** new web sessions

- **70% of new donations were digital**
- **$2,191,610** online donations
- **14,268** First time donors
- **$0.67** Lead acquisition cost

More info: http://mediacause.org/our-work/cornell-lab-case-study/
Make something great today.
Further reading & tools

- Visuals: Tools like Canva and the Over app can help create quick text overlay visuals for use in digital communications.

- [http://www.twitshot.com/](http://www.twitshot.com/) - to pick a photo to go with your tweet

- Litmus, a paid service, but mailchimp also uses this to show you how your emails will render on different devices.

- Google analytics!!!!! If you learn one thing, learn this.

- The Media Cause blog covers a wide range of topics: [http://mediacause.org/blog/](http://mediacause.org/blog/)
Case Study #1: Futures Without Violence
How to Use the News in a Digital World
On any given day, my Facebook feed looks like this…
About 6-in-10 Americans get news from social media

About 6-in-10 Americans get news from social media

62% get news on social media

Never: 38%
Often: 18%
Sometimes: 26%
Hardly ever: 18%

So we have a new toolbox.

How can we use it to amplify your organization’s messaging or promote a campaign?
A little history:

1994

Violence Against Women Act
ALSO IN
1994:
the OJ Simpson trial
in your living room
on CNN.
Movements are made of moments:

Grassroots organizations used the news opportunities to tell their stories all over the country.
There’s No Excuse for Domestic Violence

In 1994, FUTURES launched There’s No Excuse for Domestic Violence, encouraging millions of people to question their tacit acceptance of domestic violence—and to begin to take action to stop it. We launched a series of public service announcements aimed at making domestic violence everyone’s business. We asked viewers to imagine a world where no one excuses abusive behavior and everyone is committed to being part of the solution. View our There’s No Excuse for Domestic Violence public service announcements below. Please note that these announcements are no longer available for broadcast and can be used for educational purposes only.

Stairs

View on YouTube

Download Mp4
## Major Media Mentions of Domestic Violence

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Before 1980</td>
<td>109</td>
<td>49</td>
</tr>
<tr>
<td>1980-1989</td>
<td>783</td>
<td>837</td>
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<tr>
<td>1990-1999</td>
<td>2,711</td>
<td>2,833</td>
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<tr>
<td>2000-2009</td>
<td>4,319</td>
<td>2,721</td>
</tr>
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</table>
2014
Twenty Years later:

• Baltimore Raven Ray Rice

• Dallas Cowboy Richie Incognito
What’s different this time?

Digital media.
The news moves FAST.
And everyone has an opinion.
The NFL doesn’t care ab

The NFL’s domestic violence problem

By Jane McManus 
@jane97 on Jul 24, 2014, 11:57a

Today the NFL finally issued a two-game suspension for Baltimore running back Ray Rice. What an ugly situation.

This offseason Rice was reportedly caught on an elevator surveillance camera punching his then-girlfriend in the face. A few minutes later, in a video that went viral, Rice was seen pulling her apparently unconscious body out of the elevator.

And now ... two games? Commissioner Roger Goodell has issued longer suspensions for pot smoking, taking Adderall, DUI, illegal tattoos, daylighting and eating a protein bar thought to be on the NFL's approved list.

Two games. It's a joke, and a bad one. Worse, it leaves the door open for people to think that Janay Rice bears a lot of the responsibility for eliciting the punch that seemingly knocked her out.
It’s Step 1—Again—for the NFL on Domestic Violence

An expert who helped Roger Goodell craft the league’s new policy says Ray Rice was a big step back, Ray McDonald should not be playing, and the NFL’s leaders need to speak out, loudly, strongly and immediately.

By Esta Soler
Social media talks back.....

#WhyIStayed
#WhyILeft
Why I created the #WhyIStayed Twitter hashtag.

September 08, 2014

For over a year, I was physically abused by my ex-husband. When TMZ released the video of Ray Rice punching, dragging, and spitting on his wife this morning, the internet exploded with questions about her. Why didn't she leave? Why did she marry him? Why did she stay?

I can't speak for Janay Rice, but I can speak for Beverly Gooden. Why did I stay? Check out some of my reasons here. Leaving was a process, not an event. And sometimes it takes awhile to navigate through the process.

I believe in storytelling. I believe in the power of shared experience. I believe that we find strength in community. That is why I created this hashtag. I hope those tweeting using #WhyIStayed find a voice, find love, find compassion, and find hope.
Movements are made of improvements:

- Wrote a statement from our CEO and emailed to 30 top national sports outlets encouraging them to use her as a resource.
- Wrote an Op-Ed blog for San Francisco Chronicle, aka sfgate.com, our local paper
- Co-wrote and placed an Op-Ed for CNN.com
- Worked with two Board of Directors to write a column for HuffingtonPost.com
- Cut and Paste news clips – email to our constituents
- Emailed “thank you” notes to sportswriters who were standing up to celebrity athletes and NFL
- Created posts & images for Facebook and Twitter
- Contacted influencers directly with a tweet
Has there been a cultural shift?

Terry Bradshaw gives his heartfelt viewpoint on Greg Hardy's domestic abuse case
Thank you, Terry!

"I hope we never have a place in the NFL for people who strike a woman."

~ Terry Bradshaw
SIGN THE CARD: THANK YOU, TERRY BRADSHAW!

Thank you, Terry!

“I hope we never have a place in the NFL for people who strike a woman.”

~ Terry Bradshaw

Dear Terry,

The strongest men choose not to perpetrate acts of violence, and they challenge those men who do. So thank you Terry, for challenging the attitudes that support violence against women. We appreciate your opposition to domestic abusers playing in the NFL, because every player is also a role model.

Sincerely,

[Form fields for Name, First, Last, Email, Zip Code]

Note: This petition is sponsored by Futures Without Violence. By signing, you will receive emails updating you on the progress of this campaign and other important projects. You may, of course, unsubscribe at any time.

NFL players and former players are critical role models. Leadership from football heroes like Terry is exactly what we need to encourage men and boys to work as allies with women and girls to prevent violence.

Please sign our thank-you card to Terry Bradshaw – and show the world that we stand with leaders opposed to domestic violence!

Missed the video? Watch it here:
Dear Rachel,

The cornerback for the Pittsburgh Steelers, William Gay, broke the rules. He wore purple shoes to recognize Domestic Violence Awareness Month, and was subsequently fined by the NFL for sending a message with his uniform. For him, it’s personal.

William’s own mother was murdered by his stepfather when he was just a child. Since then he’s been using his position as a role model to take a stand. Add your name to stand with him: Let’s thank William Gay for being an upstander!

According to the National Network to End Domestic Violence, William’s $5,797 fine could put up 30 victims in a hotel if the shelter was full or serve as a down payment on a new, safe apartment for a dozen survivors.

We need more role models to speak out against domestic abuse. 

Join us. Tell William that you support his stand against domestic violence!

With respect,

Esta Soler

Esta Soler
THANK WILLIAM GAY FOR TAKING A STAND FOR DOMESTIC VIOLENCE AWARENESS MONTH!

To William Gay:
Thank you for standing with the millions of survivors and victims of domestic violence. Your decision to wear purple shoes to honor your mother during Domestic Violence Awareness Month was not only courageous, it also sends a strong message to the league. We will not tolerate violence against women.

According to the National Network to End Domestic Violence, your $5,797 fine could put up 30 victims in a hotel if the shelter was full or serve as a down payment on a new, safe apartment for a dozen survivors.

We hope that your actions will encourage the NFL to further elevate the issue of domestic violence within the league—during Domestic Violence Awareness Month and beyond.
Use the News **TOOLS:**

- **Email** the press – digital news sites, newspapers/TV/radio
- **Email** your supporters
- **Use Social Media** – Create graphics - engage on Facebook, Twitter, Instagram
- **Use Petitions** to activate supporters
- **Write Blogs** to speak out and raise your visibility.
Case Study #2: Using Technology to Engage Young Adults in Behavioral Health Activism

MAY 2016
NORTHWEST PORTLAND AREA INDIAN HEALTH BOARD

WE R NATIVE
To assist Northwest tribes to improve the health status and quality of life of member tribes and Indian people in their delivery of culturally appropriate and holistic health care.
Weekly & Annual Messaging Plan

2016 YEARLY PLANNER

January:
- New Year's Resolution
- Sexual Health

February:
- Teen Dating V.
- Voices

March:
- Nutrition
- Violence Prev.
- March Madness

April:
- Earth Day
- Drug Facts Week
- Concerning Posts
- Text 4 Sex Ed?

May:
- Unity
- Steven Haffner
- Bike 2 School
- Mental Health
- Prevention Week

June:
- Spring Break
- Gear Store Open
- Pride
- # We Need You Here
- Men's Health Week
## Weekly & Annual Messaging Plan

### Facebook/Twitter Schedule

<table>
<thead>
<tr>
<th></th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AM</strong></td>
<td>Academic, Studying Tip</td>
<td>Fun, Highlight We R Native Youth</td>
<td>Spiritual Health Tip</td>
<td>Fun, Promote Orgs we like</td>
<td>Sexual Health Tip</td>
<td>Fun, Misc</td>
<td>Misc Health Tip</td>
</tr>
<tr>
<td>(alternating weeks between FB, Twitter)</td>
<td><strong>PM</strong> Fun, Internships, Scholarships</td>
<td>Mental Health Tip, Stress, Pressure, Sleep</td>
<td>Fun, Community Service, Do Something Good</td>
<td>Social Health Tip – Dating, Relationships, Parents, Friends</td>
<td>We R Native Contest</td>
<td>Physical Health, Nutrition, Activity Tip</td>
<td>Fun, Youth in the News: Indian Country Today...</td>
</tr>
<tr>
<td><strong>Non-scheduled</strong></td>
<td>Jessica</td>
<td>Stephanie</td>
<td>David</td>
<td>Tommy</td>
<td>Amanda</td>
<td>Colbie</td>
<td>Mattie</td>
</tr>
</tbody>
</table>

**Note:**
- AM: Morning schedule
- PM: Afternoon schedule

**Tip Notes:**
- Fun
- Academic
- Mental Health
- Community Service
- Social Health
- We R Native
- Physical Health
- Indian Country Today...
Over 350 health articles, reviewed by AI/AN youth and topical experts.

Over 306,000 page views!

Across all media channels, the service reaches 31,000+ users per week.
MY IMPACT

APPLY FOR A GRANT TODAY
Want to make a positive impact on your community? We would love to help you accomplish your goals. Apply here for a grant.

We Can Change Our World!
Community involvement is something that can start small and make a big impact. We have the tools you need to help you plan a successful community project.

How to Get Started
Find a group of friends and brainstorm an idea:
Text NATIVE TO 24587
So I live in WA where pots legal. I'm 17 and a lot of my friends are smoking and I'm wondering since it comes from Mother Earth how can it be that bad for me? #AskAuntie
We R Native is a health resource for Native youth, by Native youth. Follow us and give us a shoutout! #weRnative weRnative.org

62 posts  2,747 followers  779 following
"Place your hand over your heart, can you feel it? That is called purpose. You're alive for a reason so don't ever give up." - Unknown

#WeNeedYouHere
WE NEED YOU HERE. Together we can support each other & heal. What would your sign say to give hope? Enter to win up to $75 http://ow.ly/R3Ssgd

Take a walk - It's a wonderful way to blow off steam, talk it out, or just enjoy the scenery.
Suicide

Suicide is a troubling topic that most of us would rather not deal with, but suicide is more common than we realize, and it is more common than we would like to think. By reaching out and paying attention to warning signs, talking, and that we are not alone. By paying attention to warning signs, talking,
I'm worried about a friend who keeps posting depressing music lyrics and sharing posts about dying. Do you think I should be worried?

Hey there. Thank you for caring enough about your friend to write in. If something is worrying you, listen to that, don’t shrug it off. Trust your gut and have confidence you’re doing the right thing.

It sounds like your friend might be reaching out by sharing posts around depression and death. Here are some other warning signs to look out for:

- Talking about wanting to die or to kill themselves
- Looking for a way to kill themselves, such as searching online or buying a gun
- Talking about feeling hopeless or having no reason to live
- Talking about feeling trapped or in unbearable pain
- Talking about being a burden to others
- Increasing the use of alcohol or drugs
- Acting anxious or agitated; behaving recklessly
- Sleeping too little or too much
To our Native Youth. With Love.

We know sometimes it seems like we don't see you or know you or get you, and maybe sometimes we don't, sometimes we forget. But we want you to know you are precious to us, to our community. You are Loved Native Youth. You are sacred, you are strong, you are powerful. We need your presence. You are our babies, our sons, our daughters, our nieces, our nephews, our friends. We know sometimes it gets bad but please remember who you are. You are wise. You are funny, you are smart. You are beautiful. We respect you.

We Love You. You are the future of our people.

You are the future of our people....

#WeNeedYouHere
#We RNATIVE

With Love, Cassie (Keweenaaw Bay Band of Ojibwe, age 22)

From one young person to another: Messages of hope and love aim to prevent Native youth from taking their own life. September 10 is World Suicide Prevention Day.

Preventing Native Youth Suicide:
#WeNeedYouHere
Campaign Spreads Love

She's only 15 years old, yet Kateri Daw, Navajo (Dine) has found her passion. She focuses on suicide prevention year-round by helping youth in her New Mexico community and other communities succeed by finding hope where hope doesn’t seem to exist.

Kateri is one of 50 We R Native (WRN) Youth Ambassadors reaching out to young Natives by promoting World Suicide Prevention Day on September 10, and Suicide Prevention Week from September 7–12 with the message: #WeNeedYouHere.

"I feel like people who are suicidal and suffering have been ignored for too long, and it's time to get them the love and help that they need," Kateri told We R Native.

If you need help, or to give help, call 1-800-273-TALK (8255), or text START to 741741 to chat via text. To learn more about the signs of suicide and how to help a friend in need, visit the We R Native website.

We R Native is a multimedia health resource for Native teens and young adults run by the Northwest Portland Area Indian Health Board. The 50 Native teens and young adults from across the nation began participating as 2015-2016 WRN Youth Ambassadors over the summer, “helping to spread positive vibes and create positive change in their local communities,” WRN said in a press release.

Spreading the message that suicide can be prevented is their first project. To increase the visibility of their campaign they created the hashtag #WeNeedYouHere, and individually they are speaking out.
WE ARE CONNECTED.

# WeNeedYouHere

Total Reach: 205 Thousand

weRnative.org pageviews: 8 Thousand

Reach per week in September: 48 Thousand

Facebook Reach: 162 Thousand
All together, 76% of NW AI/AN youth reported having searched online for health information, compared with 55% of U.S. 7–12th graders.

Our User Demographics

- Male = 40%
- Female = 60%
- 15-18 = 40%
- 19-24 = 43%
1. Like us on Facebook
2. Follow us on Twitter
3. Subscribe to our YouTube Channel
4. Follow us on Instagram
5. Text NATIVE to 24587 to receive weekly health tips, contest, and life advice!
6. If you’re a young person:
   - Become a WRN Youth Ambassador — Closes June 17th
   - Make a positive difference in your community. Apply for up to $475
Contact Information

• More information or follow up questions for Media Cause?
  Visit: [http://mediacause.org/contact-us/](http://mediacause.org/contact-us/)

• Insights from FUTURES’ Director of Comms?
  Email: mrobertson@futureswithoutviolence.org

• Questions for the We R Native Team?
  Email: native@npaihb.org
Questions and Answers

Please take a moment to take a short evaluation regarding today’s webinar and future webinars.

https://www.surveymonkey.com/r/digitalstrategypost