

Using Technology for Non-Profit Networking: New Tools for Online Engagement: Social Networking and Email Newsletters for Community Organizations

presented by the

**Capital Area Community
Media Center**



WHEN:

Saturday, November 14, 2009
11:00 am – 4:00 pm

registration and networking begins 10:30 a.m.
a light lunch will be provided

WHERE:

Michigan State University Campus
Bessey Hall – 2nd Floor – Room 216

see below for information on location and parking
including where to view them on the web

This workshop will cover the use of social networking sites like Facebook and Twitter to communicate with your organization's supporters, tell people about your programs, and recruit volunteers. We'll also talk about using email newsletters to keep people informed about what you're doing and to ask for donations.

This workshop is targeted towards beginning and intermediate web users. If you already use Facebook, Twitter, and email newsletters regularly, this workshop may cover material you know.

We'll talk about:

- the difference between Pages and individuals on Facebook
- how to follow and be followed on Twitter
- creating and publicizing Events on Facebook
- the benefits of using mailing lists rather than direct email
- how to create HTML emails that use color and images
- strategies for online fundraising: what people want to know before they give you money

Participants should be ready to sign up for Facebook and Twitter accounts for their organizations, or have access to existing accounts on these services. **This means you should have permission to set up or access an account on your organization's behalf; and that you should have an organizational email address set up, and access to that email account.**

Please bring for use during the workshop, photos from your organization's recent events or programs, your organization's logo, and descriptions of upcoming activities. These items should be brought on a USB flash drive or CD, or be available to download from an email account that you can access from a web browser at the computer lab.

The presenters for this workshop are from the Capital Area Community Media Center (CMC), an emerging regional non-profit multimedia center promoting our community. The CMC has contracted with the *Power of We Consortium* to build the communication and media capacity of community and faith-based organizations in the Lansing area.

Workshop Location and Parking Information

- **Free parking passes will only be available for Visitor Lot 62W** (about a 10 minute walk west of Bessey, so please coordinate this into travel/arrival time). Unfortunately, parking passes WILL NOT be available for the Bessey Hall Faculty Lot.
- Bessey Hall Room 216 is a Computer Lab. The amount of equipment in this room causes the temperature to constantly adjust to keep computers from overheating, so participants may want to dress in layers for comfort.
- To view locations on the web:
Bessey Hall, go to – <http://maps.msu.edu/interactive/index.php?location=ebh>
Visitor Lot 62W, go to – <http://maps.msu.edu/interactive/index.php?location=51PV>

Advance Registration is Requested

- Send a separate registration for each participant, by email, to powerofweconsortium@ingham.org and include – Name, Title/Position, Organization, Daytime Phone Number, Individual E-mail Address, Workshop Title and if Handicap Parking Needed