



Taking your Website to the Next Level

Leveraging your Investment

Typical Scenario.....

You have launched a website that promotes your organization's mission, services, programs, etc.

Your website offers lots of good information about your organization and you often drive interested parties to it for a more in depth look at who you are and what you do.

NOW WHAT??

Leveraging your Investment

Do you use your site to:

- Facilitate distribution of forms and other material that is currently printed or mailed?
- Provide a simple way to contact key personnel?
- Provide form based “request for information” pages?
- Publish online Newsletters to cut down on printing and distribution costs?

Collecting Information

Begin to gather email addresses

- Newsletter subscriptions
- Announcement of Events
- Donations
- Purchases
- Volunteers
- Members

Collecting Information

- Simple Email form
 - Pros – easy to set up and inexpensive
 - Cons – Cannot manipulate data as you only get email/hard copy
- Form and Database combination – User fills in a form, data gets written to a database
 - Pros – data is easily viewed, manipulated and reported on, very flexible
 - Cons – more costly to develop
- Subscription Based Service – ie: Constant Contact
 - Pros – cost effective way to get sophisticated tools
 - Cons – ongoing subscription costs, limited types of information

Collecting Information

How to collect and manage email addresses

STEP ONE: Ask for them!

Tools you can use to collect email and other contact information.....

Collecting Information

Database Samples

Donor Information		Honoree Information	
Title	<input type="text" value="Please Select"/>	Title	<input type="text" value="Please Select"/>
First Name *	<input type="text"/>	Full Name *	<input type="text"/>
Last Name *	<input type="text"/>	Address *	<input type="text"/>
Daytime Phone *	<input type="text"/> <input type="text"/> <input type="text"/>	Address	<input type="text"/>
Email *	<input type="text"/>	City *	<input type="text"/>
Address *	<input type="text"/>	State *	<input type="text" value="Please Select"/>
Address	<input type="text"/>	Zip *	<input type="text"/>
City *	<input type="text"/>	Telephone	<input type="text"/> <input type="text"/> <input type="text"/>
State *	<input type="text" value="Please Select"/>		
Zip *	<input type="text"/>		

Collecting Information

Online Database Samples

Honor Donations List

[\[Export Donor List\]](#) [\[Export Donor List Since Last Downloaded\]](#) [\[Print Letter/Card\]](#)

Honor Donations-Donor Details						
Sr.No	Title	First Name	Last Name	Email	City	Privileges
1	Mr	Venkat	Krishna	durgaraobvk@yahoo.co.in	Test City	<input type="button" value="Edit"/>
2	0	TestFirstName	TestLastName	durgarao_bvk@yahoo.co.in	Hyderabad	<input type="button" value="Edit"/>
3	Mr	Malligairajan	G	malligairajan@yahoo.com	City	<input type="button" value="Edit"/>
4	Mr	First	Last	nilam.shete@clariontechnologies.co.in	utu	<input type="button" value="Edit"/>
5	Mr	First	Last	nilam.shete@clariontechnologies.co.in	utu	<input type="button" value="Edit"/>
6	Mr	First	Last	nilam.shete@clariontechnologies.co.in	utu	<input type="button" value="Edit"/>
7	Mr	First	Last	nilam.shete@clariontechnologies.co.in	utu	<input type="button" value="Edit"/>
8	Ms	Cindy	Penchina	cindy@penchina.com	Ossining	<input type="button" value="Edit"/>
9	Ms	Ve	Mo	veronica@hudsonfusion.com	Ossining	<input type="button" value="Edit"/>
10	Mr	Testing	Testing	gargi.mohanty@clariontechnologies.co.in	kjhkhjk	<input type="button" value="Edit"/>

Collecting Information

Online Database Samples

Change Password

Add/Edit Camp registration

View/Edit Camper registrations

Run Camper Status report

Export Camper Registration

Export Camper Registration(New)

Export Selected Year Data

Export ALL Years Data

EMAIL: Select Camper(s)

Logout

Camper Registrations

Year Selected: 2008

ID	First Name	Last Name	Camp Name	Parent Name	Parent Email	Date Registered	Menu
SDUFWOOD-2008-0714	Julie	Asensio	SDUFWOODS	Julie Asensio	juliasensio@comcast.com	2008-04-29 07:57:09	View Edit Delete
YONKONDA-2008-0408	Adam	Asensio	YONKONDA	Jeffrey & Ruth Asensio	adam@asensio.com	2008-04-08 11:39:17	View Edit Delete
LAURELSD-2008-0208	Samuel	Asensio	LAUREL SDUFW	Holly Helenovsky Asensio	hollyasensio@comcast.net	2008-03-10 07:19:15	View Edit Delete
LAURELSD-2008-0208	Sean	Asensio	LAUREL SDUFW	Holly Helenovsky Asensio	hollyasensio@comcast.net	2008-03-10 07:19:15	View Edit Delete
YONKONDA-2008-0313	A.J. Albert	Asensio	YONKONDA	LaDerna Asensio	ajalbert@comcast.net	2008-03-13 11:09:03	View Edit Delete
SDUFWOOD-2008-0808	Harrison	Ashe	SDUFWOODS	Dana Ashe	danaashe@satellite.net	2008-04-14 18:14:00	View Edit Delete
							View

What should I be sending?

Newsletters

- Multiple newsletters for multiple purposes
 - Customize messages and format to suit purpose
 - Make newsletters visually distinct if there is recipient crossover

Announcements

- News, new services & programs, awards, grants.....

Invitations

- Events, etc.

Surveys

- Performance, topical, etc.

Email your Audience

Constant Contact

- Easy Sign Up form field
- Multiple lists for multiple mailings
- “Do not Mail” List Management
- Up to 15 custom fields
- List import function

Other Tools

- Simple Email Creation – wizards and templates
- Forward to a Friend option
- Permission Reminders and Unsubscribe
- Text Only versions
- Bounce and Permission management
- Reporting tools
- Hosted Email Archive
- **Online Surveys**

Email Communications

Managing your Lists

Contacts : Lists

Here you can edit your existing lists, add new lists and delete lists. To assist you, your existing lists and contact counts are displayed below. Please select from the following activities to begin.

What would you like to do?

→ [Edit Existing Lists](#)

Change list names, ordering or display status.

→ [Add Lists](#)

Add new lists.

→ [Merge Lists](#)

Copy contacts from one or more lists into another list.

→ [Delete Lists](#)

Delete one or more existing lists.

Lists

List Name	Contacts
General Interest	1161
Caribbean Vacations	548
Cruises	411
European Travel	206
Continental US Trips	295
Beaches	429
skiing/winter sports	221
exotic	148

Online Donations

Process Transactions on your Site

3 Basic Methods

1. Merchant Account and Online Payment Gateway – ie: Authorizenet
2. Pay Pal
3. Payment Services for Not for Profits
 - Click & Pledge
 - Member Clicks
 - CharityWeb
4. Secure transmission of information – NOT recommended

NEVER STORE CREDIT CARD INFORMATION ONLINE!

Social Media and Web 2.0

What is it?

Social Media is social and interactive. It allows people to share ideas and opinions.

What makes it unique is we are moving from one-way communication to a DIALOGUE.

Examples of Social Media include

- Discussion Boards – open discussion forums
- Blogs – author directed, open to comments
- Wikis – community built information
- Facebook, LinkedIn, MySpace, Friendster– connecting people with similar interests
- YouTube – sharing video
- Tags
- Second Life – virtual world, virtual communities

Social Media and Web 2.0

How can social media help your organization?

The Benefits or “PROS”

- Create communities
 - Online communities centered around supporters, volunteers, members, clients, etc.
 - Your website may “push” information, but it doesn’t get stakeholders INVOLVED.
- Discuss and monitor current issues
- Provide up to the minute information
- Foster collaboration and attract larger audience

Social Media and Web 2.0

Should we be using Social Media?

The Downside or “CONS”

- Less control over editorial content
- Not enough resources to devote to managing
- Need time to learn new technologies
- Hardware requirements may be prohibitive

Examples of Social Media Use



[Sign Up](#) | [QuickList \(0\)](#) | [Help](#) | [Log In](#) | [Site:](#)

Home

Videos

Channels

Community

Videos

Search

[settings](#)
[advanced search](#)

Upload

Patagonia Video: Creating the Future Patagonia National Park



Rate: ★★★★★☆ 15 ratings

Views: 15,477

NEW! [Try the New YouTube Player Beta!](#)

Share

Favorite

Playlists

Flag

MySpace

Facebook

Digg

[\(more share options\)](#)

patagonia

From: [patagoniavideo](#)
Joined: 1 year ago
Videos: 67

[Subscribe](#)

Added: **November 13, 2007** ([More info](#))
Conservacion Patagonica, a non-profit organization dedicated to protection of wildland ecosystems and biodiversity in the Patagonia region of Chile and Argentina, is working towards the goal of cre...

Embed: [Customize](#)

```
<object width="425" height="355"><param name="movie" value="http://
```

More From: patagoniavideo

- [Hunter Lovins - What We Can Do to Fix Global Warming](#)
06:31 From: patagoniavideo
Views: 14,583
- [Patagonia Video: Sonnie Trotter Climbs First Free Ascent...](#)
11:35 From: patagoniavideo
Views: 106,771
- [Patagonia Oceans As Wilderness-Synthetic Seas](#)
06:58 From: patagoniavideo
Views: 63,167
- [Patagonia Video -- Patagonia Wetsuits for Surfing](#)



Examples of Social Media Use



Connect with the AARP Community. It's free. [LOG IN](#) [SIGN UP](#)

Enter Search Terms

SEARCH

HEALTH

MONEY

LEISURE

MAKE A DIFFERENCE

FAMILY

ONLINE COMMUNITY

MEMBERSHIP

PEOPLE

PHOTOS

VIDEOS

JOURNALS

GROUPS

TAGS

Featured Friend



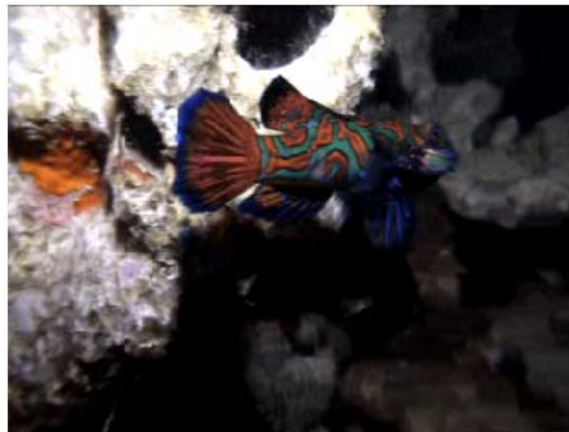
Twinkness
Maryland, United States

Today's Special

Twinkness is serving up lively conversation in [The Coffee Shop](#). Pull up a chair and join in!

[All People >>](#)

Featured Video



Mandarin Fish

Turn your monitor into an aquarium, if only for a minute!

From: Inordstrom

[All Videos >>](#)

Featured Journal

Riding With the Top Down

Popular Tags

2007 2008 AARP and baby Benn
Cats chapters concert Cute Divided We
Fail dog Family Friends fun funny
humor in June Kentucky May Me
my New Samir Suzannes Farewell the
travel vacation Volunteers

What are tags?

Tags are descriptive keywords that you can use to search for content.

[All Tags >>](#)

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Discounts & Social Impact

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ONEIDA®



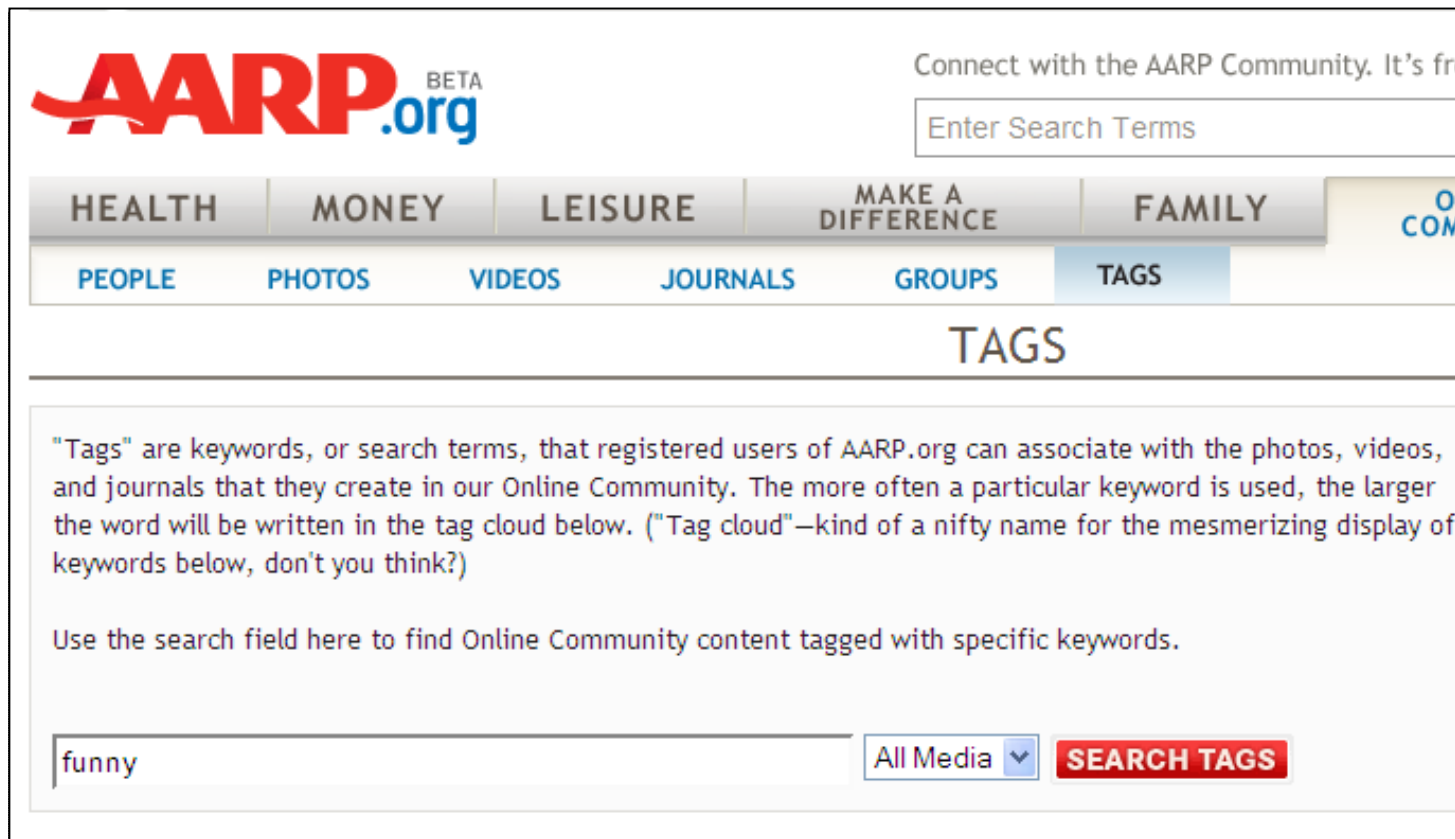
SHOP KITCHENWARE
AT [ONEIDA.COM](#)

Featured Groups



TAGS – What are they?

- Keywords, simple category names – tags are a way for users to identify content.
- Tags can be generated by the author of the content, or users of the content
- Tags can be used in SOCIAL BOOKMARKING services
- Users can share their bookmarks.
- Some bookmarks can be rated or commented on, imported, exported, used in other social networks.



The screenshot shows the AARP.org website interface. At the top left is the AARP logo with "BETA" and ".org" in blue. To the right is a search bar with the text "Enter Search Terms". Below the logo is a navigation menu with categories: HEALTH, MONEY, LEISURE, MAKE A DIFFERENCE, and FAMILY. Underneath this is a secondary menu with options: PEOPLE, PHOTOS, VIDEOS, JOURNALS, GROUPS, and TAGS (which is highlighted in blue). The main heading is "TAGS". Below this is a text box explaining that tags are keywords associated with content, and that the size of the word in a tag cloud indicates how often it is used. At the bottom, there is a search field containing the word "funny", a dropdown menu set to "All Media", and a red "SEARCH TAGS" button.

AARP^{BETA}.org

Connect with the AARP Community. It's free.

Enter Search Terms

HEALTH MONEY LEISURE MAKE A DIFFERENCE FAMILY

PEOPLE PHOTOS VIDEOS JOURNALS GROUPS TAGS

TAGS

"Tags" are keywords, or search terms, that registered users of AARP.org can associate with the photos, videos, and journals that they create in our Online Community. The more often a particular keyword is used, the larger the word will be written in the tag cloud below. ("Tag cloud"—kind of a nifty name for the mesmerizing display of keywords below, don't you think?)

Use the search field here to find Online Community content tagged with specific keywords.

funny All Media **SEARCH TAGS**

Examples of Social Media Use - Blogs



Connect with the AARP Community. It's free.

[LOG IN](#)

[SIGN UP](#)

Enter Search Terms

[SEARCH](#)

[HEALTH](#)

[MONEY](#)

[LEISURE](#)

[MAKE A DIFFERENCE](#)

[FAMILY](#)

[ONLINE COMMUNITY](#)

[MEMBERSHIP](#)

[PEOPLE](#)

[PHOTOS](#)

[VIDEOS](#)

[JOURNALS](#)

[GROUPS](#)

[TAGS](#)

jo31793

[My Profile](#)

[About Me](#)

[My Photos](#)

[My Videos](#)

[My Journals](#)



Offline

Background

Gender: **Female**

Status: **Married**

Location:

**INDIANOLA, Oklahoma
United States**

Hometown(s):

**Lynn, MA - Raymond, NH -
Loudon, NH - Barefoot Bay, FL**

My Websites:

www.geocities.com/jo31793/
www.geocities.com/Heartland/Es

Quote:

My Journals (31)

The story of my much younger husband

Nancy asked, so I thought that I'd share.
The story of "Us" (it's a long story)

In 8 days I will celebrate my 14th wedding anniversary to my third (and much younger and last) husband. Third time's a charm, you know?

A long, long time ago... I lived in a gated community in Florida with my two youngest daughters. It was mostly old folks but there were some kids living there too. The speed limit was 25 and it had a security force. It probably did not seem a great place to live for the kids, but it was safe... and that was important to me.

I was single parenting and eventually I started my own landscaping business. It worked well for us. I worked mostly around home in the community we lived in. I could name my own hours so I could drop everything and run when the school called... and I made pretty decent money. I went out to work very early in order to do as much as I could before it got too hot and was usually home by the time the girls got off the school bus.

Amber was a wonderful child, perfect and well adjusted. Johanna was a real handful. Because I rose very early I went to bed fairly early too. Before too long and without my knowledge, Johanna started sneaking out her bedroom window after I went to sleep and climbing in again before I woke in the morning.

Then one morning in the very wee hours a security guard knocked on my door with Johanna in tow. She had been raising hell on the basketball court and

Journal Archives

March 2008 (16)

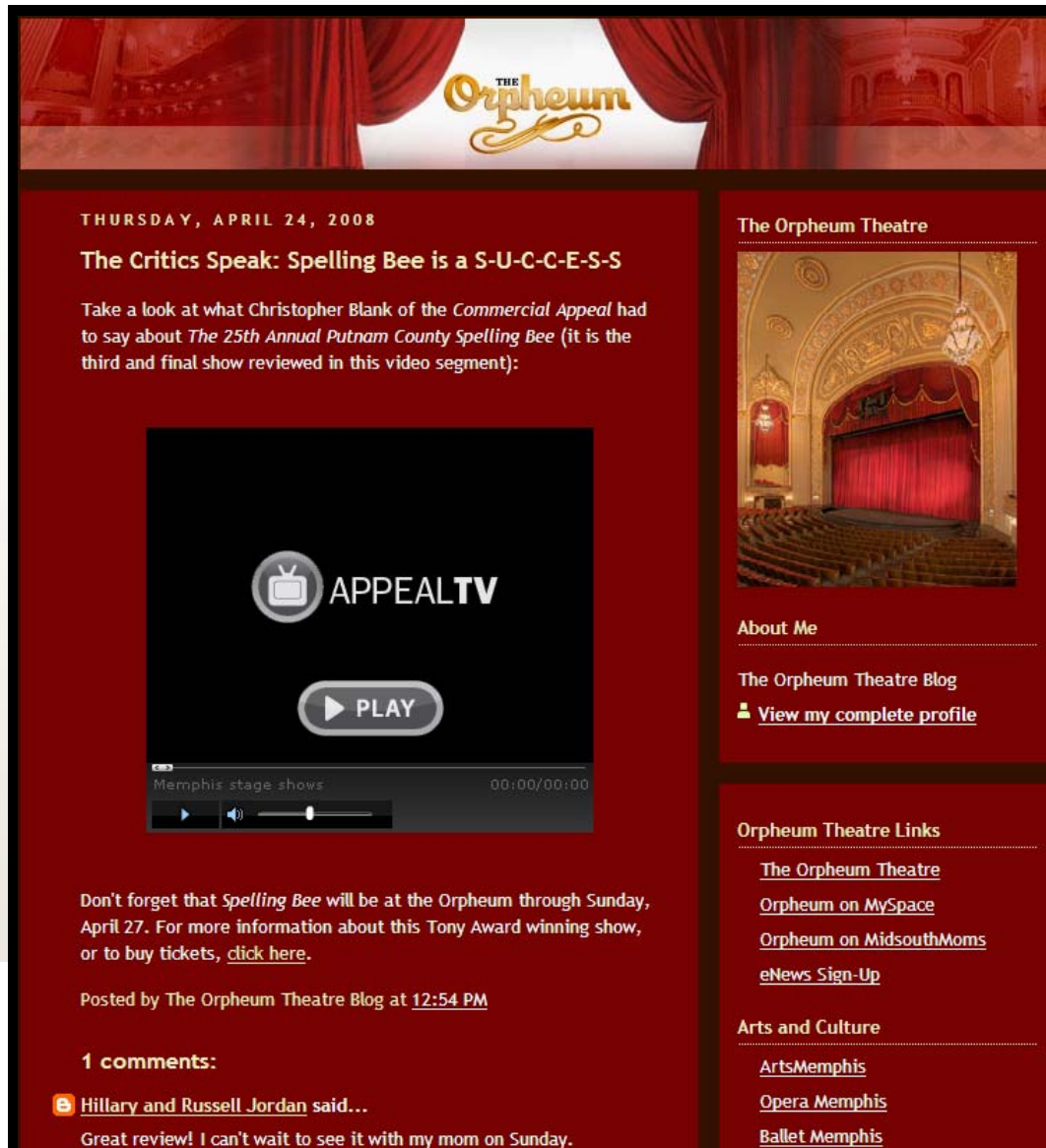
April 2008 (9)

May 2008 (6)



hudsonfusion

Examples of Social Media Use - Blogs



THE ORPHEUM

THURSDAY, APRIL 24, 2008

The Critics Speak: Spelling Bee is a S-U-C-C-E-S-S

Take a look at what Christopher Blank of the *Commercial Appeal* had to say about *The 25th Annual Putnam County Spelling Bee* (it is the third and final show reviewed in this video segment):

APPEALTV

PLAY

Memphis stage shows 00:00/00:00

Don't forget that *Spelling Bee* will be at the Orpheum through Sunday, April 27. For more information about this Tony Award winning show, or to buy tickets, [click here](#).


Posted by The Orpheum Theatre Blog at [12:54 PM](#)

1 comments:

H Hillary and Russell Jordan said...

Great review! I can't wait to see it with my mom on Sunday.

The Orpheum Theatre



About Me

[The Orpheum Theatre Blog](#)

[View my complete profile](#)

Orpheum Theatre Links

[The Orpheum Theatre](#)

[Orpheum on MySpace](#)

[Orpheum on MidsouthMoms](#)

[eNews Sign-Up](#)

Arts and Culture

[ArtsMemphis](#)

[Opera Memphis](#)

[Ballet Memphis](#)

Examples of Social Media Use - Blogs

Second Life – What is it?

- 3-D Virtual World created by its users.
- Users are represented by their avatars than can move within Second Life and interact with other avatars
- Users can create environments and objects
- The Marketplace uses Linden Dollars which can be converted to real money.





You are in : [Eduserv](#) > [Foundation](#) > [Second Life](#)

In this section

- Foundation home
- Events
- Sponsorship
- News
- Research Grants
- People
- Studies
- Publications
- Second Life**
- Information Literacy

Eduserv in Second Life

The Eduserv Foundation has an island in Second Life called [Eduserv Island](#).

The island has four major areas as follows:

- Conference Space - an area dedicated to meeting facilities of various kinds.
- SLashup Space - an area for experimenting with learning-oriented SL / Web 2.0 integration.
- Exhibition Space - an area where we work with libraries and museums to build virtual exhibitions.
- Office Space - high rise offices for Eduserv and selected partners.

The island offers a number of different [meeting facilities](#), all of which are available for public use. IM Art Fossett (or email Andy Powell) if you wish to use them.

The island is shaped into the Eduserv 'E' logo built out of 10m grass cubes with the ground underneath coming thru into mounds and hills to give a bit of interest. Buildings on the island are themed around Bath stone, white concrete, glass, dark metal frames and wood floors, with gravel paths connecting areas of interest.

The [Eduserv Foundation Symposium, "Virtual worlds, real learning?"](#) was streamed into SL and the presentations are now available in viewing areas alongside the Virtual Congress Centre. To house the virtual symposium we have built a venue inspired by the Congress Centre (in London, where the symposium will be held in RL). Note that we haven't bothered with a roof, to make entry and exit easier.

Just outside the Virtual Congress Centre there's a tall stone needle, inspired by the one in Queen

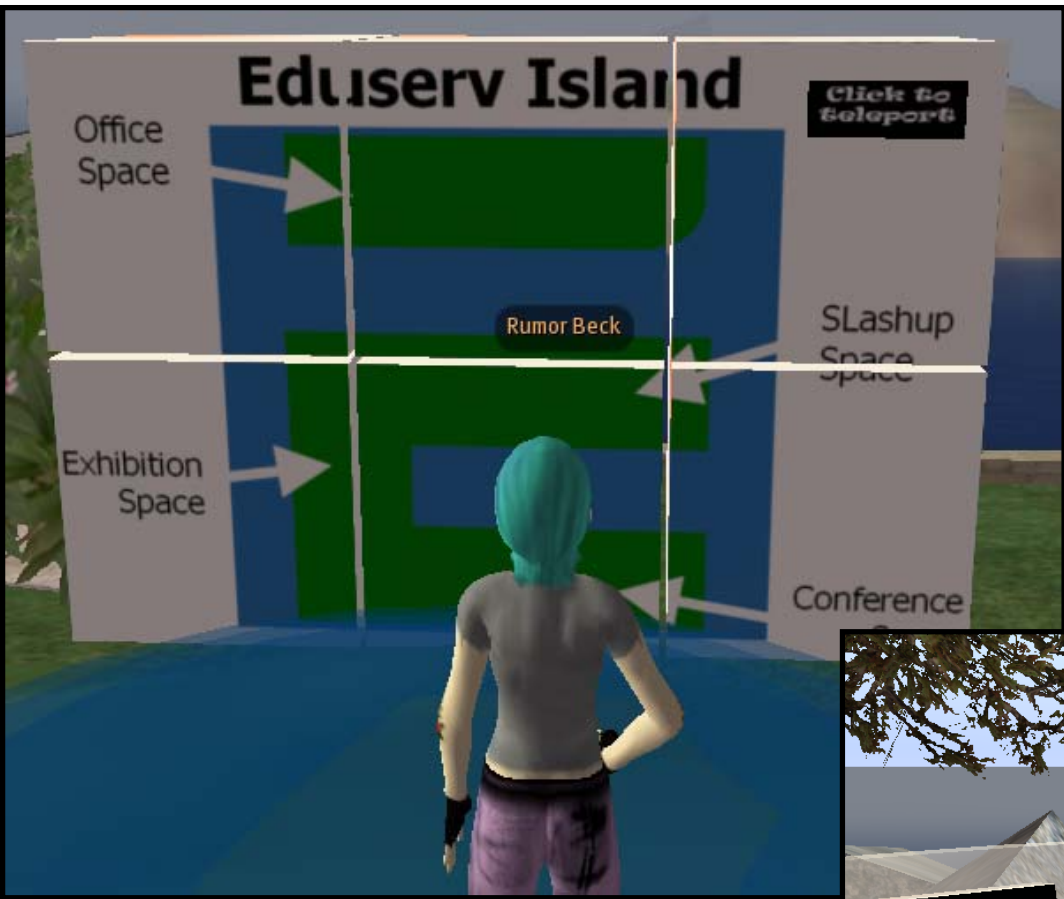
[Visit this location](#)

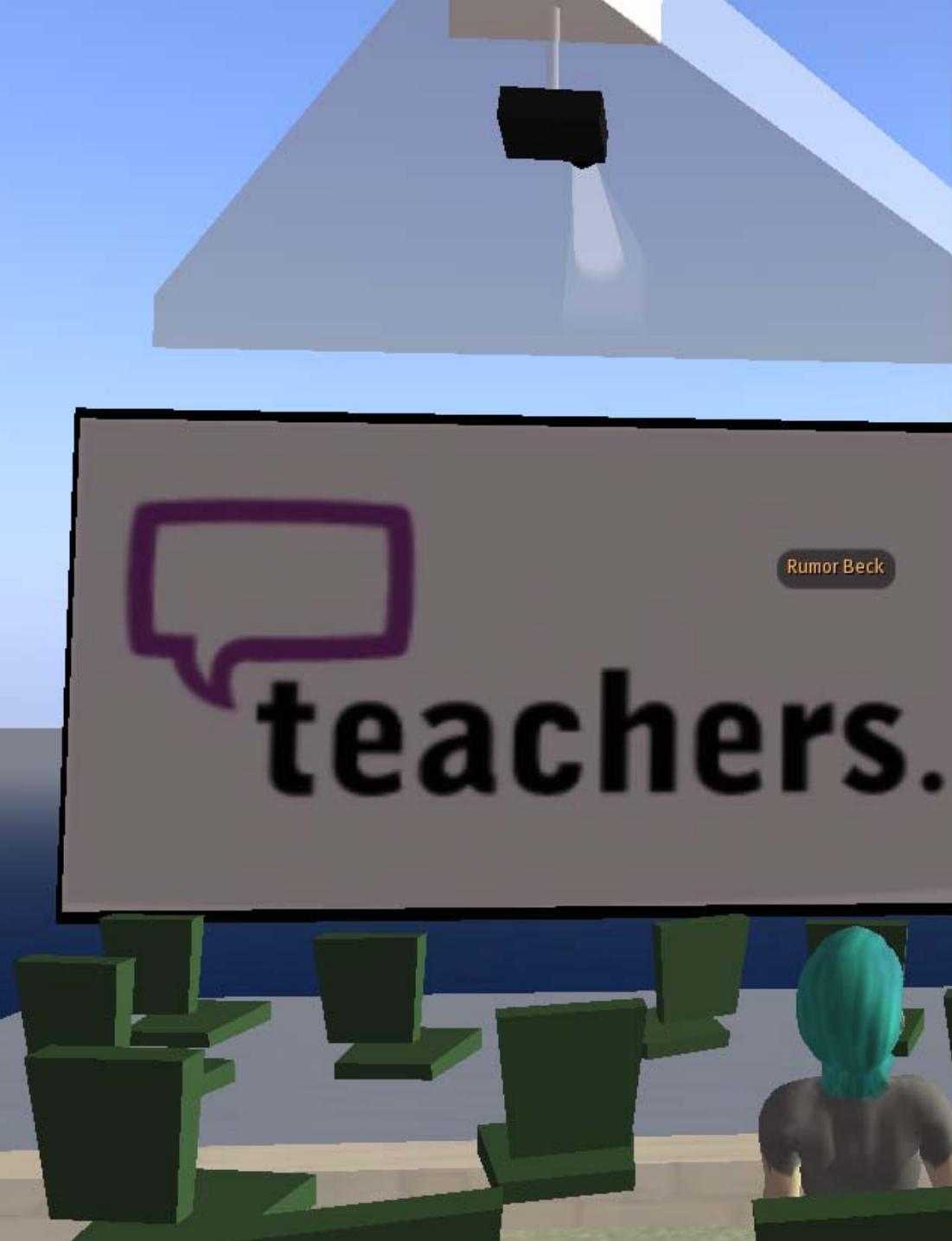
[teleport now](#)



Clicking above will teleport you to this location in [Second Life](#). If you don't have an account yet, you can [SIGN UP NOW for free](#).







media browser
Back Forward Reload http://artfossett.net/teacherstv/

Teachers TV Listings

Choose one of the following programmes by selecting the link

- ◆ [Two Schools of Nablus - New Term](#)
The first of three programmes that look at two school pressures of life in Palestine.
- ◆ [Two Schools of Nablus - Under Pressure](#)
In this second programme of life in two Palestinian schools the temperature and external pressures bear down on
- ◆ [Two Schools of Nablus - Under Siege](#)
In this third and final part showing life inside two Palestinian events outside bring tragic consequences to the schools
- ◆ [Climate Change - The Causes](#)
First of two pupil programmes explaining the science exploring the impact of global warming on animal species
- ◆ [Climate Change - The Impacts](#)
The second of two pupil programmes explaining the science change, and exploring the impact of global warming on
- ◆ [The A-Z of Climate Change](#)
A pupil resource which investigates the arguments regarding

Open in My Web Browser Always open in my web browser



Rumor Beck



Release Keys

Stand Up

Our Expanding Role in the Second Life Community

The Society has expanding its role in the community by establishing a virtual space on our own American Cancer Society Island. This virtual office serves a number of purposes including an interactive cancer information resource center, a venue for peer support groups, as well as a headquarters for in-world event planning. We are appreciative of all of the volunteers who have been busy planning events and making improvement to our island and we hope you will visit it soon.

Second Life Relay For Life

Relay 2007 was a huge success!

This year's Relay will be held July 19-20, and is shaping up to be the biggest ever!

[Our Expanding Role in the Second Life Community](#)

[Volunteer](#)

[Donate](#)

[Frequently Asked Questions](#)



The Relay For Life is coming back to Second Life for a fourth consecutive year. The volunteer community is in the midst of preparing the largest contiguous event Second Life has ever seen. After three consecutive years of exceptional growth in dollars raised and number of participants we have set a goal of 2,000 Relay Walkers raising raising Linden Dollars L\$ 27,000,000 which is \$100,000 in US Dollars. We hope you will join us there! In 2007 Second Life® Relay for Life raised more than \$118,000 and attracted more than 1,700 participants to the walkathon event. Created by more than 75 volunteers, the track was themed 'Quest For a Cure'. Volunteers created scenes from action and adventure stories. Avatars encountered opportunities along the way to have fun while donating money - lighting virtual luminaries, and participating in events such as sky diving roller coaster rides, and treasure hunts.



[Teleport to Sploland for Pi Day Celebration Events](#)

Destination Mars - A Meteor Impact Simulation on the Surface of Mars.

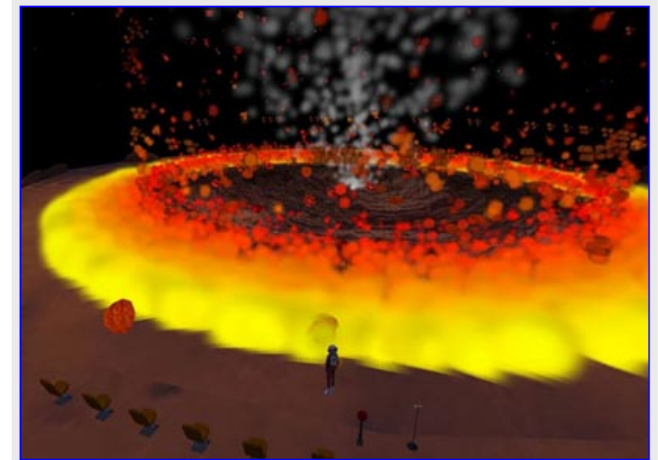
Experience a scale model of a Martian asteroid impact. The model crater is 50 m in diameter and the model runs in slow motion at 1/10th the speed of an actual event.

[Watch a machinima* of the Destination Mars simulation.](#)

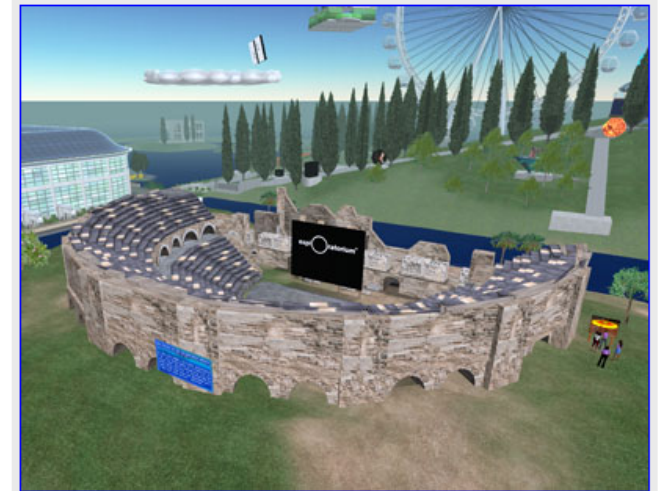
Project Director: Patric Plasma
Model Building & Scripting: Emileigh Starbrook
Particle Systems Scripting: Debbie Trilling

*machinimas are films made entirely in virtual worlds.

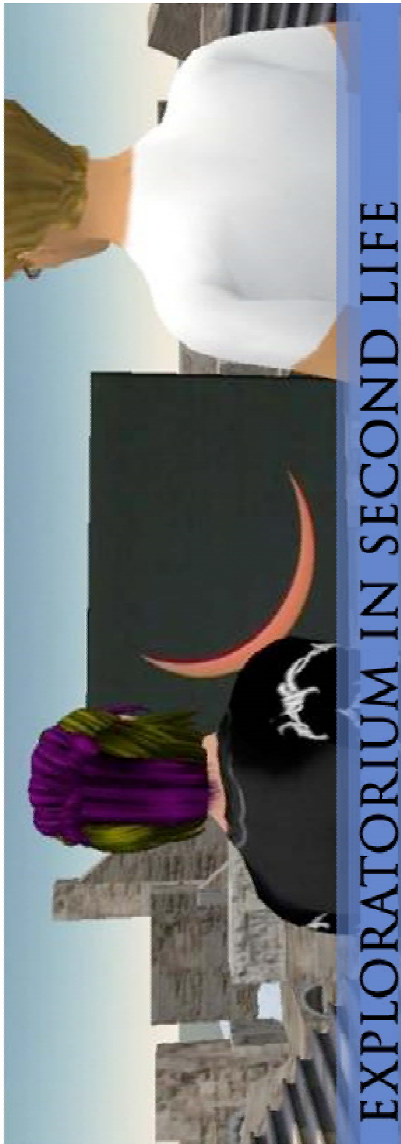
Visit the Exploratorium's amphitheater to watch on-demand replays of the latest [Exploratorium Webcasts and other video clips](#)

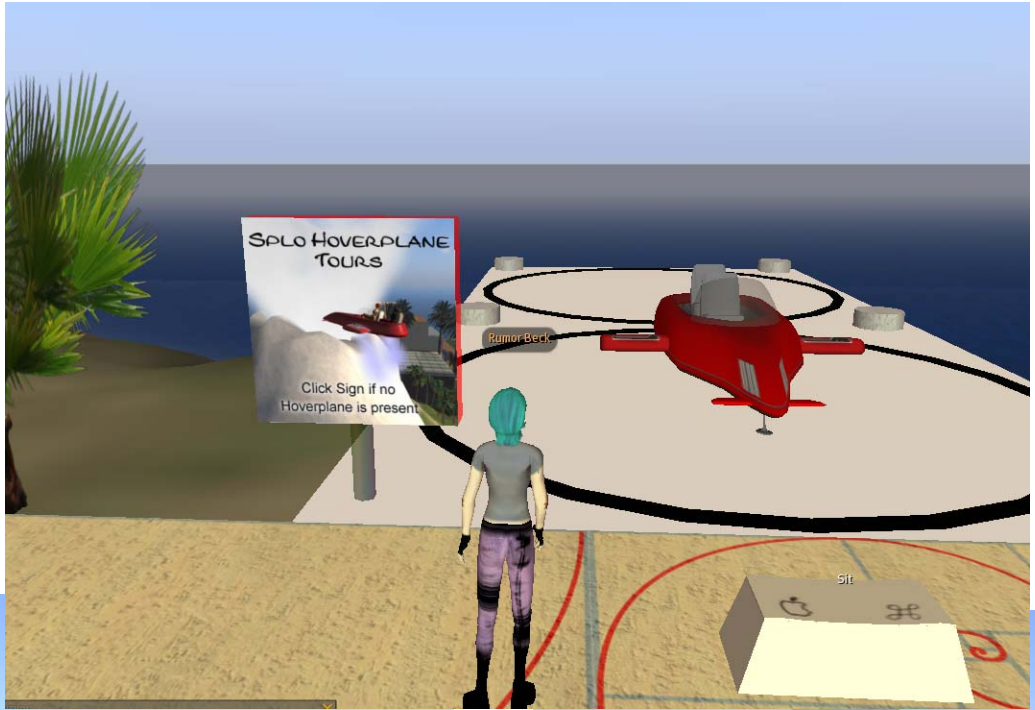


[Teleport to the Destination Mars viewing area](#)



[Teleport to the Exploratorium amphitheater](#)





Work II: We are now hovering over our new exhibit area - where are builders prepare exhibits for the museums.



Rumor Beck

"The sea, once it covers you, holds you in its net of water forever."
-JACQUES YVES COUSTEAU

ART & SCIENCE
IN THE DEEP
ABYSS

"BEST EDUCATIONAL
EVENT OF 2007"
-THE NEW YORK TIMES

Welcome to the Abyss Museum of Ocean Science, Rumor Beck.
Touch the Abyss sign for more information.

Media Browser

Back Forward Reload <http://abyss-secondlife.blogspot.com/> Go



SEARCH BLOG FLAG BLOG Next Blog» Create Blog | Sign In

THE ABYSS

OFFICIAL WEBSITE OF THE VIRTUAL ABYSS MUSEUM OF OCEAN SCIENCE.

SUNDAY, APRIL 20, 2008

Relaxing at the Abyss

I recently put in a fishing game at the end the pier, next to the tunnel which leads underwater. I'm not much for games but I do like this one. The fish that

THE ABYSS IS LOCATED AT:
Gun (55, 42, 81)

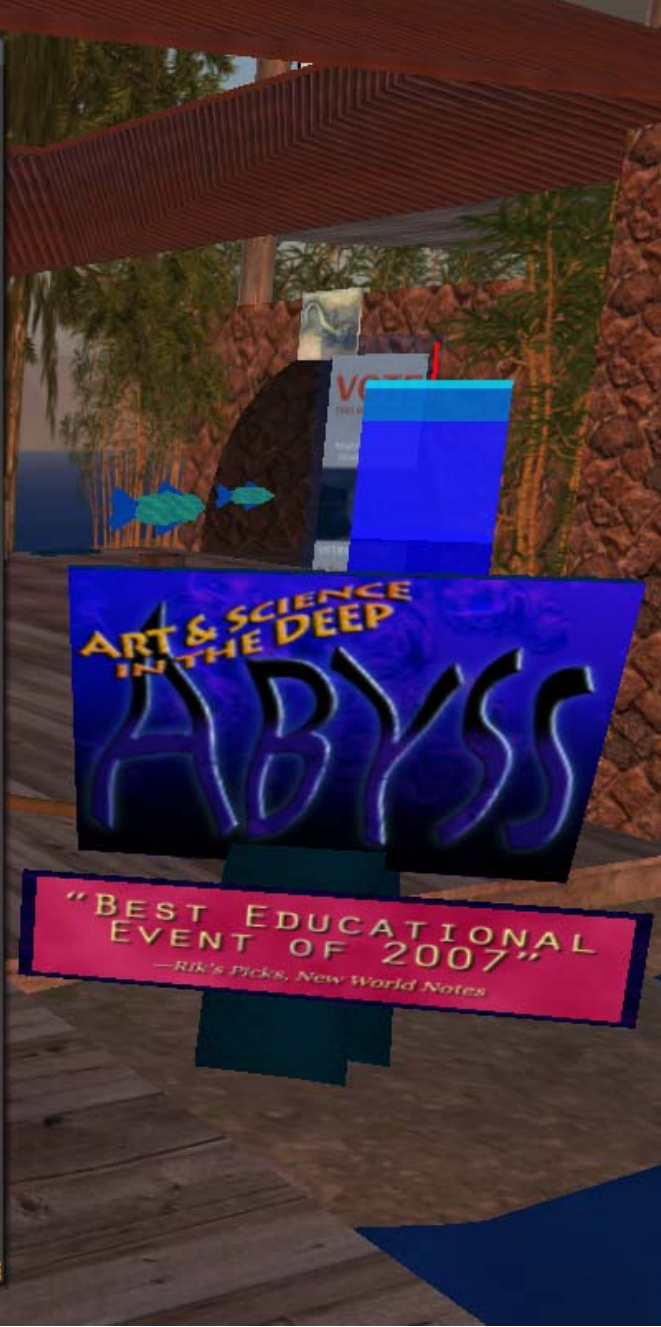
LINKS:

- JAMSTEC: Japan Agency for Marine-Earch Science and Technology
- Ocean Futures Society
- NOAA Ocean Explorer
- Monterey Bay Aquarium
- Virtual Artists Alliance

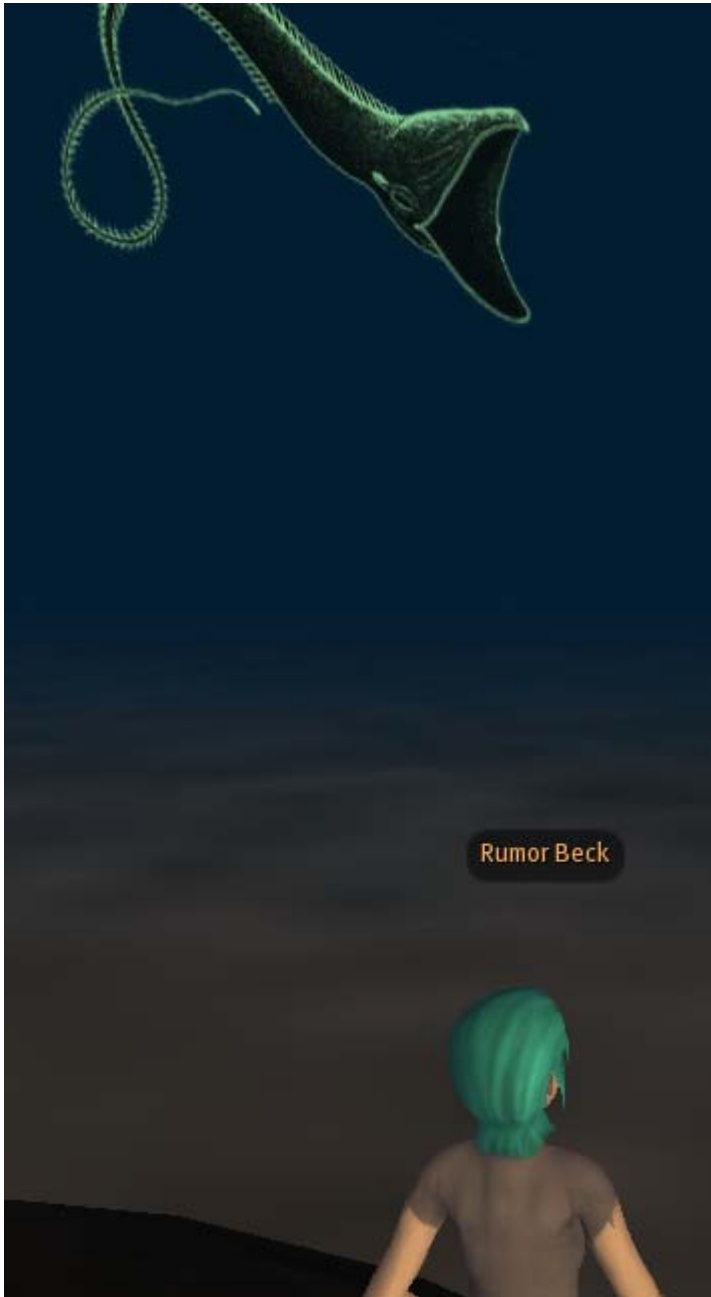
BLOG ARCHIVE

- ▼ 2008 (7)
 - ▼ April (1)
 - Relaxing at the Abyss
 - ▶ March (3)
 - ▶ February (1)
 - ▶ January (2)
- ▶ 2007 (11)

Open in My Web Browser Always open in my web browser Close







Conclusion

Make your web site work for you.

Use additional and new technologies where it makes sense.

Don't use technology for technology's sake, but investigate how your site can help you reach your organization's goals.



THANK YOU!