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??

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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?

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Collecting Information

Begin to gather email addresses

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

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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

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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……

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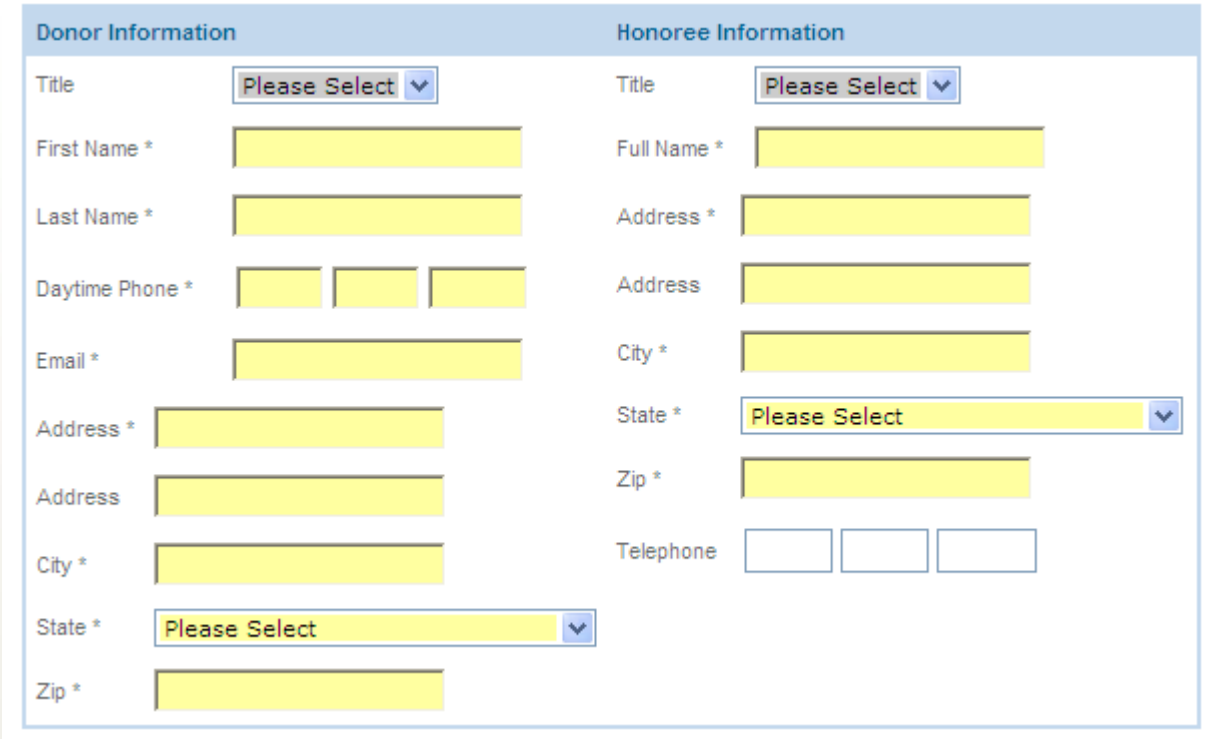
Collecting Information

Database Samples



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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	Edit
2	0	TestFirstName	TestLastName	durgarao_bvk@yahoo.co.in	Hyderabad	Edit
3	Mr	Malligairajan	G	malligairaajan@yahoo.com	City	Edit
4	Mr	First	Last	nilam.shete@clariontechnologies.co.in	utu	Edit
5	Mr	First	Last	nilam.shete@clariontechnologies.co.in	utu	Edit
6	Mr	First	Last	nilam.shete@clariontechnologies.co.in	utu	Edit
7	Mr	First	Last	nilam.shete@clariontechnologies.co.in	utu	Edit
8	Ms	Cindy	Penchina	cindy@penchina.com	Ossining	Edit
9	Ms	Ve	Mo	veronica@hudsonfusion.com	Ossining	Edit
10	Mr	Testing	Testing	gargi.mohanty@clariontechnologies.co.in	kjhkhjk	Edit

|<< << >> >>|

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Collecting Information

Online Database Samples

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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.

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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**

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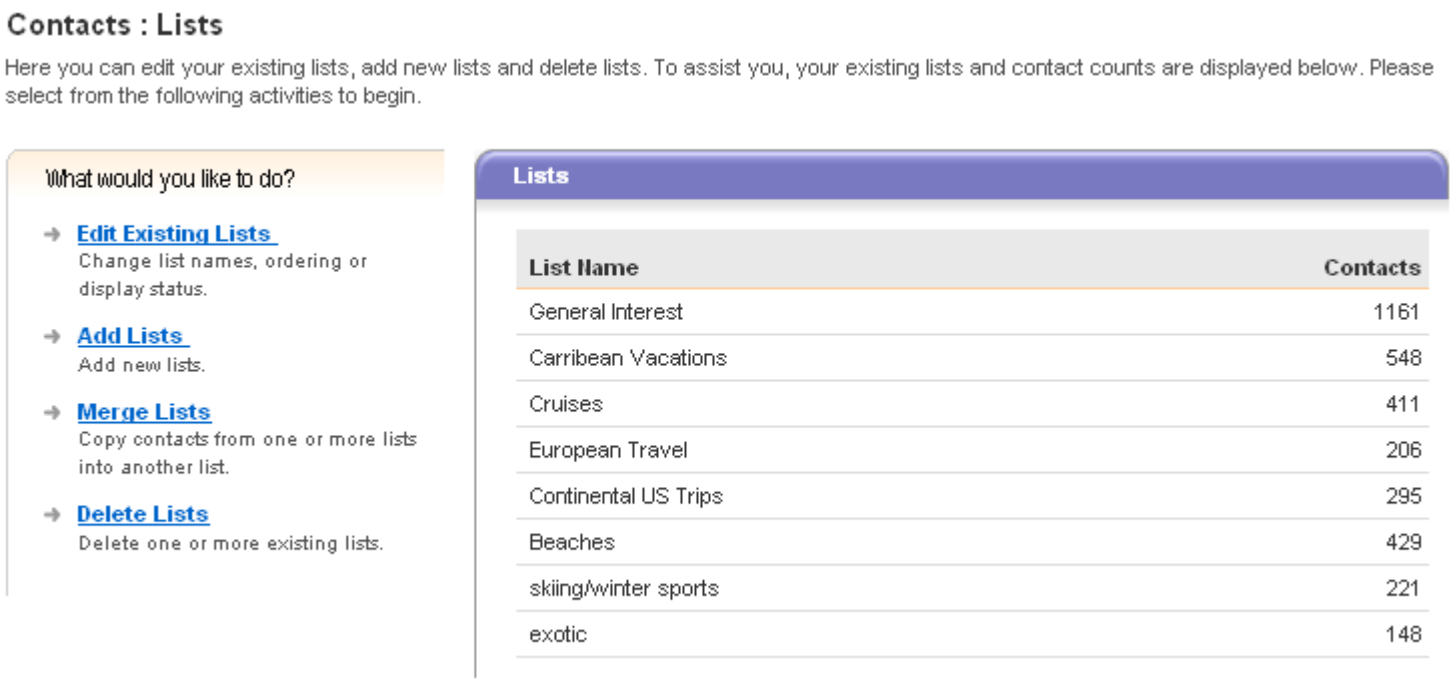
Email Communications

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
Carribean Vacations	548
Cruises	411
European Travel	206
Continental US Trips	295
Beaches	429
skiing/winter sports	221
exotic	148

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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!

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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

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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

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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

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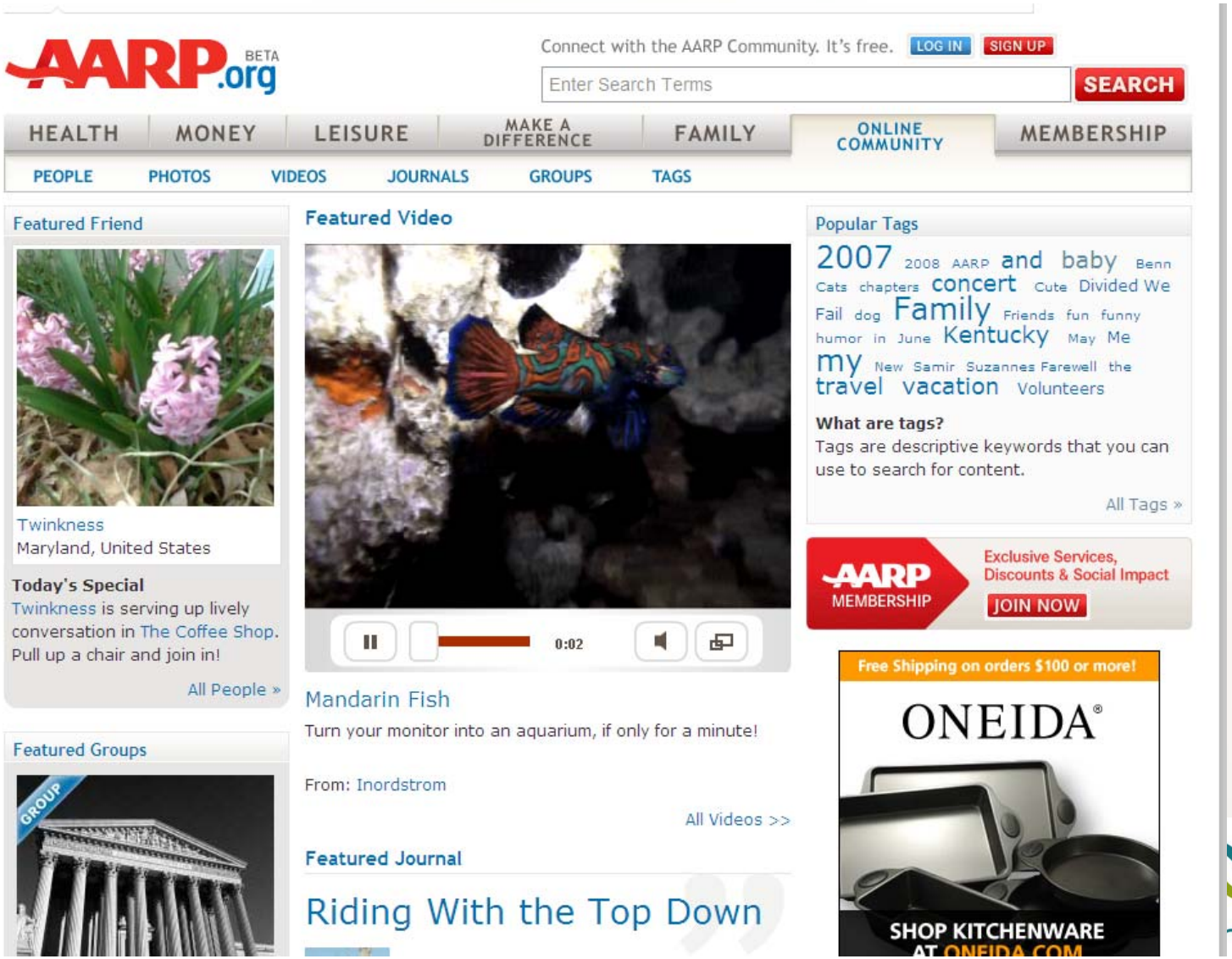
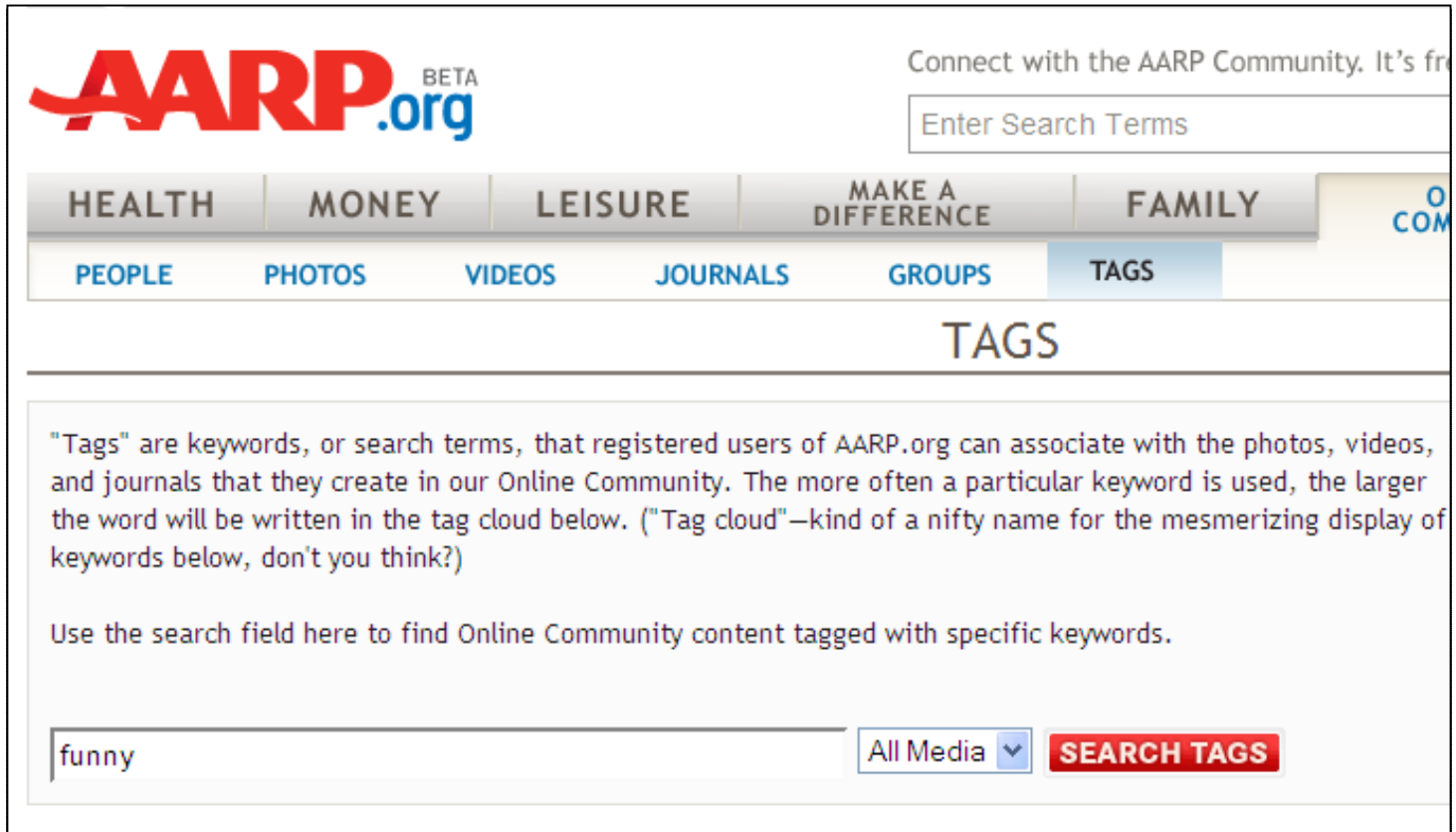
Examples of Social Media Use

Examples of Social Media Use



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.



Examples of Social Media Use - Blogs

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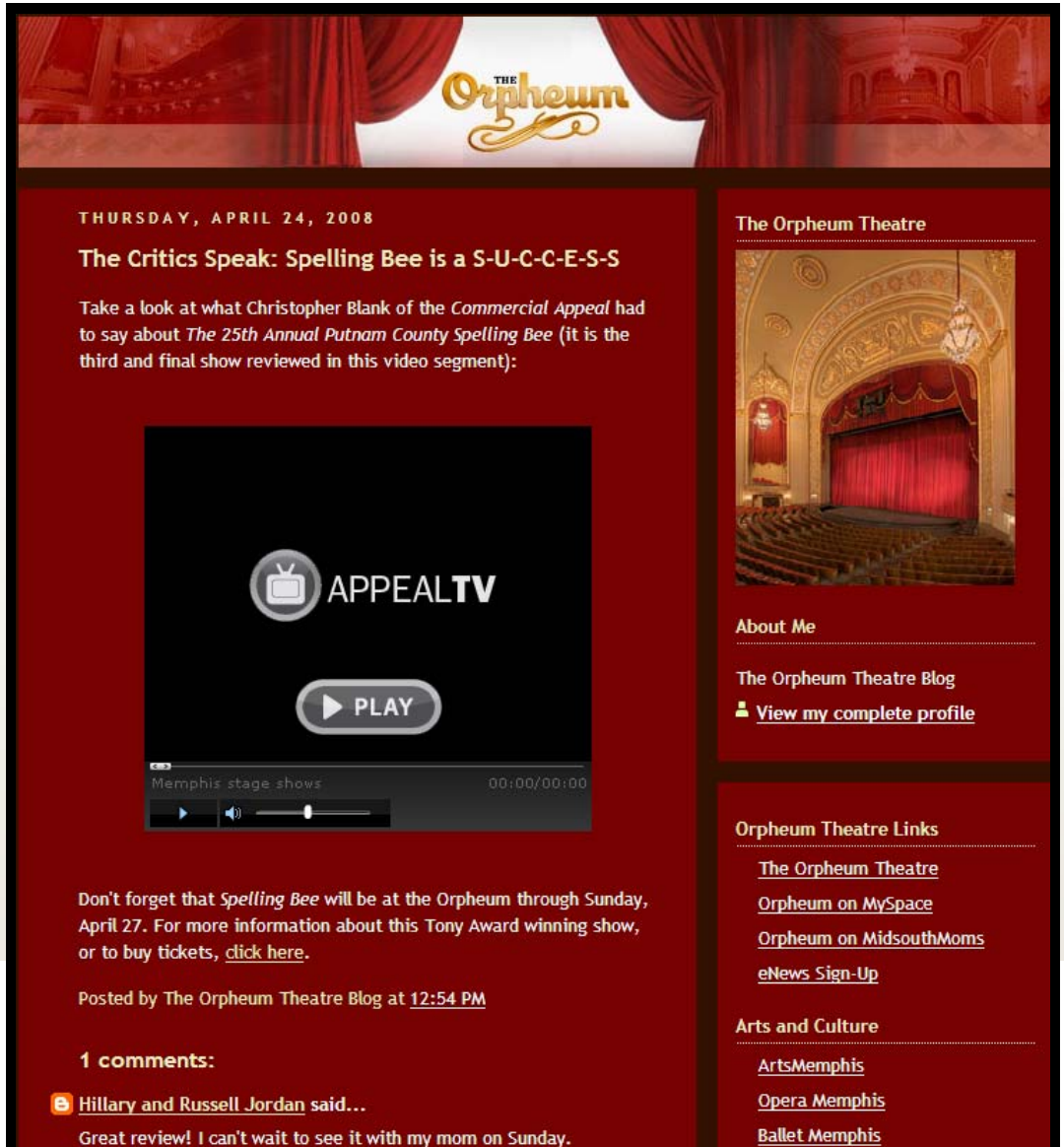
Examples of Social Media Use - Blogs



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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.

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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:

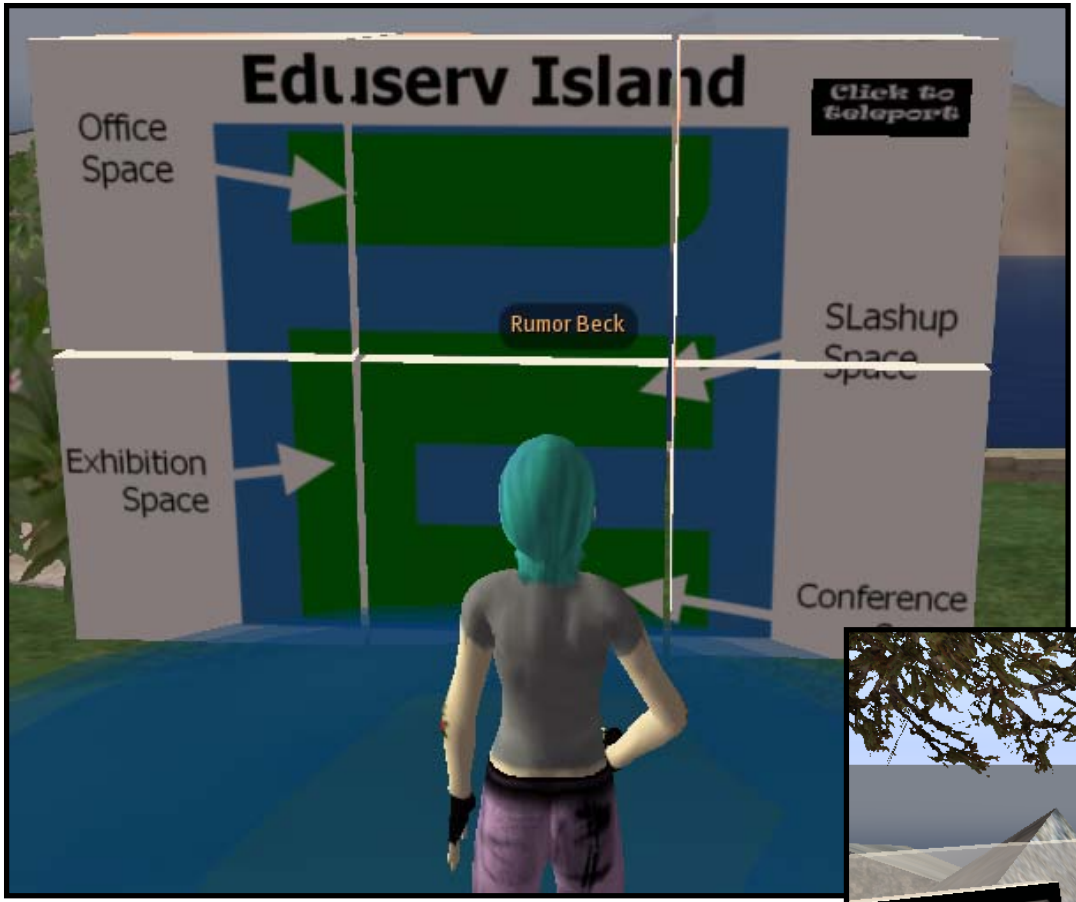
- Conference Space - an area dedicated to meeting facilities of various kinds.
- SLashup Space - an area for experimenting with learning-oriented SL / Web 2.0 integration.
- Exhibition Space - an area where we work with libraries and museums to build virtual exhibitions.
- Office Space - high rise offices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

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

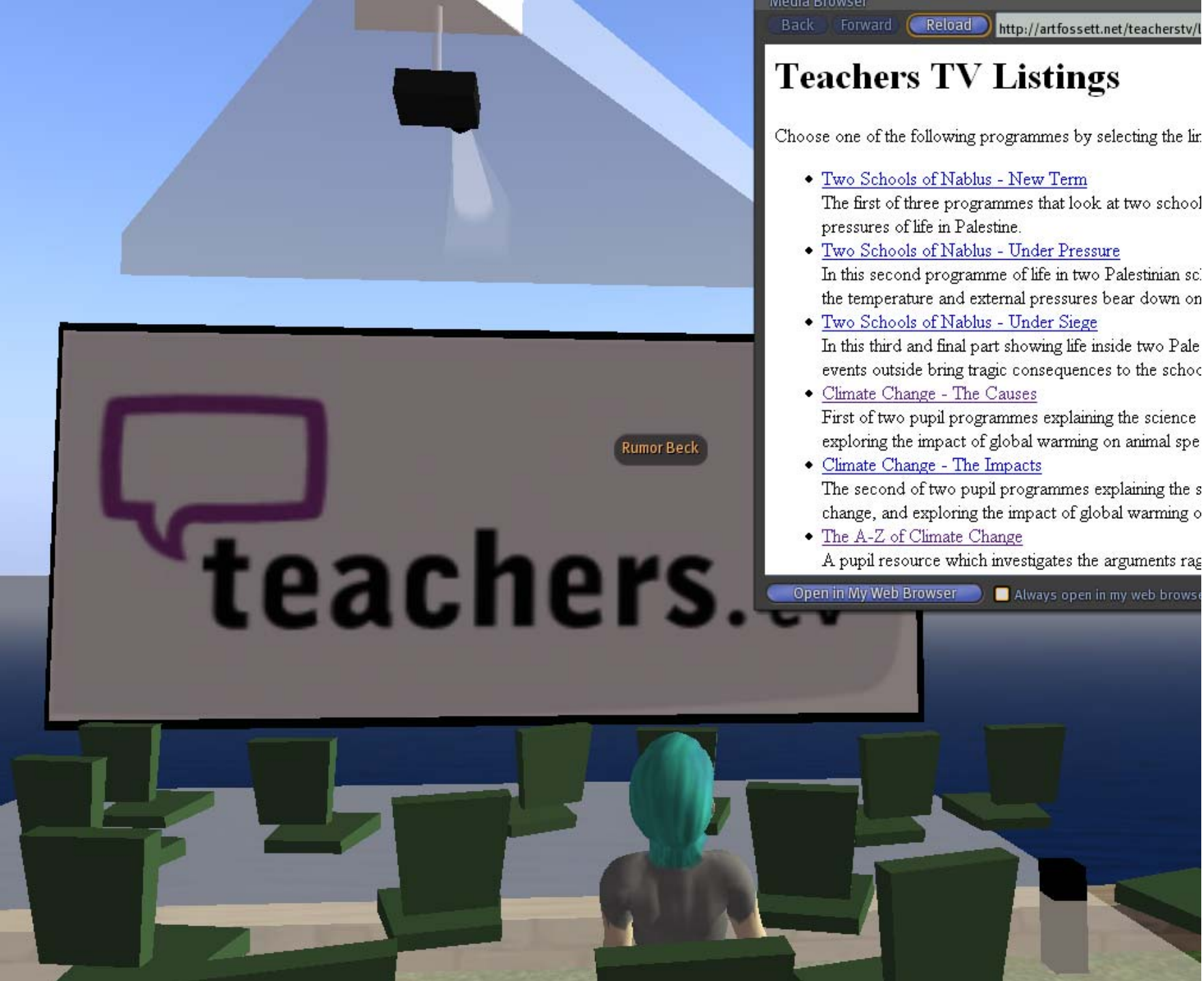
The island is shaped into the Eduserv 'E' logo built out of 10m grass cubes with the ground underneath coming thru into mounds and hills to give a bit of interest. Buildings on the island are themed around Bath stone, white concrete, glass, dark metal frames and wood floors, with gravel paths connecting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


Eduserv Island
Click to teleport
Office Space
Rumor Beck
SLashup Space
Exhibition Space
Conference

Eduserv
Learning from Online Worlds
Modelling4All
Sloodle
Rumor Beck
Theatron 3


Media Browser
Back
Forward
Reload
http://artfossett.net/teacherstv/
Teachers TV Listings
Choose one of the following programmes by selecting the lir
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 sc
the temperature and external pressures bear down on
Two Schools of Nablus - Under Siege
In this third and final part showing life inside two Pale
events outside bring tragic consequences to the schoc
Climate Change - The Causes
First of two pupil programmes explaining the science
exploring the impact of global warming on animal spe
Climate Change - The Impacts
The second of two pupil programmes explaining the s
change, and exploring the impact of global warming o
The A-Z of Climate Change
A pupil resource which investigates the arguments rag
Open in My Web Browser
Always open in my web browse
Rumor Beck
teachers.tv

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.

Celebrate.
Remember.
Fight Back.
Rumor Beck
Team: RFL of SL General Donations
Team Total: L$319648
Kiosk Total: L$4783
Last Donation: L$1
Last Donor: Gerard Zukerman
Donations Accepted Here
Touch for a list a Heroic

Rumor Beck

[Teleport to Sploland for Pi Day Celebration Events]

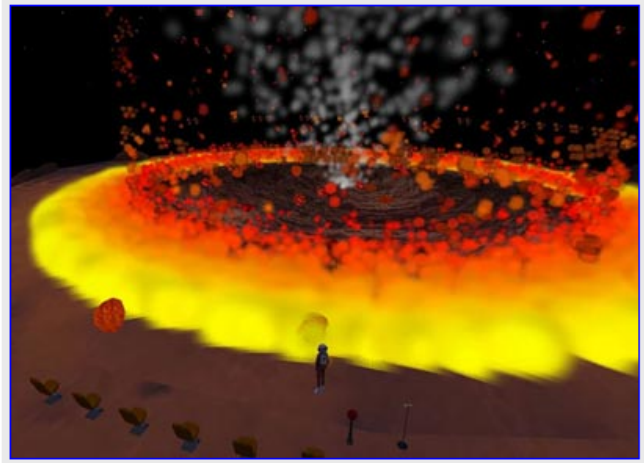
Destination Mars - A Meteor Impact Simulation on the Surface of Mars.

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

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

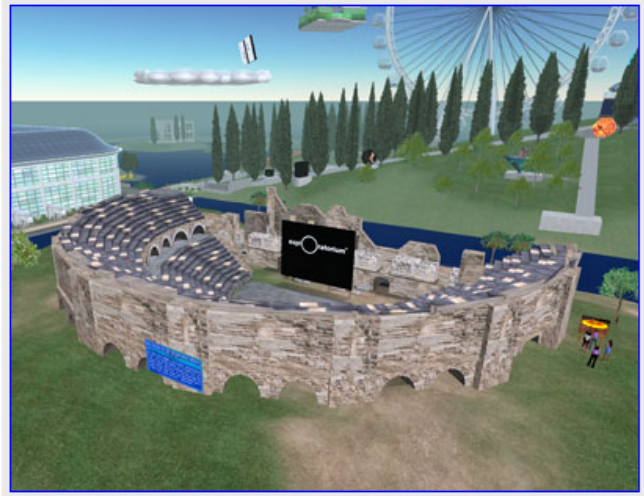
Project Director: Patio Plasma
Model Building & Scripting: Emileigh Starbrook
Particle Systems Scripting: Debbie Trilling

*machinimas are films made entirely in virtual worlds.

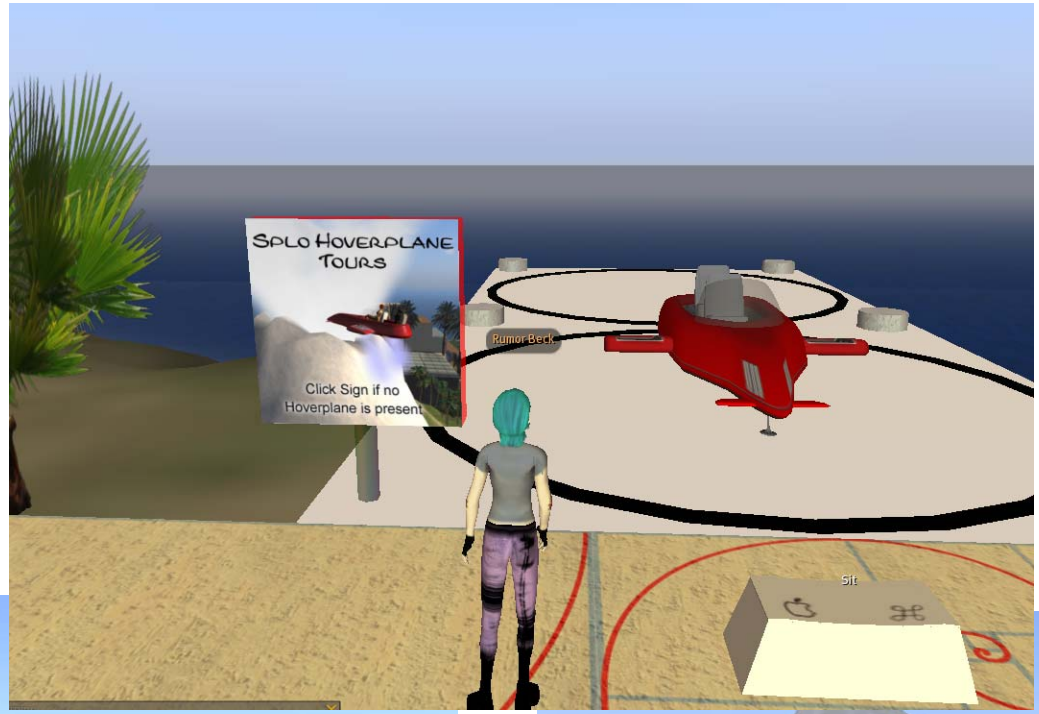


[Teleport to the Destination Mars viewing area]

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



[Teleport to the Exploratorium amphitheater]


SPLO HOVERPLANE TOURS
Click Sign if no Hoverplane is present
Rumor Beck
Sit

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

Rumor Beck
ow we are crusing over Pi Alley where we hold our Annual Pi Day celebration.

Rumor Beck
ART & SCIENCE IN THE DEEP
ABYSS
"BEST EDUCATIONA
EVENT OF 2007"
Welcome 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

ART & SCIENCE IN THE DEEP

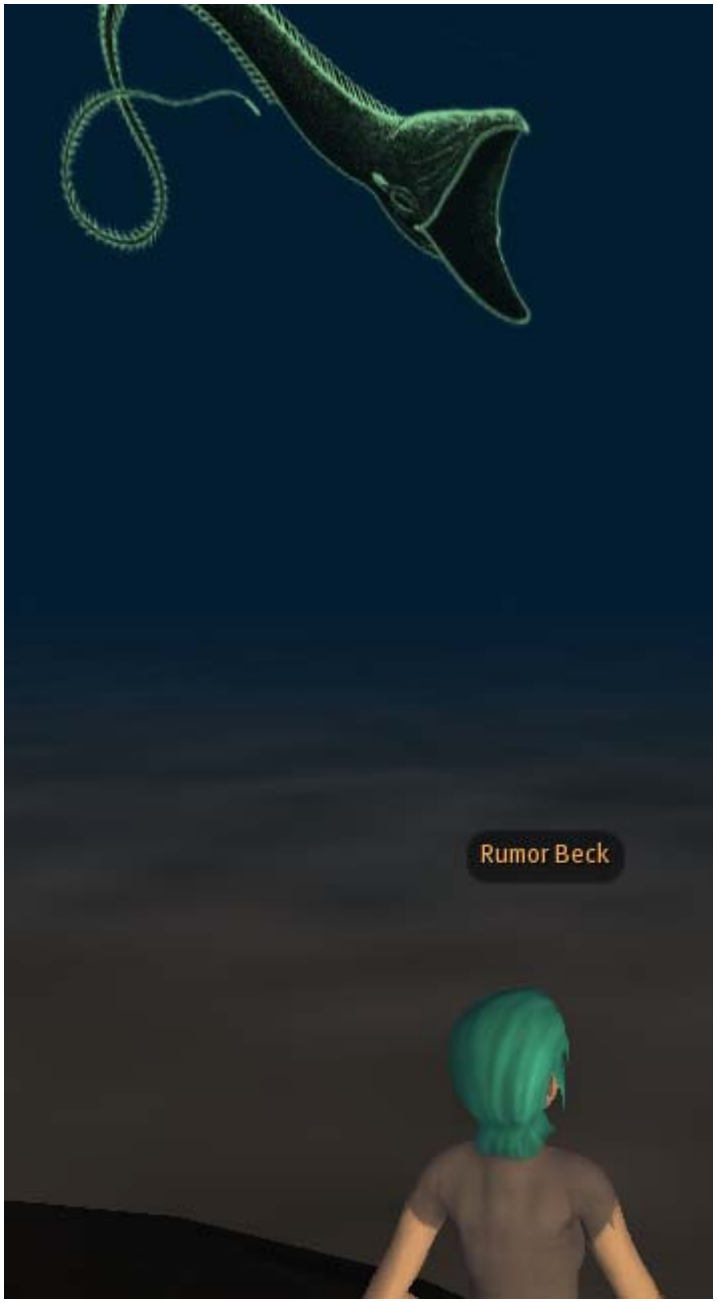
ABYSS

"BEST EDUCATIONAL EVENT OF 2007"

—Rik's Picks, New World Notes

Abyss Depths
Rumor Beck

1,153 pounds per
Twilight Zone
Midnight Zone
Abyssal Zone
Hadal Zone
Rumor Beck


Rumor Beck

Rumor Beck

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.

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Growing businesses through integrated marketing.

THANK YOU!