

Technology Tools to **Get the Word Out**



Presented to BandonCares on April 5, 2011
by CyberLynx, a Bandon nonprofit

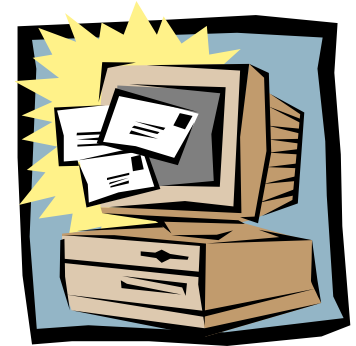


Why Technology?

- Effectively **get the word out**
- Engage more people especially youth
- Build social networks
- Leverage resources

Email Gets the Word Out

- Use Your Email
 - Your organization's contact list & email
 - Your webhost email or list serve
 - Google Groups or Yahoo! Groups
- Broadcast Email Services – for a charge
 - Network for Good-Email Now, Constant Contact, Vertical Response
- BandonCares Email List – Expand Its Reach
 - Send event notices to info@bandoncares.org and have your event information sent to BandonCares' email list
 - Forward BandonCares' emails to your members.
 - Share email addresses with BandonCares.

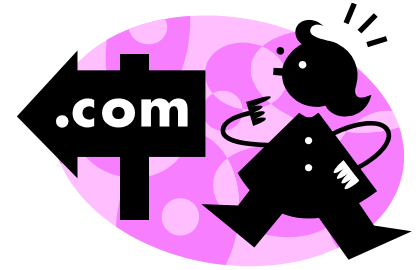




Websites Get the Word Out

- Communicate who you are and what you do
- Make it easy to find you and learn about you
- Make it simple to navigate
- Choose a solution that non technical staff can use to build & update
- Get a good domain name and use “.org”
- Keep it up-to-date

Website Hosting Solutions



- Google Sites is **Free**
- [1and1.com](#) < \$10/mo; [web.com](#) \$20/mo; [codegoodies.com](#) is \$25-45/mo
- Your internet service provider (ISP)
- Have technical staff? Use a Content Management System (CMS) like WordPress, Joomla, Drupal





Getting the Word Out

- Use the **Chamber's Event Calendar**
 - bandoncc@mycomspan.com
- Web-based Organizational **Calendar**
 - Get your members used to looking up events online
 - Google Calendar is free
- **Electronic Newsletters**
 - Use MS Office Publisher or Word templates
 - Use Open Office products for free
 - Compose in an email

Social Media

- Facebook
- Twitter
- YouTube
- LinkedIn
- **HERE'S WHY!**

[Social Media
Revolution: a Video](http://www.youtube.com/watch?v=Z4gt62uAasE)

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Create a blog. It's free.

Get started



Beautiful, customizable templates and layouts. [Try the template designer](#)

Sharing Online

- **Blogs (Web Logs)**

Let everyone know what's happening in your nonprofit – often

- Google Blogger (free)
- Your internet service provider (mycomspan.com has a free one)
- WordPress, TypePad for a cost

- **MicroBlog – TWITTER**

- [Twitter](#): A How-to Video
- It's free.



<http://www.youtube.com/watch?v=J0xbjIE8cPM>

Get the Word Out with Social Media for Nonprofits

Nonprofits and Social Media: a Video

[http://www.youtube.com/
watch?v=SPQ6ZtBnnOk](http://www.youtube.com/watch?v=SPQ6ZtBnnOk)

The screenshot shows a Facebook page for "Bandon Cares", a Non-Profit Organization. The page layout includes a search bar at the top, navigation links for Home, Profile, and Account, and an "Edit Page" button. The profile picture is a green square with a white building icon. The left sidebar contains navigation tabs: Wall (selected), Info, Photos, and Discussions. Below the tabs, it shows "8 people like this" and a "Likes" section with logos for "Bandon Community Youth Center" and "National Court Appointed Special Advocate (CASA)". The main content area displays the "Wall" with a "What's on your mind?" text box. Below the text box are two posts from Bandon Cares. The first post, dated "about a minute ago", announces a spring dinner meeting on April 5, 2011, at Bandon's Harbortown Event Center. The second post, dated "October 4, 2010 at 12:13pm", invites supporters to a dinner and networking meeting on October 14, 2010. Below the posts are sections for "RECENT ACTIVITY" showing updates like "Bandon Cares changed their About" and "Bandon Cares joined Facebook". At the bottom of the main content area, a message states "There are no more posts to show."

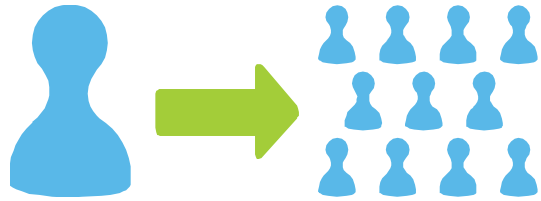


Who Gets the Word?

- Bandon's out-of-town homeowners
- Tourists visiting Bandon
 - Just passing through
 - Regular annual visitors
- Greater Bandon community
- Nearby communities
 - Langlois, Port Orford, North Bend, Coos Bay, Coquille
- Your peers - other like nonprofits



Successful companies in social media
**act more like party planners, aggregators,
and content providers than traditional advertisers.**



Information Sharing

Tools for Your Nonprofit

- Document/File Sharing
 - Google Docs, Microsoft OfficeLive, Box.net, MediaFire.com
- Photo Sharing
 - Yahoo Flickr, Google Picasa, Kodak, Snapfish, Windows Live (and many more)
- Video Sharing
 - YouTube, Blip TV, DoGooder TV



Meetings and Presentations

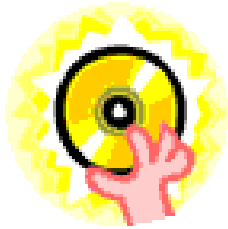
- Finding times to connect
 - Doodle
- Conference Calls
 - FreeConferenceCall (sorta)
- Video/Online Conferencing
 - Webex, ReadyTalk, GoToMeeting, AcrobatConnect (each about \$50/mo)

Bandon Cares Planning Session
Poll initiated by Mary Ward | 14 | 1 | 38 days ago

Here are some possible dates and times for the planning session. Please indicate any and all of the dates that work for you. Feel welcome to add comments as well.

Table View | **Calendar View** | 🗄️

	MARCH 2011		
	Mon 14	Fri 18	Wed 23
14 participants	noon-5pm	noon-5pm	noon-5pm
Mary Ward	✓	✓	✓
Maureen Haggerty	✓	✓	✓
Melody	✓	✓	
Bill Russell	✓	✓	✓
Harv Schubothe		✓	✓
Leslie Clarke		✓	✓
Allison Hundley	✓	✓	✓
Roger Straus	✓	✓	✓
John Hubbard	✓	✓	
Claudine Hundhausen	✓	✓	
Christne Coles (mh)		✓	
Steph Polzzi			✓
Linda Maxon (mh)	✓		
Your name			
	noon-5pm	noon-5pm	noon-5pm



Other Useful Tools

- On-line Fundraising
- Event Registration
 - Evite, Eventbrite, Upcoming, Facebook Events
- Donor/Constituent Management Software
 - ODB free software (organizersdb.org)
- Online Project Management Tools
 - Sosius, Basecamp or Central Desktop
- On-line Surveys
 - Free Basic: Survey Monkey, PollDaddy
 - \$17-\$160/mo Premium versions, Zoomerang, SurveyGizzmou

Resources

IdealWare

www.idealware.org

TechSoup

www.techsoup.org

You have local peer-to-peer resources to help you!

- CyberLynx offers technology classes
- We will customize classes for nonprofits
- Some of this is new to us, too, but we'll learn with you
- Our mission is to help you use technology to achieve your mission

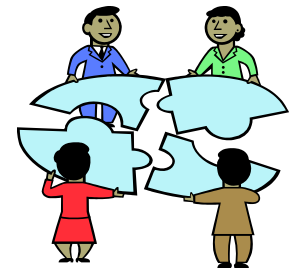


And Finally

- CyberLynx Class “Social Networking” introduces social media and covers getting and using Facebook and Twitter accounts for individuals

April 12 from 1:00 – 3:30 pm at Harbortown
June 1 from 6:00 – 8:00 pm at Bandon Library

- New Summer Class “Facebook for Nonprofits”
 - Creating an Organization Page
 - Administering an Organization Page
 - Suggestions for Marketing Your Organization



Thank You

CyberLynx Website:

– <http://cyberlynxoregon.org>

Mailing Address:


– PO Box 2029, Bandon

Email:

info@cyberlynxoregon.org

Bill: billruss@mycomspan.com

Maureen: mauhag@cox.net



The screenshot shows the CyberLynx website homepage. At the top, the title "CyberLynx" is displayed. Below it, a navigation menu on the left lists: Home, Class Overview, Class Schedule, Lab Schedule, Register for Classes, Class Descriptions, Getting Involved, Computer Education Survey, Site Map, Contact Us, and Donate. The main content area features a "Welcome to CyberLynx!" message with a small cat icon. A sidebar on the right contains a registration link: "Register online. Click here to submit a class registration form." Below this is a section titled "SOME NEW CLASSES for Spring Quarter 2011" listing: "NEW CLASSES AT BANDON'S HARBOR TOWN EVENT CENTER", "PowerPoint: An Introduction" (Tuesday, May 10, 1:00-3:30 pm), "Social Networking" (April 12 and June 1), and "Microsoft Office 2010: The Basics" (June 21). A link at the bottom of the sidebar says "Click here to see dates/times on calendar."