

Sticky Stories, Branding, and the Art of Nonprofit Communications

ynpn Denver Learning Circle

Session 3: May 8, 2013

Today's Overview

- Websites, Blogs, Etc.
- Email Marketing
- Social Media
- Tying It Together



Websites, Blogs, Etc.

Website Basics

- Is the URL clear?
- Once on the site, is it clear where I am?
- Are you using images?
- Can someone donate easily?
- How about signing up for your e-newsletter?
- Are sub-pages' titles clear and easy to find?



Websites, Blogs, Etc.

Writing for the Web

- Use headings and subheads
- Write in short sentences
- Two to three sentences per paragraph
- Use bullets and numbered lists
- Think visually
- Use hyperlinks to other content, when appropriate



Websites, Blogs, Etc.

Blogs: Why Start One?

- To establish yourself or your organization as an expert in the field
- To encourage regular action
- To share knowledge or information



Websites, Blogs, Etc.

Blogs: How to Maintain One

- Post consistently
- Respond to and interact with readers
- Create and curate content
- Remember: Why this story? Why now?



Email Marketing

What Program Do You Use?

- Constant Contact
- iContact
- MailChimp
- Bronto
- MyEmma

Is it working for you?



Email Marketing

What are You Sending?

- E-Newsletters
- Donor Campaigns
- Event Invitations
- Information Releases
- Niche Publications



Email Marketing

Content

- Make headlines clear
- Create standing content heads
- Include stats, stories, and quotes
- Hyperlink to more information or details
- Use photos and graphics (link them, if appropriate)
- Keep it short: The less scrolling, the better



Email Marketing

Ensuring Success

- Don't send junk!
- Keep stories short
- Write in short sentences and use lists or bullet points
- Use a variety of content
- Proof and proof again
- Schedule your send!



Social Media

Basics

- What are we talking about?
 - Facebook, Twitter, YouTube, Pinterest, LinkedIn, Instagram, Flickr, Google+
- What makes sense for what you do?
 - Where is your audience?
 - What types of content are easy for you to produce?
 - How do you want to engage your audience?



Social Media

Details

- Frequency
 - How often do you want to engage your audience?
- Content
 - What are you posting?
- Response
 - What posts get the best response?
 - Why?



Social Media

Ensuring Success

- Develop a consistent voice
- Post regularly
- Follow at strategy/plan
- Remember to both create and curate content
- Don't be afraid to try something different



Tying It Together

Conclusions

- Determine the audience/purpose of each vehicle
- What works best for your organization?
- Create an editorial calendar for changing content
- What content can be repurposed?
- Create standing heads for e-newsletters
- Do an audit for messaging consistency



Tying It Together

Thoughts? Questions?

For next week

Read *The Role of Brand in the Nonprofit Sector* by Nathalie Kylander and Christopher Stone and watch Andrew Stanton: *The Clues to a Great Story* (TED Talk).



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Session 2: May 1, 2013