



Nonprofit News

Social Media Needs Strategy

Choose Experience Over Youth
By Dana Dobson

Before you hire someone to “do” your social media, make sure they have a profound understanding of communications strategy and human behavior.

For social media to be effective in your business, it must be a good strategic fit for what you’re trying to accomplish. If you want to use social media in your marketing mix because you think it makes you relevant, or because you think humble bragging on Facebook is your road to success, or you think a 12-year-old is the perfect person for the task because they grew up with digital technology, STOP!

For social media to be powerful in generating brand equity and raving fans, it must be woven into the fabric of your entire communications plan. And it must be managed by a skilled strategist who understands what it takes to grow a business using sound communications principles and what motivates human beings to respond to your message. Consider these five pieces of advice:

Just because a person is young doesn’t guarantee proficiency in the strategic use of social media. Social media is a channel for the distribution of content that’s interesting and appealing to your target audience(s). If you’re going to hire interns or recent college graduates to work on your social media, be prepared to provide strong, strategic guidance. Be sure to keep an eye on the level of engagement they’ve achieved and how they’re branding you. (The more inexperienced ones go overboard on the humble bragging.)

If your audience isn’t using Snapchat, then you shouldn’t, either. Go where your audience’s attention is, and slant your messages according to the tone of the channel. Pinterest is a whole different world than LinkedIn.

Share content that has value to your audience. No one really cares about you

unless you’re sharing something that’s relevant to them or is share-worthy. Offer lead magnets that attract people to your website. Do a mix of content types — written content, video, podcasts, pictures, etc. Share tips and information in your blog. Earn their trust in your skills and expertise. Share (curate) content that’s industry specific. If your wealth management clients aren’t interested in the latest sock market reports (ask them), stop sending them.

Have a strategy for preventing, and especially handling, social media crises. The Internet is full of stories of how crises were poorly handled by young, inexperienced people who were given sole responsibility for the social media function. Don’t hand over the car keys to your social media person and walk away if they don’t have a solid background in public relations, or in direct communication with an organization’s stakeholders.

Don’t abandon all other forms of marketing communications and use social media as your only outreach device. Social media is only a slice of your marketing mix. Focus on reinventing your website as a media outlet, and load it up with free downloads, video, images, a great blog, articles and more. Use relevant social media outlets to share this content and drive people to the source: your website. Don’t neglect networking, list building, public speaking, live events, media coverage and other attention-getting, trust earning tactics.

Dana Dobson is an award-winning PR consultant, coach, author and speaker who shows leaders, entrepreneurs and experts how to tell their stories to the media so they can earn wider exposure. Dana speaks frequently on personal branding, demystifying the media and developing a profitable presence. She hosts the Media Pro Spotlight podcast, live PR workshops and the popular PR Breakthrough publicity Boot Camp. She is the author of "How to Reach Millions With Artful PR: What They Don't Teach You in Marketing School".

**Dana Dobson
Is speaking at
NPU #2017**

Learn more about
Dana’s work at
www.danadobson.com

**Summer
2017**

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Nonprofit University

MONDAY, JUNE 12th 2017 8:00 am-4:15 pm Bucks County Community College

8:00-8:30 am **Registration & Breakfast**

8:30-9:30 AM **Using Catalytic Questions to Unlock Solutions in Your Organization**

The dozens of curious questions we asked as children tend to morph into a world where answers trump everything else. When we lose the ability to question ourselves, or fail to ask the right questions about the issues we face in organizations and the community, we inhibit growth and the opportunity to create innovative solutions. Growing any organization and building community involves rediscovering the power of questions.

This interactive seminar will explore how catalytic questions can trigger personal growth, challenge assumptions, and inspire possibilities. Examples from coaching, business, and nonprofit settings will be shared. Participants will experience a catalytic questioning process and reflect on what they learn.

Ken Byler, Higher Ground Consulting

9:45-10:45AM	Workshop Session I
	Don't Be a One-Dimensional Leader! <i>Ken Byler-Higher Ground Consulting</i>
	Making #GivingTuesday Work: True Stories of Bucks County Organizations Who Maximized the Impact of This Global Day of Giving <i>Jenny Salisbury, Bucks County Community College</i>
	Social Enterprise: How Nonprofits Can Use New Models to Increase Revenue <i>Marcus Iannozzi, Message Agency</i>
	Charitable Solicitation: What Does It Take to Be Compliant <i>Ily Aduba, Harbor Compliance</i>
11:00-12:00	Workshop Session II
	Building Your Best Board <i>Liz Vibber, Catalyst Center for Nonprofit Management</i>
	Cultivating Your Orchard for Long-term Results <i>Marci Schick, MMS Advancement</i>
	Building a Profitable Presence: How to Tell your Stories to the Media <i>Dana Dobson, Dana Dobson Public Relations</i>
	Organizational Assessment – A Practical Guide <i>Mark Glidden, Dunleavy & Associates</i>
12:00-1:30 PM	Lunch and Generosity Marketplace The Generosity Marketplace is a chance to join with colleagues to discuss a need of your organization, share resources and explore the potential for collaboration.
1:30-2:45 PM	Workshop Session III
	Grow Your Leadership Powers <i>Karen Jett, RedKnight Marketing</i>
	Go See People <i>Joe Tumolo, joetumolo.com</i>
	Courageous Conversations in Our New Political Climate <i>Anne Gingerich, PANO & Ily Aduba, Harbor Compliance</i>
	FASB: What the New Rules Mean <i>Cindy Bergvall, Bee, Bergvall & Co./Catalyst Center Nonprofit Management</i>
3:00-4:15 PM	Workshop Session IV
	Who's on First? Navigating Executive Transition <i>Mae O'Brien, Interim Executive Director, A Woman's Place</i>
	Tame the Technology Monster-Understanding the Role of Technology, Managing It, and Making It Work For Nonprofits <i>Dean Graham, Wombat Works, LLC</i>
	You Better Sweat the Small Stuff: Social Media Details Make the Difference <i>Laura Powers & Sarah Larson, Furia Rubel Communications</i>
	QuickBooks-Increasing Efficiency and Security-Bookminders <i>Amy O'Connor, Bookminders</i>



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\$35 pp for staff and board members;
\$25 pp for Catalyst and Bee, Bergvall & Co. clients

There's Nothing Easy About the EZ PASS

By Joe Tumolo

Are you so busy facing all of today's work demands that all you can do some days is stick your hand out and "collect?" You might be in trouble.

As many who travel the nation's roadways know, the folks that collect tolls are quickly vanishing, being replaced by the EZ PASS toll lanes.

So again, be honest and ask yourself this simple question: "Am I a toll collector?"

AM I WAITING FOR A HANDOUT?

- Do I keep busy by relying on people to bring in money?
- Do I wait for Major Gift Officers to bring in Planned Giving opportunities?
- How many times a day do I pick up the phone to initiate a new gift planning opportunity?

Yes, today's fundraisers are under more pressure than ever before. Staffs are smaller, while expectations continue to grow. But making time for outreach and initiating connections are far too important to ignore. I created this metaphor to remind myself that no matter how busy I get I cannot rely on money coming to me.

I must look for new donors every day in an effort to keep the fundraising pipeline full. To do that effectively I need to do several things:

- Write a goal for how many donors I am going to call each day.
- Commit myself to making or exceeding that goal no matter what it takes.
- Learn how to say "NO!" to distractions without feeling guilty.
- Remember that many of my loyal donors are looking for creative ways to support my charity.

Don't just collect the cash and drive on by.

We are doing our loyal donors a disservice if we are not out there showing the love, giving them creative ways to support us and thanking them over and over again. As relationship-builders, it is on us to foster that trust, strengthen those bonds and ensure that the road ahead remains smooth for years to come.

Joe Tumolo trains and coaches fundraisers and board members all over the country to be more confident and intentional around developing stronger relationships with donors. Relationships that lead to larger major and planned gifts as well as more fulfilled donors. Joe customizes his training to fit the needs of the organization and the individual. Joe works with Universities, independent schools, hospitals, and International Relief organizations and many others. Charities of all sizes have relied on Joe to develop and execute a plan that enabled their fundraisers to increase their donor activity and improve the quality of that activity. Joe also serves part time as major and planned giving officer for Salesian Missions in New Rochelle, NY.

**Joe Tumolo
Is speaking at
NPU #2017**

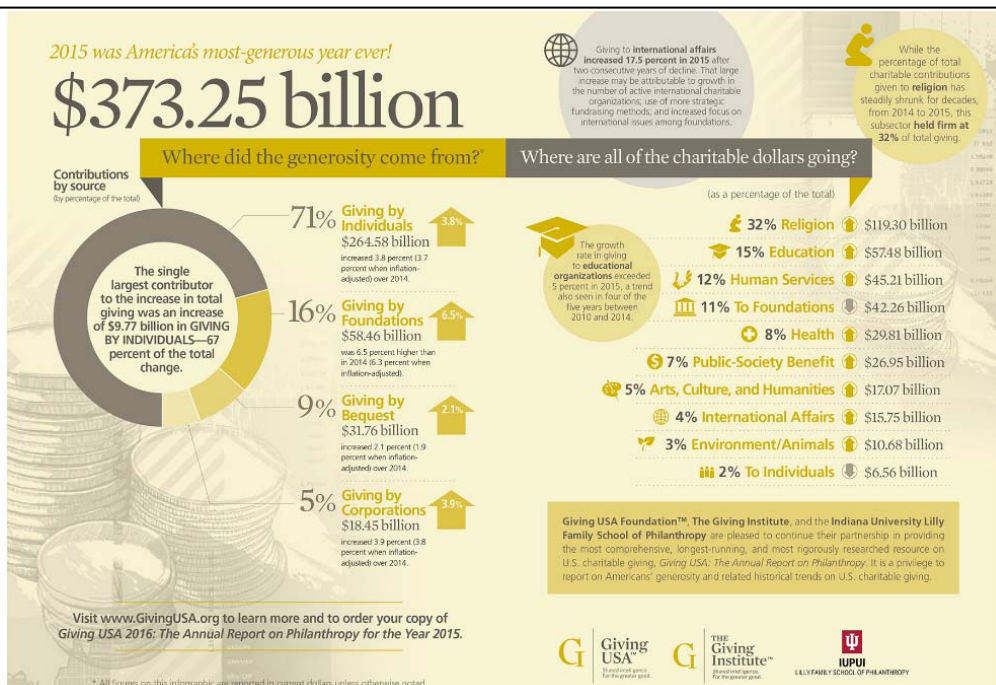
Learn more about
Joe's work at
www.joetumolo.com

Why are donor relationships so important?

2015 was America's most generous year ever!

How is your organization poised for 2017?

<https://givingusa.org/see-the-numbers-giving-usa-2016-infographic/>



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A special thank you to all of our presenters
who donate their time and talent to bring
cutting edge knowledge to
Nonprofit University!

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