What’s In and What’s Out
2008:

• #1 smart phone was Blackberry

• Facebook was still a platform for college kids

• Mobile websites didn’t exist

• GPS was equipment by Garmin or Tom Tom
Our World Today

- The world is changing at a frantic pace
- Artificial Intelligence is real
- Autonomous cars are being tested
- What’s hot today will likely be dead in a few years
As technology increases, we seek human connections

Humanize your non-profit with compelling stories

Utilize video to tell the stories
Technology and Non-Profits

- Your website must be mobile friendly
- Make it easy to donate
- Think social
Other Trends

- Connect with Millennials
- Ask for recurring gifts
- Planned giving
- Donor loyalty
- Diversity on your board – not just ethnic but age groups
What’s HOT

• Digital Media
• The Media
  – Think News Stories
  – TV
  – Print
  – Radio
• Social Media
  – Facebook for Boomers
  – Instagram/Twitter/Snapchat for everyone else
Storytelling

- A picture speaks 1,000 words
- Minimal copy
- Emotive
- Everything goes to your website
Collateral

- Business cards
- Brochures
- Promotional items
- Say it in three to nine words
Effective Messages

• Poignant
• Nine words or less
• Lends itself to graphics
• Easy to understand
Effective Message

Don’t Wait. Communicate.

Make your plan. Ready.gov
CARE FOR YOUR LOVED ONE, CARE FOR YOURSELF.

aarp.org/caregiving
We’ll give them a sleepover they’ll never forget.

DiscoverTheForest.org
WHAT THIS PLACE NEEDS IS MORE CAPS AND GOWNS.
Ineffective Messages

- Confusing
- Offensive
- Convoluted

—*trying to be funny, but not*
Ineffective Message

Open up the closet door.

Don't assume your kids are straight.

MothersAndOthersVA.org
Ineffective Message

Please...
NEUTER YOUR PETS
AND
WEIRD FRIENDS & RELATIVES
Ineffective Message
Which Tactics and Why
Printed Collateral

- Can be done in house
- Can serve a variety of different audiences
- Low cost

Public Relations

- People believe what’s in the media.
- Pull statistics and results, what you’re doing, why, impact, etc.
- Do not be afraid of the media.
- If you can get success stories that are willing to go on camera, that’s even better.
Paid Advertising

- TV is the most compelling and most expensive.
- Billboards are very effective with the right message; also live 24/7.
- Print can be targeted, depending on which publication and can be expensive.
- Radio is least expensive.

Social Media

- Facebook is the leader.
- Twitter is popular with the under-35 crowd and media
- Instagram is the new Facebook for the under-35 crowd.
Electronic Newsletter

• Inexpensive means for communicating
• You can set up different newsletters for different audiences.
• Newsletter software allows you to track open rates and where in the newsletter people went.
• Both MailChimp and ConstantContact are low cost and easy to use