

## 2011 Leave a Legacy Non-Profit Conference

Tweet: Using Electronic Media to Connect with Donors, Activists and Other Stakeholders

by Jeremy Katzman,  
Miami Children's Hospital Foundation



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Children's Miracle Network  
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## The Social Revolution



<http://socialnomics.net/?p=322>

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## Develop relationships with donors and supporters

- Make it personal
- Empower your donors
- Strengthen your relationships
- Increase awareness



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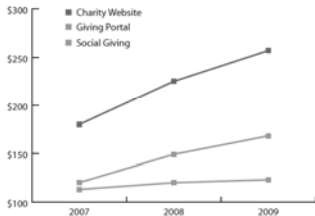
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## Online giving is growing

Online Giving Trends by Venue (2007-2009)



The Online Giving Study – Network for Good and TrueSense Marketing (2010)




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## Acknowledge donors

- Share their stories
- Make it easy for them to share
- Recognize, recognize, recognize!




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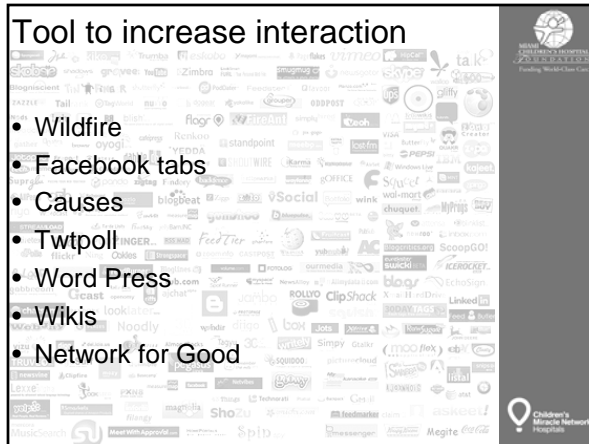
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## Tool to increase interaction

- Wildfire
- Facebook tabs
- Causes
- Twtpoll
- Word Press
- Wikis
- Network for Good




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## Promote what you are doing

- E-newsletter
- Facebook events
- Twitter feeds
- Blogs



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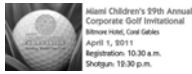
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## Get the word out

- E-mail signature
- Vanity Facebook address



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## Measure your results

- 43 percent of current social media marketers haven't measured ROI

King Fish Media, 2010)



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## Measurement tools

- Google Analytics
- Google Alerts
- Facebook Insights
- Digg
- Technorati



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## Disaster and December theory



[www.loadtr.com](http://www.loadtr.com) (Haiti earthquake) , [www.beliefnet.com](http://www.beliefnet.com) (Hannukah), [www.squidoo.com](http://www.squidoo.com) (baby Santa)



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## Miami Children's Hospital Foundation case study

- Haiti earthquake
  - Facebook
  - Web
  - Advertisements
- December campaign



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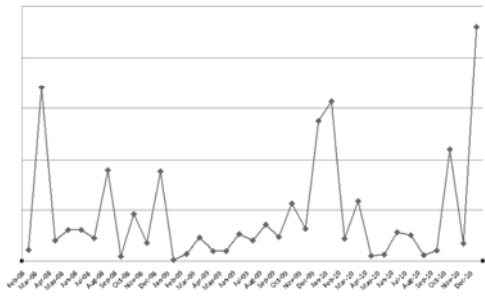
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## Online donations since inception



Miami Children's Hospital Foundation (2010)



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## Summary

- Using electronic media is a must
- Online presence helps increase awareness
- Online donations are growing
- Measure and report results



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## Introducing Marc Fest

Vice President, Communications  
John S. and James L. Knight  
Foundation



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