



Is it time to **transform marketing**
at your organization?

Defining Organizational Value in Embracing Technological Change

Presented by:

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Hosted by Stacey Finnegan, Senior Marketing Manager, Blackbaud



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CHECK-IN
HERE
Check in to a location, meet up with
friends and explore what's nearby.
foursquare.com
@foursquare

Technology can be a marketer's best friend, or it can keep you up at night, worrying about whether your organization is prepared to take advantage of the next big thing.

1. Don't be afraid to fail



2. Think strategy first, tactics second



3. Build a diverse team



4. Focus on technology for your objectives

The Raiser's Edge
File Edit View Go Favorites Tools Help

← Back → Forward Open in separate window

Welcome Supervisor

Customize Home Page

Quick Find Constituent:

Favorites

- Send an email
- Write a constituent letter
- Internet Resources
- Go to Blackbaud.com
- User Guides
- Search the Knowledgebase
- Constituent Records
 - Mark D. Adamson
 - Robert C. Hernandez
- Event Records
 - Event - Fire Prevention
 - Event - Walk-A-Thon
- Regular Supporters
 - Shortcut to Dashboard Page
 - Recurring Gifts Missed
 - Recurring Gift Statistical Report
 - Recurring Gift Statistical Report 2
 - Recurring Gift Amendments
- Reports
 - Action Summary for Supervisor
 - All Members (names only)
 - Pledge Status Report

Recent Gifts List

As of 12/14/2009 3:22:42 PM

Gift Date	Constituent Name	Amount	Campaign	Fund
12/22/2009	William A. Quinn	\$5,000.00	Scholarship Campaign	Smith-Brown Scholarship Fund
12/14/2009	Kristin Willison	\$115.00		Event Registration Fees 2009
12/11/2009	Tim Robins	\$300.00		Portland Annual Fund
12/11/2009	Robert C. Hernandez	\$50,000.00	Disaster Relief Campaign	Natural Disaster Relief Fund
12/9/2009	Ben Jenkins	\$300.00		Portland Annual Fund
12/8/2009	Earl Weaver	\$300.00		Portland Annual Fund
12/7/2009	Jeff Williams	\$52.00	Endowment Campaign	Northwest Fund
12/7/2009	Randy Anderson	\$200.00		Portland Annual Fund
12/3/2009	Steve Walsh	\$55.00		Portland Annual Fund

Welcome to The Raiser's Edge 7

Relationship Tree for Robert C. Hernandez

Show: <All relationships>

- Robert Hernandez
 - Hernandez, Wendy (Wife)
 - American Medical Association (Professional Organization)
 - Audrey Lorenz (Staff)
 - Clemson University (Education/School)
 - RCS Corporation (Employer)
 - Audrey Lorenz (Employee)
 - Claudia Ivery (Employee)
 - Cole Hensley (Event)
 - Daniel Snyder (Employee)
 - Gretchen Jones (Employee)
 - Robert Hernandez (Membership)
 - South Carolina Credit and Trust (Bank/Financial In...)
 - Chicago Pediatric Clinic (Former Employer)
 - Chicago Rotary Club (Charitable Society)
 - Christopher Young (Golf Partner)
 - Corizon, Lana (Mother-in-law)
 - Davis & Johnson Pharmaceuticals (Employer)

Buttons: Open, Find..., Print..., Legend, Filters..., Expand All, Close

Show number of records for each group

Last proposal:	3/25/2005	Last action:	12/14/2009
Amount asked:	\$200,000.00	Last Gift:	3/3/2010
Amount funded:	\$150,000.00	Total given:	\$283,580.00

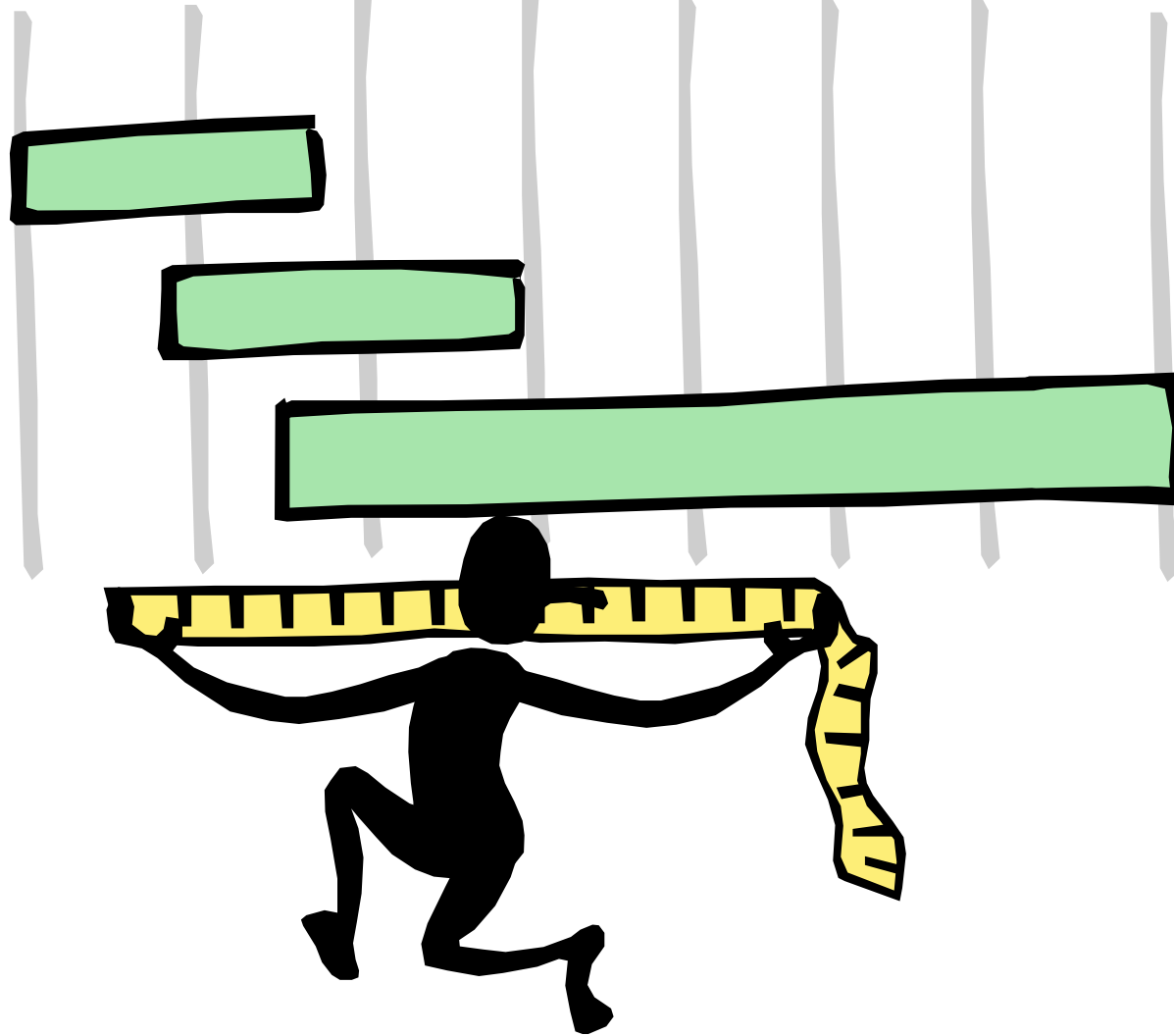
Classification: Individual

Prospect status: Active

Philanthropic Interests	Comments
Medical Research	All areas of medical research, but specifically pediatrics
Science/Technology	
Children's Issues	This is Robert's chief concern when making donations to nonprofits
Relief Efforts	

Will Not Give To	Comments
General Operating	

5. Define Your best benchmarks



Big Brothers Big Sisters

Home En Español Find a Local Agency BBBB Search

SUPPORT US VOLUNTEER ENROLL A CHILD OUR PROGRAMS ABOUT US PARTNERS

Donate your money or time to help a child reach his or her potential. It might be the start of something big.

Start Something™

Real Life Stories

Stay in the Know
Sign up for news & updates

Our Mentoring Works
Research shows the positive effect that our one-to-one mentoring programs have on a child's life. [Read on >](#)

DONATE
You can make a difference in the life of a child today.

Look what you've started

Wednesday's Child Candace
This month's "Wednesday's Child" from KSN-TV Kansas showcases one of last December's "Twelve Little's of Christmas". 12 Kansas kids waiting to be matched with Bigs from Big Brothers Big Sisters of Kansas. Karen, a mother of grown daughters, was matched with 12-year-old Candace four days before Christmas 2010. Candace says that the match, "was too much for me to take all at once and I almost started crying." Watch this month's "Wednesday's Child" video here. [more...](#)

Casey Coffman Elected to Big Brothers Big Sisters National Board
Casey Coffman, Executive Vice President of Business Development and Operations for Madison Square Garden Sports (MSG), was elected to the Big Brothers Big Sisters of America board of directors. Coffman joined the national board this month and will hold a three-year term. [more...](#)

Big Sister helps out Little Sister Who Was Victim of Cyberbullying
Ann Curry of The Today Show recently interviewed a mother and daughter who were the victims of cyberbullying. Two classmates hacked into 12-year-old 6th grader Leslie's Facebook account and posted lewd photographs and messages to her profile. They also posed as Leslie using Facebook's instant messaging system and contacted her friends and family members with vulgar messages. Leslie's Big Sister through Big Brothers Big Sisters of Puget Sound alerted Leslie's parents to the bullying posts. [more...](#)

Edible Arrangements® Announces the Launch of "Random Acts of Happiness"
Edible Arrangements®, the leading purveyor of artistically designed fresh fruit arrangements announces the launch of "Random Acts of Happiness," a new non-profit campaign to benefit Big Brothers Big Sisters. Random Acts of Happiness is a nationwide program dedicated to raising awareness about happiness, encouraging optimism and celebrating role models and good deeds. [more...](#)

Big Brothers Big Sisters Congratulates Reed Smith's Len Bernstein
Len Bernstein, a partner resident in the Philadelphia office of Reed Smith, was named 2011 Halpin Award Winner at the law firm's 2011 Partner Meeting. Bernstein was honored for his outstanding pro bono work in 2010 on behalf of Big Brothers Big Sisters and for his consistent record as a pro bono contributor and leader in community public interest work. [more...](#)

Big Brothers Big Sisters Start Something Campaign Featured on Fox News L.A. and Philly
Check out this story that ran on Fox News in L.A. and later on Fox News Philadelphia. It discusses the Big Brothers Big Sisters Start Something campaign and why the organization needs more than volunteers – that donors make it possible to carefully match volunteers with children and provide ongoing support for long-term mentoring that yield strong results. [more...](#)

NBA All-Star Dwight Howard Serves as Celebrity Ambassador for Big Brothers Big Sisters in Viral PSA Campaign
Orlando Magic franchise player and Olympic Gold Medalist Dwight Howard has joined Big Brothers Big Sisters as a celebrity ambassador in a viral PSA to support Start Something™, a national campaign urging all adults – not just volunteers – to support quality, long-term mentoring to help children who face adversity beat the odds. In conjunction with the recent launch of his new D12 Foundation. [more...](#)

Latest videos

Dwight Howard Supports Big Bro...

From the social networks

BBBS BBBBSA

In the News: 2 Live Steves Host Education Fundraiser at 84 Love Art Gallery <http://bit.ly/mf4k8S>
2 days ago · reply · renews · favorite

In the News: Newark looks to apply peace strategies from weekend's summit <http://bit.ly/mf4k8S>
2 days ago · reply · renews · favorite

In the News: Grandparents make wonderful mentors <http://bit.ly/j55k8ta>
2 days ago · reply · renews · favorite

In the News: Danville program helps kids of prisoners <http://bit.ly/sMHRQ>
2 days ago · reply · renews · favorite

Join the conversation

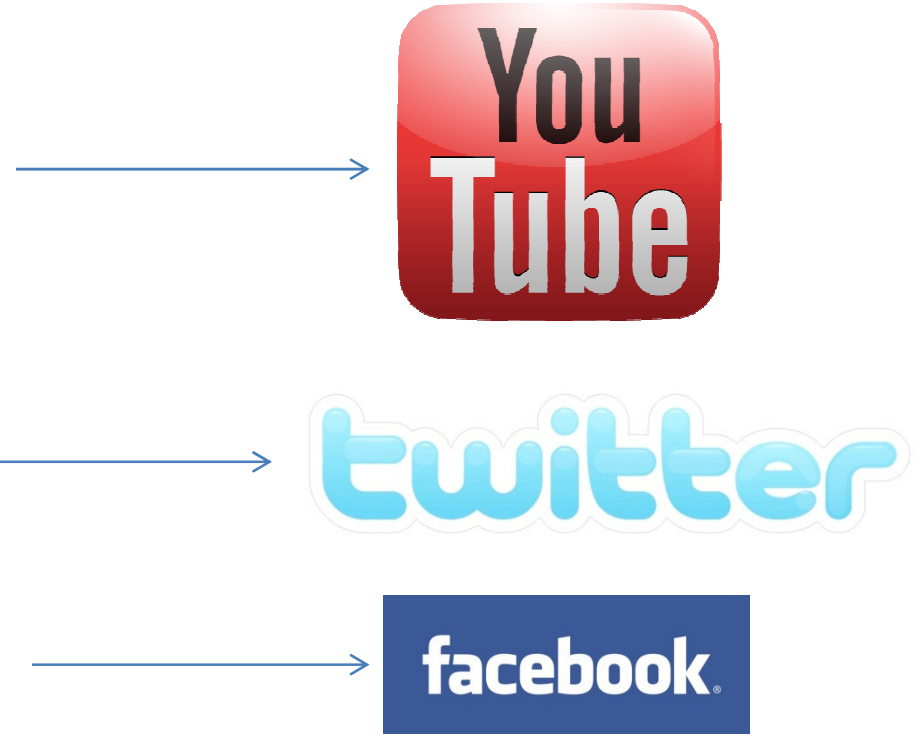
Big Brothers Big Sisters of America on Facebook

Big Brothers Big Sisters of America Many agencies are hosting inspirational get-togethers for the volunteers and donors that change lives for the better forever. Dale Long, a mentor to 6 boys over the past 34 years, a board member and donor at Big Brothers Big Sisters, and the subject of a recent profile on ABC's highly rated series with Ben Wilkerson, captivated...
[See More](#)

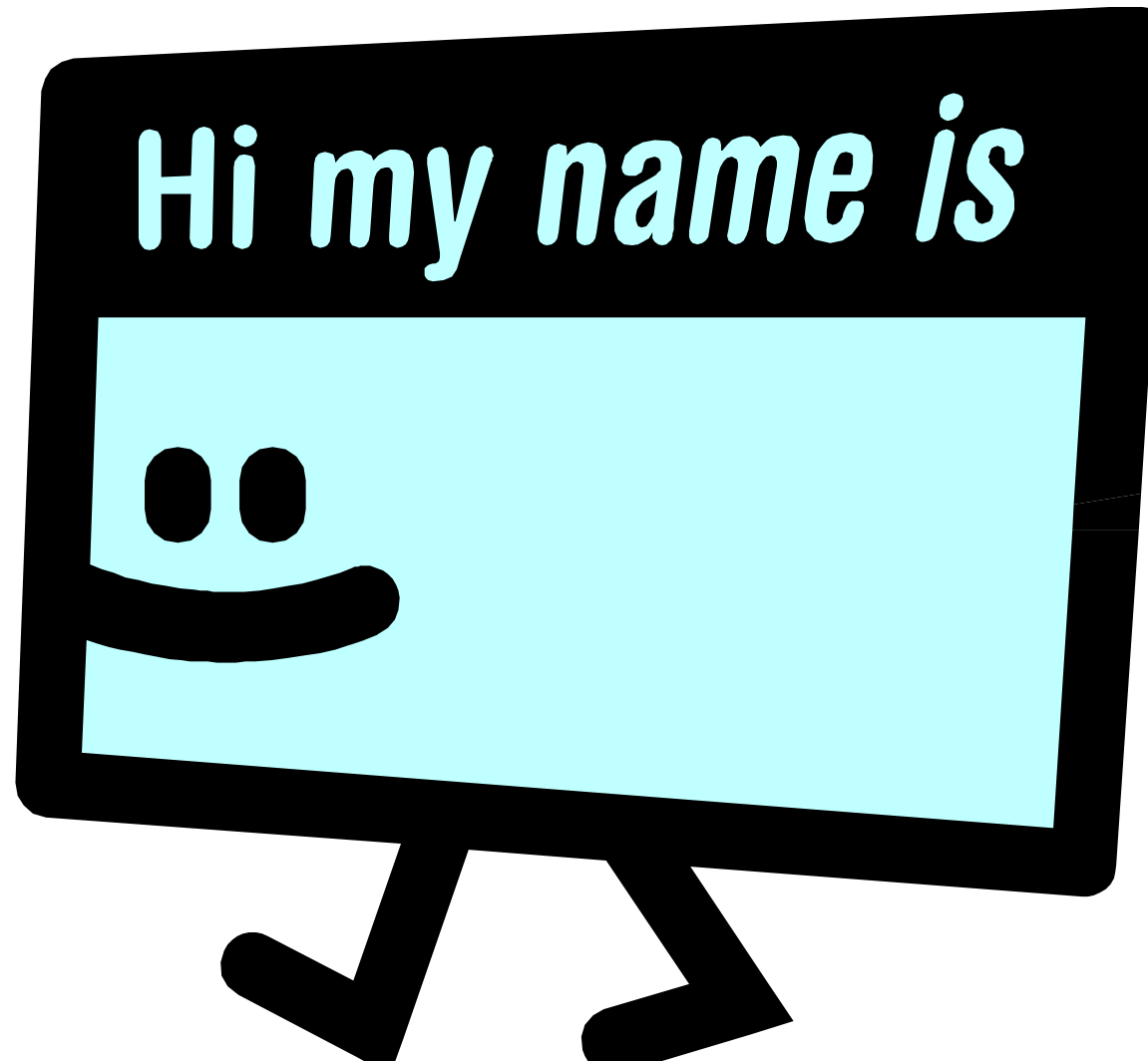
18,960 people like Big Brothers Big Sisters of America.

Boston California Ted Kimberly Big Show

6. Craft a workable content plan



7. Be vigilant for customized media



8. Develop Constituent Databases

The image shows a screenshot of the '140 Smiles' website. At the top, there is a navigation bar with five blue buttons: 'Why Operation Smile?', '140 Smiles Scrapbook', 'Prizes', 'Sponsors', and 'Donate'. Below the navigation bar is a large photo of three children in white hospital gowns holding a banner that says 'Please Donate 140 Smiles'. To the left of the photo is a sidebar with the '140 Smiles' logo and the text '140 characters for 140 smiles'. Below the logo is a 'Smile Counter' showing the number '0073' and a blue 'DONATE' button. Underneath the counter is a 'Twitter Community' section with a 'Sign in with Twitter' button and the text 'Or, just make a donation. :-)' and 'The Community'. At the bottom of the sidebar is the 'Operation Smile' logo. To the right of the photo is a text block that reads: 'Hey TWEEPS! We need YOU to help us create 140 Smiles! Operation Smile medical volunteers provide free reconstructive surgery to children born with facial deformities; particularly cleft lip and cleft palate. The average surgery costs as little as \$240 and can take as few as 45 minutes. YOU can help us perform 140 of these life-transforming procedures through your support of the 140 Smiles campaign. Click below to join us in using the power of Twitter to help change children's lives!'. Below this text is a 'How to Participate' section with three blue buttons: '1 Give a gift as an individual', '2 Start a Smile Team', and '3 Tweet This'.

Why Operation Smile? 140 Smiles Scrapbook Prizes Sponsors Donate

140 Smiles
140 characters for 140 smiles

Smile Counter
0073
DONATE

Twitter Community
Welcome. Please help us spread the word about 140 smiles in 140 characters. To join our community, sign in using your Twitter account.
Sign in with Twitter
Or, just make a donation. :-)
The Community

Operation Smile

Hey TWEEPS! We need YOU to help us create 140 Smiles! Operation Smile medical volunteers provide free reconstructive surgery to children born with facial deformities; particularly cleft lip and cleft palate. The average surgery costs as little as \$240 and can take as few as 45 minutes. YOU can help us perform 140 of these life-transforming procedures through your support of the 140 Smiles campaign. Click below to join us in using the power of Twitter to help change children's lives!

How to Participate

- 1 Give a gift as an individual
- 2 Start a Smile Team
- 3 Tweet This

9. Use Technology to Inspire

The image is a screenshot of the DonorsChoose.org website. The top navigation bar includes "Help Center", "My Account", and "Giving Cart: 0 items". The main header features the DonorsChoose.org logo with the tagline "Teachers ask. You choose. Students learn." and a "10 yrs." anniversary badge. Below the header, the page is divided into several sections:

- Teacher Profile:** Ms. Karyn Keenan, Chicago, IL, Passages Charter School, Grade Level: 2, Joined: October 9, 2008. A photo shows her in a classroom with students on a colorful rug.
- Project Requests:** A section with a "Give to any project below - or - Give to the most urgent project" button and a "Live Updates: 3 Hours Ago" indicator.
- Project Details:** "21st Century Listening Center (Part 1)". Description: "Please help move us in to the 21st century with the CD/cassette player and wireless headphones...more". Goal: "\$274 to go, 3 donors". A comment from Cassie from Illinois says: "I gave to this project because Ms. K is an amazing teacher!".
- Proposals from Ms. Keenan:** Includes a link "Will I Get to Use the Computer Today?".
- Projects from Lakeview, Illinois (Chicago):** Includes a link "Browse Awesome Readers on the Loose!".
- Live Updates:** A section with a "Live Updates" button. A recent update from Diane from Chicago, IL, dated 3 hours ago, says: "I had never seen Whisperphones, so I was very happy to receive the photos of your students comfortably seated with books as they used the sets. I can see that they added to everyone's ability to concentrate and enjoy reading. Thank you. You make me happy and fill me with optimism for your future."

On the right side of the page, there is a "o-reply@donorschoose.org" to me" header and a "show" link. Below this is a "Dear Kay and Bryan," message from DonorsChoose.org, accompanied by two circular photos of children. The message reads: "Thank you so much for making 'Students LOVE to find the books they LOVE' a reality for Ms. Keenan's classroom. By now, you should have received your thank-you package in the mail. If you have not received it, please [contact us](#) to confirm the accuracy of the address on file: 1520 N. Rodney Street, Wilmington, DE 19806. We welcome any questions or suggestions. We hope the feedback illustrates the difference you've made for Ms. Keenan's students. In case you'd like to help another classroom, we've selected some projects for you that are similar." Below the message are links for "Proposals from Ms. Keenan", "Projects from Lakeview, Illinois (Chicago)", and "Have any questions? Contact Us".

At the bottom, a "Thank-you note from Ms. Keenan (the teacher you helped on August 19)" is displayed. It is addressed to "Kay and Bryan" and says: "The project you supported -- Build Our Brains With BrainPOP Jr. -- reached its funding goal and will soon become a reality in the classroom! Ms. Keenan, the teacher, is thrilled and wrote you this thank-you note: 'Thank you so much! I cannot wait to use this wonderful resource with my students. The videos...'. [Read the entire note and reply with a message of your own.](#) With the help of a gift card from Waiting for Superman, you've made a real difference for this classroom! The best is yet to come, The DonorsChoose.org Team P.S. Have you heard about the [new, more convenient way to give](#) at DonorsChoose.org?"

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July 11-13
Washington, DC



Connecting
Informing
Advancing



Questions





Is it time to **transform marketing**
at your organization?

Please join us June 16 for our final session of the series:

Measuring Performance and Demonstrating ROI

Presented by Peggy Dyer, Chief Marketing Officer of American Red Cross

Hosted by Allison Van Diest, Interactive Solutions Architect, Blackbaud