



# SOCIAL MEDIA STRATEGIES SUMMIT

## FOR **NON-PROFITS**

2012  
BOSTON

Harness the Power of Social Media for Your Non-Profit Organization

September 18, 2012  
Hilton Boston Back Bay Hotel  
Boston, MA



- ✓ Full Day of Interactive Learning
- ✓ Informative Presentations on Social Media Opportunities Specific to Non-Profits
- ✓ Case Studies from Non-Profit Leaders
- ✓ Two Dedicated Tracks: Tools & Platforms and Strategies & Tactics

Register by **August 17<sup>th</sup>**  
and **save \$100!**

Register Today!

[nonprofit.socialmediastrategiesummit.com](http://nonprofit.socialmediastrategiesummit.com)  
[www.gsmiweb.com](http://www.gsmiweb.com) | 888.409.4418

# Greetings from the Summit Organizer

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## Dear Non-Profit Social Strategist,

Social media has fast become one of the most powerful and influential ways for non-profits to interact with their community, staff and volunteer base, as well as connect with key influencers. At this one day Social Media Strategies Summit (SMSS) for Non-Profits, you will have an opportunity to take advantage of two dedicated tracks:

Social Media Tools & Platforms and Social Media Strategies & Tactics

Whether you are looking to learn more detail about applications on social media platforms like Twitter and Facebook, or learn about successful strategies for utilizing social media for volunteer recruitment and campaign optimization, SMSS for Non-Profits was designed with your non-profit organization in mind.

The GSMI team looks forward to seeing you in Boston!

Sincerely,

*Breanna Jacobs*

Breanna Jacobs  
Summit Producer

Register by  
August 17<sup>th</sup> and save **\$100!**

# Why You Should be There

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## You Will Learn To:

- ✓ Enhance your social media skill set and learn best practices for non-profits
- ✓ Discover the best social media tools and platforms for your non-profit organization and your budget
- ✓ Maximize social media to create engagement and build your community
- ✓ Successfully and consistently integrate your different social media channels
- ✓ Understand social media analytics to help optimize your fundraising campaigns

## Top 10 Reasons to Attend

- 1 Gain insight into what other leading non-profits are doing in the social media space
- 2 Connect and network with other non-profit professionals and experts
- 3 Learn how to utilize social media to maximize resources
- 4 Learn to craft a strategic approach to social media
- 5 Harness the most strategic social media tools for a successful and effective fundraising campaign
- 6 Master integration of social media into your traditional marketing efforts
- 7 Identify how social can impact your non-profit organization's outreach and impact
- 8 Explore various social media platforms and tools
- 9 Stay competitive in a constantly changing and growing field
- 10 Boost your non-profit's presence in the digital space

## Who Should Attend:

Any and everyone interested in learning, from the best, how to harness the power of social media to further your non-profit organization's reach and impact.

- Chief Executive Officers
- Chief Marketing Officers
- Chief Branding Officers
- Social Media Assistants
- Social Media Coordinators
- Digital Media Specialist
- Online Community Managers
- Social Media Strategists
- Business Development
- Word of Mouth Marketers
- Community Marketers
- Community Organizers
- Community Managers
- Volunteer Coordinators
- Program Officers

### VPs, Directors and Managers of:

- Marketing
- Branding
- Social Media
- Public Relations
- Communications
- Fundraising
- Development

# Speakers Include:

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John Haydon,  
Chief Heretic and Pyrotechnician,  
Inbound Zombie



Marc Sirkin,  
VP Social Marketing  
& Online Fundraising,  
Autism Speaks



Alexandra Karoun Eurdolian,  
Social Media Coordinator,  
UNHCR



Beverly Robertson,  
National Director, Pregnancy & Newborn  
Health Education Center,  
March of Dimes



Anne Hogan,  
Community Manager,  
The Humane Society  
of the United States



Craig Bida,  
Executive Vice President, Cause Branding  
and Non-Profit Marketing,  
Cone Communications



Kat Powers,  
Director of Communications,  
American Red Cross of  
Eastern Massachusetts



Hannah Gregory,  
Chief Creative Officer and Founder,  
Shoestring (the nonprofit's agency)



AJ Gerritson,  
Founding Partner,  
451 Marketing



Jenna Sauber,  
Digital Marketing and  
Communications Manager,  
The Case Foundation



Karsten Robbins,  
CEO,  
FirstGiving



Ehren Foss,  
CEO,  
HelpAttack!



Justine Navaja,  
Account Director,  
SHIFT Communications



Ben Arnon,  
VP of Global Brand Partnerships,  
Wildfire



# Agenda At A Glance

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## Tuesday, September 18, 2012

- 8:00 Registration and Breakfast**
- 8:30 Introduction by Summit Producer, Breanna Jacobs**
- 8:45 Keynote: Come In, The Water's Fine**  
Kat Powers, *Director of Communications, American Red Cross of Eastern Massachusetts*
- 9:30 Software and Strategy to (Affordably!) Maximize Social Media for Nonprofits**  
Ben Arnon, *VP of Global Brand Partnerships, Wildfire*
- 10:15 Morning Break and Refreshments**

### Track A: Social Media Tools & Platforms

- 10:30 Twitter for Non-Profits: Cultivating Communities & Maximizing Engagement**  
Anne Hogan, *Community Manager, The Humane Society of the United States*
- 11:15 How to Create an Epic Presence on Facebook for Your Non-Profit**  
John Haydon, *Chief Heretic and Pyrotechnician, Inbound Zombie*
- 12:00 Lunch**
- 1:00 CASE STUDY March of Dimes Case Study: How to Raise Awareness through Blogger Outreach**  
Beverly Robertson, *National Director, Pregnancy & Newborn Health Education Center, March of Dimes*
- 1:45 CASE STUDY Case Foundation Case Study: Photo Campaigns: A Driver to Do Good, and Spot Good**  
Jenna Sauber, *Digital Marketing and Communications Manager, The Case Foundation*
- 2:30 Social Media Pitfalls Non-Profits Need to Avoid**  
Hannah Gregory, *Chief Creative Officer and Founder, Shoestring (the nonprofit's agency)*
- 3:15 Afternoon Refreshments and Networking**
- 3:30 Closing Keynote: Utilizing the Power of Cause Marketing via Social Media**  
Craig Bida, *Executive Vice President, Cause Branding and Non-Profit Marketing, Cone Communications*
- 4:15 Conference Concludes**

### Track B: Social Media Strategies & Tactics

- 10:30 Learn How to Use Social Media to Expand your Fundraising**  
Karsten Robbins, *CEO, FirstGiving*  
Ehren Foss, *CEO, HelpAttack!*
- 11:15 Successful Campaigns and Calls to Action on a Shoestring Budget**  
Alexandra Karoun Eurdolian, *Social Media Coordinator, UNHCR*
- 12:00 Lunch**
- 1:00 Keeping it Consistent: Integration Across Different Social Media Channels**  
AJ Gerritson, *Founding Partner, 451 Marketing*
- 1:45 CASE STUDY Case Study: Social Media Analytics -Optimizing Campaign Impact**  
Marc Sirkin, *VP Social Marketing & Online Fundraising, Autism Speaks*
- 2:30 Using Social Media to Connect with Key Influencers**  
Justine Navaja, *Account Director, SHIFT Communications*

# Keynote Sessions Include:

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## **Presented by:**

Kat Powers,  
Director of  
Communications,  
American Red Cross of  
Eastern Massachusetts

## **Come In, The Water's Fine**

The scariest thing in the world for a non-profit tied to good will and donations is jumping into social media, where the opinions are fierce, the pace is fast, and spellcheck doesn't work. Kat has tips on shoring up your confidence, strategies to get it done in concert with a traditional media approach, and not only survive but thrive.

## **Presented by:**

Ben Arnon,  
VP of Global Brand  
Partnerships,  
Wildfire

## **Software and Strategy to (Affordably!) Maximize Social Media for Nonprofits**

Social media networks lay an unprecedented foundation for nonprofits to connect in meaningful ways with new and existing supporters. But these platforms alone don't supply the finished product; instead, nonprofits need to apply software to social media channels to bring their online presence to life. If you're an organization with limited resources though, how can you devote the time and money necessary to leverage the full value of social media?

Wildfire, the world's largest social media marketing company, loves to come alongside nonprofits and help them reach their goals.

We're excited to share best practices for how you can:

- Launch campaigns based on specific goals, whether you want to capitalize on year-end giving, encourage recurring donations, or build a community of volunteers
- Develop relationships with key influencers as well as mobilize segments of your social audience who don't normally take action
- Personalize communication based on whether you're aiming to reach advocates or donors
- Integrate your social media strategy with offline events and email marketing
- Partner with for-profit organizations to raise funds for your cause

We'll share nonprofit-specific case studies from our experience powering over 250,000 social campaigns for more than 16,000 brands worldwide. We'll look forward to seeing you!

## **Presented by:**

Craig Bida,  
Executive Vice President,  
Cause Branding and  
Non-Profit Marketing,  
Cone Communications

## **Utilizing the Power of Cause Marketing via Social Media**

Leveraging Cone Communications' 30 years of experience in developing signature cause programs and its benchmark cause research on American attitudes, this session will demonstrate why social media cause marketing is a "must-do" business strategy in creating brand personality, passion and trust in today's marketplace. Cone Communications executive vice president, Craig Bida, will share the latest trends and best practices in social media for good and leave participants fueled with insights and ideas to apply to their own nonprofit marketing and cause programs.

# Social Media Tools & Platforms Sessions Include:

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## **Presented by:**

Anne Hogan,  
Community Manager,  
The Humane Society  
of the United States

## **Twitter for Non-Profits: Cultivating Communities & Maximizing Engagement**

Twitter is a powerful tool for spreading your message to new audiences and engaging your existing supporters. However, conversations move quickly and it can be an overwhelming space to navigate.

In this session, The Humane Society of the United States Community Manager, Anne Hogan, will guide you through several essentials to maximize the value of your brand's Twitter presence using some straightforward tools and tactics. You will learn how to create memes to engage your audience, leverage existing hashtags to spread your organization's message, provide customer service, and encourage people to share your content. Attendees will leave this session with actionable ideas that they can immediately begin to implement to take their brand's Twitter presence from "gotta have it" to "gotta follow".

## **Presented by:**

John Haydon,  
Chief Heretic and  
Pyrotechnician,  
InBoud Zombie

## **How to Create an Epic Presence on Facebook for Your Non-Profit**

Nonprofits, large and small, are using Facebook to find and engage with supporters, conduct fundraising campaigns, and spread awareness about their causes. And unlike your websites, which have limited traffic, Facebook presents a built-in community of potential supporters that you can tap into.

But ensuring success for your nonprofit on Facebook is far from easy.

This session is intended to help your nonprofit get more results from Facebook.

Attendees will learn:

- How to create a Facebook marketing game plan that works
- Seven critical Facebook page enhancements designed to get more fans
- Eleven content marketing strategies to amplify reach and engagement

## **Presented by:**

Beverly Robertson,  
National Director,  
Pregnancy & Newborn  
Health Education Center,  
March of Dimes

## **March of Dimes Case Study: How to Raise Awareness through Blogger Outreach**

The March of Dimes has been working with bloggers to raise mission and brand awareness since 2008. With between 140-504 bloggers telling their stories, both the Fight 4 Preemies and World Prematurity Day campaigns were terrific successes. Beverly will be highlighting these exemplar case studies. Bloggers also help drive fundraising through cross posting on social media and are easily identified through standard search as well as social media engagement via Twitter, Facebook and Pinterest. Considered volunteers and friends of the March of Dimes, the organization takes every opportunity to encourage continued support by publicly engaging and thanking them. The single driving force for non-profit blogger outreach is being touched by the mission of the organization, whatever that might be. For the March of Dimes, it is families with children with birth defects, premature birth or those that have suffered a loss.

After attending this session you will:

- Learn how to avoid common mistakes non-profits make when engaging bloggers
- Identify ways to find bloggers to work with your non-profit
- Understand the key elements to a successful blogging campaign



# Social Media Tools & Platforms Sessions Include:

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## **Presented by:**

Jenna Sauber,  
Digital Marketing and  
Communications Manager,  
The Case Foundation

## **Photo Campaigns: A Driver to Do Good, and Spot Good**

With everyone documenting the food they eat and the places they visit, why not take pictures of people doing good? For the Case Foundation's GoodSpotting holiday campaign, more than 700 people submitted photos through Twitter and Facebook of themselves and others doing good. The popularity of photo apps and the need to share has made everyone a little more focused on what they're uploading, and it can be a great storytelling tool for nonprofits.

After attending, you'll learn key lessons around what makes a successful photo-sharing campaign, and how you can use photos to drive action – online and off.

### Key topics include:

- Creating low-bar action campaign with a focus on social media across platforms
- Using partners to amplify the message and drive submissions
- Integrating with sweepstakes and grant components

### Who should attend:

- Digital/online teams
- Technology staff
- Program staff



## **Presented by:**

Hannah Gregory,  
Chief Creative Officer  
and Founder,  
Shoestring  
(the nonprofit's  
agency)

## **Social Media Pitfalls Nonprofits Need to Avoid**

Nonprofits are flocking to social media as a way to communicate with stakeholders. While that effort to engage donors and supports is laudable, it's also fraught with challenges. Hannah will review some of the most common challenges and mistakes nonprofits make when venturing out into the world of social media. Whether your nonprofit has already ventured into the social media world, or is considering it—this workshop will provide you with specific tips and action items for taking your digital PR to a whole new level while avoiding the most common mistakes. (This session will focus on Facebook and Twitter.)



# Social Media Strategies & Tactics Sessions Include:



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## **Presented by:**

Karsten Robbins,  
CEO,  
**FirstGiving**  
Ehren Foss,  
CEO,  
**HelpAttack!**

## **Learn How to Use Social Media to Expand your Fundraising**

Karsten Robbins, CEO of FirstGiving and Ehren Foss, CEO of HelpAttack! will share how best to prepare to fundraise through your online communities, and how to align Facebook, Twitter, and other social networks with your existing online and offline fundraising.

In this session, attendees will learn about:

- How to effectively integrate online fundraising and social media into your fundraising strategy
- Laying the groundwork for Social CRM, social organizations, and growth
- Best Practices for social media stories, numbers, and psychology
- Case studies from PETA, FreeArtsNYC, Best Friends Animal Society, and American Red Cross



## **Presented by:**

AJ Gerritson,  
Founding Partner,  
**451 Marketing**

## **Consistency is Key: Unified Branding & Messaging Across Social Channels**

For non-profits, social media is no longer the exception - it is the expectation. Social media isn't just for consumer brands any more - your audience expects to be able to interact with your organization when and where they consume media online. From Facebook to Twitter, Pinterest to your blog, there are many different places where your target audiences encounter your organization online. With so many digital touch points with different goals and audiences, how can you ensure that your users' experience your brand consistently across channels?

In this interactive session, AJ Gerritson, Founding Partner at 451 Marketing, will teach attendees how to create a unified brand presence across social media channels. From online branding to defining voice and messaging, attendees will leave with a clear understanding of how to create and maintain their social brand presence online to reach their target audience.

During this session, attendees will learn:

- How to define your online voice and tone across social channels
- How to create customized experience for your target audience on Facebook, Twitter, YouTube, Pinterest, and your blog
- How to ensure consistency in visual branding across social channels
- Planning and maintaining consistent content and voice online

**Registration:**

September 18, 2012 | Hilton Boston Back Bay Hotel | Boston, MA

TUITION:	1st Early-Bird July 13, 2012	2nd Early-Bird August 17, 2012	Regular
Summit	<input type="checkbox"/> \$495 	<input type="checkbox"/> \$595 	<input type="checkbox"/> \$695

**GROUP DISCOUNTS OF 3 OR MORE:**

For information about group discounts of 3 or more people and Team Learning opportunities for Social Media Strategies Summit for Non-Profits, please contact: Michael Roche at 888.409.4418 ex 704 or email him at [michael.roche@gsmiweb.com](mailto:michael.roche@gsmiweb.com)

**SUMMIT REGISTRATION INCLUDES:**

- + Light lunch and snacks
- + Access to all presentations, videos, mp3s
- + Research reports

**VENUE:**

2012 Social Media Strategies Summit for Non-Profits will be held at:  
Hilton Boston Back Bay, 40 Dalton Street Boston, MA 02115  
Reservations for the hotel can be made through: Tel: 617-236-1100  
[www.bostonbackbayhilton.com](http://www.bostonbackbayhilton.com)  
Room rates if booked by August 19, 2012      Single: \$249 | Double: \$269

**EXHIBITION AND SPONSORSHIP INFORMATION:**

To learn more about exhibiting at this year's Social Media Strategies Summit for Non-Profits please contact Michael Roche at 888.409.4418 x 708 or email him at [michael.roche@gsmiweb.com](mailto:michael.roche@gsmiweb.com)

A limited number of table-top and booth exhibits will be open during the course of the event. Sponsors/Exhibitors will have the opportunity to promote products and services of special interest to conference attendees.



Global Strategic Management Institute is registered with the National Association of State Boards of Accountancy (NASBA), as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN, 37219-2417. Web site: [www.nasba.org](http://www.nasba.org)

**ADMINISTRATIVE NOTE: For cancellations received in writing:**

**Four weeks or more prior to the event:**  
Full refund or Full Credit Voucher

**Four weeks or less prior to the event:**  
No Refund; a Credit Voucher minus the \$300 cancellation fee

If you do not cancel your registration by the day of the event you will be charged your full registration fee

Credit vouchers may be applied toward any future GSMI event within one calendar year of the date of the cancellation. If GSMI decides to cancel any part of this event, the Company is not responsible for covering airfare, hotel or any other costs. Speakers, agenda, networking and recreational events are subject to change without notice. For more information regarding refunds please contact the customer service department at: 888.409.4418, ext. 1

**SUBSTITUTION POLICY:**

Substitutions may be made up to the day of the event.

**PAYMENT POLICY:**

Payments can be made by American express, Visa, MasterCard, Company Check (USD checks must be drawn on a US bank), or by wire transfer:

If registering 2 weeks or less prior to the start of the Conference, you must submit your credit card information as a form of payment. If registering more than 2 weeks prior to the start of the Summit and payment is not received at the time of registration, a credit card hold will be required to maintain your registration status. If payment is not received 2 business days prior to the conference date, the respective credit card will be utilized as the form of payment. Please make all checks payable to Global Strategic Management Institute. In the memo area of the check please write the name(s) of the Social Media Strategies Summit for Non-Profits registrants(s).

**GSMI OFFERS 6 WAYS TO REGISTER:**

**Tel:** (888) 409-4418, ext: 1  
Monday - Friday 8:00 a.m. 6:00 p.m.  
US Pacific Time

**Fax:** (619) 923-3542  
24 Hours a Day

**Mail:** 1501 India St.  
Suite 103-60  
San Diego, CA 92101

**Scan:** Completed registration forms can be emailed to: [registration@gsmiweb.com](mailto:registration@gsmiweb.com)

**Email:** [registration@gsmiweb.com](mailto:registration@gsmiweb.com)  
Please include your name & telephone number

**World Wide Web:**  
[www.nonprofit.socialmediastrategiessummit.com](http://www.nonprofit.socialmediastrategiessummit.com)  
[www.gsmiweb.com](http://www.gsmiweb.com)

◆ Please fill in the following information and fax back to: **(619) 923-3542**

◆ Please submit one form for each delegate attending.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Department: \_\_\_\_\_

Approving Manager Name & Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Zip/Post Code: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: \_\_\_\_\_

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Credit Card Number: \_\_\_\_\_

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Do you have any dietary restrictions (e.g. kosher, vegetarian)?  Yes  No

If so, please specify: \_\_\_\_\_

Do you require any accommodations that require special attention?  Yes  No

If so, please specify: \_\_\_\_\_

(e.g. wheel-chair access) \_\_\_\_\_

How did you hear about this event? \_\_\_\_\_