

Marketing Toolkit



*Reaching Volunteers through
Traditional, Social and Digital Media Marketing*

FAVRM August 2016

United Way
Volunteer Center



Strengthening our community.

LIVE UNITED

**United
Way**



Quick Survey

Raise your hand if you're responsible for your organization's

- Volunteer Recruitment?
- Marketing?
- Facebook page?
- Twitter account?
- Digital Newsletter?



Types of Marketing

- **Traditional Marketing**
 - Done for Years – Proven Success Rate
- **Digital Marketing**
 - Marketing using the internet, mobile devices, or other digital medium.
- **Social Media Marketing**
 - Internet marketing using social media networks for communication and branding goals.
- **Guerilla Marketing**
 - Innovative, unconventional, low-cost marketing to get maximum exposure.



"Social media is changing the way we communicate and the way we are perceived, both positively and negatively.

Every time you post a photo, or update your status, you are contributing to your own digital footprint and personal brand."

~Amy Jo Martin



Why Use Social Media?

- Common communication method
- Volunteers, potential members and donors are using social media
- Enables your supporters to easily share with their friends and others
- Adds visual element
- Free

“We don’t have a choice on whether we **DO social media, the question is how well we **DO** it.”**

– Erik Qualman

Social Networks Ranked by Number of Users



1.55
Billion



400
Million



320
Million



200
Million



100
Million*

This statistic provides information on the most popular networks worldwide as of January 2016, ranked by number of active accounts. Market leader Facebook was the first social network to surpass 1 billion registered accounts and currently sits at 1.55 billion monthly active users. Eighth-ranked photo-sharing app Instagram had over 400 million monthly active accounts.

Twitter



You are limited to 140 characters per tweet, use # (hash tag) to promote Topic, Keywords, or locations.

***Example: Don't miss today's
#Volunteer workshop at
@UnitedWayLHG #UWLHGO***

*Remember to follow your
local media stations, reporters and
publications.*



Twitter - #Hashtag

Don't hashtag everything

Using specific hashtags will allow you to make an impression on a wide social media audience. Make sure you're sharing the best content, and making the right impression.

Find the hashtags that are relevant to your cause and location #inthe239 #swfl #CityName



When to Tweet ????

Like anything in life, “timing is everything”. Twitter is no exception to get maximum leverage.

- Tweeting in the afternoons get a higher click-through rate than mornings.
- Thursday to Friday get more clicks than earlier in the week.
- Weekends are the best time to tweet and get the highest Click Through Rate (CTR)





What is Pinterest?



- Pinterest lets you organize and share all the beautiful things you find on the web.



- People use pin boards to plan their weddings, decorate their homes, and organize their favorite recipes.

- You can browse pin boards created by other people.

- Browsing pin boards is a fun way to discover new things and get inspiration from people who share your interests.





Sample Pinterest Board

HCFB - Food Art

Harry Chapin Food B...

558 Pins

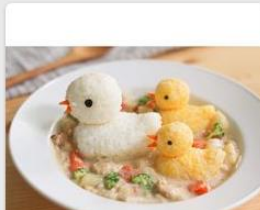
513 Followers

Unfollow board



Anyone thing this looks like an HCFB staff member? 16 Awesome Food Art Ideas. From Chewbacca Noodles to Hot Dog Mummies and Sleeping Rice Bear, these adorable images are great inspiration to turn "boring" food into a tasty laugh. More kid friendly food recipes at pinterest.com/...

Pinned from boredpanda.com



HCFB is like a pyramid, our clients come first! In sakura (cherry blossom) jelly. | Community Post: 11 Extreme But Elegant Edible Flower Foods - I didn't know that was possible!

👍 3

Pinned from buzzfeed.com



Such a cool breakfast idea!

👍 4



Strawberry Roses



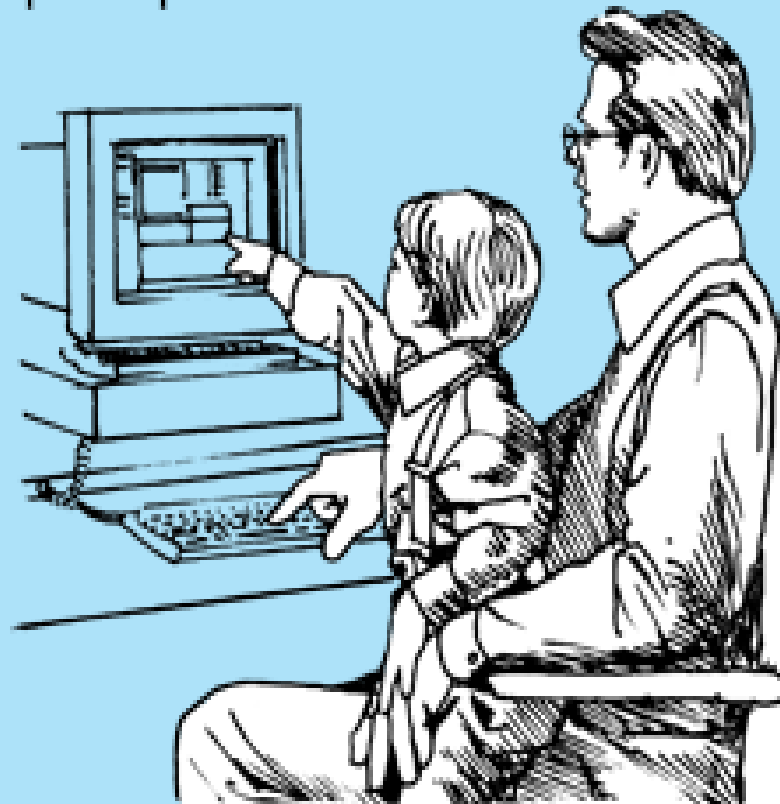
Salazar Slytherin's Basilisk lived for approximately a thousand years. This is accomplished by using Parseltongue to put the creature into a deep sleep that prevents it from aging, similar to suspended animation. Their mortal weakness is the crowing of a rooster. Basilisks feed off vertebrate animals. The male can be distinguished from the female by a single scarlet plume on its head.

Pinned from blogof.francescomugnai.com

from ViralNova.com
This Food Doesn't Look Like Food. But It Totally Is, We Promise.
Animals go hungry too and thanks to HCFB zero-waste process food not edible for human consumption goes to our local caretakers. I think

LinkedIn

What's this 'LinkedIn'? Is that like FaceBook for old people?



someecards
user card

LinkedIn



- LinkedIn is a business-oriented social networking service.
- Over 400 million users
- 2.1 million LinkedIn groups
- 41% of millionaires use LinkedIn
- Volunteer Match listings will appear and prompt users via email



Search for people, jobs, companies, and more...



Advanced



United Way of Lee, Hendry, Glades and Okeechobee Counties

United Way of Lee, Hendry, Glades and Okeechobee counties is a fund-raiser and distributor... but it's also much more than that. The critical needs of our community require more than just quick fixes. In this new era, we must work together with our partners in the community to realize a shared vision for change.

See more

How You're Connected



- 5 first-degree connections
- 1 second-degree connection
- 6 Employees on LinkedIn

See all

Ads You May Be Interested In



Professional Women Only
You're Invited to Join the National Association of Professional Women.



Avvera P6 Training
Need P6 training? Get 3 days of open training on July 29, 30 & 31



MS Non-Profit Leadership
Online. Accredited. No GMAT Required. Graduate in 2 years. Learn More!

People Also Viewed



Recent Updates

United Way of Lee, Hendry Glades and Okeechobee Counties Looking for a way to help your community? The United Way Volunteer Center works to match preferences with the needs of your group or business.



Volunteer opportunities for businesses, groups

unitedwaylee.org · Volunteer opportunities for businesses and groups in Lee County, Hendry County, Glades County and Okeechobee County.

Organic

Targeted to: All Followers

26	0	2	7.69%
impressions	clicks	interactions	engagement

Volunteer

Social Media Chairperson

Florida Kiwanis District

October 2012 | Children

Opportunities you are looking for:

How would you like to donate your time and talent?

- Joining a nonprofit board
- Skills-based volunteering (pro bono consulting)

Causes you care about:

Topics and causes that matter to you.

- Animal Welfare
- Children
- Disaster and Humanitarian Relief
- Education
- Environment
- Health
- Human Rights
- Poverty Alleviation
- Social Services

[Add volunteer experience](#)

Notify your network?

Yes, publish an update to my network about my profile changes.

Yes





Jobs

Job title, keywords, or company name

Fort Myers, FL

Search

Advanced search

Jobs you may be interested in

Preferences:



Are you hiring?

Reach the right candidates with [LinkedIn Jobs](#)

Post a job

Saved jobs (7)



Internet Marketing Specialist
Fort Myers, Florida Area



Volunteer Board of Directors...
Fort Myers, Florida Area



SEM Specialist
Fort Myers, Florida Area

[See all saved jobs](#)

Job alerts (0)

Create job alerts and we'll let you know when new results match your criteria.

What location(s) would you like to work in?

Enter a location

Next

Close

Your job activity is private.



Turnback Business Analyst - RAC Planning
Estero, FL



Urology Territory Manager
Fort Myers, Florida Area



Manager, Sales Use & Property Tax
Bonita Springs, FL

Instagram



- Instagram enables its users to take pictures and videos,
- apply digital filters to them, and share them on a variety of social networking services, such as Facebook & Twitter.
- Has a Younger audience.18-29



INSTAGRAM

SOCIAL SHARING
SITE ALL AROUND
PICTURES
AND NOW 15 SECOND
VIDEOS

MANY BRANDS
ARE PARTICIPATING
THROUGH THE USE OF
HASHTAGS

AND POSTING
PICTURES
CONSUMERS
CAN RELATE TO 

MOST FOLLOWED
BRAND IS
NIKE

 **300**
MILLION
ACTIVE USERS

Instagram

- If your Organization decides to jump on the Instagram bandwagon, you need to go all in!
- This means posting photos regularly, building up a community of followers and interacting with other users on the network. Instagram may be all about the visuals, but engagement still plays a huge role in your success.



Not sure what type of photos to use?

Your options are endless.

Post a picture of volunteers at work, a compelling profile of someone you've helped, an engaging graphic for an upcoming fundraiser, an inside look at your team in action, etc.

You can't go wrong if you're showcasing your organization's efforts.



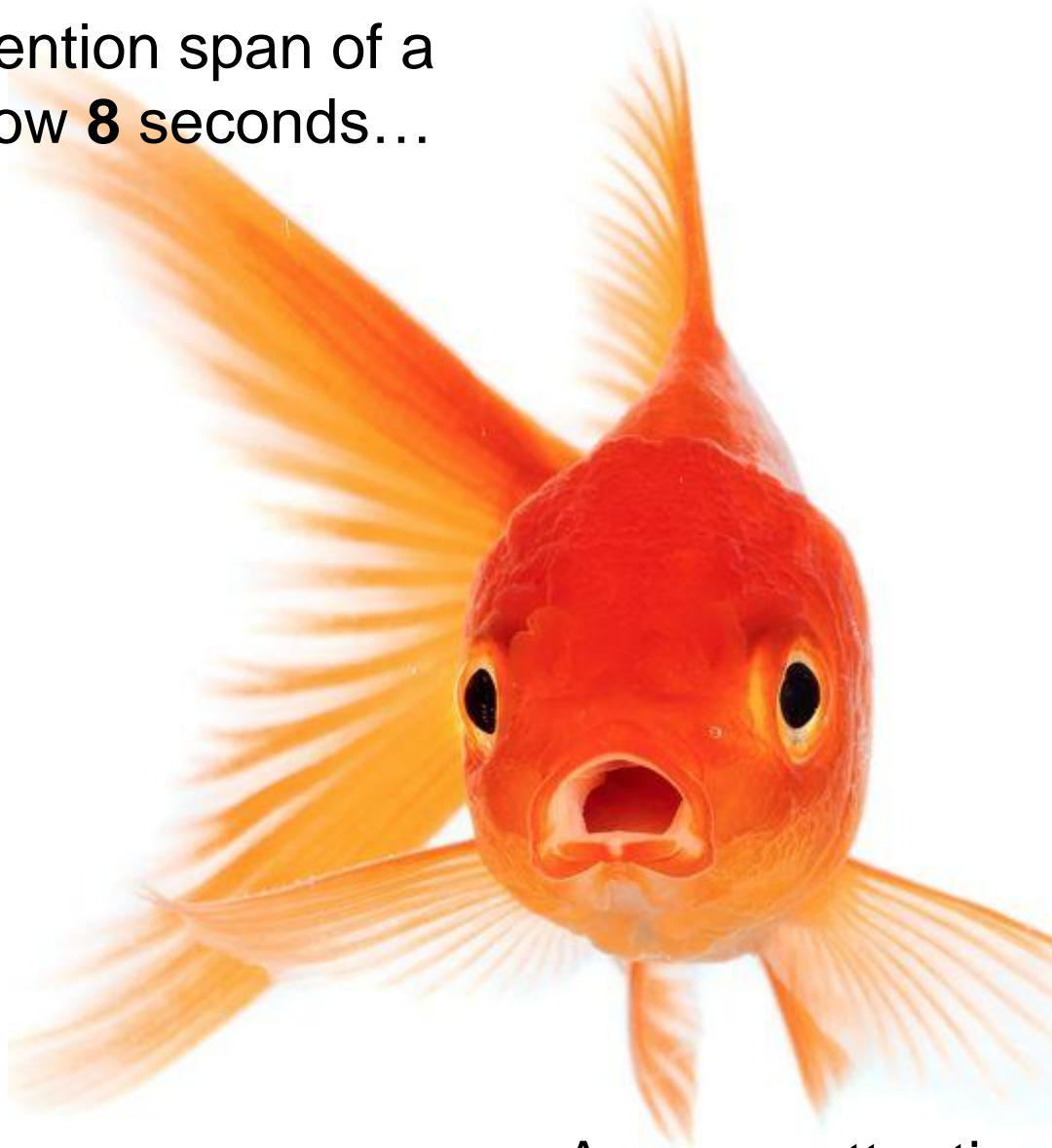
Facebook



Statistics

- 👍 1.59 billion monthly active users
(Updated January 2016)
- 👍 1.03 Billion daily active users on average
(Updated January 2016)
- 👍 Time Spent on Facebook per user per day:
20 minutes

Average attention span of a Human is now **8** seconds...



Average attention span of a Goldfish is **9** seconds.

Who are you trying to reach and what are you trying to get them to do?



Start with a Plan!

- 1) Create a summary of everything you plan to do and hope to achieve using social networks.
- 2) Audit where your accounts are today, goals for where you want them to be, and all the tools you want to use to get there.



Mission and vision!

- **Mission statement example:** We will use Instagram to showcase our daily kitten and puppy adoptions and announce new specials.
- **Create a content plan and editorial calendar**
 1. Include: Agency Events, Holidays, Fundraisers
 2. Assign super users to schedule, respond to posts
 3. Promote your cause...
Ex. January is National Mentor Month



Set & Track Goals

Determine the following:

- What are your goals?
- Who is your audience?
- How will you reach them?

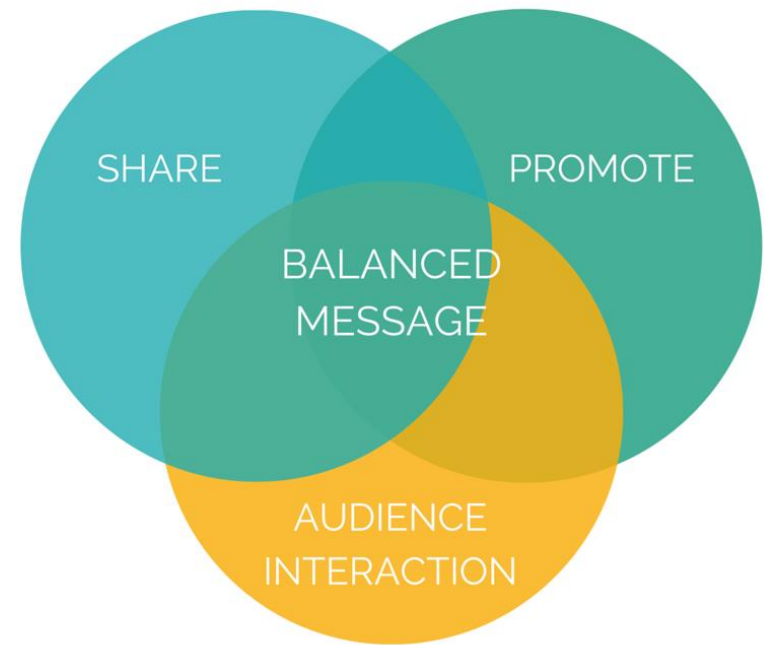
Remember to:

Track, evaluate, and refine your social media marketing plan for better results.



Apply the Rule of Thirds

The Rule of Thirds:



1/3 promoting your product or services

1/3 interacting with others

1/3 sharing industry news and tips you believe your followers could benefit from.

Exercise

Your Organization

- 1) List the demographics of your Audience?
- 2) What Social Media Platforms are appropriate?
- 3) Pick one and Write a Mission statement for that platform.

LIVE UNITED

**United
Way**





SHARE
YOUR
STORY

Add Milestones to your
Facebook Timeline



Post a fun fact related to your cause

“Did you know that...?”

- Each year, United Way LHGO supports over 86 agencies and 200 programs
- Last year we raised more than \$9.4 million dollars
- 211 receives an average of 3,000 call per month
- The Volunteer Center reports that the average value of a volunteer hour is \$23.07 (per Independent sector 4/2015)



Why **images** are so **important**...



Project Management Consulting Services



Just now · 🌐

We are looking for volunteers to read to preschool students. Can you dedicate an hour a week?

Boost Post



Project Management Consulting Services



Just now · 🌐

We are looking for volunteers to read to preschool students. Can you dedicate an hour a week?



Cause for the Paws SW Florida shared Gulf Coast Humane Society's event.

1 hr · 🌐

Friday, August 14th at the BELL TOWER SHOPS. Ice Cream Social Yappy Hour.



Yappy Hour - Bell Tower Shops

Friday, August 14 at 6:00pm

BELL TOWER SHOPS in Fort Myers, Florida

11 people are going

Join



United Way of Lee, Hendry, Glades, and Okeechobee Counties with Cliff Smith

Published by John Joy (?) · June 26 at 4:36pm · 🌐

United Way President Cliff Smith and Joe celebrating Bring Your Dog to Work Day.



2,221 people reached

Boost Post



Bonita Springs YMCA

July 15 at 12:14pm · 🌐

Join other YMCA families (10+) for a kayaking trip down the Imperial River on August 8, 9-11. We are partnering with CGT Kayaks to lead us down the river to Riverside Park where the YMCA bus will pick us up and bring us back to the YMCA. Stop by the YMCA to pick up a flyer.



American Red Cross · 555,662 like this

September 12 at 1:20pm · 🌐

Like

Today's #NPM13 tip! Weather can change fast, and a battery-powered or hand-crank radio may be your only way to get information on what's happening outside. Do you have one in your kit?

Have a battery-operated radio that carries NOAA Weather Radio stations



American Red Cross

#RedCross



Like · Comment · Share

214

1,068 people like this.

Top Comments

Tip for Taking Photos or Video

Your TV sits this way



Not this way

So hold your phone
this way when filming



Not this way

Tips for Photos

- Add descriptions to your photos
- Tag volunteers and supporters in the photos when possible



Exercise

April Is Volunteer Appreciation Month

**Write down 5 post ideas you will use
Social Media to Promote it?**

LIVE UNITED

**United
Way**



Samples on how to showcase your Volunteers

Recognize Volunteers

Supporter Love!

- Post a pictures of your volunteers in action and share something really great that they did recently.



Thank Volunteers

Increase your Audience. Tag the company and partner agency.



The image shows a large group of people, mostly men, posing for a group photo. They are wearing various colored shirts, including blue, green, and white. In the foreground, two women are kneeling and holding a sign that reads "United Way LIVE UNITED 5/12/12 TEAM GARTNER". Another sign next to it says "GARTNER #2 PACKED 3512 Meals". The background features a wall with several "LIVE UNITED" banners. A large red arrow points from the group photo towards the Facebook post on the right.

United Way of Lee, Hendry, Glades, and Okeechobee Counties
Published by Jeannine Viasak Joy [?]
July 17 · Edited ·

Gartner employees participated in a United Way Day of Caring today! Employees packed 6,000 pounds of rice for Harry Chapin Food Bank of Southwest Florida, Inc. This equates to 20,000 servings of rice! Way to go! THANK YOU! Look for a video of the event tomorrow and remember that the United Way Volunteer Center can help you create a United Way Day of Caring for your company. Just call 239-433-2000 Option 9. — at United Way of Lee, Hendry, Glades, and Okeechobee Counties.

Tag Photo Edit

Like · Comment · Share

John Clinger, Anna Cappellino and Jennilyn Mitchell like this.

Write a comment...

Ask for Volunteers



United Way of Lee, Hendry, Glades, and Okeechobee
Counties

Published by Patrice Hart Cunningham [?] · June 29 at 6:00am · Edited [?] ·

Join our Family Mentor Program – Next Class July 18th
Our Goal is to:
Help parents achieve and maintain greater self-reliance.
Introduce & re-establish strength based support networks.
Help Families get back to when times were good!... See More



234 people reached

Boost Post

Show Volunteers in Action



Cross Promotion

Cross promotion and featuring who you support lets people get a glimpse of what you're all about.

- Follow partner agencies, media and reporters that support your cause.
- Talk about your organizations impact on your community.
- Tell your organization's story in terms of your IMPACT.
- Share good news – *even if it 's not your own.*
- Post Behind the Scenes Photos, new Building Project



Fort Myers Metro-McGreg...

Timeline

Now

Highlights



+ Create A Page

What's on your mind?



Fort Myers Metro-McGregor Kiwanis

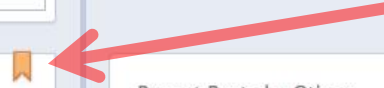
Monday

In honor of Every Child A Swimmer (ECAS) Kiwanis: The Fort Myers Metro-McGregor Kiwanis proudly presents a check to the Swim Florida Seals Program which teaches children age 4- 14 basic water skills and water safety.



Unlike · Comment · Share

Fort Myers Metro-McGregor Kiwanis, Sara Stelling Maliva, Tina Walch and 4 others like this.



Recent Posts by Others

See All



Goodwill Industries of Southwest Florida

Thanks to our friends at the Fort Myers Metro-McG...
1 · May 22 at 1:28pm



First Assembly West

Join us at First Assembly West for our "All Things N...
May 21 at 12:06pm

More Posts

Likes

See All



F.L.A.G.S. Families Learning About Gun Safety Cause



Every Child A Swimmer (ECAS) Kiwanis
Non-Profit Organization



Florida Kiwanis
Non-Profit Organization



Kiwanis International
Interest



Greater Fort Myers Chamber of Commerce
Non-Profit Organization



Fort Myers Metro-McGregor Kiwanis

Yesterday

See you this evening as our Meeting is hosted by John and

Now
June
Founded

See Your Ad Here

Fort Myers Metro-McGregor Kiwanis



We have FUN! Serving One Child and One Community at a time. Join us each Tuesday, 11:30 @ Hilton Gar...

Like · Fort Myers Metro-McGregor Kiwanis likes this.

Get More Likes

Schedule FB Posts

The image shows a Facebook page for the United Way of Lee, Hendry, Glades, and Okeechobee Counties. The page features a cover photo with the text "LIVE UNITED" and a profile picture of a hand holding a person under a sun. The page has 1,485 likes and 177 post engagements. A post about "#MentorMonday" is visible. The "Publish" dropdown menu is open, showing options for "Schedule", "Backdate", and "Save Draft". An orange arrow points from the "Publish" button to the "Schedule" option.

United Way of Lee, Hendry, Glades, and Okeechobee Counties
Charity Organization

1,485 likes +15 this week
Scott Cunningham and 92 other friends

376 were here +2 this week
Scott Cunningham and 23 others

Boost Your Post
"Gartner em..." is performing better than 75% of your recent posts.

Invite friends to like this Page

Promote Your Page
Reach up to 260,000 people near Fort Myers

2 Scheduled Posts
Next post scheduled for Tuesday at 6:47am. See posts.

#MentorMonday - Mentor opportunities can be found at UnitedWayLee.org/Volunteer

at lot of people have go...
her than they thought t...
ould because someone el...
thought they could"
- Unknown

Boost Post Publish Schedule Backdate Save Draft

United Way of Lee, Hendry...
LIVE UNITED! GIVE.
ADVOCATE. VOLUNTEER.
Follow us @UnitedWayLHG
Like Page · 1,485 people like this page
Promote Page

Save time... Schedule

Free Social media scheduling tools and apps include Hootsuite, Buffer or Edgar.

1. Hootsuite



The Power of Facebook Events

Events created from Pages are visible to the public. When people accept your invitation, it'll be added to their list of Facebook events.

They'll get notifications when you make a change to the event and will get reminders of the event's date and time.

You can also see who's accepted your invitation, so you can plan for how many people to expect.

The Numbers...

500M

people use Facebook
Events each month

Millennials spend

25%

of their annual media content
spend on live events

(second only to TV)

41%

of Facebook users in the
US engage with public
events each month

47M

public events were
created in 2015

35M

people view a public
event each day

Event Tips

Description

- Write a clear description of your event that's well-formatted and easy to understand.
- Start with a sentence that sums up your event, then add more details below. That way, even at a glance, people can get an instant idea of what your event is about.
- You can use hashtags and mentions in the description, so people can participate in the buzz around the event and find out more by searching the artists or performers on Facebook.
- Tell people why they should go, the line-up or schedule, when tickets will go on sale, how to find the venue and anything that helps people to plan.

Engage attendees by posting to your event

Sharing pictures, stories or updates on your event page can help keep it top of mind and relevant in News Feed.

Before your event:

- Post interesting content to the event to build buzz, get people excited and communicate important updates about your event.

During the event:

- Post Photos, Give updates and encourage late-comers to attend. Weather Updates...

After the event:

- Share highlights by posting photos or messages thanking people for attending and letting them know about your next event. Publish a short video recap of the event.
- Send a follow-up email to attendees with a recap of the event and a link to like your Page on Facebook

BBQ BANDS & BREW



APR 3 BBQ, Bands & Brew

TO BENEFIT BIA BUILDERS CARE

Public · Concert · Hosted by Lee Builders Care

Interested



Today at 11 AM - 6:30 PM
11 hours ago

Alliance for the Arts
10091 McGregor Blvd, Fort Myers, FL 33919 [Show Map](#)

Invited by Christi Pritchett Sarlo



Christi, Stefanie and 9 other friends went

2.5K
interested

669
went

1.4K
invited

About

Discussion



Lee Builders Care

Home

BENEFIT BIA

[Learn More](#)

[Liked](#)

[Message](#)



[Timeline](#)

[About](#)

[Photos](#)

[Reviews](#)

[More](#)

Search for posts on this Page

[Status](#)

[Photo / Video](#)



1,711 people like this

Stefanie Ink-Edwards and 34 other friends



9 people have been here

Christi Pritchett Sarlo



Invite friends to like this Page

4.7 ★

4.7 of 5 stars · 22 reviews

[View Reviews](#)

ABOUT



Write something on this Page...



Lee Builders Care

6 hrs · 🌐

Builders Care is pleased to announce that we've raised a record total of \$116,000 during the seventh annual BBQ, Bands & Brew event held Sunday, April 3 at the Lee County Alliance for the Arts. Thank you to everyone who came out on Sunday and supported us! Click below to read more about the event.

Promote your Page in other places

Website

- Give the people who visit your website the opportunity to join you on Facebook, Twitter, Instagram, or other social media platforms you're using.

Blog

- If your organization publishes a blog, you may want to add a [Social Plugin](#) such as a Like or Share button to your posts so that people's interactions will appear on their Facebook profiles.

Social Media misperceptions

1. Viral is a strategy.
2. I can control it.
3. I can buy Friends.
4. Bought Friends will listen to me.
5. I can just buy an ad.
6. I'll put all my eggs in the SM basket.

Best Practices for Images and Video

- People watch videos on Facebook to connect with moments shared by their friends, catch up on news from the day and much more. More than 65% of all video views are happening on mobile devices as people turn to Facebook at different times and places throughout the day.

- **Upload directly to Facebook vs. YouTube**

Videos uploaded directly to Facebook fill the entire width of and play directly in News Feed, offering a seamless viewing experience. Directly upload videos also autoplay, making them more eye catching than a video thumbnail.

Video

Spontaneous LIVE video on Instagram & Facebook

- Videos don't have to be completely polished if they're timely. Posting short videos to your Pages can provide genuine in-the-moment access to your team and programs.

**Timely meaning now
or within 24 hours.**



Boosted or Promoted Posts

RAZOR SOCIAL RazorSocial Sponsored · 🌐

Looking to get more shares on your blog content? Grab this SWIPE file with 7 tips you can easily implement. Very little work, lots of extra shares, grab it while you can.

WOW...MORE SHARES ON MY CONTENT

Free PDF download: SWIPE file - 7 Steps to Increase Shares of Your Blog Content

We average over 500 shares on our articles and some articles have been shared...

RAZORSOCIAL.COM [Learn More](#)

👍 2

👍 Like 💬 Comment ➦ Share

Promoted posts are existing posts that you pay to boost so they appear in News Feed for people outside your current audience.

Promoted posts show up with a “Sponsored” label below your Page name.

Boost a post to increase audience

Boost Post

AUDIENCE

- People who like your Page [?]
- People who like your Page and their friends [?]
- People you choose through targeting [?]

Audience 1

[Edit Audience](#) [Create New Audience](#)

Location:
United States: Florida

Age:
18 - 55

BUDGET AND DURATION

Total budget ⓘ

\$5.00

Estimated People Reached ⓘ

470 - 1,200 people of 5,900,000

Refine your audience or add budget to reach more of the people that matter to you.


[Terms & Conditions](#) | [Help Center](#)

[Cancel](#) [Boost](#)

DESKTOP NEWS FEED **MOBILE NEWS FEED**

Florida Kiwanis Sponsored · [Like Page](#)

Facebook tips for cub social media managers !!



Facebook for Nonprofits

Facebook for Nonprofits gives NGOs and non-profit organizations the tools to engage people in their causes and amplify their goals.

NONPROFITS.FB.COM

1 Like 1 Share

[Like](#) [Comment](#) [Share](#)

Facebook Group vs. Page

Pages

- Pages allow real organizations & businesses, to communicate broadly with people who like them.
- Pages may only be created and managed by official representatives.

Groups

- Groups provide a space for people to communicate about shared interests. Groups can be created by anyone.
- Can be Public or Private



Share Events to Groups

The screenshot shows the Facebook interface for the 'SWFL Happenings' group. The top navigation bar includes the Facebook logo, the group name 'SWFL Happenings', a search icon, and the user's profile 'Patrice' with 'Home' and other navigation icons. The left sidebar lists the user's profile, favorites (News Feed, Ads Manager, Messages, Events, Photos, Browse, Fort Myers Women...), saved items, pages (United Way of Lee..., Florida Kiwanis, Pages Feed), groups (Florida Kiwanis Div..., Proclamation of P..., New Groups), apps (Games, On This Day, Trivia Crack, Notes, Games Feed), friends (Close Friends), and interests (Shea school, Hispanic Chamber...). The main content area features a large banner with the group name 'SWFL Happenings' and the tagline 'Local Events and Businesses in SWFL'. Below the banner are tabs for 'Discussion', 'Members', 'Events', 'Photos', and 'Files', along with a search box. A 'Write Post' section is visible with options to 'Add Photo / Video', 'Ask Question', and 'Add File'. A pinned post by 'Mary Anne Cipressy' dated March 22, 2014, is displayed, containing a welcome message and a list of rules. The right sidebar shows 'MEMBERS' (7,148 members), an 'Add People to Group' button, a grid of member photos, an 'Invite by Email' section, a 'DESCRIPTION' of the group's purpose, a 'TAG' of 'Southwest Florida', a 'CREATE NEW GROUPS' section with a 'Create Group' button, 'RECENT GROUP PHOTOS' with a 'SEE ALL' link, and a 'SUGGESTED GROUPS' section.

SWFL Happenings
Local Events and Businesses in SWFL

SWFL Happenings
Public Group

Joined Share Notifications

Discussion Members Events Photos Files

Search this group

Write Post Add Photo / Video Ask Question Add File

Write something...

PINNED POST

Mary Anne Cipressy
March 22, 2014 · Edited

How awesome....we have grown to over 7,000 members!!!! I would like to welcome all our new members!!!! This group is all about local events and local businesses in SWFL.... So please feel free to post about your events and or your business in SWFL... however posts that are of general information about a local topic, or election campaign posts, while interesting, is not what we created this group for. Please do not post items for sale. This group was not designed for that purpose. Please only post 1 time a day per event or business. Please read the About as we have explained it all there.... thanks so much and we hope you come back often and check out all the great events and businesses from around SWFL

138 Likes 38 Comments 1 Share

Like Comment Share

RECENT ACTIVITY

Pam Sansbury
Yesterday at 3:06am · Estero, FL

Silver Mist (not yet available) with brother Terence. They can be adopted as a pair but she can't go home until after she's spayed, and she's not quite big enough yet. Terence, a handsome tabby, is!

MEMBERS 7,148 members (214 new)

Add People to Group

Invite by Email

DESCRIPTION
This is an open group to promote your community event(s) and or your business. Please post only ... See More

TAG:
Southwest Florida

CREATE NEW GROUPS
Groups make it easier than ever to share with friends, family and teammates. [Create Group](#)

RECENT GROUP PHOTOS [SEE ALL](#)

SUGGESTED GROUPS

Post Events to Online News Calendars

news-press.com HOME NEWS SPORTS BUSINESS TRAVEL LIFE TASTE

Events Home / Search

Search Events [+Add your event](#)


ex. Concerts, Family, etc. All Future Events Go

Events


Sort By: Popularity

Date Range: This Weekend [Pick Dates](#)

Category: Everything



Living Colour
Apr 9 – 7:30 PM
Nevermind-Awesome Bar and Eatery (Cape Coral)



Dirty Dancing
Apr 8 – 8:00 PM
Artis-Naples (Naples)

Other Digital Media



Don't ditch email...

- Take your organization newsletter digital.
- Ask for people to “forward” information to others.
- Use social media to obtain email opt-ins.
- Include your social media links in email signatures, Press Releases, collateral, events, etc.
- Provide Links back to your website



Email

Include Social Media links in your email signature

Company
logo

John Smith Designer, Smith Designs

Tel: (555) 555-5555 | Mobile: (555) 555-5555

www.smithdesigns.com




Do you need a website?



“While prospective volunteers, donors or members don’t expect your organization to have the best website in the world, having a professional-looking, up-to-date website is very important ... A website is usually the first impression your organization makes so invest some time in it.”

Enhance your PR Campaign

Put press releases on your website first, grab the hyperlink, and embed in the press release before you send it out!

 **FOR IMMEDIATE RELEASE**
Contact: Cliff Smith, President, United Way of Lee, Hendry, Glades, and Okeechobee at (239) 433-2000

MEDIA ALERT
UNITED WAY LAUNCHES NEW FAMILY MENTOR PROGRAM
First Mentor Training Class Starts February 17

FORT MYERS, Fla. (Feb. 10, 2015) — [The United Way of Lee, Hendry, Glades, and Okeechobee](#) is proud to announce that the United Way Volunteer Center has officially launched a new [Family Mentor Program](#) and are partnering with the Children's Network of Southwest Florida to recruit volunteer mentors who will be trained and matched with parents who have been involved in the Child Welfare system and are ready to be reunited with their children.

...point the parents have worked very hard to resolve their personal challenges in order for their children to be returned to their custody. This reunification can be as stressful as it is exciting. Parental support is paramount to the success of the newly reunited family unit", said [Nadereh Salim](#), Chief Executive Officer, [Children's Network of Southwest Florida](#).

Now more than ever, today's parents need a support system. Each Mentor will work to build a committed and trusting relationship with the parents to support them through this transition. The mentor will empower them to define and meet goals for [themselves](#), to achieve self-reliance, and offer advice that parents may be uncomfortable seeking from elsewhere. Building these kinds of relationships is particularly important for struggling

families in low-income neighborhoods which frequently offer few role models or positive outlets for children and adults.

"We are extremely excited about adding the Family Mentor program and our partnership with Children's Network of Southwest Florida to assist these parents," said Cliff Smith, President of United Way of Lee, Hendry, Glades, and Okeechobee. "The goal is to help parents achieve and maintain greater self-reliance so that they may stay together as a family, offering both the parents and their children a chance for a brighter future," added Smith.

An ideal family mentor will be one who can be non-judgmental, offer a minimum of an hour a week to work together with the parent(s), guiding and supporting them in the following areas:

- **Social Connection** – Helping parents develop social supports.
- **Hands on Assistance** – Accessing available benefits and services (food stamps, medical resources, free tax filing, etc.) and assisting parents in obtaining appropriate assistance.
- **Friendly visitation** – Offering a caring and supportive relationship to reduce the feelings of isolation in the spirit of "families helping families".
- **Basic parenting assistance**- Assisting parents in the basic parenting education, knowledge and skills by teaching, coaching and modeling.

The first training class begins Tuesday, February 17, and will consist of a background screening and four evening classes covering the areas of Safety, Confidentiality, Planning for Success, Signs and Reporting of child abuse and Family Engagement, plus an overview of the Child Welfare System.

register to become a mentor or request additional information contact [Patrice](#), Ingham, Special Projects Manager at Patrice@UnitedWayLee.org or 239.433.2000. Future training classes will be announced and posted on the website at www.unitedwaylee.org/.

Press Releases

- Post directly to News sites
 - TV and their FB pages
 - News-Press (events)
 - Naples or Charlotte Herald, Sun Herald, FL Weekly, etc.
 - Naples Daily
 - Radio
 - Chambers of Commerce



Volunteer Sites to Post to...



- VolunteerMatch.org
 - Serve.gov
- HandsOnNetwork.org (\$)
 - Idealist.org
- UnitedWayLee.Org/Volunteer
 - www.allforgood.org
 - info.givegab.com
 - www.servenet.org
- www.volunteersolutions.org



Questions



United Way
Volunteer Center



Strengthening our community.

LIVE UNITED

United
Way



A final thought...

People say Facebook
cause too
much Drama
truth is...
You cause
your own
drama by
putting it
on Facebook!!!



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Way**



THANK YOU!

United Way Volunteer Center Lee, Hendry, Glades, & Okeechobee

Patrice Cunningham,
Senior Special Projects Manager
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Patrice@UnitedWayLee.org

@pmcsplus



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