



sharetank

GIVING . GROWING . IRVING

Share Tank is a unique opportunity for businesses to collaborate with and support vital nonprofit work in the Irving community. These non-profit services are critical to the economic development of our City and improving the quality of life in our local community.

Welcome

Tom Foley
Founder & Director
The Study USA

Program Overview

- **Steering Committee**

- **City of Irving** – Mayor Rick Stopfer, Chris Hillman & Susan Rose
 - **Greater Irving-Las Colinas Chamber of Commerce** – Beth Bowman, Erica Mulder, Dexter Freeman & Portia Washington
 - **Irving Convention and Visitors Bureau** – Maura Gast
 - **Irving Arts Center** – Todd Hawkins
 - **Education** – John Plotts (University of Dallas)
 - **Non-Profit** – John Drake, Tom Foley (The Study USA)
 - **Business** – David Russell (Philanthropology, LLC)
-



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Web Marketing to Gain New Donors

Chuck Rudnick
Certified Mentor
SCORE

SHARE TANK

SCORE  | Your Chapter
FOR THE LIFE OF YOUR BUSINESS

(replace this with the jpeg of your logo)

Chuck Rudnick, Certified Score Mentor
charles.rudnick@scorevolunteer.org
214-217-8484 for appointments





U.S. Small Business
Administration

SCORE

Mentors at your service Free of charge

20+ venues in DFW
also by Email & video

A vertical promotional graphic for SCORE. At the top is the SCORE logo with the tagline 'FOR THE LIFE OF YOUR BUSINESS' and the SBA logo below it. The background is a night cityscape with a prominent tower of lights. Text on the graphic includes: 'RESOURCE FOR ENTREPRENEURS & SMALL BUSINESSES', 'FREE MENTORING', 'FREE • SMALL BUSINESS ADVICE • ON-LINE MENTORING', and 'WORKSHOP TRAINING TO HELP GROW YOUR BUSINESS'. A small number '3' is in the bottom right corner.

SCORE  TM
FOR THE LIFE OF YOUR BUSINESS
SBA A RESOURCE PARTNER WITH THE SMALL BUSINESS ADMINISTRATION

RESOURCE FOR
ENTREPRENEURS &
SMALL BUSINESSES

FREE
MENTORING

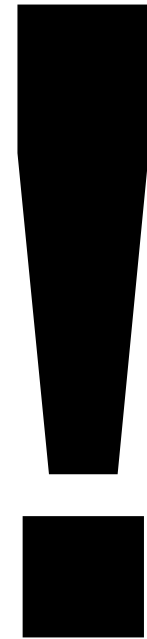
FREE
• SMALL BUSINESS ADVICE
• ON-LINE MENTORING

WORKSHOP TRAINING
TO HELP GROW YOUR
BUSINESS

3

Lament - Why SO few leads?

- My website is beautiful!
- It cost more than expected!
- Results stink!



Many ANSWERS from your AUDIT



This is an overview

SEO is the focus

Social Media separate workshop

- **Understand the TOTAL picture.**
- **How website ranking occurs.**
- **What design changes you need.**

Full notes + slides will be emailed.

SEE www.dallas.score.org

Subjects for Today to answer

- What your website needs to be **found** FREE.
- Why so few leads FROM my website?
- What about Social Media? Which ones?
- How to avoid expensive PPC?
- What determines who is on page #1 of Google & Bing SERP?



Subjects for Today.

- Analyze key web competitors.
- Determine optimum language for each page.
- Design each page to be found - **the 5+ rule**.
- Define a web “footprint” by Integrating all of
 - Social Media, picture sites,
 - a blog & local search.
- Monitor Google analytics & alerts.
- Monitor reviews (most important).
- Keep up to date with the constant changes
- Create backlinks, a map listing, and alerts.
- Get ongoing free business mentoring



Primary reason for a website



- **A FULL COLOR BROCHURE**
- **AVAILABLE 24/7**
- **EDIT ANYTIME**
- **LOW COST**
- **SEND CLIENTS TO IT**

SEARCH ENGINES ARE **ANSWER** MACHINES



- You ask a question?
- You get a list of best options
- 5 Billion per day!

**HOW TO
QUALIFY AS A
“BEST OPTION”?**

- How the web works
- Integrated web marketing
- **TOOLS to PLAN CHANGES**
 - **Keyword Research method**
 - **Website structure to be found**
 - **Social Media presence**
 - **Blog /Local Search /Maps**
 - **BACKLINKS** 
 - **Google Analytics / Email**
 - **AUDIT** details and software



How do search engines work?



Search engines have three primary functions:

1. **Crawl**: Scour the Internet for content, looking over the code/content for each URL they find.
2. **Index**: Store and organize the content found during the crawling process. Once a page is in the index, it's in the running to be displayed as a result to relevant queries.
3. **Rank**: Provide the pieces of content that will best answer a searcher's query. Order the search results by the most helpful to a particular query.

www.moz.com

Integrated web “footprint”



HOW THE WEB WORKS



The entire web works by

- * keywords /tabs**
- * each webpage has line-by-line script”**
- *Google /Bing send “bot” everywhere***
- *Follow ALL links IN & OUT of site***
- *Data collected is indexed & stored in vast database in the “cloud”.***

WHEN A SEARCH IS MADE



■ **Google & Bing**

- ***Refer to the data collected in crawl***
- ***Check geography***
- ***Rank data by the **BEST** answer***
 - ***Page Authority PA***
 - ***Domain Authority DA***
- ***Produce a report of options (**SERP**)***

WHEN A SEARCH IS MADE 2



Google & Bing

- ***Match search to database <1 second***
- ***Best PAGE is #1 top on report (SERP)***
- ***Order in report depends on \pm 200 factors***
- ***Map entry free for local IF you register***
- ***ADs also on report \$\$\$ (PPC)***

How web searches work?

**The BEST MATCH is listed FREE
#1 on page #1 (organic)**



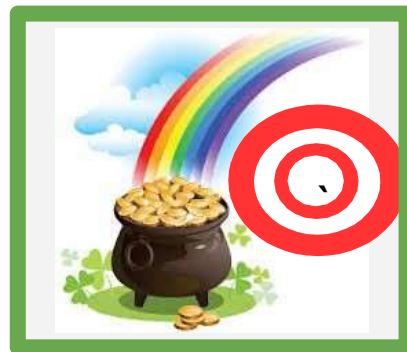
IS your page

- **the BEST ANSWER to the query?**
- **the most CREDIBLE?**
- **the best USX?**
- **the most REPUTABLE?**

How web searches work?

NOTHING
beats **FREE** advertising





*But your page needs the
highest **credibility** to rank on
page #1 for any search*



Ship Today.
Types: Desks, Chairs, Tables, Filing, Storage, Receptio...
Office Tables - Lucy Estabrook - Dallas - Bookcases - R...

Office furniture dallas - FurnitureByCharter.com
www.furniturebycharter.com/
Office Furniture Sets For Your Home Or Business-Shop
Charter Furniture!
Weekly Specials · Extensive Selection · Quality Custom...
Desks - Conference Room Furniture - Home Office - Rec...

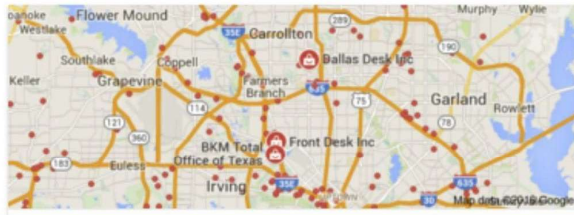
Dallas Office Furniture - The Lowestest Prices Guaranteed
www.officefurnitureidea.com/
Buy at Wholesale Prices. Dallas, TX

| | | | |
|---|---|---|---|
|  |  |  |  |
| Sauder Office National B \$959.00 | Sauder Office Dallas Mid \$729.00 | Sauder Reversible National B \$439.00 | Reynolds Modular ... Pottery Ba \$119.99 |
| | | ★★★★★ (130) | |

X4 ADS \$

Free if listed

- **Google+**
- **Google Maps**



MAP - Free



2 reviews · Office Furniture Store
9755 Clifford Dr #100 · (214) 902-7200 Website Directions
Open until 5:00 PM

Front Desk Inc
2 reviews · Used Office Furniture Store
10401 Harry Hines Blvd · (214) 904-90... Website Directions
Closing soon: 4:30 PM

Dallas Desk Inc
4.0 ★★★★★ (5) · Office Furniture Store
New & used office furniture store
15207 Midway Rd · (972) 788-1802 Website Directions
Open until 5:30 PM

More places

Dallas DESK, Inc. | Office Furniture Dallas
www.dallasdesk.com/
Dallas Fort Worth office furniture store, Dallas DESK, is a full service retail & contract office furniture company serving DFW for over 30 years.
Office Furniture Store - Services - Contact - Sales Inquiries

Used Office Furniture | Office Furniture Dallas
www.dallasdesk.com/used-office-furniture

BEST PLACE

- Free
- Credible

X10



x3 Ads ADS \$

TYPICAL SERP



MAPS

**Free *LISTING* on map
IF you list on**

- **Google +**
- **Google Maps**

**Reviews also show on SERP.
They can help / hurt you!**

7 AD = full

top Typical Serp (REPORT) bottom

[All](#) [Maps](#) [Images](#) [Shopping](#) [News](#) [More](#) [Settings](#) [Tools](#)


About 2,110,000 results (1.14 seconds)

[Native Texas Landscape Design - Call For A Free Consultation](#)
[www.landscapedesign.com/Design/Native_To_Texas](#)
 Landscapers Specialize In The Unique Aspects Of Texas Landscaping.
 Outdoor Living Spaces · Water Features · Outdoor Fireplaces · Retaining Walls

[Dallas Sod Grass - Landscape, sod spring specials - dallassodgrass.com](#)
[www.dallassodgrass.com](#)
 Sales/Dev/ Install - landscape design / plants - concrete tear out/newpour
 Bermuda Grass Dallas TX · Fencing · Buy St. Augustine Grass · Christmas Lights · Cities Served

[Landscaping Arlington - Get A Free Design Today](#)
[www.changingcolorpools.com](#)
 Now - Free Design Consultation. Agent Standing By
 Team Of Experts · In Business Since 1982


[\\$24.99 Landscaping Service® - #1 in Arlington 2017 - lawnstarter.com](#)
[www.lawnstarter.com/Arlington-TX/Landscaping](#)
 Book with the #1 Landscaping Provider in Arlington!
 Fort Worth Lawn Care · Dallas Lawn Care · Get an instant quote · Arlington Lawn Care
 Fort Worth - 4121 Shire Court



Rating: Hours:

Foster's Lawncare and Landscaping
 3.7 ★★★★★ (8) · Lawn Care Service
 Arlington, TX · (817) 890-8304
 Open until 9:00 PM

x10




=



Foster's Lawncare and Landscaping
[www.fosterslawncareandlandscapingarlingtontx.com](#)
 Foster's Lawncare and Landscaping is one of the premier full service lawn care and landscaping service companies in Arlington, TX. Our services include lawn ...

General Landscaping - AAA Integrity Lawn Care
[www.fortworthtxlandscaperservice.com](#)
 Friendly Staff · Serving Greater Fort Worth, TX.
 Locally owned & operated · Quality service
 Contact Us · Landscape Designer · AAA Integrity Lawn Care · Landscaping
 Fort Worth · Sambar Deer Dr

Texas oasis landscaping - Texas Oasis Landscaping
[texasoasis1.clickforward.com](#)
 Helping You To Design An Amazing Landscape For Your Home Or Business
 Commercial · Award Winning · Residential · Free Estimates
 Drainage · Request A Quote
 Dallas · Storey Ln

Affordable Landscaping - Beautiful landscaping on a budget
[www.groundscape.com](#)
 Satisfaction 100% Guaranteed

Searches related to landscaping arlington tx

- arlington landscape services
- lawn care services arlington tx
- hamann landscape services-lawn care services, arlington, tx
- landscape design arlington tx
- a&m landscaping arlington tx
- arlington lawn mowing service arlington tx
- sg landscape and outdoors
- landscaping companies in grand prairie tx

MAP LISTING IS FREE IF YOU LIST ON GOOGLE+ & GOOGLE MAPS
Only two of the ten organic or curated Google listings are shown

META



PAGE INFO

Basic info:

Title: Beginner's Guide to SEO (Search Engine Optimization) - Moz

Meta keywords:

Meta description: New to SEO Need to polish up your knowledge The Beginner s Guide to SEO has been read over 3 million times and provides the information you need to get on the road to professional quality SEO

Internal links: 66 (0 nofollow)

External links: 5 (0 nofollow)

Server: openresty

Parameters:

Page:



Is your META "title" and "description"
the BEST out of 17+ on the SERP?

How to be on page ONE?



for **ANY** Google search . . .

- Be **IN DATABASE FOR KEYWORDS**
- Be **BETTER** than competitors
- Be **BEST MATCH** to search term
- Be **REPUTABLE** to Google
- Stay **THE MOST REPUTABLE**
- **ADVERTISE** if you have to \$\$ (PPC)

HOW RANKING IS DONE

(SECRET - BEST ESTIMATES)

TOP FACTORS (out of about 200)

- ***CONTENT*** *(KEYWORDS on page)*
 - ***BACKLINKS*** *to your page*
 - ***RANKBRAIN*** *(machine Artificial Intelligence)*
 - ***REVIEWS*** *(Only on Yelp, Google+)*
- = Page Authority PA & Domain Authority DA*

HIGHER CREDIBILITY for keyword search

(by desktop /mobile /voice search)

- **Design** of the page and website (5+ rule)
- **Page authority** for those keywords
- **Domain authority** for the site
 - **Size of your web footprint (website + social media + local search + blog + picture sites + backlinks + revues)**
 - **Backlinks** (credible and relevant)
 - **Revues** (Google+ and Yelp)
- **Many other factors (200+ in algorythm)**

**Google use 200+ factors to rank sites
(AUTHORITY + RELEVANCE) Including:**

- 1. CONTENT is KING (quality /length)**
- 2. BACKLINKS**
- 3. MOBILE FRIENDLY**
- 4. CUSTOMER REVIEWS**
- 5. SOCIAL LINKS**
- 6. PAGE SPEED**
- 7. SECURITY https**
- 8. CUSTOMER EXPERIENCE**
- 9. AN INTEGRATED FOOTPRINT**
- 10. BETTER CONTENT THAN ANYONE ELSE**

Page #1 for ANY Google search . . .

IGNORE THE TECH STUFF

**GIVE YOUR CUSTOMER THE
BEST POSSIBLE, EASY TO
FIND INFORMATION AND
GOOGLE WILL FOLLOW**



KEYWORD ANALYSIS

“Golden” Summary
of “strong” wording

Speak Google!

LANGUAGE in use

KEYWORDS

To communicate

In Mexico you would speak Spanish?

In Russia would you speak Italian?

ON THE WEB YOU HAVE TO SPEAK

KEYWORDS

Also known as “Google” Speak

- What terms do Google already use?
- **DUPLICATE** on your site to be **CREDIBLE**




How to be found?

If someone is looking for YOUR product or service on Google or Bing, *What search phrases do you think they would use?*

SEE *which competitor* comes up first FREE in that search?



for any Google search **KEYWORDS**

 **WATCH THE “AUTO-COMPLETE”**
(add <space a> then repeat <space b> to z)

 **USE “RELATED SEARCHES”**
(At bottom of the report)

THESE ARE ALL HIGH VALUE TERMS

- **BASIS OF YOUR SUMMARY**
- **BASIS OF YOUR WEB + SOCIAL**
- **WHAT YOU WILL ADVERTISE**

KEYWORDS

- Learn the “strong” language in use on web

SEARCH MANY TERMS ON GOOGLE

- 15 - 20 with synonyms
- Use a laptop /desktop
- Best in anonymous mode (lose old info)
- Use long tail searches (add cities)
- For each search

Record each term on spreadsheet

■ *who comes up page one #1 free*

■ *Are Ads full? $4+3 = 7$ (shortcut)*

■ Try same on www.soovle.com



Who are my competitors?

Keyword analysis spreadsheet - what search will find you?

MOST important step to be found on the web, design your web site, plan social media & AD strategy

READ THE NOTES FOR TIPS ON WHY & HOW TO DO THIS ANALYSIS

At least 10-15 items using synonyms

P1 full? = 7

Your page # Who comes up #1 for that term

what keywords is #1 using?

A

B

C

D

(One long tail term +3 words)

AD's

Me p#

who is #1 www.

What prices do these competitors offer? What terms?

What keywords?

| | | | | | |
|-------|-------|-------|-------|-------|-------|
| _____ | _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ | _____ |

● **RESEARCH IS MOST IMPORTANT**

- **FOUNDATION OF YOUR WEB FOOTPRINT**
- **YOUR WEBSITE**
- **ADVERTISING**
- **LOCAL SEARCH LISTING**
- **SOCIAL MEDIA LISTING**



“LONG TAIL” SEARCH STRINGS - 3+ words
JUST ONE KEYWORD IS USELESS

LONG TAIL (3-5 words) essential.

*Include your **cities** if local.*

“lawn sprinkler repair Duncanville”

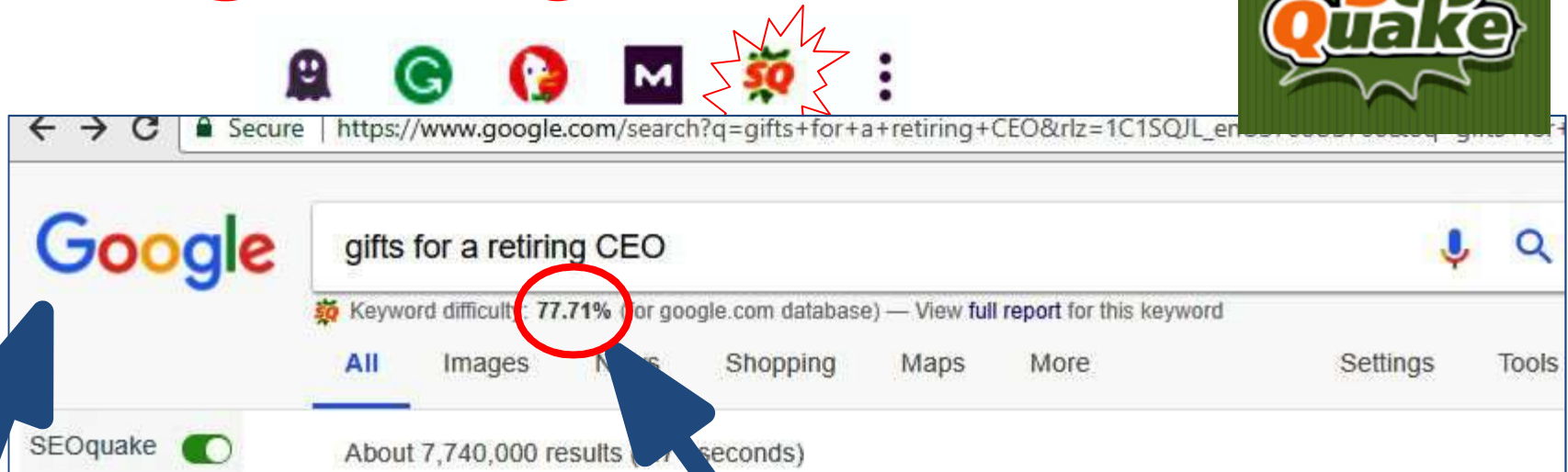
“cupcakes delivered Plano, Frisco & Allen”

Vital for VOICE SEARCH (7+)?



ANY SEARCH

EVALUATE



77% = MODERATE

Wait 10-15 seconds to see how hard it will be to rank page one FREE for that search

COMPARE SEARCHES for % DIFFICULTY to RANK P1

COMPETITIVE ANALYSIS

Competition and pricing - Examine:

■ Which competitor lists #1-3 on page one FREE on Google search?



■ Any “niches” not covered (# ADs?)

■ What keywords are they using?

■ What are terms /price structure?

○ Can you charge more?

■ SEOquake /SEOptimer full analysis!

■ Meta Title and Description used?

WARNING!

https SECURITY IS NOW CRITICAL

WARNING

NOT SECURE!

*Google will post a BIG BOX warning
on your site access if missing.*

REMEMBER YOUR **HIGH VALUE LANGUAGE** FOR YOUR PRODUCT?

REWORDED “STRONG” PITCH is

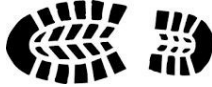
- **TEXT** for Landing page of website
- **ONE PAGE Summary post**
 - on Local Search Engines
 - on Social Media (linked in, FB etc)
 - use in blog, picture ALT text
- **NOW** HOW DO WE APPLY THIS ..?

Website structure #1

LANDING PAGE

Page contains **ALL** the keywords you identified for **everything** you do. 400+ words
(CALLED “Golden” Summary)
(SUMMARY to local search for BACKLINKS)

Website structure + web footprint



Optimize EACH sub-page for ONE term



ALL LINKED

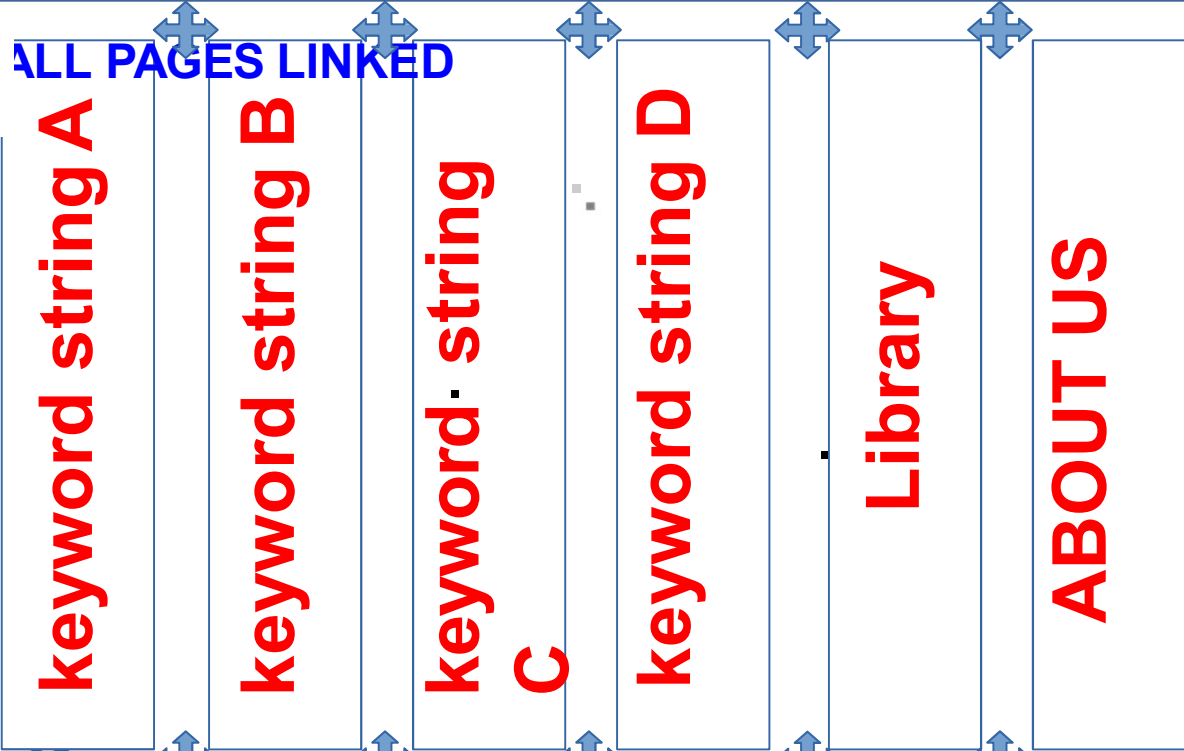


ALSO TO
ALL 40+ LOCAL
SEARCH
ENGINES +
SOCIAL MEDIA
YELP / YP
GOOGLE+
BING LOCAL
CITY SQUARES
LINKEDIN
Facebook
Twitter
Instagram
Pinterest



ALL PAGES LINKED

ALL LINKED TO
LANDING PAGE



Website structure #2

BREAK OUT PAGES - LOTS OF THEM!

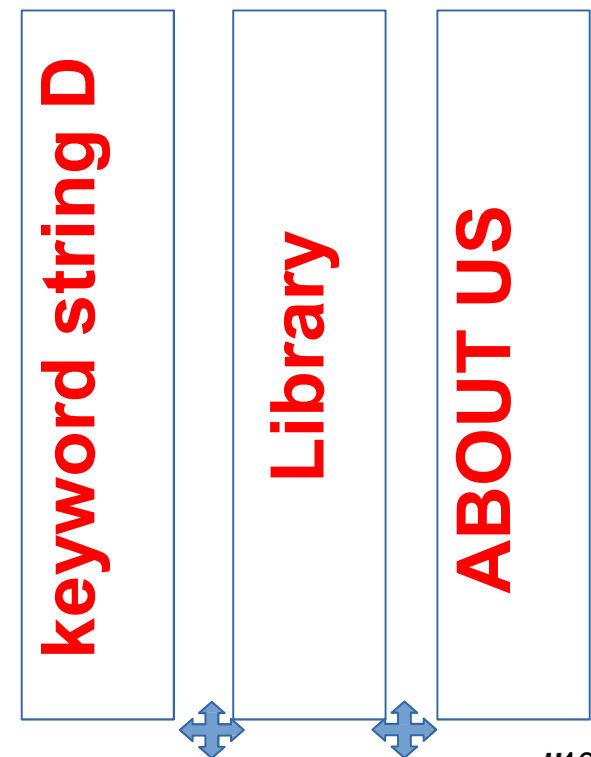
WEBSITE
DESIGN

ONE PAGE - ONE "SONG"

Do **NOT** confuse the search engine with more than ONE message per page.

Make another page!

Each page 400+ words



REPEAT KEYWORDS x5+ PLACES

Hidden & visible for **EACH** page

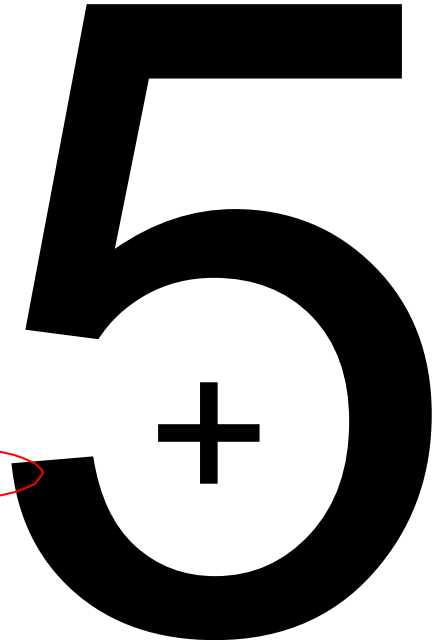
All 5 elements must be congruent!

META CODE (shown in SE report)

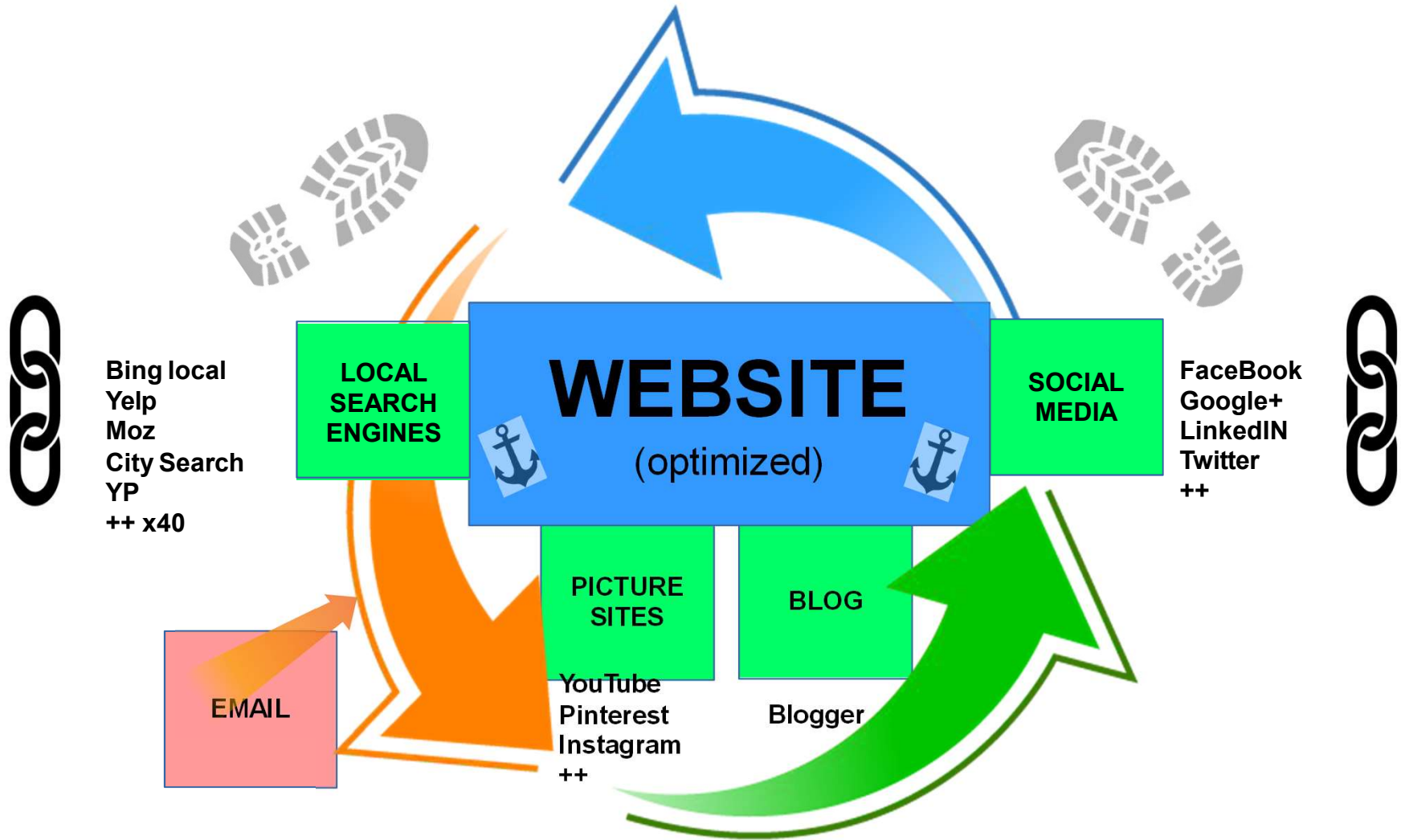
- 1) **TITLE** (70 characters)
- 2) **DESCRIPTION** (160 + 150?) ,,,,,
- 3) **Keywords** (leave blank)

+ VISIBLE ON WEB PAGE: x Multiple

- 1) **Page Heading** H1 (huge), Subheads H2
- 2) **Paragraphs 1,2,3 with synonyms**
- 3) Each **Picture** add description (**ALT= tags**)
- 4) Link **Anchor Text** **descriptive terms**



Integrated web “footprint”



LINKS! LINKS! LINKS! LINKS! LINKS! LINKS!



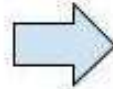
13

STEPS TO CREATE A WEB PRESENCE Your web "footprint" to be found



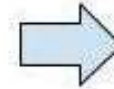
1: GET A URL

Your www.address.



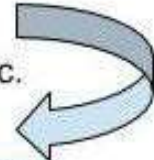
2: GET A HOST

For your website.



3: LIST ON MAPS

Google /Apple/ Bing etc.



5: What PHRASES are in GOOGLE?

For each product /service: **Repeated Phrases***

1. List repeated Google "**Strong Terms***".
2. Add wording top competitors' use.
3. Note **the best Metacode** wording (T&D).



6: WRITE DOWN YOUR PITCH

*First as spoken - use **WIFM***

1. Who we are.
2. We make /offer "X" and "Y" etc.
3. They are better, cheaper faster. How?
4. Why you should deal with us.



4: DO KEYWORD ANALYSIS

x20+ searches like your best customer.

1. Google "autocomplete" shortcut.
2. Google "related searches".
3. Ubersuggest / WordHippo for ideas.

7: REWRITE YOUR PITCH

*Use all "**strong terms**" from Google (#5)**

1. We make /offer "Xx", "Yy" and "Zz".
2. Why they are better, cheaper faster.
3. Buy from us because of A, B and C.

YOUR "GOLDEN" KEYWORD SUMMARY*



9: POST SUMMARY to LOCAL SEARCH

1. *Everywhere you only have ONE page.*
2. First **Yelp** & **GooglenPlus**, then.
3. Bing Places, Moz list of 13 local SE's.
4. Then 30 others for "backlinks".
5. **NAP** (address etc) **must be identical**.
6. Set up Google Alerts.



8: POST ON SOCIAL MEDIA

1. Use terms from summary (#7).
2. Post a Facebook page.
3. Post pics on Pinterest, Instagram.
4. Post on Imgur, YouTube.
5. Post a blog on Blogger.
6. Join user groups where clients are.



13 STEP CHECKLIST #2



10: DESIGN WEBSITE (to be found)

1. **Landing page = Summary see #7.**
2. "Strong" terms **ALL separate pages.**
3. **ONE term only** per break out page.
4. "About us" & Library adds keywords TF*.
5. Do pages with least competition use SQ.
6. Google Adwords for # searches /yr.
7. Low search vol OK if easy to rank pg#1.
8. Each page 300 words min. NO "tricks".
9. **Page headline** in H1, subheads H2.
10. **High frequency** of keyword repeats.
11. Add "cities we serve" OR get 5 miles*.
12. Use keyword synonyms for A.I.
13. Add Q&A "people ask " (voice search)*
14. **Meta Title & Description** competitive?
15. **Repeat keywords 5+ places /page***.
16. **Mobile friendly, secure,** add Schema.
17. List of pictures with ALT text (72 ppi)



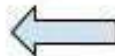
11: BUILD the WEBSITE (easier)

1. **Only YOU** must complete the design
2. Give contractor **YOUR** design (#10).
3. Address, hours, top & bottom **all** pages.
4. **CTA** essential, collect email addresses.
5. Use drag & drop like PPT is easiest.
6. Wordpress templates are better
7. Use Yoast SEO plugin if Wordpress
8. Shopping cart? Shopify /WooCommerce.
9. **Learn DIY** ShivarWeb /YouTube.
10. Expand to 400 words/pg (+ frequency).
11. All pictures with ALT keyword text*.
12. Page load speed <1 sec, 4 max.
13. Install & monitor Google Analytics.
14. **Audit** site with SEOptimer software.
15. **Audit** keyword frequency SEOquake.
16. **Audit** local search Moz.com (local).
17. Correct any audit problems found.



13: ASK FOR and monitor REVUES

1. Google Alerts will warn you.
2. Reply promptly, stay cool!



12: ASK TO BE CRAWLED

1. Ask to list your site at Google /Bing.
2. Use free service to list at hundreds.

QUESTIONS?

Share Tank 2018
15-minute break



sharetank

GIVING . GROWING . IRVING

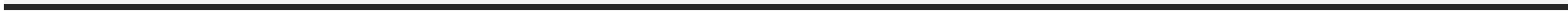
Share Tank is a unique opportunity for businesses to collaborate with and support vital nonprofit work in the Irving community. These non-profit services are critical to the economic development of our City and improving the quality of life in our local community.

Marketing & Communications

John W. Maloney

President

*Maloney Strategic
Communications*



Thoughts on Marketing

“It’s a little like wrestling
a Gorilla...

You don’t quit when you
are tired,

You quit when the Gorilla
is tired!”

Robert Strauss



*There are
really only
FOUR points
to Marketing*

- Get their Attention /
Cut through the clutter
- Be Remembered
- Drive People to Predictable Behavior
- Keep 'em Coming Back For More



Getting Their Attention

- First, Who are They?
- What is their “Jungle?”
- Do they “Feel” or do they “Need”?
- Different Channels Require Different Techniques.
- When Advertising, Just Introduce the Value You Add.



Make Sure You Are Remembered!

- Today the sales cycle is too long to count on a one-and-done marketing effort.
- Design is Critical
- Be Organized in Your Message
- **Consistency and Continuity**
- Decisions of TRUST are NOT Tactical, they are Emotional!
- In Advertising You are simply Introduced. Ask a Question.
- In a brochure you are informing and education.
- **DON'T MIX UP THE MEDIA!**



Drive People to Predictable Behavior

- What do you want them to do?
- Tell them what you want them to do.
- Follow up and remind them what you want them to do!
- Be ready for them when they Do It!

m s c



*Keep Them Coming Back For **MORE!***

- Your product or service **MUST** match your Promise.
- Make Sure that it Does.
- When it Doesn't, Make it Right.
- Follow up and see if your product or service is delivering.
- Ask for comments and reviews
- Respond to comments and reviews
- When you build **Loyalty**, you build **Champions**. They become an army of salespeople promoting your organization.



Tools in your Workbench

- Advertising (Goodwill)
- Websites
- Blogs

- The Press
- Social Media
- Events

- Partnerships



Websites

- This is probably the first point of entry for your public
- Equal parts Advertising and collateral
- Build it so your audience can make a donation
- Ask them for their contact information so they can become be part of your community



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Find us on Facebook

Find us on Facebook

Contact Us

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Haiti-Culture : Aux champs pour Gérald Bloncourt - AlterPresse-Haïti
Sat, Nov 03, 2018 11:12 pm -0500 EST

La Nouvelle-Calédonie choisit la France
Sun, Nov 04, 2018 8:24 am -0500 EST

Gun control advocates head to the state with the most registered guns in the US
Sun, Nov 04, 2018 7:12 am -0500 EST

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m s c

Follow Us to the IBCA!!



For more information on one of the principal Border Collie Registries in the United States, [visit the home page of the International Border Collie Association, Inc.](#)

The International Border Collie Association, Inc

Why should I register my dog with International Border Collie Association, Inc?

Registering your dog with the International Border Collie Association entitles you and your canine to a Lifetime of FREE services...

- Lifetime Lost and Found Service

What do I get in the mail when I register my dog with the International Border collie Association, Inc?

When you register your dog with the IBCA, you will receive a **Certificate of Ownership**, which proudly displays your dogs information: such as name, color, parents name and registration number, etc. This certificate is attractive as it is large. The 8 1/2" by 11" certificate is suitable for framing – many happy dog owners do just that!

You will also receive a handsome **Lost and Found Tag** for your dog that is ready to activate at your earliest convenience. The International Border Collie Association includes this in your certificate packet so that we may begin protecting your dog right away!

What other services am I eligible for when I register my dog with the International Border Collie Association Inc?

FREE Lost and Found Service. We are excited to offer you a FREE lifetime Lost and Found Service. This service is available 24 hours a day, 7 days a week, and 365 days a year! How's that for service?

When you register your dog with the IBCA, you will automatically receive a lost and found TAG, which you will hang on your dog's collar. On the front of the tag, it reads I am lost please help. Call the toll free telephone number where operators are ready to reunite you with your dog, anytime of the day, anytime of the year- for the lifetime of your dog.

The Lost and Found tag is made of durable plastic that is high impact, shatter resistant, and has a greater degree of visibility.



ACCEPT JESUS FOREVER FORGIVEN

Behold, now is the accepted time; behold, now is the day of salvation. - 2 Cor. 6:2

**For the wages of sin is death;
but the gift of God is eternal life
through Jesus Christ our Lord.**

-Romans 6:23

**MAVERICK CHRISTIANS
.COM**



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(or you could just go back to www.webpagesthatsuck.com if you like that better.)

Building Your Website

- Is your site organized based on Purpose and Need?
- Do you know your “Strawman” target audience?
- Does your content solve tell your story.
 - General to Detailed
 - Emotional to Tactical
- Does your site cause anybody in their right mind to visit my site a second, third, or fourth time?
- Does your site gather data?
- Are you tracking it!?!?



Evaluating Your Website

- Does your customer need to know the content you're presenting?
- Is the content current and updated frequently?
- Can people find the content they're looking for?
- Is your website consistent with your other marketing
 - Content
 - Design



**DISASTERS
ARE OUR
BUSINESS.
VETERANS ARE
OUR PASSION.**

[▶ SEE OUR STORY](#)



OPERATION UPDATE

SUPER TYPHOON YUTU

Team Rubicon medical personnel are working at the Tinian Health Center to provide relief to the center's staff. The team has treated 27 patients so far.

[GET THE LATEST >](#)

JACKSON COUNTY, FLORIDA

HURRICANE MICHAEL

Stephanie Fronczak was gathering supplies at a general goods store in Marianna, Florida, when she met 82-year-old Johnny Hamilton. Discover how a chance encounter with a Greyshirt changed this man's life.

[DIVE IN >](#)



**HOME RUNS FOR
HURRICANE
RECOVERY**

THANK YOU T-MOBILE

Thanks to all the home runs and #HR4HR tweets, T-Mobile raised over \$5.1M since last MLB Postseason for Team Rubicon.

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Posted Mar 5, 2018 SENIOR CREW SPOTLIGHT | GARY LALLENSACK

Tell us a little about your background (where you grew up, your family, your career, etc.) I grew up on a farm...

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Posted Mar 5, 2018 SENIOR CREW SPOTLIGHT | EMORY LAFFIN

I grew up on a dairy farm outside of Wausau, Wisconsin. I met my wife of 49 years, Paulette, while attending Wausau...

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Posted Mar 5, 2018 DONOR SPOTLIGHT | FIRST UNITED METHODIST CHURCH - APPLETON

One of our supporting faith communities has just stepped up to make a major commitment our affiliate. First United Methodist will be...

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HABITAT RESTORE WEST 5402 Integrity Way Appleton, WI 54913 920-830-8400

GREATER FOX CITIES AREA HABITAT FOR HUMANITY 921 Midway Road Menasha, WI 54952 920-954-8702



Creating your Content

- **Content is Everything!**
 - **Spend the time it takes to get it right**
 - Make your message meaningful
 - Keep it short!!!
 - Memory retention
 - SEO
- Blogs, videos, podcasts, infographics, etc.

End goal is to build relationships
not to hard sell



Content Marketing: Videos

- 85% of US internet audience watches videos online
- 500+ million – half a BILLION – people watch videos on Facebook every day
- 500 million hours of videos watched on YouTube DAILY
- Social video generates 1200% more shares than text and images combined
- Viewers retain 95% of a message when they watch it in a video, compared to 10% when reading it in text.



Content Marketing: Videos

- Average user spends 88% more time on a website with video
- An initial email with a video receives an increase click-through rate of 96%
- Having a video on a landing page makes it 53% more likely to show up on SERP (Search Engine Results Page)



Getting Started:

Videos

- You don't need to hire a professional videographer
 - iPhones are the norm now
 - Phone based editing APPs
- Re-purpose videos: social media, website, blogs, e-blasts, speakers bureau



Social Media

- Great way to attract and engage donors
- Low- to no-cost entry
- Ability to customize platforms for **your** audiences



Social Media Pitfalls

- Understand the metrics
 - Reach
 - Likes
 - Shares
- Over posting
- Not tailoring posts
- Not using videos and images
- Ignoring those who engage
- Incomplete profile pages
- **NOT BEING CONSISTENT!**



Effective Social Media

- Share more video
- Track influencers, stakeholders
- Be responsive to your fans/followers
- Change and rotate profile pics and banners
- Give fans a reason to follow you: know your audience
- Encourage tagging and sharing
- Build (and track) a library of hashtags
- Be entertaining, use humor
- **Explore paid social**



Getting Started:

Social Media

- Allocate resources
- Develop social media strategy
- Execute against that strategy
 - 3–5 rule
- Use and follow an editorial calendar
- Schedule posts
 - HootSuite, etc.
- Benchmark/evaluate
 - Facebook Insights, Sprout Social, Google Analytics
- **BE CONSISTENT**



The Publicity Game:

Getting Noticed by the Media

- Have a story to tell
- Send the press “News Worthy” notices and releases
- Build a list / do your due diligence
- Personalize the pitch
- Make it EASY on them
- Follow up
- **Don’t take “no” personally! 😊**



Where Do You Begin

Holy %&@#...how in the heck am I going to do all of this?

- Set realistic goals and expectations
- Start at the beginning, not at the finish line
- Use “Third Party” Solutions
- Establish a marketing (and development!) committee
- Find a SUPERSTAR, Emulate the strategies of successful marketers



Asking for MONEY!

EVERYTHING WE JUST COVERED RELATES DIRECTLY TO THIS!!!

- Building a Partnership
- Choose companies whose culture lines up with your NPO
- **CoBrand, CoMessage, Cooperate!!!**
- Make sure that “What’s in it for Them” is “What’s in it for YOU!”
- Promote them with VIGOR! They will do the same.



Questions?

John W. Maloney

jmaloney@maloneystrategic.com





sharetank

GIVING . GROWING . IRVING

Share Tank is a unique opportunity for businesses to collaborate with and support vital nonprofit work in the Irving community. These non-profit services are critical to the economic development of our City and improving the quality of life in our local community.

Pitch Day Prep Q&A

Dexter J. Freeman II, MBA, IOM
*Greater Irving-Las Colinas
Chamber of Commerce*

2019 Curriculum

- Each half-day sessions will begin at 9 A.M. - noon at The Study USA
 - **Education Day #1 (August 29) (lunch served)**
 - Grants + Giving = Goals
 - Pitch Day guidelines
 - **Education Day #2 (September 26)**
 - Unlocking the Secrets to Securing Sponsorships
 - Pitch Day Q&A
 - **Education Day #3 (October 17)**
 - Beyond the Basics – Memorable Marketing for your Nonprofit
 - Pitch Day Prep Q&A
 - **Education Day #4 (November 21) (lunch served)**
 - Do's and Don'ts – Governance and Law
 - Pitch Day Prep

**Pitch Day,
December 5**
The Study USA

**Awards Celebration,
December 18**
Irving Arts Center

Share Tank Guidelines

1. All participating nonprofit organizations must complete the registration form on the Share Tank website: www.irvingsharetank.com.
 2. For participation in Share Tank Pitch Day, your organization is required to be a registered nonprofit in Irving, Texas and deliver services in Irving, Texas.
 3. For participation in Share Tank Pitch Day, your organization must provide a copy of your Form 990 (or 990-N) **on or before Pitch Day Prep on November 21 (Education Day #4)**.
 4. For participation in Share Tank Pitch Day, your organization must submit a [2019 Stewardship Report](#) **on or before Pitch Day Prep on November 21 (Education Day #4)**.
 - a. Nonprofit organizations that received funding during Share Tank 2018 are required to report on the project(s) supported by Share Tank Funding.
 5. Your organization must have a representative present for the duration of each of the four Education Days to qualify for participation in Share Tank Pitch Day.
-

Share Tank Guidelines

- If your organization previously received Share Tank funds, you are required to submit a Stewardship Form prior to Share Tank Pitch Day.
 - Organizations will have a total of **7 minutes** to deliver their pitch.
 - There will be a total of **5 minutes** for feedback from panel of Sharers.
 - All participating nonprofit organizations have the option of utilizing computer/projector technology.
 - No funds will be distributed at Pitch Day.
 - Include in your pitch your name, your location and succinctly your background.
 - Be clear about what project you hope to accomplish or specific need you hope to meet with grant funding.
 - Remember that your pitch is meant to inform, engage and market your organization.
 - All participating nonprofits grant the Greater Irving-Las Colinas Chamber of Commerce and/or the City of Irving permission to use your likeness photographs, video and/or other digital media in any and all of its publications including web-based publications without payment or other consideration.
-



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Share Tank is a unique opportunity for businesses to collaborate with and support vital nonprofit work in the Irving community. These non-profit services are critical to the economic development of our City and improving the quality of life in our local community.
