TIPS & TECHNOLOGY THAT CAN HELP YOU ENGAGE AND GROW YOUR MEMBERSHIP WHEN YOU’RE SHORT ON TIME, MONEY & STAFF
Goal For Today

Leave here with at least one concept or tool that you can use at your bar association.
Where should you focus?!??!

There are more than 15 commonly used communications methods.
Nonprofit Communication Trends

Survey of communication/marketing efforts of more than 1,300 nonprofits in November 2012.
How nonprofits rank communications channels in 2013

- Website: 80%, up from 70%
- Email Marketing: 80%, up from 75%
- In-Person Events: 70%, down from 75%
- Media Relations/PR: 60%, up from 55%
- Print Marketing: 50%, up from 45%
- Video: 40%, up from 35%
- Blog: 30%, up from 25%
- Paid Advertising: 20%, up from 15%
- Phone Calls/Phone Banks: 15%, up from 10%
- Photo Sharing: 10%, up from 5%
- Mobile Apps or Texting: 2%, up from 1%
- Podcasting: 1%, down from 2%

NonprofitMarketingGuide.com/2013
Website Engagement

Your Website = Your Castle
Elements Every Member Association Website Should Have

#1: Keep Content Fresh & Update Often
ELEMENTS EVERY MEMBER ASSOCIATION WEBSITE SHOULD HAVE

#2

FOCUS YOUR HOMEPAGE & PRIORITIZE CONTENT
#3

INCLUDE CLEAR, BOLD CALLS TO ACTION
USE COMPELLING IMAGERY & PHOTOS
#5: Make your site easy to navigate
Photos, Photos & More Photos!
Photo galleries are embedded into web pages to encourage web traffic.
Photo Galleries –
VERY POPULAR PAGES!!

Flickr & FlickrSlidr.com
(Ad-Free $49.99/Year)

Free and Easy!
http://flickrslidr.com/
Video Sharing

Both offer free options
Customize videos to embed on your website
Youtube – much larger general audience
Vimeo – ad free, cleaner look
Learn How to Make Videos!

Let’s Dabble
Empowering Nonprofits Through Video

make videos
we can teach you, for free.
Collect Information on Online Forms

Event Registration
Member Surveys
Order Forms
Feedback
Requests
Committee Interest Form that allows volunteers to express interest on one or multiple of committees.
Interactive Forms

$47/Year

Unlimited Online Forms

No Programming Required

Ad-Free
Updating Content Easily

Without an easy content management system – consider WordPress
Measure Your Impact & Adjust Your Content–

Google Analytics

My Dashboard

Daily Visits

Traffic Types

Time on Site by Country

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Google Analytics tools tell you

- Number of visitors on your site
- What they are looking at
- Where they are going
- How they got there
- What platform they are using
- What browser they are using
Set-Up Google Alerts

Use “key words”
- “XYZ Bar Association”
- “Pro Bono”
- “Legal Clinic”
E-mail Marketing

Reach Large Audiences
Immediate Call To Action
Shareable
Inexpensive
E-mail Marketing: Tools You *Probably *Already Have

Microsoft Outlook and Microsoft Word E-mail Mail Merge

This option won’t provide sophisticated reports or effectively deliver hundreds of emails, but it is a practical choice for small (50 - 100) mailing lists.

*Press Releases, Segmented Solicitation E-mails*
E-mail Marketing: Free andStraightforward

Google Groups and Yahoo Groups

Often used as discussion groups, but can also be used to send simple messages to a large group of people.
E-mail Marketing: Mass E-mailing Tools

Online Mass E-mail Program

Templates, Reporting, List Management

MailChimp

Constant Contact
In the U.S., 27% of users' time online is spent on forums and social networks, like Facebook, Twitter and Instagram, according to a study by Experian Marketing Services.
Jumping In to Social Media

- Have a plan
- Focus on one tool at a time
- Show up consistently
- Schedule new content posts
- Review analytics
- Set measurable goals
Social media dashboard to manage and measure your social networks.

One-Stop Shop!
Schedule
Analyze
National trends indicate printed publications are declining in favor of online, mobile editions.

Are your members following that trend???
• Tablet computer adoption has almost doubled in the past year.

• **34%** of American adults own a tablet computer

• **49%** of tablet owners are in their late thirties / early forties

• **56%** of tablet owners reside in households with income of $75,000 or greater.

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**Source:** Pew Research Center’s Internet & American Life Project tracking surveys, May 2010 – May 2013. May 2013 data is from the Pew Research Center’s Internet & American Life Project’s April 17-May 19, 2013 Tracking Survey of 2,252 adults ages 18 and older. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error on the sample is +/- 2.3 percentage points.
Convert Your Printed Editions to a Mobile-Friendly Format!!

Convert any pdf into a flipbook – newsletters, manuals, presentations

• Easy to read
• Clickable web links
• Shareable on social media
• Readable on mobile devices
Printed Publications – Reduce your printing costs

- Page count and paper quality
- Colors
- Frequency
- National companies
With limited time and money, make sure you’re focusing on what your members are using!

Analyze Your Efforts

Google Analytics

hootsuite™
MeckBar.org: May 2013 Report

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Bar Blasts: May 2013 Report

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<td>8</td>
<td>Proposed Amendment of the Mecklenburg County Bar By-Laws</td>
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<td>Annual Meeting</td>
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<tr>
<td>10</td>
<td>Law Day Photos</td>
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</table>
The interactive tool that can help you make and assess strategic communications decisions
Empower your volunteers to write for your website, social sites, publications

• Style Guide
• Editorial Calendar
Style Guide

Your go-to communications reference to ensure consistency on all communications and branding.

- Organize and design your brand guide well
- Assign a brand cop
- Schedule a training and share, share, share
- Keep it up-to-date
Editorial Calendar

Develop topics and themes, when needed, to correspond with upcoming programs

- Break up the calendar by time periods (weeks, months, quarters)
- Identify messages / topics by time period
- Identify communication methods
- Assign authors/topic leaders
Newsletter/Website/Blog Ideas

- How-to Articles
- Advice Columns
- Frequently Asked Questions
- First-Person Anecdotes
- Definitions
- Trends

- News Compilations
- Reviews or Recommendations
- Success Stories
- Personal Profiles
- Where to Find . . .

- Partnerships
- Leadership Perspectives
- Survey Results
- Fact Versus Fiction
RESOURCES

- **2013 Nonprofit Communications Trends Report**: www.nonprofitmarketingguide.com
- **Website Blog/Updates**: WordPress - www.wordpress.org
- **Interactive Forms**: Form Experts - www.formexperts.com
- **Web Photo Galleries**: Flickr and FlickrSlidr – www.flickr.com and www.flickrslidr.com
- **Online Flipbook Magazines/Newsletters**: PDF to Flash Magazine Software - www.emagmaker.com/pdf-to-flash-magazine/index.html
- **Ten Elements Every Nonprofit Website Should Have**: www.guidecreative.com/learn/
- **Video Sharing**: www.youtube.com or www.vimeo.com
- **Learn to Make an Online Video**: www.letsdabble.com
- **E-mail Marketing**: Constant Contact or Mail Chimp - www.constantcontact.com or www.mailchimp.com
- **Online Groups**: Google Groups or Yahoo Groups - https://groups.google.com or http://groups.yahoo.com
- **Website analytics**: Google Analytics - www.google.com/analytics
- **Communications Planning / Analysis**: Smart Chart 3.0 - www.smartchart.org
- **Mobile Trends**: Seven Mobile Trends You Need To Know http://www.thedrum.com/opinion/2013/05/31/marie-meeker-internet-and-mobile-trends-7-data-points-you-need-know#vbbz5jhekbweishq.99
- **Manage Your Social Media**: HootSuite - hootsuite.com
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