



Megan Maiolo-Heath, *Trees, Water & People*



Quick Poll

➤ What Sector do you work in?

➤ Government?

➤ Nonprofit?

➤ Private?

➤ Do you use Facebook?

➤ Do you “tweet”?

➤ Have you ever blogged?

➤ Click to edit Master text styles

➤ Second level

➤ Third level

➤ Fourth level

➤ Fifth level





What is Social Media?

We live in the Web 2.0 World!

Click icon to add picture



So, what are you?

➤ Social Technographics

- Creators
- Conversationalists
- Critics
- Collectors
- Joiners
- Spectators
- Inactives




(Bernoff & Li, 2009)

The (Nonprofit) Social Media Toolset

- Website
- E-mail Marketing/eNews
- Blogs
- Facebook
- Twitter
- Pinterest
- YouTube
- Third Party Fundraising Sites
- Third Party Reviewers







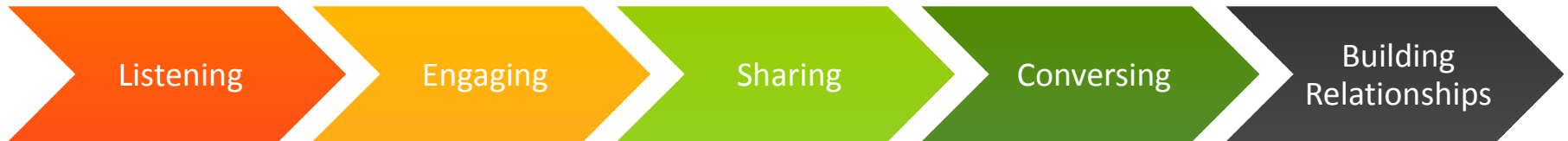
“**Networked nonprofits** don’t work harder or longer than other organizations, they work differently. They **engage** in conversations with people beyond their walls--lots of conversations--to **build** relationships that spread their work through the **network.**”

-Beth Kanter & Allison Fine, *The Networked Nonprofit*

The Networked Nonprofit: Spreading Your Message



Using Social Media for Social Good



Listening

The image shows a screenshot of a Twitter profile page for 'Trees Water & People'. The interface includes a navigation bar at the top with 'Home', 'Connect', 'Discover', and 'Me' tabs, along with a search bar and settings icon. The profile header shows 1,702 tweets, 3,186 following, and 3,067 followers. The main content area is divided into 'Who to follow' and 'Tweets' sections. The 'Who to follow' section lists accounts like Nissan LEAF, Wall Street Journal, and Ned Breslin. The 'Tweets' section shows a list of tweets, including one from Michelle Rose-Innes and another from Ray Beckerman. Annotations with arrows point to various text elements: 'click to edit master text styles' points to the top navigation bar; 'Second level' points to the profile name; 'Third level' points to the tweet text; 'Fourth level' points to the user name in a tweet; and 'Fifth level' points to the user name in the 'Who to follow' section.

click to edit master text styles



Second level

Third level


Fourth level

Fifth level

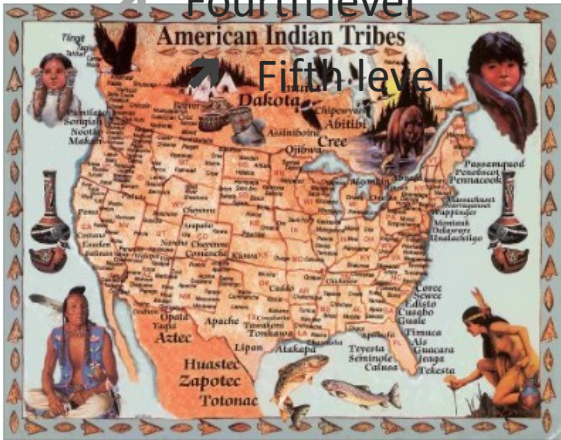
Listening





facebook  Search for people, places and things  Trees, Water & People Home ▾


Click to edit Master text styles


 **Indian Country Today Media Network**
Recognizing and Celebrating First Peoples on Columbus Day: A Guide to Events Across Indian Country
Second level

Read more:
Third level
<http://indiancountrytodaymedianetwork.com/2012/10/08/recognizing-and-celebrating-first-peoples-on-columbus-day-a-guide-to-events-across-indian-country-138138>
Fourth level

 **American Indian Tribes**
Fifth level

Like · Comment · Share ·  1,588  129  1,222 · 2 hours ago · 

 **Lakota Solar Enterprises**
Today, we celebrate Indigenous Peoples Day!

 **Reconsider Columbus Day**
www.youtube.com
Reconsider Columbus Day Presented by Nu Heightz Cinema rethink columbus day reconsider

Engaging

➔ Click to edit Master text styles

➔ Second level
➔ Third level



➔ Fourth level
➔ Fifth level

Volunteer Opportunity: Help Build Straw Bale Homes at Pine Ridge
treeswaterpeople.wordpress.com

Join us on 9/11-15 at our Tribal Renewable Energy Program's headquarters on the Pine Ridge

Like · Comment · Share

👍 Alexandra Miliopoulou, Vanessa Leu, Van Meter Angela and 10 others like this.



Richard Fox This is going to be a great trip. Glad I am signed up to GO!
September 24 at 9:33am · Like



Pilar Robledo Muna Nana Saigol and Angela Braid may just come from Pakistan!!
September 24 at 10:23am · Unlike · 🗨️ 1



Write a comment...

864 people saw this post

Promote ▼



Trees, Water & People shared a link.
September 19

Become a monthly donor by joining the Evergreen Circle! This easy and efficient way of giving provides Trees, Water & People with a reliable income stream, allowing us to focus more on helping communities protect, conserve, and manage their precious natural resources.



Trees, Water & People | Become a Monthly Donor
treeswaterpeople.org

When you elect to become a recurring donor with Trees, Water & People, you are making an important commitment to the communities we

Like · Comment · Share

🗨️ 1

👍 Sonia Fullenwider, New Energy Portal, Heather Herrell and 4 others like this.



Write a comment...

977 people saw this post

Promote ▼

Sharing

➤ What to share?

➤ Photos!!

➤ Videos

➤ Petitions

➤ Relevant news

➤ Others' successes

➤ Organizational Updates



Sharing

 **Re|Volt** @WorldwatchEN  Click to edit Master text styles 4 Oct 

Data Collection for  **Second level** Worldwatch Joins @ren21 and Others to Address Data Gaps for #RenewableEnergy: bit.ly/PcPQdc

 **Third level**
Retweeted by Trees, Water & People  **Fourth level**
Expand  **Fifth level**

 **Citizen 52** and 11 others retweeted you 27m

3h: Happy Indigenous Peoples Day! Today, we honor our nation's First P...



Enable Sharing

Click to edit Master text styles

Second level

10,000 Trees for Haiti

Third level

Fourth level

Fifth level

Closing the Loop, Transforming the Poop



Click on image to view slideshow.

\$6,003
of \$30,000 goal

43
project donors

84
days to go

Like 2



Tweet 25



+1 2


Pin it 1






Donate


Conversing


facebook  Search for people, places and things 

Trees, Water & People  Home 

Trees, Water & People Messages 

Unique Material   Messages  Actions  Search This Conversation 

 **Unique Material** August 24
Can you send me a physical address to donate for the Water Heater Wagon? I'm surprised you can't smell the burnt plastic from my credit card all the way over there. But today is Payday and I would Love to make a donation. Your Poor, but determined Friend


 **Trees, Water & People** August 24
Thank you so much for your help! You can send a check to the following address:


Trees, Water & People
633 Remington St.
Fort Collins, CO 80524





Please write Solar Warrior Wagon on the memo line. 100% of your donation will go towards fixing the transmission!

Thank you so much for your generosity and caring.

Was-te!
Megan



 **Unique Material** September 2
I sent it. Check Tuesday.

 **Trees, Water & People** September 4
Great! Thank you so much again for all your support. Was-te!

 Write a reply...    **Reply**

+ Create Page

See Your Ad Here


TREES, WATER & PEOPLE
Trees, Water & People likes Trees, Water & People.
 Like

Try Sponsored Story

Building Relationships: Turning Friends into Fundraisers

Solar Energy for Lakota Families

Click to edit Master text styles

Add an update Email members Edit Recent Activity

Second level GIVE: Help Provide Solar Air Heaters to Native American Families Third level

October 29, 2010 • Started by Solar Energy for Lakota Families • Invite Friends

Fourth level

Fifth level



\$16,606

DONATED TO THIS PROJECT

\$20,000

GIVE

HERE'S WHAT YOUR DONATION CAN DO:

\$10 PROVIDES

Materials for Solar Air Heater. This donation will help pay for the lumber support stand of the solar air heater.

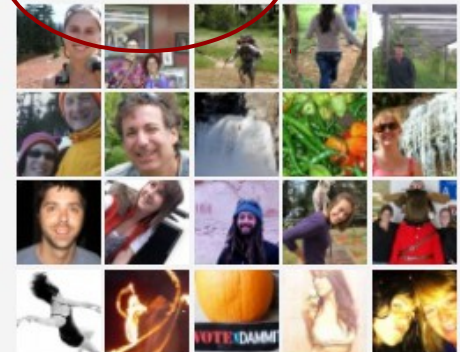
\$20 PROVIDES

Solar Heater Components. This generous donation will help pay for the duct materials, including hard duct, register boxes and covers, elbows and insulated flexi-duct.

\$50 PROVIDES

System Materials: Thermostat. This donation will help pay for a

MEMBERS 8,126



Like 3.6k

Leveraging Online Fundraising Resources

The screenshot shows the GlobalGiving website interface. At the top, the 'globalgiving' logo is circled in red. Navigation links include 'FIND A PROJECT', 'GIVE GIFT CARD', and 'GET INVOLVED'. A search bar is present with the text 'Click to edit Master text styles' overlaid on it. The main heading is '1,500 Clean Cookstoves for Haitian Families (#5760)'. Below the heading, there are tabs for 'Overview', 'Wall (37)', 'Reports (15)', 'Photos (49)', 'People (70)', and 'Stamps (4)'. A progress bar shows '\$22,116 Raised' and '\$7,884 Remaining'. To the right, it indicates '405 Donations' and '15 Reports'. A large orange 'donate' button is prominent. Below the button, a message states 'An anonymous donor is matching new monthly recurring donations!'. There are three donation options: '\$20 builds a fuel-efficient Zanmi Pye Bwa (ZPB) cookstove for 1 Haitian family', '\$40 builds a double burner Zanmi Pye Bwa (ZPB) cookstove for 1 Haitian family', and '\$100 funds a public promotional event for a Haitian clean cookstove entrepreneur'. A fourth option for '\$500' is partially visible. A photo of a young girl in a yellow shirt cooking is shown in the center. Arrows point to various elements: 'Second level' points to the 'GET INVOLVED' link, 'Third level' points to the project title, 'Fourth level' points to the 'Photos (49)' tab, and 'Fifth level' points to the photo of the girl.

globalgiving

giving cart create an account login

DONORS NON-PROFITS CORPORATE PARTNERS ABOUT US

FIND A PROJECT GIVE GIFT CARD GET INVOLVED

Home > Find a Project > Haiti > Economic Development > 1,500 Clean Cookstoves for Haitian Families (#5760)

1,500 Clean Cookstoves for Haitian Families

Overview Wall (37) Reports (15) Photos (49) People (70) Stamps (4) Share

\$22,116 Raised \$7,884 Remaining 405 Donations 15 Reports

donate

An anonymous donor is matching new monthly recurring donations!

ONE TIME MONTHLY RECURRING GIFT OR IN-HONOR OF

- \$20 builds a fuel-efficient Zanmi Pye Bwa (ZPB) cookstove for 1 Haitian family
- \$40 builds a double burner Zanmi Pye Bwa (ZPB) cookstove for 1 Haitian family
- \$100 funds a public promotional event for a Haitian clean cookstove entrepreneur
- \$500 provides a start-up package of 20 ZPB cookstoves and marketing for a Haitian clean cookstove entrepreneur

Click to edit Master text styles

Second level

Third level

Fourth level

Fifth level

Utilize Your Web Presence

The image shows a screenshot of the Trees, Water & People (TWP) website homepage. The website has a light green and brown color scheme. At the top, there is a navigation bar with links: ABOUT US, LOCATIONS, PROGRAMS, LEARN MORE, BLOG & MEDIA, GET INVOLVED, and SUPPORT US. A purple button labeled "DONATE" is positioned in the top right corner. The main content area features a large green box with the text "YOU CAN TRANSFORM DEVASTATION TO RESTORATION. Help restore the High Park Fire area >>". Below this, there are three small green buttons: "Energy Globe Award", "Trees for Haiti", and "High Park Fire". The bottom section includes a "Welcome to Trees, Water & People" heading, a paragraph about the organization's mission, and a "Get our latest news." section with an email sign-up form and a "Join Now >>" button. A "READ Our Blog" link is also present. Three orange arrows point to the logo, the donate button, and the email sign-up form.

TREES. WATER & PEOPLE
Helping people and the planet

DONATE

ABOUT US LOCATIONS PROGRAMS LEARN MORE BLOG & MEDIA GET INVOLVED SUPPORT US

YOU CAN TRANSFORM DEVASTATION TO RESTORATION.
Help restore the High Park Fire area >>

Energy Globe Award Trees for Haiti High Park Fire

Welcome to Trees, Water & People

Since 1998, Trees, Water & People (TWP) has taken a **community-based approach** to sustainable development with continuing **reforestation**, **watershed protection**, **renewable energy**, **clean cookstoves**, **ecosystem restoration**, and education programs in Latin America and the United States.

Our work is guided by two core beliefs:

- Natural resources are best protected when local people play an active role in their care and

Get our latest news.
Email
Join Now >>

READ
Our Blog

Utilize Your Web Presence

Welcome to Trees, Water & People

Since 1998, Trees, Water & People (TWP) has taken a **community-based approach** to sustainable development with continuing **reforestation**, **watershed protection**, **renewable energy**, **clean cookstoves**, **ecosystem restoration**, and education programs in Latin America and the United States.

Our work is guided by two core beliefs:

- Natural resources are best protected when local people play an active role in their care and management; and
- Preserving local ecosystems is essential for the ongoing social, economic, and environmental health of communities everywhere.

Trees, Water & People's **mission** is to improve people's lives by helping communities protect, conserve, and manage the natural resources upon which their long-term well-being depends.

At TWP, we are dedicated to moving people beyond survival - to a greater success. We hope you will join us in this effort!



Get our latest news.

Join Now >>



READ

Our Blog



VIEW

The Photo Gallery



WATCH

The Video Gallery



CONNECT

On Facebook

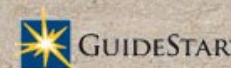


FOLLOW

On Twitter

[About Us](#) | [Locations](#) | [Programs](#) | [Learn More](#) | [Blog & Media](#) | [Get Involved](#) | [Support Us](#) | [Contact Us](#) | [Site Map](#)

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Measuring Outcomes

S O C I A L M E D I A R O I

➤ Second level

➤ Third level

➤ Fourth level

➤ Fifth level



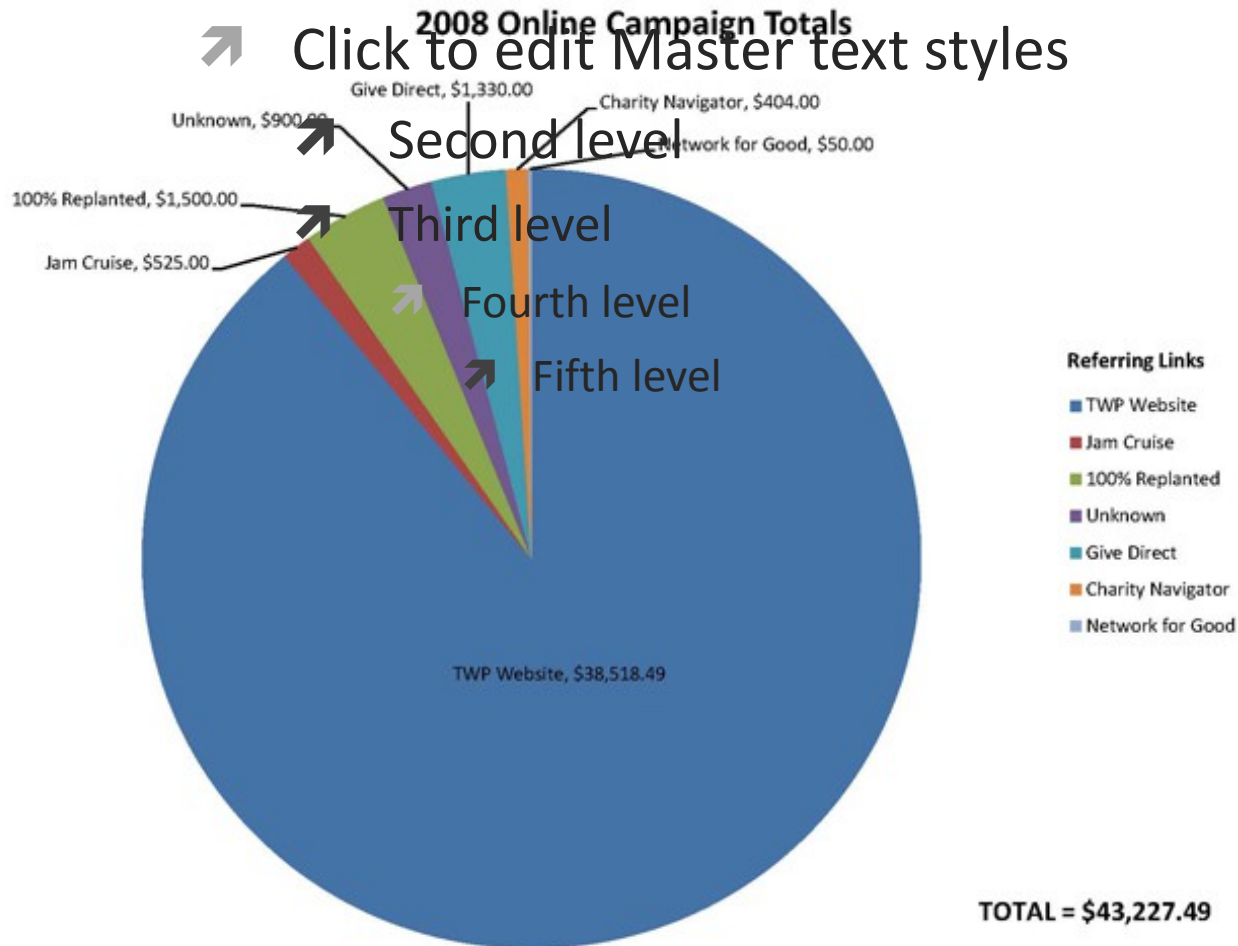
Efficiency
Reputation
Differentiation
Risk Reduction
Client Retention
Brand Association
Long Term Revenue
Environmental Impact
Economic Development
Opportunity Creation
Immediate Revenue
Perception Shifting
PR and Exposure
Client Education
Network Growth
Building Trust
Innovation

Measuring Outcomes

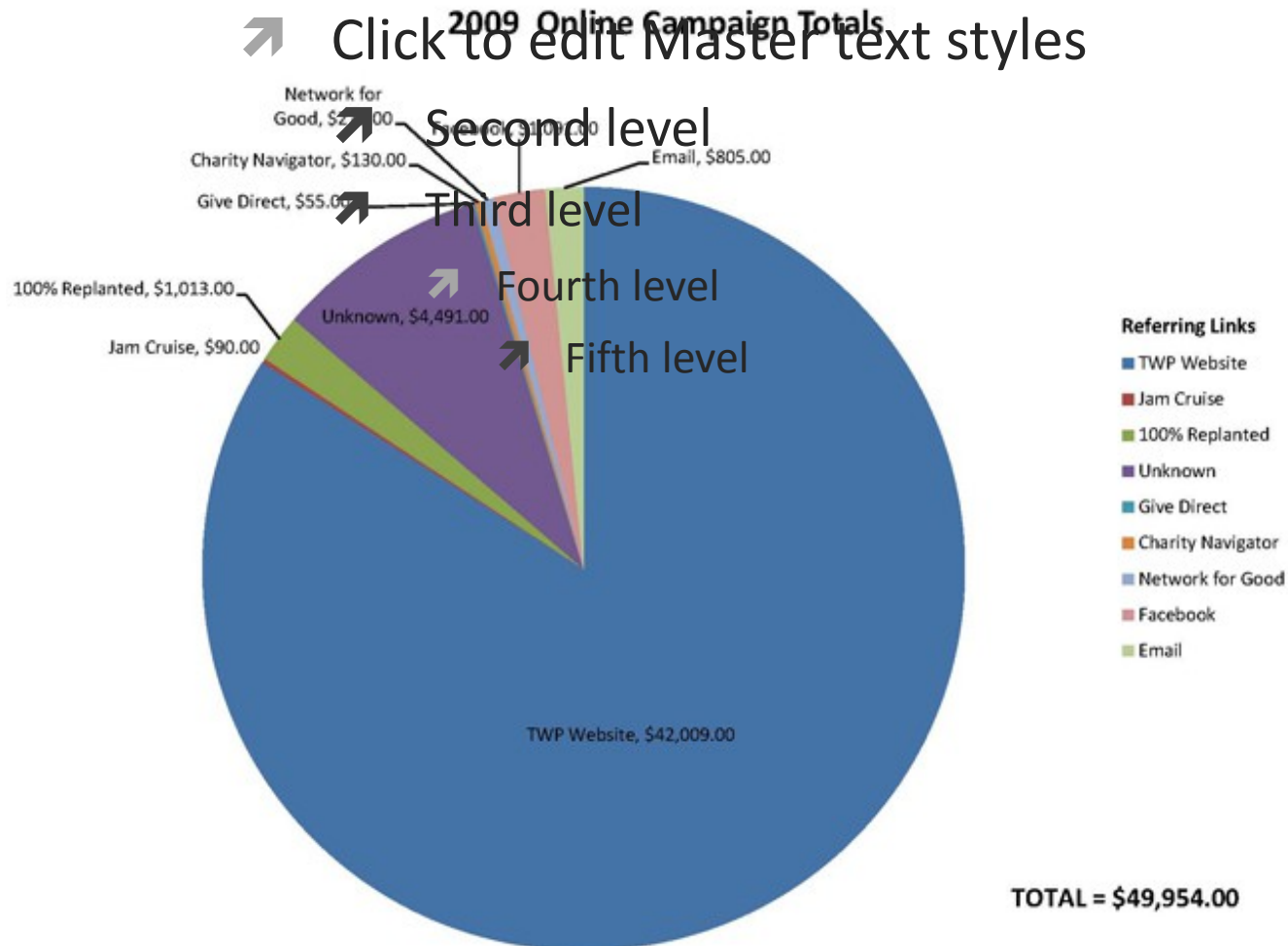
- Google Analytics
- Facebook Insights
- Blog Analytics
- Information Management
 - Database Management



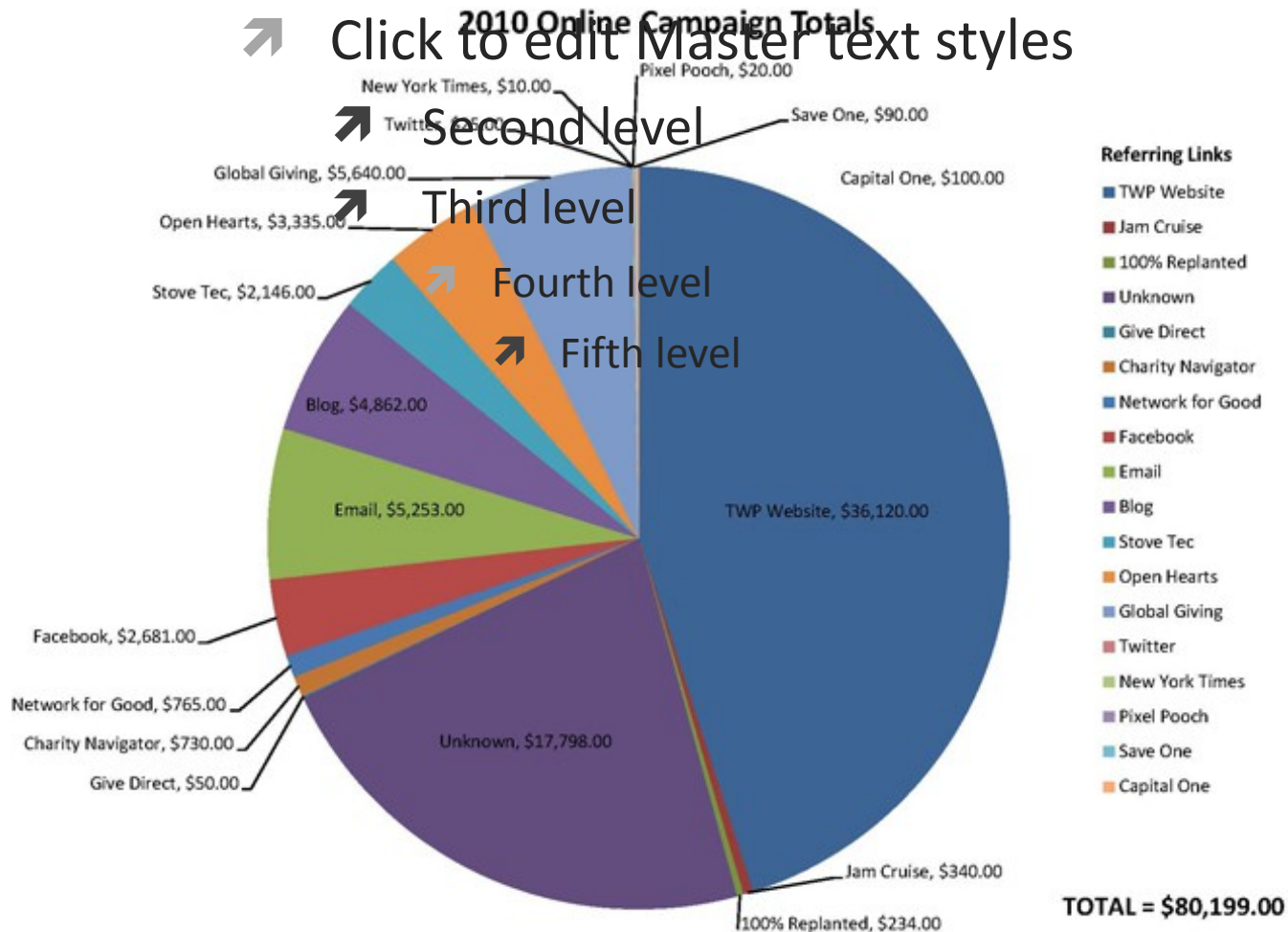
Return on Investment: Direct Revenue from Online Fundraising



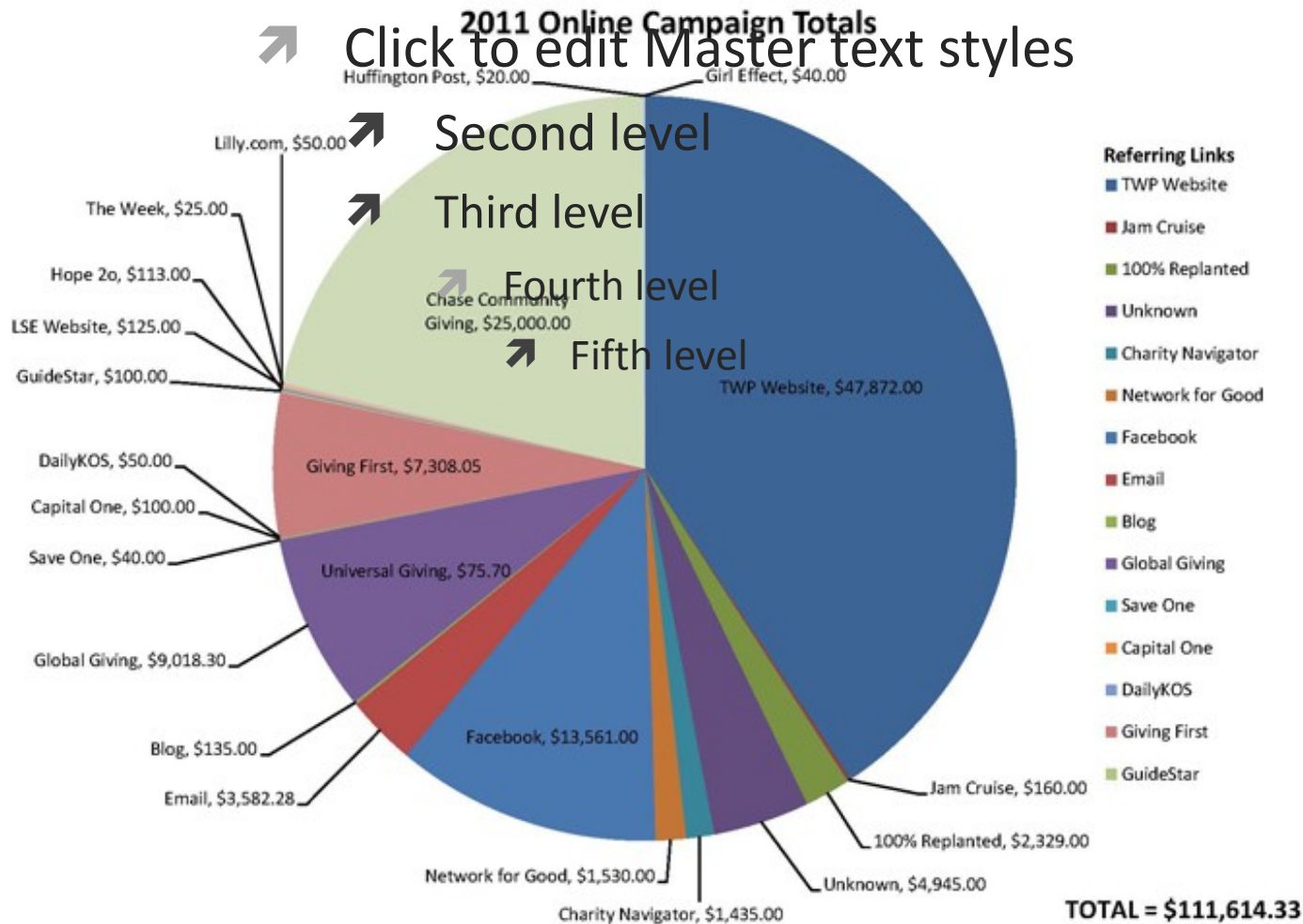
Return on Investment: Direct Revenue from Online Fundraising



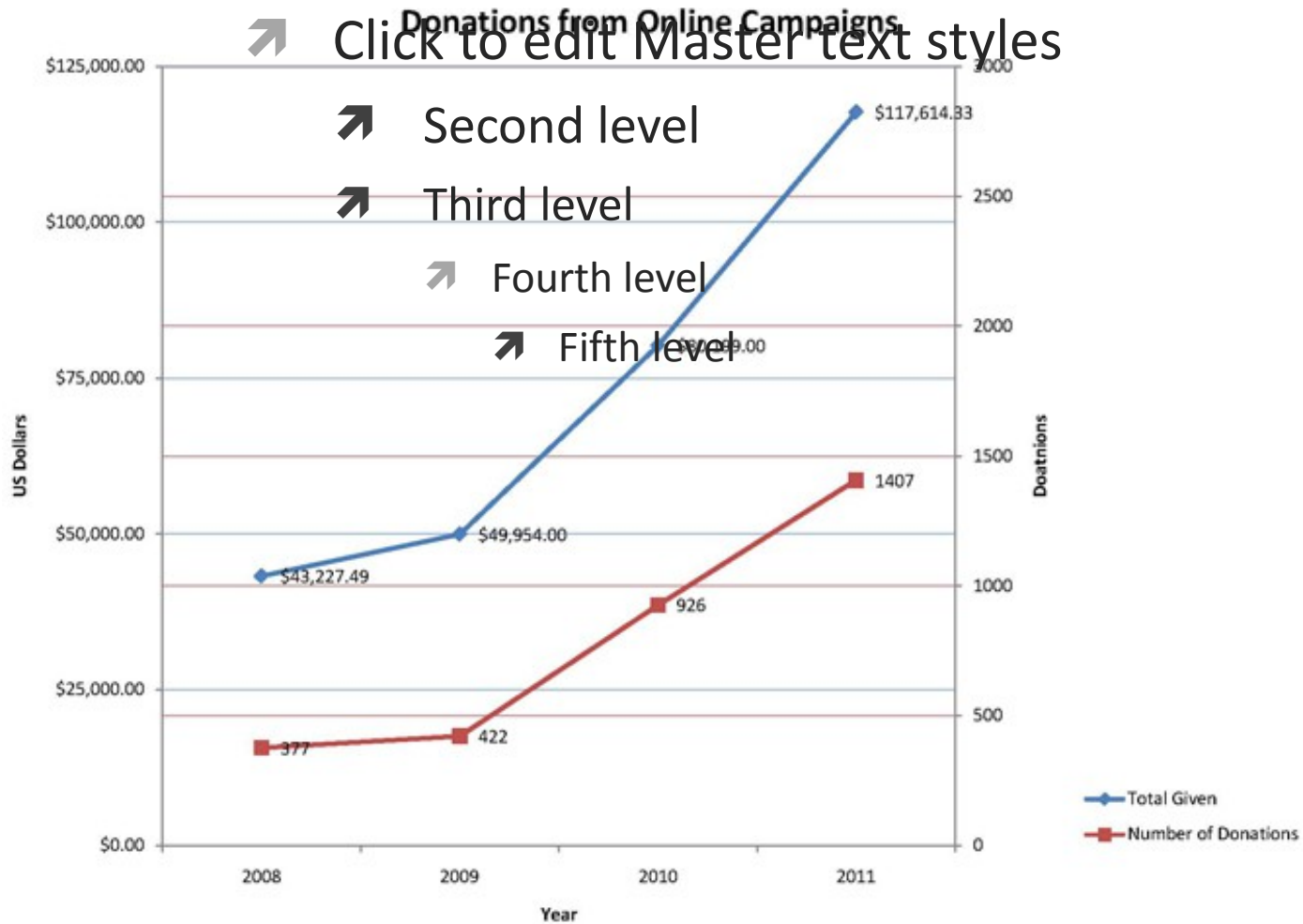
Return on Investment: Direct Revenue from Online Fundraising




Return on Investment: Direct Revenue from Online Fundraising




Return on Investment





“**New generations** of volunteers, donors, and clients don’t just prefer to use social media, they **demand it.**”

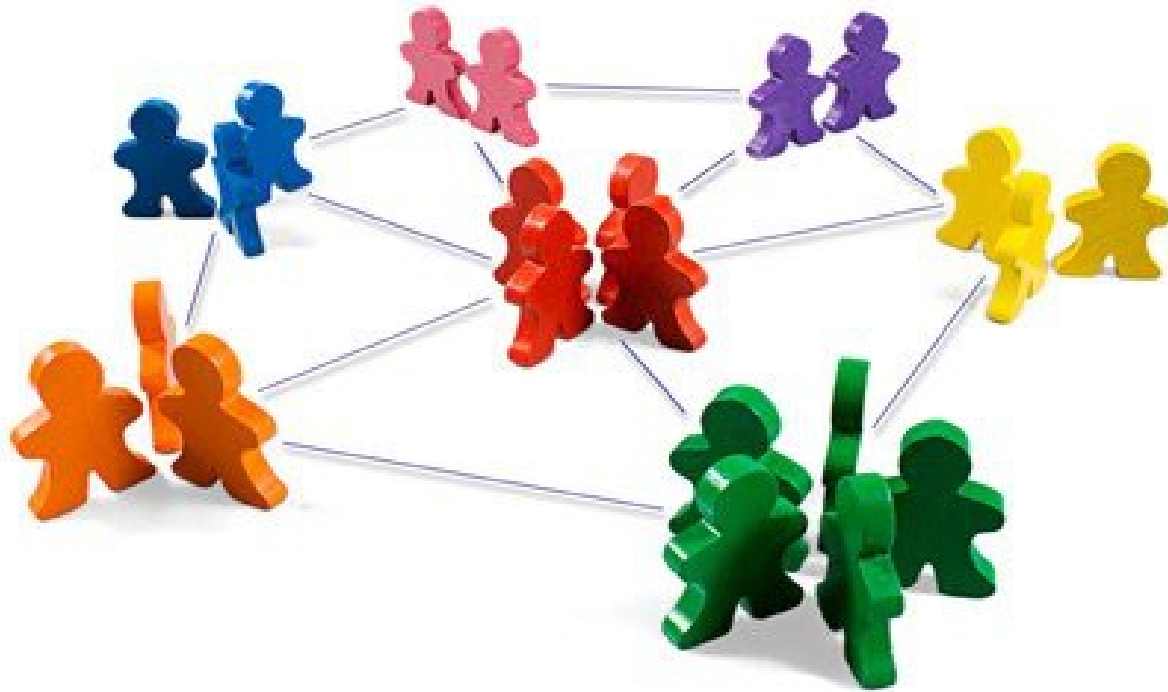
-Levinson, Adkins & Forbes, *Guerilla Marketing For Nonprofits*



“**Technology** does not raise money.
Technology **helps** fundraisers raise
money easier.”

-MobileCause

Click icon to add picture



Questions? 

Contact Me!



TREES, WATER & PEOPLE
Helping people and the planet

www.treeswaterpeople.org

megan@treeswaterpeople.org

