

# Tools to Improve Your Marketing Reach

Live Webinar w/ Beth Brodovsky

Thursday, June 8, 2023 | 11:00 am CT

For Association &  
Chamber Pros





Grow Faster   
**Association Management  
Software**

with  
**BUILT-IN MARKETING AUTOMATION  
& SALES FUNNEL MANAGEMENT**

[GET A 1-TO-1 DEMO](#)

[VIEW A PRODUCT TOUR](#)



## You Will Receive:

- Today's Webinar Recording
- CAE Credit Certificate

The #1  
constraint of  
many  
nonprofits is  
not lack of  
**money...**

**it's lack  
of time**



# Marketing can often become

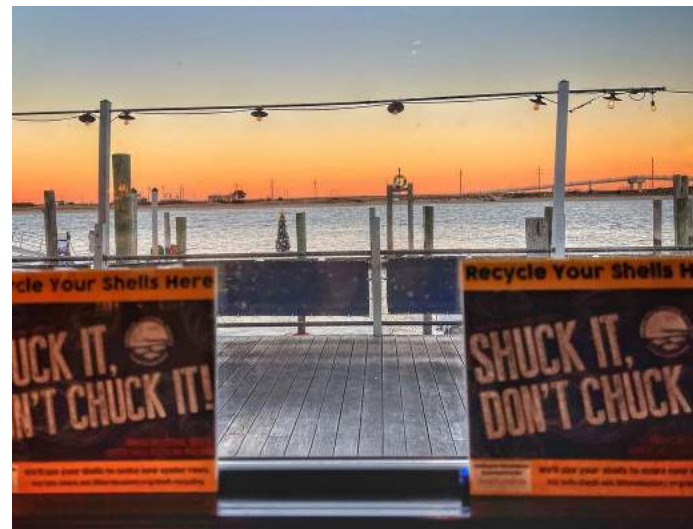
**A** EVERYONE'S JOB

**B** NO ONE'S JOB

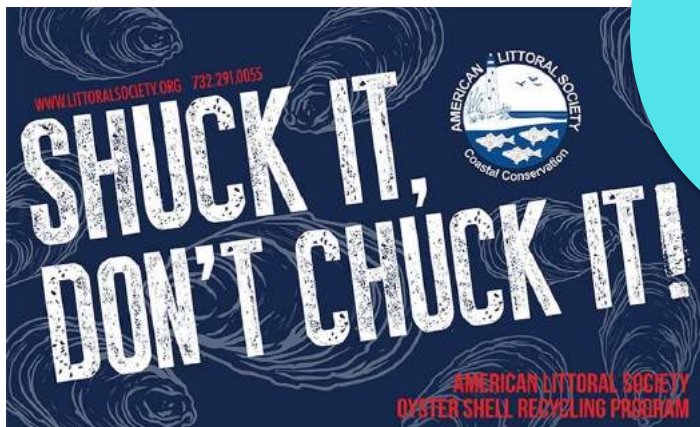
**C** AN IMPOSSIBLE JOB

**D** ALL THE ABOVE...





Managing a program's brand



### COMMUNITY SHELL RECYCLING DROP-OFF

Step 1. Weigh your shells  
Use a scale to weigh your shells in a bag or bucket.

Oysters, Clams, Scallops, & Mussels

Step 2. Submit Results  
with ONE of the following methods

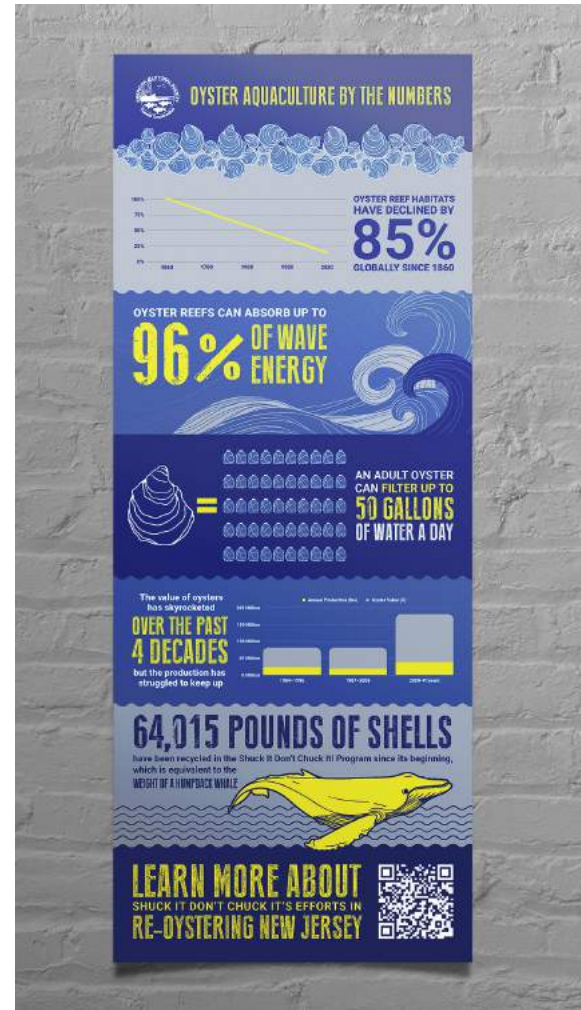
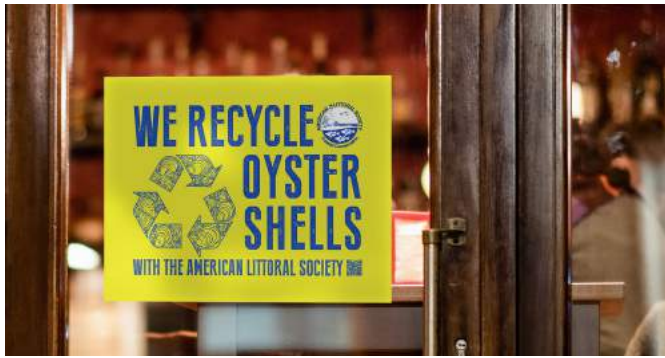
- Tag us online @littoralsociety & use #SocietyShell with a picture of you & your shells, & the weight measurement.
- Text the weight measurement to (732) 708-5472.
- Scan the QR Code & fill out the form.

As part of American Littoral Society's 'Operation Oyster: Shuck It, Don't Chuck It' Program In Partnership with Rumson Public Works

FOR SHELL RECYCLING ONLY  
For more information, please visit: [www.littoralsociety.org/shell-recycling](http://www.littoralsociety.org/shell-recycling)

Step 3. Recycle your shells  
in a yellow trash bin

Re-Oystering NJ Waters





# Build a brand toolkit!

Distribute workload to less-skilled people

Use familiar tools

Invest in key assets from professionals

Support your supporters in sharing





AL American Littoral Society  
Teams · 15

- Home
- Projects
- Templates
- Brand**
- Apps

# Brand

Brand Kit Brand templates

## American Littoral Society's Brand Kit

Brand Kit shared with: American Littoral Society's team + Add to a folder

### Logos (5)

-   
Untitled  
Image · 5 months ago
-   
reflexblue\_littoral\_Logo\_transparent.png  
Image · 3 years ago
-   
reflexblue\_flat\_littoral\_Logo\_2017.png  
Image · 3 years ago
-   
littoral society logo reflex blue fish transparent bkg.png  
Image · 3 years ago
-   
littoral logo white transparent bkgd.png  
Image · 3 years ago

### Colors (9)

**Brand colors**

- 
- 
- 
- 

**Color palette**

- 
- 

**Shuck It Don't Chuck It**

- 
- 
- 
- 
- 
- 



### Fonts

**Text styles** Uploaded fonts

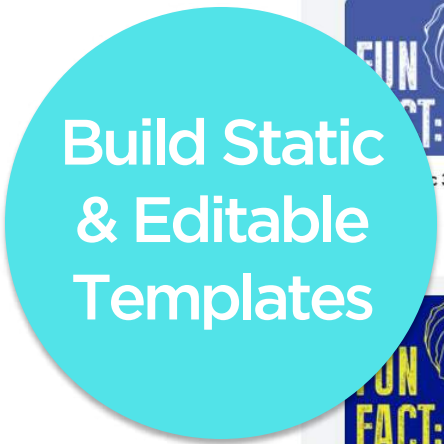
- Headings, Press Style Regular, 31.5**
- Subheadings, Roboto, 18**
- Body, Roboto, 12

AL American Littoral S...  
Teams • 8 15

- Home
- Projects
- Templates
- Brand
- Apps

Designs

See all



Oyster Wrangler Post - Facebook/Instagram  
Instagram Post



Oyster Wrangler Post - Twitter  
Twitter Post



Oyster Wrangler Post - Story Graphic  
Your Story



Oyster Wrangler Post - LinkedIn  
1200 x 628 px



Fun Fact Graphic 5 - Story Graphic  
Your Story



Fun Fact Graphic 4 - Story Graphic  
Your Story



Fun Fact Graphic 3 - Story Graphic  
Your Story



Fun Fact Graphic 6 - Facebook/Instagram  
Instagram Post



Fun Fact Graphic 4 - Facebook/Instagram  
Instagram Post



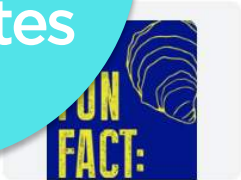
Thank You Thursday Template - Twitter  
Twitter Post



Thank You Thursday Template - LinkedIn  
1200 x 628 px



Fun Fact Graphic 1 - Story Graphic  
Your Story



Fun Fact Graphic 2 - Story Graphic  
Your Story



Fun Fact Graphic 3 - Facebook/Instagram  
Instagram Post



Thank You Thursday Template - Facebook/Instagram  
Instagram Post



Volunteers Post - Twitter  
Twitter Post



Volunteers Post - LinkedIn  
1200 x 628 px



Volunteers Post - Facebook/Instagram  
Instagram Post

+ Invite members



**AL** American Littoral S...  
Teams • 8, 15

Home

Projects

Templates

Brand

Apps

### Images

See all



**Shells-05.png**  
Image • Uploaded 7 days ago



**insertlogohere.png**  
Image • Uploaded 8 days ago



**Society\_RecycleSymbol\_Yellow.png**  
Image • Uploaded 8 days ago



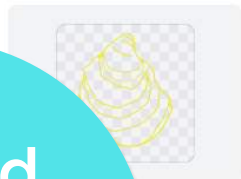
**Shells-Group-01.png**  
Image • Uploaded 8 days ago



**Shells-04.png**  
Image • Uploaded 9 days ago



**Shells-03.png**  
Image • Uploaded 1 month ago



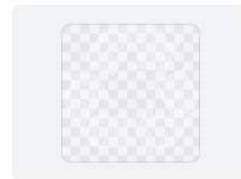
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Image • Uploaded 1 month ago



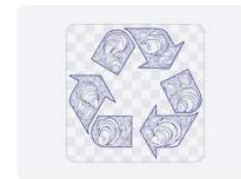
**Shells-01.png**  
Image • Uploaded 1 month ago



**SIDCI-qr-code-yellow.png**  
Image • Uploaded 2 months ago



**Society\_RecycleSymbol\_White.png**  
Image • Uploaded 2 months ago



**Society\_RecycleSymbol\_RGB.png**  
Image • Uploaded 2 months ago



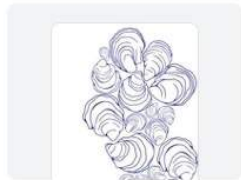
**oyster-1-RGB-blue.png**  
Image • Uploaded 2 months ago



**SIDCI-qr-code-blue.png**  
Image • Uploaded 2 months ago



**Society\_NJ\_RGB.png**  
Image • Uploaded 2 months ago



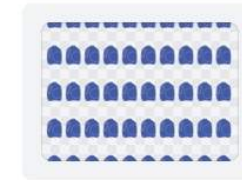
**Print**  
Image • Uploaded 2 months ago



**SIDCI-qr-code-white.png**  
Image • Uploaded 2 months ago



**waves-whale.png**  
Image • Uploaded 2 months ago



**water-jugs.png**  
Image • Uploaded 2 months ago

+ Invite members

**Upload  
Brand Assets  
& Elements**

# FAIR LABOR CODE

The Fair Labor Association (FLA) Fair Labor Code defines standards for upholding workers' rights in factories and on farms. The Fair Labor Code is based on International Labour Organization standards and internationally recognized human rights. FLA member companies agree to uphold these workplace standards in their supply chains to protect workers around the world by making factories and farms better places to work.



CODE ELEMENT	STANDARD
<b>EMPLOYMENT RELATIONSHIP</b>	Employers shall adopt and adhere to rules and conditions of employment that respect workers and, at a minimum, safeguard their rights under national and international labor and social security laws and regulations.
<b>NONDISCRIMINATION</b>	No person shall be subject to any discrimination in employment, including hiring, compensation, advancement, discipline, termination or retirement, on the basis of gender, race, religion, age, disability, sexual orientation, nationality, political opinion, social group or ethnic origin.
<b>HARASSMENT OR ABUSE</b>	Every employee shall be treated with respect and dignity. No employee shall be subject to any physical, sexual, psychological or verbal harassment or abuse.
<b>FORCED LABOR</b>	There shall be no use of forced labor, including prison labor, indentured labor, bonded labor or other forms of forced labor.
<b>CHILD LABOR</b>	No person shall be employed under the age of 15 or under the age for completion of compulsory education, whichever is higher.
<b>FREEDOM OF ASSOCIATION &amp; COLLECTIVE BARGAINING</b>	Employers shall recognize and respect the right of employees to freedom of association and collective bargaining.
<b>HEALTH, SAFETY, &amp; ENVIRONMENT</b>	Employers shall provide a safe and healthy workplace setting to prevent accidents and injury to health arising out of, or occurring in the course of work or as a result of the operation of employers' facilities. Employers shall adopt responsible measures to mitigate negative impacts that the workplace has on the environment.
<b>HOURS OF WORK</b>	Employers shall not require workers to work more than the regular and overtime hours allowed by the law of the country where the workers are employed. The regular work week shall not exceed 48 hours. Employers shall allow workers at least 24 consecutive hours of rest in every seven-day period. All overtime work shall be consensual. Employers shall not request overtime on a regular basis and shall compensate all overtime work at a premium rate. Other than in exceptional circumstances, the sum of regular and overtime hours in a week shall not exceed 60 hours.
<b>COMPENSATION</b>	Every worker has a right to compensation for a regular work week that is sufficient to meet the worker's basic needs and provide some discretionary income. Employers shall pay at least the minimum wage or the appropriate prevailing wage, whichever is higher, comply with all legal requirements on wages, and provide any benefits required by law or contract. Where compensation does not meet workers' basic needs and provide some discretionary income, each employer shall work with the FLA to take appropriate actions that seek to progressively realize a level of compensation that does.

DD001



Fair Labor Association | 2033 K Street NW, Suite 407  
Putting Fairness to Work | 22 Omaha Ave. Coatesville, PA



# Assessment for Accreditation

August 2022  
PopSockets

# Brand Templates in Office and InDesign



## Title Will Go Here Leave Space for Long

Subtitle Will Go Here Right Be Long



## Putting Fairness to Work

fairlabor.org

f@fairlaborassoc | in @FairLaborAssoc | @FairLaborAssoc



Fair Labor Association  
2033 K Street NW, Suite 407  
Washington, DC 20006

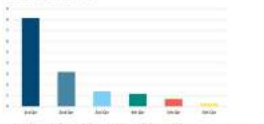
Sharon Waeen  
President and CEO  
Work 202.898.1300  
swaeen@fairlabor.org

## Putting Fairness to Work

fairlabor.org

## Graphs/Charts

Chart Title Goes Here



## ASSESSMENT SUMMARY

### PRINCIPLE 1: TOP MANAGEMENT COMMITMENT & WORKPLACE STANDARDS

Company Affiliates is committed to accountability and transparency through established workplace standards.

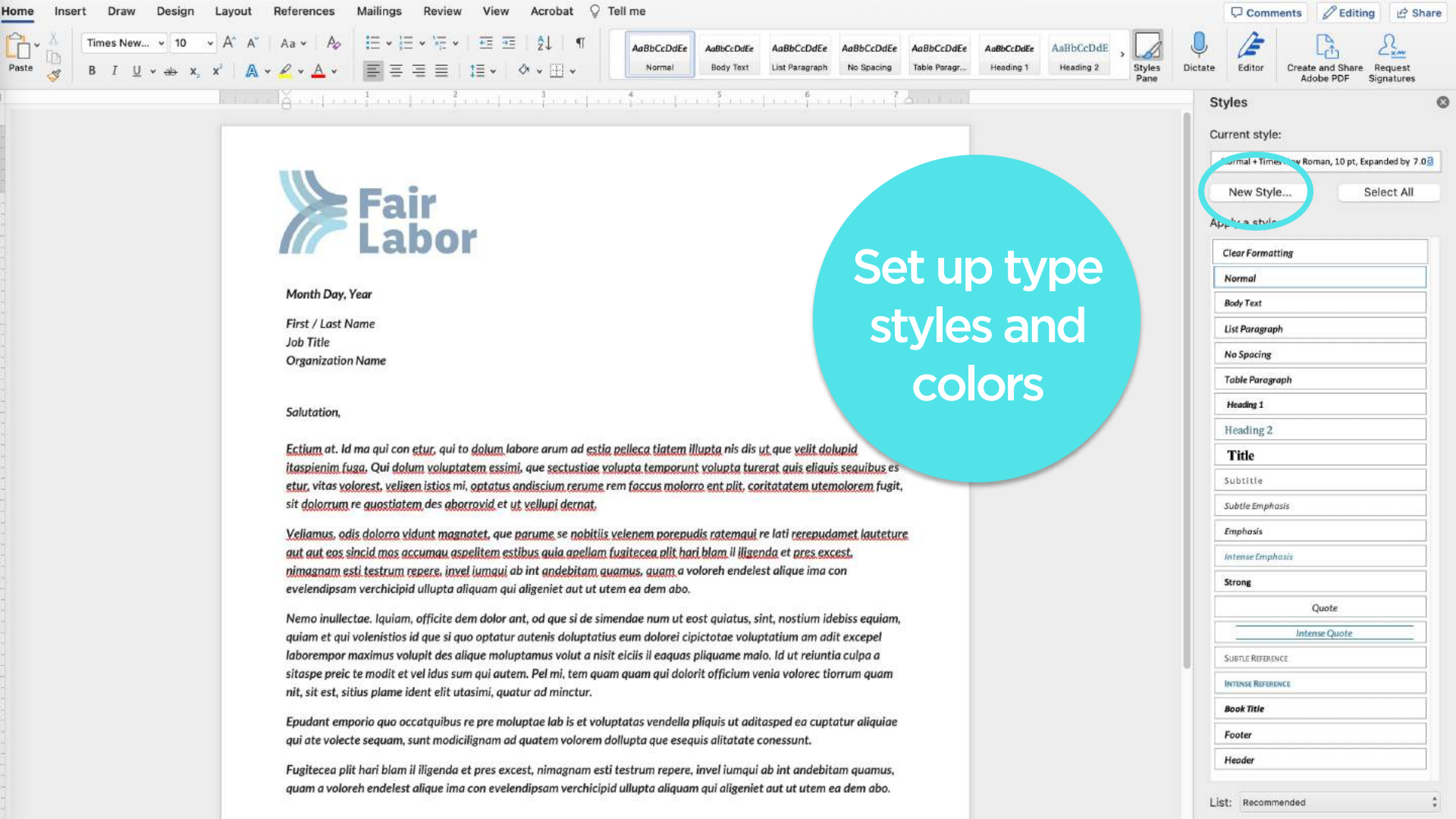
**WHY:** Respect for human rights and a commitment to workplace standards must be driven at a company's most senior level. When a company's board of directors and/or CEO sets clear expectations, workers' rights are more likely to be effectively integrated into all business decisions. Commitment from a company's top management is an essential component of an effective social compliance program.

### BASELINE REQUIREMENTS FOR ACCREDITATION

CHART KEY: ● Met baseline requirements ● In process of implementing baseline requirements within the disclosed timeline

DESCRIPTION & KPI	POPSOCKETS SYSTEM	POPSOCKETS PERFORMANCE	POPSOCKETS PROGRESS
<b>Internal Commitment</b> (1.0)	PopSockets' commitment to social compliance is communicated regularly during all staff trainings. It is also highlighted in the CEO's letter to all employees.	Since affiliating with the FLA, PopSockets has increased resource allocation to its social compliance program by training its staff on auditing and grievance threads, knowledge training resources for staff and suppliers, and seeking out industry engagement activities.	●
<b>Public Commitment</b> (1.0)	PopSockets CEO, Chairman & Founder signed its Letter of Commitment to Social Compliance. This document is published on the PopSockets website.	The Supplier Code of Conduct, Labor Standards, and Health, Safety and Environmental Standards are published on the PopSockets website.	●
<b>Investance Responsibility &amp; Accountability</b> (1.0)	The PopSockets team holds weekly labor rights and sustainability key performance indicator meetings, during which top management reports to the CEO on progress in upholding employee standards.	Top management incorporates social compliance key-issues into goals that are measured and approved by the CEO, Chairman & Founder. These achievements contribute to top management's annual performance evaluation.	●
<b>Code of Conduct &amp; Compliance Benchmarks</b> (1.0, 1.1)	PopSockets Code of Conduct and compliance benchmarks align with the FLA Code of Conduct and compliance benchmarks.	(No KPI is only applicable to system metrics)	●





Month Day, Year  
First / Last Name  
Job Title  
Organization Name

Salutation,

*Ectium at. Id ma qui con etur, qui to dolum labore arum ad estia pelleca tiam illupta nis dis ut que velit dolupid itaspnien fuga. Qui dolum voluptatem essimi, que sectustiae voluta temporunt volupta turerat quis eliauis sequibus es etur, vitas volorest, veligen istios mi, optatus andiscium rerume rem faccus molorro ent plit, coritatem utemolorem fugit, sit dolorum re quostiatem des gborrovid et ut vellupi dernat.*

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Set up type styles and colors

Styles

Current style: Normal • Times New Roman, 10 pt, Expanded by 7.0

New Style... Select All

Apply a style

- Clear Formatting
- Normal
- Body Text
- List Paragraph
- No Spacing
- Table Paragraph
- Heading 1
- Heading 2
- Title
- Subtitle
- Subtitle Emphasis
- Emphasis
- Intense Emphasis
- Strong
- Quote
- Intense Quote
- Subtitle Reference
- Intense Reference
- Book Title
- Footer
- Header

List: Recommended

# Document choices in a style guide

## BRAND FONTS

To ensure brand consistency when developing materials, use the Press Style in All Caps for headlines and Roboto Regular for body copy.

### Headlines

#### Press Style

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789&?%"/'.,:;!;

### Body Copy

#### Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&?%"/'.,:;!;

#### Roboto Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&?%"/'.,:;!;

### Other Text Styles

#### Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&?%"/'.,:;!;

#### Roboto Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&?%"/'.,:;!;

#### Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&?%"/'.,:;!;

#### Roboto Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&?%"/'.,:;!;

#### Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&?%"/'.,:;!;

#### Roboto Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&?%"/'.,:;!;

#### Roboto Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&?%"/'.,:;!;

#### Roboto Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&?%"/'.,:;!;

## GRAPHIC ELEMENTS

These graphic elements can be used in any of the brand colors to enhance design.

### Oyster Illustrations



### New Jersey Oysters



### Oyster Grouping



### Recycle Symbol

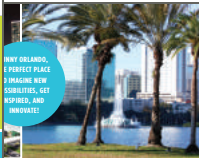


**EXHIBITOR PROSPECTUS**  
*imagine. inspire. INNOVATE*

WHERE THE MATTRESS INDUSTRY'S PEOPLE, PRODUCTS AND POSSIBILITIES CONNECT

MARCH 9-12, 2016  
ORANGE COUNTY CONVENTION CENTER  
ORLANDO, FLORIDA | USA

RESERVE YOUR BOOTH TODAY | [www.ISPAEXPO.com](http://www.ISPAEXPO.com)



ABOUT ORLANDO:  
3 REASONS TO AGREE  
3 IMAGINE NEW  
SCENARIOS, GET  
INSPIRED, AND  
INNOVATE!

Orlando is one of the largest cities in the world to be visited in a single day. It's a city of contrasts, offering a mix of natural beauty, world-class entertainment, and a vibrant cultural scene.

5-8 P.M.  
9-11 P.M.  
12 P.M.

RESERVE TODAY!

**ABOUT ISPA**  
Since 1973, the International Sleep Products Association (ISPA) has provided valuable programs and services for the mattress industry. ISPA's mission is to promote, protect, and advance the interests of its members and to ensure the industry's long-term success. ISPA's commitment to its members is reflected in its many programs and services, including the ISPA EXPO.

Phone: 318.742.1111 | Fax: 318.742.1112

Email: [Marketing@ispaexpo.com](mailto:Marketing@ispaexpo.com)



**Our Concept**

*imagine. inspire. INNOVATE*

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MARCH 9-12, 2016 | ORLANDO, FL | USA

ISPA EXPO ONLY TAKES PLACE EVERY TWO YEARS!  
MARK YOUR CALENDAR NOW

EXHIBITOR CONTACT:

[llias@sleepproducts.org](mailto:llias@sleepproducts.org) | 336-945-0265 | [www.ISPAEXPO.com](http://www.ISPAEXPO.com)

*imagine inspire innovate*

**SPONSORSHIPS & PROMOTIONAL OPPORTUNITIES**

MARCH 9-12, 2016  
ORANGE COUNTY CONVENTION CENTER  
ORLANDO, FLORIDA | USA

**RECEPTION** **\$100**  
A networking reception where you host this valuable Wednesday evening reception. Take advantage of this exclusive opportunity through all of the ISPA EXPO attendees with premium signage and branded items displayed at the event.

**FRIDAY HAPPY HOUR** **\$100**  
Mix and mingle with colleagues on the show floor. This reception is a great way to meet potential customers.

**ON-SITE**

**REGISTRATION LANYARDS** **\$100**  
A prominent brand awareness opportunity. Attendees will be wearing your logo throughout the event on the badge lanyard provided for all attendees.

**REGISTRATION BAGS** **\$100**  
Your company name and logo will be printed on matching lanyards at the time and expense of the attendee. Items distributed to all buyers. Your own promotional literature will be provided at the bag at an additional charge.

**DIRECTIONAL FLOOR CLINGS** **\$3,500**  
Make a huge impact with your company logo and booth number on 24" x 72" floor clings at the convention center lobby leading to the show floor.

**WINDOW CLINGS (2 opportunities)** **\$3,500**  
Let your customers know where to find you as they enter the convention center from the hotel and shuttle.

**DIGITAL SIGNAGE (2 opportunities)** **\$3,000**  
The high-tech resident professional at show hall entrance will carry your message for all to see. Only an outstanding opportunity is available as your message will actually always be displayed.

**ISLE CARPET BANNERS (3 opportunities)** **\$4,000**  
Guide the customer your way on the show floor with 6 carpet banners.

**CHANGING STATIONS**  
The changing stations give attendees the opportunity to change up their smart phones, laptops, and other devices to help ensure that they stay connected.

**FULL MOON (2 opportunities or exclusive)** **\$4,300 or \$7,500**  
Lounge seating and eating tables branded with your logo and booth space at the center corridor of the show floor.

**SOMBRERO (2 opportunities)** **\$4,200**  
Exclusive lounge seating with 4 seats and 4 hanging tables all with your branding.

**WELCOME CENTER KIOSK SIGNAGE (2 opportunities)** **\$3,000**  
Take advantage of prime real estate with your branding on the digital kiosk at the hall entrance.

**BANNERS & SIGNAGE** **\$3,000-\$5,000**  
Refresh your brand and create impact with your booth visible and effective on-site banners. Secure a premium position today!

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ORLANDO, FLORIDA | USA | [ISPAEXPO.COM](http://ISPAEXPO.COM)

REGISTER BY FEBRUARY 19 AND SAVE | [WWW.ISPAEXPO.COM](http://WWW.ISPAEXPO.COM)

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REGISTRATION NOW OPEN! | RESERVE YOUR SPOT TODAY AND SAVE



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**ISPAEXPO.COM**

**Register by February 19 and Save!**



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**INNOVATE**

**MARCH 9-12, 2016**  
ORANGE COUNTY CONVENTION CENTER | ORLANDO, FLORIDA | USA

Home | Event Info | Exhibit | Registration | ISPA Website

EXHIBITORS ONLY

You are here: [Home](#) / [Exhibit](#) / [Exhibit at EXPO](#)

**Exhibit at EXPO**

Aside after aisle of products and services exclusively for the mattress industry! Over 200 companies are expected to exhibit on the 100,000+ square feet of floor space and more than 3,000 industry professionals from around the world are expected attend. Nowhere else can you get such wide exposure and meet face to face with so many qualified buyers at one time.



Download a full list of [product and service categories](#) represented at ISPA EXPO.

**Flexible Exhibit Options**  
Space is available with footprints ranging from 10'x10 and up. Create a custom booth or choose a low-cost (finished) booth package to suit your needs.

Click for [BOOTH SPACE APPLICATION & RATES](#)

**Sponsorships build your brand beyond your booth!**  
Keep your name in front of our powerful audience through a variety of sponsorship and promotional

**Interested in becoming an Exhibitor at ISPA EXPO, contact:**

Keri Bellax  
kbellax@sheepproducts.com  
Vice President, Sales  
336-945-0265







Yale Law School

## Reunion Volunteer Center



Deliver  
information &  
resources

## A Change in Recognition

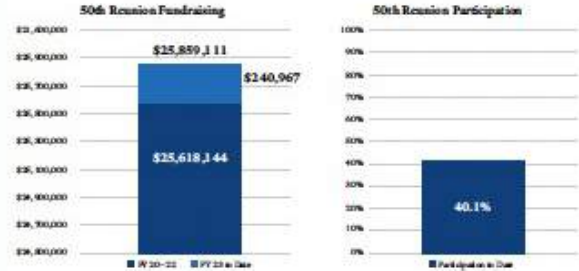
In past years Yale Law School has counted gifts made for Reunion in only the year the Reunion occurred, rather than the entire five-year period between Reunion years. This did not take into account the generosity of many alumni who have made multi-year gifts or adequately allowed recognition of class support. Going forward Donors will receive recognition for the entire 5-year period between reunions. This recognition most appropriately stewards donors for the total philanthropic support of YLS. Due to this change, the goals for classes will seem higher than past Reunion cycles, but more accurately reflect how a class supports Yale Law School.

## Our History of Support

### Class of 1973 Reunion Giving Report

#### CLASS OF 1973 REUNION GIVING REPORT

Progress Toward Goals July 1, 2019 - January 4, 2023



Custom  
components  
in Canva

Hi amazing NPCC speakers!

Here are some updates and additional promotional ideas for you. **As we move into March, we will be promoting more heavily as the Super Early Bird Discount** (Half-Price! at \$197) ends on March 31st. *So be ready to see your beautiful self tagged in a jillion posts!* 🥰

- **Digital Swag Bag:** **Please let me know if you want to add an additional Freebie to the Digital Swag Bag.** This would need to be a 'non-opt-in' freebie, but can include your opt-in information at the back. For example, a downloadable checklist to start a business and on the back page you could include an opt-in link to your newsletter. This is good as it gives the audience another way to engage with you. **If yes, please send it to me by the end of April. I'll send another reminder.** 😊
- **Email** - If you would like to **get paid to send out a designated email, I have [sample copy here](#).** Please send out before the last early bird deadline of June 30th. You can send as many emails as you like (but will only get paid for one email), as this will help us go over the 500 attendee threshold so you can double your speaker rate! *FYI reminder - Super Early Bird \$197 ends March 31st; Regular Early Bird of \$297 ends June 30th.*
- **Social Media Graphics & Copy:** Feel free to share at any time! **I am adding you to the CANVA folder** as we have onboarded more sponsors. This way, you can always have access to the most recent graphics ([Click here for Square Graphics](#) or for [Story Graphics](#) and here for [Social Media Copy](#)).
- **LinkedIn:** You are all speakers on the [LinkedIn Event](#). **Please feel free to invite any (or all!) of your contacts to the event.** A simple message you can add into your invite is, **"Hi NAME, I am excited to be speaking at the Nonprofit Consulting Conference Online in August! If you are looking to start or grow a nonprofit consultancy, please be sure to join me for two-days of great sessions, resources, and networking!"**
- Here's a short video to show you how to invite folks on LinkedIn from the Event Page:

**LinkedIn Speaker Invite** - [Watch Video](#)



As always, please let me know if you have any questions or would like support!

Simple  
works too

SPEAKER

**Solo No More:  
Getting to the  
Next Level by  
Growing Your  
Team**



**Beth Brodovsky**  
Founder

**NPCC** FOUNDANT  
conference technology  
ONLINE

**AUG. 23 & 24, 2023**  
8AM-3PM PST  
11PM to 6PM EST | 10PM to 5PM CST | 9AM to 4PM MST

**IRIS**

**gems** **ebs**

**bloomerang** **DEANNS & BLAWN**

**FS** GRANT & FUNDING

NonprofitConsultingConferenceOnline.com

SPEAKER

**Going from a  
Side-Hustle  
to Full-Time  
Consulting**



**Sean Kosofsky**  
CEO

**NPCC** FOUNDANT  
conference technology  
ONLINE

**AUG. 23 & 24, 2023**  
8AM-3PM PST  
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**FS**

**gems** **ebs**

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**FS** GRANT & FUNDING

NonprofitConsultingConferenceOnline.com

SPEAKER

**Streamlining  
Services:  
Creating  
Processes &  
Products that  
Sell**



**Marie Palacios**  
Owner

**NPCC** FOUNDANT  
conference technology  
ONLINE

**AUG. 23 & 24, 2023**  
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Speakers,  
Sponsors,  
Exhibitors,  
Board

Do More 24 Delaware | Delaware's Giving Day



## Promotion Toolkit for Nonprofits

Welcome to Do More 24 Delaware, Delaware's Giving Day Powered by *Spur Impact*. To help you get the most out of participating in the campaign, we've created this toolkit. It contains resources that require minimal effort to implement as well as ideas for your organization.

### Table of Contents

- This Toolkit Includes and Key ...
- Get Connected ...
- Emails ...
- Social Media ...
- Campaign Announcement ...
- Cover Graphics ...
- Campaign Participation ...
- Thank You Post ...
- Campaign Series ...
- Week of 1/23 ...
- Week of 1/30 ...
- Week of 2/6 ...
- Week of 2/13 ...
- Week of 2/20 ...
- Post for 3/1 ...
- Post for 2/28-3/2 ...
- Post for 3/2 ...
- Post for 3/3 ...
- Post for 3/6-3/10 — Gratitude, Reporting and What's Next ...
- Bonus Graphics ...
- Resources ...

V2.0

Grow a campaign or event

### Do More 24 Delaware – Request for Volunteers (Week of 2/6)

A personal email to volunteers asking for their help monitoring and scheduling social aspects of your campaign.

**Subject line:** We can't do this without you!

Hi *[First Name]*,

I wanted to make sure that you knew that *[organization]* is participating in Do More 24 Delaware. In case you missed the announcement, it's a statewide campaign running from 6 p.m. on March 2<sup>nd</sup> to 6 p.m. on March 3<sup>rd</sup>.

We are looking for volunteers to help us with our social media posts for the campaign. This would include scheduling posts in advance, responding to comments in a friendly manner, and monitoring our messages during your shift.

As we were talking about who we could ask to help us accomplish a successful campaign, your name kept popping up. We truly appreciate all of the work you have helped us with over the past *[how long they've been volunteering for the organization]* and we are *[how you will]* agree to help us with this campaign. Please *[fill out this G]* you're interested in helping us do more and we'll be in touch up a short call to train you on this task.

We need your help to make the most of these 24 hours. Can you let us know if you can help?

Thank you for your support!  
*[Your Name]*

### March 1 — What do you need to do more?

**Uses:**

Talk about what you need in order to maintain and grow your impact. Why is that important to Delawareans? Introduce the Stretch pool and how giving to this campaign unlocks extra money. Ask supporters to please give even if they have already given this year.



**Tools:**

Customizable graphics provided. There is a ready-to-use graphic, a graphic with space for your logo, and an editable Canva template with a placeholder for your logo.

**Suggested Posts:**

- Starting tomorrow, March 2<sup>nd</sup>, we have a chance to make your gift do even more. Through #DoMore24DE we have access to a pool of additional funds. The more we raise, the bigger the pool we can get and the more we can do for our community.
- If you do more, we can do more and *[cause]* gets more. The campaign starts tomorrow, please join us March 2<sup>nd</sup>-3<sup>rd</sup> from 6 p.m. to 6 p.m. so we can DO MORE together. #DoMore24DE

**Download Ready-to-Use Graphics Here:**

[Facebook/Instagram](#) | [Twitter](#) | [Linkedin](#)

**Edit in Canva Here:**

[Facebook/Instagram](#) | [Twitter](#) | [Linkedin](#)



### March 1— What do you need to do more? Story Post

**Uses:**

Talk about what you need in order to maintain and grow your impact. Why is that important to Delawareans? Introduce the Stretch pool and how giving to this campaign unlocks extra money. Ask supporters to please give even if they have already given this year.

**Tools:**

Ready-to-use graphics. You can add additional text and images right in Instagram as you are posting ([instructions](#) [here](#)).

[Download Ready-to-Use Graphic Here](#)

# DO MORE 24 DELAWARE Ideas Guide

Hopefully, the emails, posts, and campaign in this toolkit will help make it easy to participate. If you are looking to do more — or to create something more custom to your organization — the following guide offers ideas and suggestions for you to use instead of — or blend into — the planned campaign.

## 1 Increase Your Followers

In advance of the giving day, work to increase your followers on social media.

- Send messenger messages to friends to like your page(s)
- Run social ads to increase likes-read about Friend's of Cooch's Bridge Historical Site's success with social ads [here](#)
- Ask your fans to recommend your page to their friends
- Follow other organizations/ individuals so that they will see you and perhaps follow you back

Helping people know the activities/ events you'll be hosting online/ in-person and how to follow to participate

## our Email List

giving day, update your email list.

Send to anyone whose email you don't have yet. Email to check for bounces and update the giving day. This can be done by first updating an email address. It's best if perfect for a spring semester inter-communications programs would all be able to complete this specific project check in with them to discuss progress and ask all your friends who have or

giving day | Ideas Guide

# DO MORE 24 DELAWARE Keys to Success

## 1 Know the goal for the campaign.

Not just the number — but what do you hope to gain? Is your priority getting gifts from current donors or finding new donors? Would you like to reach farther? Do you need to spark online engagement? Make sure you prioritize what you want, it will help you choose a strategy and tactics that will support it. Check out [this article](#) to learn how the Howard J. Weston Community & Senior Center focuses on quality goal setting during the campaign.

## 2 Don't compare what you do to anyone else.

Your goals are your goals. Your capacity is what it is. Make good choices about what you can accomplish well — while still keeping your other tasks running. You don't need to be everywhere. Especially if that's not where your likely supporters are.

## 3 Set a goal that is big enough to excite your community, but reachable.

And if you don't reach it, don't despair. Talk about all that you can do with what you received. It's more than you had yesterday.

## 4 Goals don't need to be monetary.

You can go for # of new donors or number of names on a petition or donations from every county. You can even attach those goals to different challenges throughout the day for little wins.

## 5 Have an ace-in-the-hole. Or three. Or five.

Work in advance to secure commitments for gifts — or matching gifts — to challenge your donors to give. Time those gifts strategically throughout the campaign to spark more giving. Knowing their coming will give you time to plan how to post about it to inspire your audience to participate. (Let the DM24DE Team know about these plans so we can get them scheduled.)

## 6 Be present during the event.

Make sure someone is monitoring your feeds for comments that should be responded to — in any way. This can be a volunteer.

Spur Impact Team Teams • 8 6

- Home
- Projects
- Templates
- Brand
- Apps



Do More DE PR Sponsor Highlight – LinkedIn 1104 x 736 px LinkedIn



Do More DE What do you need to do more? Graphic – Twitter 1200 x 675 px Twitter



Do More DE PR Sponsor Highlight – Twitter 1200 x 675 px Twitter



Copy of Do More DE PR Sponsor Highlight – LinkedIn 1104 x 736 px



Do More 24 DE Flyer Template Real Estate Flyer Flyer Template



Do More DE Prize/Contest Template 2 – LinkedIn 1104 x 736 px LinkedIn



Do More DE Prize/Contest Template 2 – Twitter 1200 x 675 px Twitter



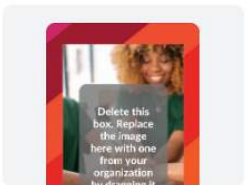
Do More DE Prize/Contest Template 1 – LinkedIn 1104 x 736 px LinkedIn



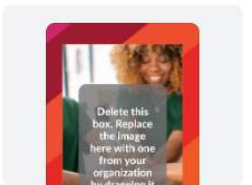
Do More DE Prize/Contest Template 2 – Facebook/Instagram Instagram Post Facebook/Instagram



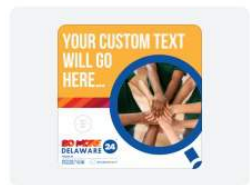
Do More DE Prize/Contest Template – Facebook/Instagram Instagram Post Facebook/Instagram



Copy of Do More DE Striped Frame – Story Your Story



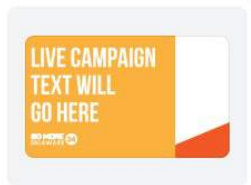
Do More DE Striped Frame – Story Your Story Story Graphics



Copy of Do More DE Big Picture in the State Custom Text Graphic – Instagram Post



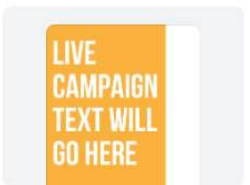
Do More DE Live Campaign – LinkedIn 1104 x 736 px LinkedIn



Do More DE Live Campaign – Twitter 1200 x 675 px Twitter



Do More DE Live Campaign – Facebook/Instagram Instagram Post Facebook/Instagram



Do More DE Live Campaign – Story Your Story Story Graphics



Copy of Do More DE Live Campaign 2 – Facebook/Instagram Instagram Post

+ Invite members





Thank you!  
Thank you!

We are endlessly thankful to all of our donors who participated in DoMore24!

Keep an eye out to see the exciting things we have planned for 2023!

Instagram User  
15 days ago

THANK YOU!

THANK YOU to all who participated in "Do More 24 DE" and supported the Caesar Rodney Institute! It is donors like you who make our work possible! For those who missed the event, donations can be made by visiting [www.cri.edu](#)

Support Blue Demon Athletics Inc. on DoMore24DE 2023 on Thursday March 2nd, starting at 6:00PM EST!...

THANK YOU!

Thanks to @KingCreativeLLC for hosting me (& @BrandynWine) for a nice chat about the ARTS and the importance of supporting nonprofits. It was a ton of fun! Be sure to donate...

Thank You for Your Support!

Once again, our community comes through! Many thanks to our long-time supporters and the many new ones we welcome! We are grateful for all you did to help us "do more". You are helping make a difference in our commu...

Support Blue Demon Athletics Inc. on DoMore24DE 2023 on Thursday March 2nd, starting at 6:00PM EST!...

THANK YOU!

Thank you for your contributions and for sharing our mission with your friends. #Domore24DE did an amazing job show casing Delaware's non-profits and all the good Delawareans do! It's never too late to help us ...

THANK YOU!

A Big Thank You to everyone who supported Domore24DE! United Way of Delaware Spur Impact

THANK YOU!

THANK YOU to all who participated in "Do More 24 DE" and supported the Caesar Rodney Institute! It is donors like you who make our work possible! For those who missed the event, donations can be made by visiting [www.cri.edu](#)



Thank you for your contributions and for sharing our mission with your friends. #Domore24DE did an amazing job show casing Delaware's non-profits and all the good Delawareans do! It's never too late to help us ...

Thanks to those that helped me reach my goal!!! Your generosity is appreciated! TOI can do MORE...because of you!

THANK YOU!

What a day! We are so grateful for all our supporters who took the idea of doing more to heart and gave to NCCJL School. #Domore24DE is about ensuring Delaware continues to be a wonderful place for everyone...

Engage your event attendees. Start your free trial now!

CONGRATULATIONS! 8AM GOLDEN TICKET

WE DID IT! THANKS TO YOU!

We love you! Our team is humbled by the outpouring of support and generosity for the annual #DoMore24DE campaign, which raised over \$2,645 for arts programming in Sussex County and beyond. THANK YOU to our supporters, and ...

THANK YOU!

Our thanks to all of you who donated during #domore24de. We are grateful for your kindness and generosity in support of outdoor connections! You're the best!

REHOMED

RT @BrandynWineSPCA: (7/7) All donations are MATCHED through 6pm tonight! #DoMore24De domore24delaware.org/fundraisers/br...

WE DID IT! THANKS TO YOU!

We love you! Our team is humbled by the outpouring of support and generosity for the annual #DoMore24DE campaign, which raised over \$2,645 for arts programming in Sussex County and beyond. THANK YOU to our supporters,...

THANK YOU!

RT @everetttheatre1: Thank you to all who took the time to share our posts, comment about what The Everett means to you, and donate to what has become our "biggest fundraiser of the year"!!!! Thank you so ...

CONGRATULATIONS! 8AM GOLDEN TICKET



THANK YOU!!!! Thanks to your generosity, we raised \$30,442 during our #DoMore24De campaign.

Those funds go directly toward our work reuniting and rehoming pets in need, and we...



Thank you for the outpouring of love and support during Do More 24! We are absolutely amazed by your generosity. You didn't just meet our goal, you more than doubled it. You helped us raise \$24,026! ...

Thank you! TOGETHER WE RAISED \$7,480 FROM 109 DONORS

We are so thankful for all the donations that we received last week in DoMore24 Delaware!

THANK YOU!!!! Thanks to your generosity, we raised during our #DoMore24De campaign.

THANK YOU!

A HUGE THANK YOU to the over 150 donors in Delaware and across the country who helped OpenDelaware reach our goal of \$100,000 in 24 hours!

During Do More 24, we announced th...

Increase conversion

THANK YOU!

We are very grateful to the individual donors to our Living History Education Program and Scholarship Fund during year's #DoMore24DE on March 3-4! Thank their generous donations, we raised \$ support o...

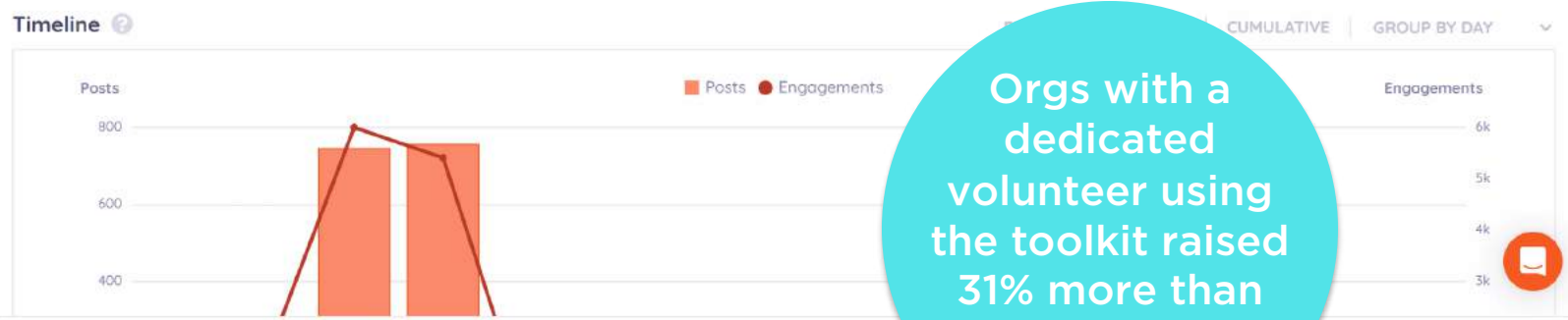


- Go to Tracker List
- Dashboard
- Posts 2,058
- Influencers
- Trending Topics
- Sentiment
- Media Wall
- Tracker Settings
- Notification Settings
- Historical Data

REAL-TIME TRACKER: **#domore24de** [EDIT TRACKER](#)

FEB 28 - MAR 14

HISTORICAL DATA TAGS EXPORT CUSTOMIZE SHARE



Orgs with a dedicated volunteer using the toolkit raised 31% more than orgs that didn't

- Upgrade
- FAQ

# QUESTIONS?

**MOBILIZE YOUR SUPPORTERS**  
WITH AMBASSADOR TOOLKITS



**JENN SAIENNI**  
DIRECTOR OF NONPROFIT ENGAGEMENT,  
SPUR IMPACT



**BETH BRODOVSKY**  
PRESIDENT,  
IRIS CREATIVE GROUP, INC.



Beth S. Brodovsky, President  
Iris Creative Group, Inc  
[beth@iriscreative.com](mailto:beth@iriscreative.com)



[nonprofittoolkit.net](https://nonprofittoolkit.net)  
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[FocalPoint](#) LinkedIn newsletter



[Iris Creative Group](#)

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