



Ready. Set. Fundraise!

JANUARY 11 – APRIL 12

9 Training Opportunities You Won't Want to Miss

Presented by SCANPO in partnership with Midlands Gives and Central Carolina Community Foundation

1. Understanding Your Online Audience

Experience Level – All Invited

Presented by John Haydon, January 11, 2017, Noon

Understanding your audience is fundamental to the development of any successful marketing effort. This webinar identifies and closely examines potential donors for Giving Day, and offers strategies for creating the right content and adopting an editorial calendar now through May 2...and beyond.

2. Getting Comfortable with Facebook and Instagram

Experience Level – Beginner

Presented by John Haydon, January 18, 2017, Noon

This introductory training is designed to establish comfort with Facebook and Instagram and provide participants with the basic tools they will need to support online giving.

3. Expanding Your Social Media Toolbox with Analytics

Experience Level – Intermediate

Presented by John Haydon, January 25, 2017, Noon

Designed for organizations with social media experience that would like to expand their reach and effectiveness. The focus of this session will be on assessing audience engagement and content delivery with analytics and social media strategies.

4. Engaging Your Board in Online Fundraising

Experience Level – All Invited

Presented by Stacey Wedding, February 1, 2017, Noon

This year, supercharge Giving Day and expand your reach by actively engaging your board members and volunteers. This session will focus on making it easy for these folks to get involved and be successful.

5. The Power of Nonprofit Storytelling

Experience Level – All Invited

Presented by Bobby Retew, February 8, 2017, Noon

Effective storytelling is a must for any successful communications strategy. This session will focus on establishing a storytelling culture within your organization, capturing the most powerful stories, creating editorial calendars, and how to share your stories on various digital platforms.

6. Creative and Collaborative Fundraising Strategies

Experience Level - Intermediate

Presented by Stacey Wedding, February 15, 2017, Noon

The most successful fundraising organizations offer their donors incentives for making a contribution. This session will present creative ideas for partnering with other nonprofits and the business community to build stronger relationships, motivate supporters, and increase giving.

7. Media Interview Techniques

Experience Level - Intermediate

Presented by Andy Burns, February 22, 2017, Noon

Public relations efforts are an integral part of any fundraising campaign. This strategy starts by building relationships with the media. This session will focus on enhancing your interviewing skills so you will be prepared for your next call from the media.

8. Social Media Tune-Up Session #1

Experience Level – All Invited

Presented by John Haydon, March 15, 2017, Noon

Peer conversation to ask social media questions and share experiences.

9. Social Media Tune-Up Session #2

Experience Level – All Invited

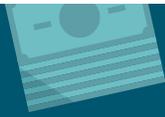
Presented by John Haydon, April 12, 2017, Noon

Peer conversation to ask social media questions and share experiences.

Due to the generosity of the Central Carolina Community Foundation and its support of building the capacity of nonprofits, all participants in the 2017 Midlands Gives will receive **this training valued at \$500 for \$20*** when they register through Central Carolina Community Foundation. This series is also available to nonprofits that are not participating in the 2017 Giving Day for only **\$25 per sign-in location**. The cost of \$25 is whether you attend just **1 or ALL 9 sessions**.

* \$20 fee will be deducted from nonprofits' final donation amount and does not need to be paid upfront.

Register at midlandsgives.org/info. Non-participating organizations can register at: scanpo.org/givingdaytraining



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Meet the Nonprofit Experts!



John Haydon is one of the most sought-after nonprofit digital marketing experts, with a sincere passion for changing the world. He has helped hundreds of nonprofits achieve their best online communications, marketing, and fundraising results through consulting, training, and coaching.

John has spoken at the Nonprofit Technology Conference, New England Federation of Human Societies, New Media Expo, BBCon, Social Media 4 Nonprofits, AFP New Jersey, and several others. John is also an instructor for Charityhowto and MarketingProfs University.

John is the author of Facebook Marketing for Dummies and Facebook Marketing All-In-One (Wiley). He is a regular contributor to the Huffington Post, Social Media Examiner, and npEngage.



Stacey Wedding, a national speaker, entrepreneur, and philanthropist, has worn many hats in her 20 years leading and serving the philanthropy sector. She is one of only 150 Board Certified Governance Trainers in the world, and her firm, Professionals in Philanthropy, specializes in nonprofit board governance, grant readiness, strategic planning, and storytelling.

Stacey has received numerous awards, including the Athena Leadership Award, Top 40 Under 40, and Women to Watch.

She walks the talk through her own company's generosity. Her firm gives 10 percent of their gross revenues to charitable organizations each year and her team of eight volunteer more than 1,500 hours annually.



Bobby Rettew is the "Chief Storyteller" for Gray Digital Group, based in San Antonio, Texas. He works with groups all over the country and is based in Anderson, SC, which he calls home. Bobby is a multiple Emmy award-winning photojournalist and producer. Bobby is one of the Partners with the Social Health Institute, a consultancy focused on digital communications in health care. Bobby also serves as a digital strategist for the Texas Hospital Association through their new joint venture called THA Digital Marketing, serving the hospitals of Texas. He is the creator of the Digital Health Mini MBA Certificate Program hosted inside Clemson University's Center for Corporate Learning.



Andy Burns has been in journalism for 14 years, and has experienced everything from public housing projects in Chicago to traffic reporting in NYC, to the explosion of the "coffee shop culture" in Charleston to the disappearance of Gov. Mark Sanford. He spent time on Wall St., has a master's degree in early church history, and even spent two weeks as a tour guide with a double-decker bus company (one of the buses hit a pedestrian—not a bus he was on—and the resulting investigation closed the company). Anyone else had a two-week job? Anyway, he is currently a professor of broadcast journalism at USC, and before that, spent 6 years as morning anchor at WOLO-TV in Columbia. He may be best known for his mini-history documentary series "Hidden Columbia".



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