

Facebook, Blackberries & Email:

Reconnect & Reengage Lost Alumni & Donors

Devin T. Mathias

October 14, 2009

devin@moredonors.com

You will have:

- A better understanding of how to use technology to reconnect & reengage lost alumni & donors
- Specific examples of Facebook & Twitter best practice for engaging alumni
- Ideas for using iPhones & Blackberries to engage your mobile alumni & donors
- Suggestions for employing email & blogs in your alumni & donor outreach efforts

Some assumptions under which we will operate:

- You understand the basics of social-networking*
- You have visited Twitter & Facebook
- You realize that there is much more than Twitter & Facebook out there
- You understand the basics of smart phones & cell phones
- You have an online presence and online giving options for your constituents
- You have resources to dedicate to your these efforts

* If not, visit: <http://tinyurl.com/dtm-socialnet>

- The Current Challenges
- Strategies and Best Practices: Facebook & Twitter
- Alumni & Donor Outreach: iPhones, Blackberries, & Cell Phones
- Boosting Engagement: Email & Web initiatives, Blogs, & RSS
- Question & Answer session

The Current Challenges

- Lost alumni
- The demise of landlines
- Campus politics and/or “rogue” communications
- The economy and shrinking budgets
- The never-ending need for more gifts and engagement!

Strategies and Best Practices: Facebook & Twitter

- How do you spread the word about your social networking presence?
- Creating personalized online content to reconnect alumni & donors
- Gathering alumni & donor information from online interaction
- Best practice examples

- **How do you spread the word about your social networking presence?**
- First – Why do we care?
 - A study released by Wetpaint and the Altimeter Group shows that the brands most engaged in social media are also experiencing higher financial success rates than those of their non-engaged peers.
 - After examining the companies and their social media activity levels, the brands were ranked on an "engagement scale" where scores ranged from a high of 127 to a low of 1. **Those brands that were the most engaged saw their revenue grow over the past year by 18% while the least engaged brands saw losses of negative 6%.**
 - Top Ten:

| | |
|--------------------|-----------------------------|
| 1. Starbucks (127) | 6. Thomson Reuters (101) |
| 2. Dell (123) | 7. Nike (100) |
| 3. eBay (115) | 8. Amazon (88) |
| 4. Google (105) | 9. SAP (86) |
| 5. Microsoft (103) | 10. (tie) Yahoo!/Intel (85) |

- **How do you spread the word about your social networking presence?**
- Make it useful, help your constituents...
 - ...Find jobs
 - ...Find friends
 - ...Find events
- Make it easy to share your news / post
 - Aim for 120 or fewer characters on Twitter – this makes it easier to re-tweet (aka “RT”) your message and, thus, spread the word
 - Make everything on your website “shareable” w/Facebook and other social media.
 - Let people show their support w/ a donor badge

You are on step 1 of 4

- 1 Enter your personal information
- 2 Confirm
- 3 Enter your payment information
- 4 Receive gift receipt

Optional



Get a Cal DonorBadge for your Facebook profile!



This is a secure connection

home > [egiving](#) > online giving form: step 1 of 4

Give to Cal Online Giving Form

Your gift will be directed to:

The Cal Fund (FX0222000)

* = Required Fields

* Amount: \$

Personal information

How did you find this site?:

This gift is from an: Individual Business/Organization

Prefix:

* First Name:

Middle Name:

* Last Name:

Joint Gift with Spouse/Partner

Spouse/Partner Full Name:

Address: Home Business



Lishelle Blakemore



givetocal.berkeley.edu

Lishelle Blakemore has just made a donation to UC Berkeley:
"I just made a gift to Cal. Go Bears!"

Learn more: [Give to Cal](#) | [The Campaign for Berkeley](#)

db September 4 at 12:38pm via Donor Badge · [Comment](#) · [Like](#) · [Hide Feedback \(1\)](#) · Powered by [donorbadge](#)

Darek DeFreece likes this.

Write a comment...

RECENT ACTIVITY

db Lishelle - I just made a gift to Cal. Go Bears! [Give to Cal](#) | [The Campaign for Berkeley](#) · [Comment](#) · [Like](#) · Powered by [donorbadge](#)

donor**badge**powering fundraising campaigns
across social networks

Login



- 1 Institution embeds the **donorbadge** creation widget in the giving website



- 2 The donor generates a custom **donorbadge** after making a donation, along with a personal testimonial



- 3 Donor shares the badge with friends through Facebook, Twitter, and eMail



- 4 The positive peer influence from a trusted source encourages the donor's friends to donate

- **How do you spread the word about your social networking presence?**
- Include your presence in your standard marketing, but don't treat it like standard marketing
- It is a conversation – realize there are people on the other end *and* illustrate to your constituents that people exist at your organization
- It is **not** for your same ol' marketing message
- Include your Twitter and Facebook addresses in all appropriate media (magazines, web pages, etc.)
- Be transparent with your actions and updates
- How often to Tweet?

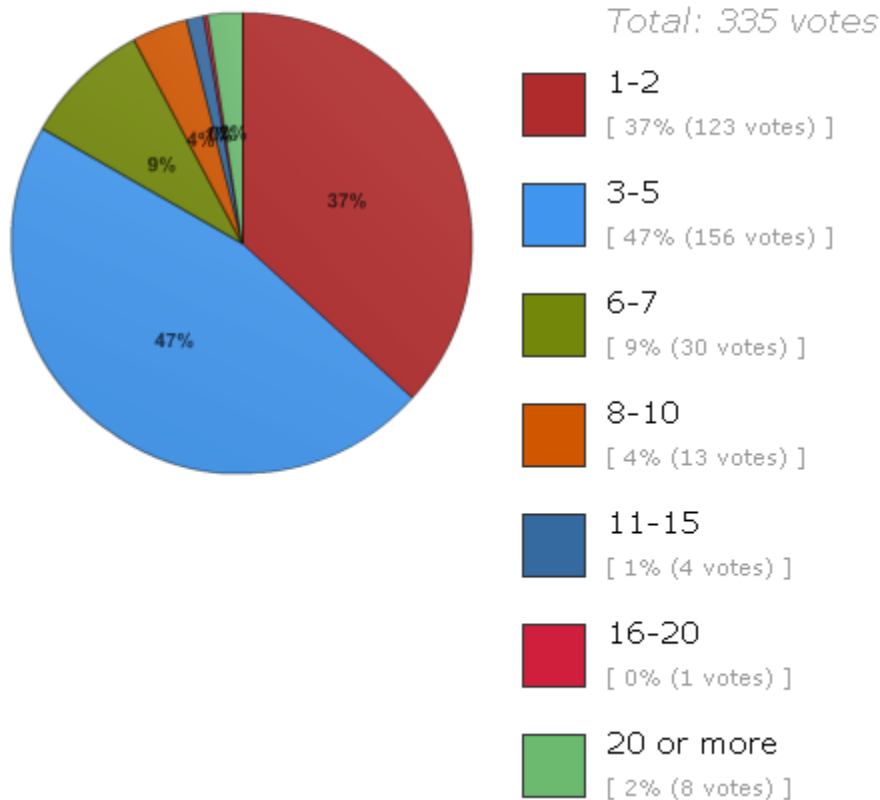
I think part of (Twitter) is being able to show the human-side of the organization. I wouldn't recommend Tweeting out links to dresses that you like. But when you show a more personal side, or your personal attachment to the mission, it has big wins on Twitter.

- Rachel Weidinger, marketing director and senior consultant, Common Knowledge



How many Tweets do you think colleges/universities should send out each day?

By @higheredu | Twtpoll created more than 8 months ago



- **Creating personalized online content to reconnect alumni & donors**
- Use hashtags to identify with your various causes and topics

12 months • 12 charities
\$12,000 per charity

#12for12k CHALLENGE
changing the world through social media

The Dream Starts Here

Join Us!

VISIT OUR WEBSITE

www.12for12k.org

OCTOBER 2009 CHARITY



The 12 for 12,000 Challenge is the combination of social media and fund-raising that aims to change the lives of



12for12k

Raising \$12,000 for Charity every month in 2009

Are You In?

+ Follow



Cheerfully promoting BlogWorld's 3 BlogWorld tickets in 3 days giveaway: <http://bit.ly/rMHMa> Plz RT? (RT @allenmireles)

about 2 hours ago from TweetDeck

If you want us to follow back, please @ us. #12for12K

about 23 hours ago from TweetDeck

Thanks for all of the recent #12for12K tweets and RT love!

about 23 hours ago from TweetDeck

Hey #12for12K! If you're online 2nite between 6 & 7:30 Eastern, @ramartijr wld appreciate if U could say hi 2 sum new friends: #GBACT

about 23 hours ago from TweetDeck

Twitter for Nonprofits: Presentation for the "140-Character Mission" <http://bit.ly/QtpnU>

9:17 AM Oct 7th from TweetDeck

Home Profile Find People Settings Help

Name 12for12k

Location Burlington, ON

Web <http://12for12k.org>

Bio 12 months. 12 charities. 12 ways to make a difference. Join us. Tweets from #12for12K team.

3,145 following 2,867 followers

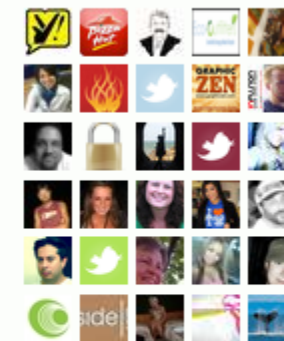
Tweets

Favorites

Actions

block 12for12k

Following



View All...

RSS feed of 12for12k tweets



Twitter Background Provided By: @iGoByDoc



What are you doing?

140

Text input field for posting a tweet

Latest: @freedomstriend wow wow wow about 11 hours ago

update

Real-time results for #12for12K

+ Save this search



marketingisus @JonAston you are v welcome Jon! Have a fantastic day! :) #12for12k 7 minutes ago from TweetDeck



3keyscoach RT @_djh: "If music be the food of love; play on!" http://ow.ly/tkbY #12for12k 22 minutes ago from HootSuite



_djh "If music be the food of love; play on!" http://ow.ly/tkbY #12for12k 24 minutes ago from HootSuite



3keyscoach @johnhaydon You're welcome! #12for12k 32 minutes ago from HootSuite



marketingisus RT @HennArtOnline: Wear a smile! One size fits all! #Henie #12for12k about 1 hour ago from TweetDeck



johnhaydon @JonAston @EventsOttawa Numbers would be much easier to determine if/when we can get track-back badges like #blogactionday has. #12for12k about 1 hour ago from UberTwitter



dmathias

90 following 39 followers 15 tweets

Hype Machine n. a fun way to find Twitter's most popular music.

- Home
@dmathias
Direct Messages 1
Favorites





#12for12K search box

- Trending Topics
#cpc09
#cat09
GoodMorning
National Poetry Day
#mileycomeback
Halloween
#ims09
AVTGP
Bono
Royal Mail



- **Creating personalized online content to reconnect alumni & donors**
- Communicate directly – be human!
- Share content from your followers that applies to you (Example: If a donor says something good about you, RT it with a thank you)
- Use Tweetdeck to keep up with everything in real time

TweetDeck v0.30.5 Remaining API: 98/150 Resets: 10:57





All Friends

-  There are still spots available for E2 Detroit on Oct. 15 & cost of general admission went down! Register today! <http://wayne.edu/04719c>
• waynestate, [+] Thu 08 Oct 10:17 via API
-  Tebow's road to recovery: By Diane Chun Staff writer When you are a Heisman-winning quarterback who has suffere.. <http://bit.ly/bZKDg>
• Gator_sports, [+] Thu 08 Oct 10:13 via twitterfeed
-  UF-FIU will be pay-per-view: Special to Gatorsports The University of Florida and Sun Sports announced on Thurs.. <http://bit.ly/P7oQ8>
• Gator_sports, [+] Thu 08 Oct 10:13 via twitterfeed
-  Yikes! Open Records ED says that some state agency directors deny all claims to




Mentions

-  @dmathias ha ha I love it! Lots you don't know about me. You guys come see us!
• heatherthorne, [+] Mon 07 Sep 20:33 via Echoton in reply to
-  @dmathias You post this but laugh about fluoride?
• PeterCBigelow, [+] Mon 22 Jun 15:11 via web in reply to...

TweetDeck Recommends...

-  Max Chafkin: I write for Inc. magazine. I live in Brooklyn.
Max Chafkin (chafkin) Follow
-  VeloNews: The Journal of Competitive Cycling
VeloNews (velonews) Follow
-  PatriotsInsider: Coverage of the New England Patriots for Scout.com and Fox Sports: News, notes, transactions and more
PatriotsInsider (PatriotsInsider) Follow
-  johnperrybarlow: I co-founded EFF, wrote songs for the Dead, ranched in Wyoming

Facebook: Full News Feed

-  >Mike Dunklee: As Kayla watches the video I got her from the library, she turns to me and says "This is terrible. We need Dora."
0 0
Mary Beth Dunklee, Thu 08 Oct 10:20 via Facebook
-  Georgia Richardson-Melody took 'What job best fits you?' quiz and got the result 'Lawyer' - <http://apps.facebook.com/whatjob-qywu/index.php?src=m2&b=9&t=1255011438>
Georgia Richardson-Melody, Thu 08 Oct 10:17 via What job b
-  Emily Ruark Clarke is it Friday yet?
0 0
Emily Ruark Clarke, Thu 08 Oct 10:16 via Facebook

- **Gathering alumni & donor information from online interaction**
- What should you collect and what shouldn't you?
- To collect / track:
 - Interests
 - Updates made to all: “Hey my new cell is...”
 - Groups / Fan pages
 - Twitter addresses
- Not to collect / track:
 - Do not harvest phone numbers / email by grabbing them off profiles
- Get creative – how can you have a campaign to request alumni and donor information?

It's a Winning Call for Michigan!

UM Alumni - Win an iPhone



Win a 16GB iPhone simply by updating UM with your contact information by March 25, 2008. Click here to enter. Go Blue!



Dear U-M Alum,

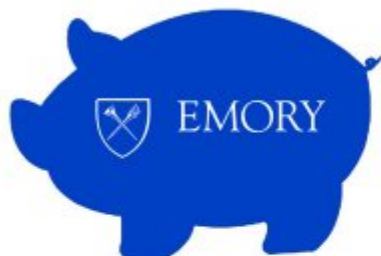
The Apple iPhone has become the hottest way to connect with the world. Connect with the University of Michigan and you may get one of your own! Michigan alumni receiving this message are eligible for a chance to win a 16GB Apple iPhone on March 26, 2008.

Simply fill out our Alumni Record Update form at www.giving.umich.edu/iphone before March 25, 2008 to enter. You'll just need to provide the following information:

- Name (first, last and maiden, if applicable)
- Home address
- Phone number (please indicate cell or home)
- Email address

The iPhone winner will be selected at random and notified on March 26, 2008, so make the connection and send in your entry now!

- **Best practice examples**



View Photos of Blue (66)

Send Blue a Message

Poke Blue

A little change can make a big difference - feed me & visit www.emory.edu/bluepig to find out what I can do for you! If you have any questions about me, please contact my manager, Shawn Scott on Learnlink.

Information

Networks:

Emory

Relationship Status:

It's Complicated

Current City:

Atlanta, GA

Website:

<http://www.emory.edu/bluepig>
<http://www.emoryclassgift.kintera.org>
<http://www.campuslife.emory.edu/tribute>
<http://www.twitter.com/thebluepig>

Mutual Friends

Blue PiggyBank wishes everyone good luck on their midterms! 20 hours ago

Wall

Info

Photos

Causes

Write something...

Attach:



Share

Filters



Blue PiggyBank The XIV Dalai Lama... plans to give a \$50,000 gift to the Emory-Tibet Science Initiative (ETSI). Read more here - <http://www.emorywheel.com/detail.php?n=27439> <http://www.emorywheel.com/detail.php?n=27439>



Dalai Lama Gives \$50K to Program | The Emory Wheel

Source: www.emorywheel.com

The XIV Dalai Lama will visit Emory in October 2010 and plans to give a \$50,000 gift to the Emory-Tibet Science Initiative, which seeks to create a comprehensive science curriculum for Tibetan monks and nuns.

11 minutes ago · Comment · Like · Share



Blue PiggyBank wishes everyone good luck on their midterms!

Yesterday at 3:21pm · Comment · Like

Alec Fox likes this.

Write a comment...

RECENT ACTIVITY

- Blue and Shabnum Gulati are now friends. · Comment · Like
- Blue and Black Star are now friends. · Comment · Like
- Blue and Alvin Jamison Borum are now friends. · Comment · Like
- Blue and Betsy Giltinan are now friends. · Comment · Like
- Blue and Jordan M Strang are now friends. · Comment · Like
- Blue and Jen Murphy are now friends. · Comment · Like

Create an Ad

Visit Orlando ✕



Become a fan of Orlando and get connected to the latest deals, offers and info to help you plan your next Orlando vacation!

Become a Fan

Distribute Press Releases ✕



Use Vocus press release distribution software to reach journalists, media outlets and prospects. Take a demo to learn more!

Like

Center for Inquiry | Michigan (CFI) ✕



twitter

Home Profile Find People Settings Help Sign out

**thebluepig**

+ Follow



At a Homecoming event
@sweetwaterbrew someone is
wearing an Emory Blue Pig t-shirt!!
Way to show your Emory spirit!

6:04 PM Sep 25th from web

RT@EmoryUniversity: U.S. News & World Report ranked Emory
17th overall & 12th in alumni giving! Get the full story:
<http://ow.ly/kHHb>

12:28 PM Aug 20th from web

Attn:EMORY Students don't miss out. Network with alumni,
meet friends and eat FREE. Register online -
www.alumni.emory.edu/d12

6:25 PM Aug 18th from web

Some more Blue Pig Press thanks to @mstonerblog!
<http://tinyurl.com/mxxrd7>

11:32 AM Jul 27th from web

Name Blue Pig**Location** Atlanta, GA**Web** <http://www.emory...>**Bio** I live, eat, and breathe
Emory and our Class Gift!

79

54

following followers

Tweets

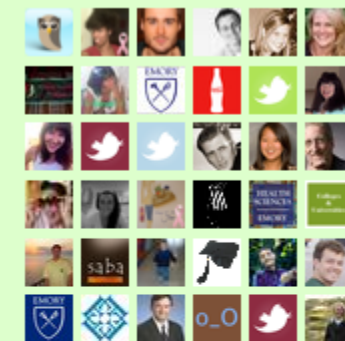
52

Favorites


Actions

block thebluepig

Following



View All...

 RSS feed of thebluepig's
tweets



LIVESTRONG

[+ Follow](#)


WOW! This is totally amazing!
<http://www.cbsnews.com/blog...>

17 minutes ago from Facebook

OMG-- RT @shiralazar MY EXCLUSIVE: @DrewFromTV will donate 1million dollars to @LIVESTRONG for one million followers <http://bit.ly/7F04J>

21 minutes ago from TweetDeck

LIVESTRONG Day pic of one of my favorite Lances- Lance Mackey <http://bit.ly/X7qCM>

27 minutes ago from TweetDeck

I posted 2 photos on Facebook in the album "New LIVESTRONG World HQ": <http://bit.ly/2p1CtB>

about 1 hour ago from Facebook

@alpenator are you a member of the rotary? Contact the foundation. We'd love to speak with you. 512-236-8820.

about 2 hours ago from TweetDeck

Name LIVESTRONG

Location Austin

Web <http://www.livestrong.com>

40,843 following 40,792 followers

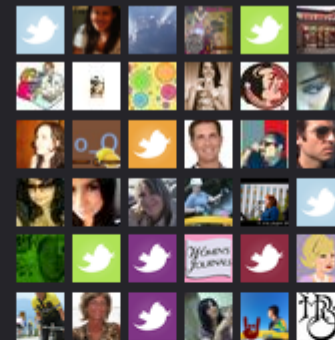
Tweets 2,382

Favorites

Actions

block LIVESTRONG

Following



[View All...](#)

[RSS feed of LIVESTRONG's tweets](#)



LIVESTRONG Thanks so much to everyone that participated in LIVESTRONG Day 2009. Keep posting those pics to the wall, flickr.com and video to youtube. Tag the photos and vids LIVESTRONG so we can find them. on Saturday

Wall Info Events Discussions Spread the LIVESTRONG Word
video >>

Write something...

Attach:

Share

Filters



LIVESTRONG WOW! This is totally amazing! <http://www.cbsnews.com/blogs/2009/10/07/onthescene/entry5368580.shtml>



Exclusive: Drew Carey Ups The Ante To \$1 Million - On The Scene With Shira - CBS News

Source: www.cbsnews.com

Drew Carey Announces He Will Donate \$1 Million for a Million Twitter Followers.

19 minutes ago · Comment · Like · Share

123 people like this.

View all 37 comments

Write a comment...



LIVESTRONG Pictures of our new headquarters



Suggest to Friends

Add to my Page's Favorites

Subscribe via SMS

Determined to make cancer a global priority, reduce stigma, improve support, increase access to care and make this disease HISTORY!

Information

Founded:
1997

Fans

6 of 638,799 fans

[See All](#)



Dayna Hojnacki



Matthew Bucelli



Ryan Raffensperger

Create an Ad

Connect With More Friends



Share the Facebook experience with more of your friends. Use our simple invite tools to start connecting.

More Ads



The Humane Society of the United States IHOP Action Alert: We only need a few hundred more signatures on the IHOP petition to reach our goal of 10,000. Will you please send the petition to 5 or more friends? Thanks! <http://apps.facebook.com/causes/petitions/277?m=15350f46> 19 hours ago

Wall

Info

Photos

Dogfighting

YouTube

Groups

>>



Tell IHOP to move away from Cruel Battery Cages

IHOP's Animal Cruelty Exposed



IHOP's short stacks are long on one ingredient that few of the chain's diners might expect: **animal cruelty**.

An undercover investigation (watch the video above) has

Take Action

Call IHOP **1-866-444-5144** and ask them to start using cage-free eggs.

Leave a comment on IHOP's fan page.

Create an Ad

\$14.99 for 41 tracks



Listen to the new track "Mansin Humanity", exclusive album plus acoustic tracks from Co-Founder Chad S

Like

Join the Family Else



Life's too short to miss all the action. Join today and rob, steal and whack enemies heart's content.

Like

Earn 6% per month



THE HUMANE SOCIETY
OF THE UNITED STATES

twitter

Home Profile Find People Settings Help Sign



THE HUMANE SOCIETY
OF THE UNITED STATES

HumaneSociety

✓ Following



Wayne's Blog: Supreme Court Hears Arguments on Animal Cruelty Law <http://bit.ly/1JYkPK>

about 18 hours ago from twitterfeed

IHOP--House of Horrors: Take the latest action! <http://bit.ly/1JhV8Z> (via @humanesociety)

about 21 hours ago from web

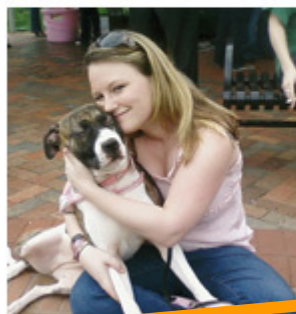
@rustypritchard of "Evangelicals for Social Action" on the All Creatures Tour: <http://bit.ly/1aoTRr> #allcreaturestour

about 24 hours ago from TweetDeck

Ohio Ag Groups Stonewall While HSUS and Mich. Groups Hatch Landmark Welfare Compromise: <http://bit.ly/AVuFy> (via @humanesociety)

10:33 AM Oct 6th from web

Michael Markarian: Animals & Politics - Court Upholds Law Protecting People & Pets -<http://shar.es/14KgB>



Hi, my name is Carrie, and I'm the HSUS' social media guru. Feel free to DM me if you have a question, and please visit us on all of our networks at humanesociety.org/connect.

- Guest Tweeters -



Rebecca Aldworth
HSI Canada
(RA)



Michael Markarian
Executive VP
(MM)



Scotlund Haisley
Emergency Services
(SH)

Name HSUS

Location Washington, DC

Web <http://www.humane>

Bio Official Twitter feed from The Humane Society of the United States. We're celebrating animals and confronting cruelty... all day every day!

15,625 following 16,858 followers

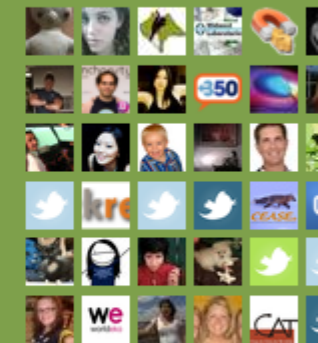
Tweets 2

Favorites

Actions

Block HumaneSociety

Following



View All...

RSS feed of HumaneSociety's tweets



**THE HUMANE SOCIETY
OF THE UNITED STATES**



[Pets](#)

[Wildlife](#)

[Farm Animals](#)

[Animals in Research](#)

[Horses](#)

- ❖ [HSUS Accomplishments](#)
- ❖ [Board, Executive Staff, Experts](#)
- ❖ [Offices and Affiliates](#)
- ❖ [Annual Reports & Financial Statements](#)
- ❖ [Frequently Asked Questions](#)
- ❖ [Awards](#)
- ❖ [Employment](#)
- ❖ [Statements of Policy](#)

[About Us](#) >>

[Donate](#)

[Campaigns & Programs](#) >>

[Legislation](#) >>

[Legal Action](#) >>

[Emergency Services](#) >>

[International](#)

[Wayne's Blog](#)

[Press Room](#)

[Video](#)

[Events & Education](#) >>

[Gifts & Books](#) >>

Join Our Online Community

Receive action alerts, tips, news, and

[HSUS >> About Us](#)

Connect to Us Online!

Visit us on our online networks:





THE HUMANE SOCIETY
OF THE UNITED STATES

twitter

Home Profile Find People Settings Help Sign



THE HUMANE SOCIETY
OF THE UNITED STATES

HumaneSociety

✓ Following

Wayne's Blog: Supreme Court
Hears Arguments on Animal
Cruelty Law <http://bit.ly/1JYkPK>

about 18 hours ago from witterfeed

IHOP--House of Horrors: Take the latest action! <http://bit.ly/1JhV8Z> (via @humanesociety)

about 21 hours ago from web

@rustypritchard of "Evangelicals for Social Action" on the All
Creatures Tour: <http://bit.ly/1aoTRr> #allcreaturestour

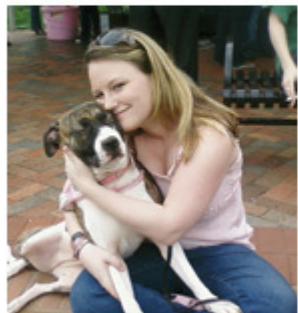
about 24 hours ago from TweetDeck

Ohio Ag Groups Stonewall While HSUS and Mich. Groups
Hatch Landmark Welfare Compromise: <http://bit.ly/AVuFy>
(via @humanesociety)

10:33 AM Oct 6th from web

Michael Markarian: Animals & Politics - Court Upholds Law
Protecting People & Pets -<http://shar.es/14KgB>

11:23 AM Oct 6th from web



Hi, my name is Carie, and I'm the HSUS' social media guru. Feel free to DM me if you have a question, and please visit us on all of our networks at humanesociety.org/connect.

- Guest Tweeters -



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HSI Canada
(RA)



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Executive VP
(MM)



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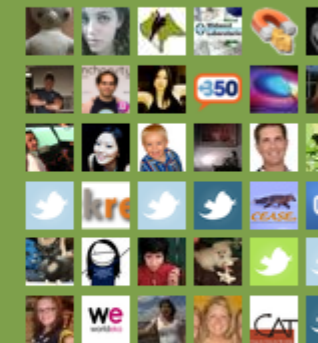
Tweets 2

Favorites

Actions

Block HumaneSociety

Following



View All...

RSS feed of HumaneSociety's tweets

HSUS is now following you on Twitter! [Inbox](#) | X


★ **Twitter** to me [show details](#) 7:32 PM (6 minutes ago) [Reply](#)

twitter

Hi, Devin Mathias.

[HSUS \(HumaneSociety\)](#) is now following your tweets on Twitter.

A little information about HSUS:



16887 followers
2538 tweets
following 15646 people

The Twitter Team

Turn off these emails at: <http://twitter.com/account/notifications>

Please do not reply to this message; it was sent from an unmonitored email address. This message is a service email related to your use of Twitter. For general inquiries or to request support with your Twitter account, please visit us at [Twitter Support](#).

[Reply](#) [Forward](#)



What's on your mind? Attach: [Icons] Share



Devin Mathias Pam Lyons: Happy birthday Pam - I hope all is well! 2 minutes ago · Comment · Like · See Wall-to-Wall

SHOW 3 SIMILAR POSTS



Rachel Sprovtsoff-Mangus loves this: "What do you say to parents who think the Wild Things film may be too scary?" Sendak: "I would tell them to go to hell. That's a question I will not tolerate." 24 minutes ago · Comment · Like

- Angela Agnello Cooper likes this. Heather LaFave Lily saw the trailer for this movie on TV yesterday and shouted, "Mommy! Where the Wild Things Are!!" She LOVES the book. Can't wait to take her to see it! It looks beautiful. 7 minutes ago

Requests See All

- 3 event invitations
2 group invitations
2 Page suggestions

Suggestions See All

Dianna Adams Patricia Lewis is a mutual friend. Add as Friend

Sponsored

Trick-or-Treat for UNICEF



Order a free Trick-or-Treat for UNICEF box to take with you on Halloween and help the youngest survivors of the recent Asia disasters.

Like

Trick-or-Treat for UNICEF

Create a Fundraiser

Collect Donations

Send In the Money

Celebrate Your Success

Download Materials

Partners

Selena Gomez

[Home](#) > [Trick-or-Treat for UNICEF](#)

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Trick-or-Treat for UNICEF

Want to **help kids** in other parts of the world get the things they need to survive and grow?



You've got the power to do it!



This October, **make Halloween count** by Trick-or-Treating for UNICEF. Doing so will help us get things like water, education and medicine to the children who need it most. Your efforts will show that you believe **ZERO** children should be without the basic necessities that we often take for granted.

Getting involved is **easy and fun!**

First, **you'll need a box.** [Order boxes online](#), or create your own using [this canister wrapper](#).

Then, while you're out on Halloween, ask everyone to help you [raise money for kids](#) around the world and to join you in **believing in ZERO!**

Once you've collected the money, [send it to UNICEF](#) to help

Trick-or-Treat for UNICEF Spokesperson

Selena Gomez

[MORE INFO](#)



facebook
twitter
myspace

JOIN US!

Trick-or-Treat for UNICEF updates!



Host a Halloween Party to benefit UNICEF!



Double your donation through

HGTV
and
P&G



Share This

Trick-or-Treat for UNICEF

Trick-or-Treat for UNICEF Spokesperson Selena Gomez



© Jane Hahn/2009

UNICEF Ambassador Selena Gomez returns for a **second year** as spokesperson for Trick-or-Treat for UNICEF.

"Trick-or-Treat for UNICEF invites children and adults alike to make Halloween count by joining UNICEF to do whatever it takes to help save children's lives," said Selena Gomez. "This October, I would like to encourage everyone to make a difference and support UNICEF's mission to reduce the number of daily preventable deaths of children, from 25,000 to zero."

To support the Trick-or-Treat for UNICEF campaign, Selena Gomez, who is also an accomplished recording artist, will be donating four VIP tickets to one of her upcoming concerts with backstage

meet-and-greet access to the highest bidder through a Charity Buzz auction. The highest bidder will also receive an autographed CD. The auction will begin October 21 and run through November 11, 2009. Proceeds will benefit the Trick-or-Treat for UNICEF campaign.

As part of a **live web cast** series hosted on Facebook, Selena Gomez will also speak to fans and supporters of Trick-or-Treat for UNICEF on **October 29th**. The Trick-or-Treat for UNICEF spokesperson will provide viewers fundraising tips and teach them about the ways they can support UNICEF's lifesaving work for children.

Join the UNICEF USA [Facebook Fan Page](#) and [Twitter](#) account for updates on Selena's work to support Trick-or-treat for UNICEF this year.



Most Popular Services

- Email
- Facebook
- Twitter
- Save
- MySpace
- Digg (1)
- Text
- Live
- Delicious
- Stumbleupon
- Reddit
- G Bookmarks
- LinkedIn
- Bebo
- Buzz Up!
- Blogger

Download ShareThis for Firefox Sign In: < >



American Cancer Society Join the cause and send the link to all of your friends even if they aren't on Facebook!! Your \$10 can help create a world with more birthdays!

Hide ▾



Fight Cancer: Support the American Cancer Society

229,863 members - \$19,161 raised

about an hour ago · [Comment](#) · [Like](#) · [Join the Cause](#) · [Donate](#) · [Give Props](#)

85 people like this.

[View all 11 comments](#)



Amy Ward ACS and Relay for Life is awesome and have helped so much. They helped us while we were getting experimental treatment in San Antonio this year by letting us stay in a hotel for free while we treated there. Very nice!!!! They have been there for us since Shawn was first diagnosed and I can always count on them to answer my questions. I SUPPORT THE ACS. I want Shawn to have many more birthdays!!!! Great campaign.

13 minutes ago



Dayna Mccumber Wishing I had a few more birthdays with my mom and grandfather. But hopefully someday, someone else will have more birthdays with their loved ones!

9 minutes ago

Write a comment...

- **Best practice examples: Direct fundraising on Twitter**



HOME

BLOG

WHY DO THIS?

SPREAD THE WORD!

ABOUT ALS



Using Social Media for Social Good.

Help us fight ALS by raising **\$10,000 in October** \$1 at a time.

DONATE NOW →

(It takes just 2 minutes)



Here's How YOU Can Help Fight ALS (Lou Gehrig's Disease):

Making a difference has never been this easy! Just:

1. Donate to the ALS Association. **We're only asking for \$1**, but we'd love it if you could give more!
2. Tweet an @reply to us on Twitter, something like this:

I just donated \$25 to @TweetForALS to help raise \$10k for ALS!

DONATE NOW →

(It takes just 2 minutes)

The ALS Association accepts:





charity: water

About the Twestival.

On 12 February 2009, 200+ international cities hosted a Twestival (Twitter + festival) to bring Twitter communities together to raise money for charity: water. The Twestival raised \$250,000+ and brought worldwide public awareness to the global water crisis. On 11 April charity: water will drill the first Twestival well, posting videos of the progress.

PROJECTED AMOUNT RAISED
250,000 USD

- USD
- AUD
- CAD
- SKR
- €
- £
- Water tap icon
- Person icon

Scroll over each icon to see the projected amount raised in your currency.

Tweet the facts:

Women in Africa spend 15-17 hrs/week collecting water.

TWEET THIS

Each American uses enough water to fill 1600 glasses a day.

TWEET THIS

Around 2.6 billion people lack access to adequate sanitation.

TWEET THIS

Nearly 14,980 gallons of water per household in the U.S. leak down the drain unused.

TWEET THIS

Tweet about the live drill:

See where the money went. Watch as the first Twestival well is drilled via satellite from Ethiopia.

TWEET THIS

The Twestival brought 202 cities together to give people clean water. See what happens next.

TWEET THIS

Watch online as charitywater drills a well with the Twestival money in Ethiopia on April 11th.

TWEET THIS

A billion lack access to clean water. Thanks to the Twestival, that number is smaller.

TWEET THIS

Find how much your city raised.

| | |
|----------------|------------|
| Adelaide | \$1,505.00 |
| Amman | \$0.00 |
| Amsterdam | \$2,026.35 |
| Anaheim | \$125.00 |
| Arad Romania | \$24.00 |
| Asheville | \$3,352.00 |
| Athens, Greece | \$107.00 |
| Atlanta | \$345.00 |
| Auckland | \$130.07 |
| Augusta | \$10.00 |
| Austin, TX | \$6,995.00 |
| Baltimore | \$166.00 |
| Bangalore | \$117.82 |
| Bangkok | \$0.00 |
| Barcelona | \$1,487.44 |
| Baton Rouge | \$0.00 |
| Bauru, Brazil | \$100.00 |
| Beijing | \$82.00 |



Smiles

140 characters for 140 smiles

Smile Counter

0 0 7 0

DONATE



Twitter Community

Welcome. Please help us spread the word about 140 smiles in 140 characters. To join our community, sign in using your Twitter account.

Sign in with Twitter

Or, just make a donation. :-)

The Community

Why Operation Smile?

140 Smiles Scrapbook

Prizes

Sponsors

Donate



Hey TWEEPS! We need YOU to help us create 140 Smiles!

One child's life-transforming surgery costs as little as \$240 and can take only 45 minutes. Join us as we provide 140 of these surgeries to children around the world through the power of Twitter!

How to Participate

1 Give a gift as an individual

2 Start a Smile Team

3 Tweet This

twitter



An application would like to connect to your account

The application **140 Characters for 140 Smiles Community** by **Operation Smile** would like the ability to **access and update** your data on Twitter. **Sign out** if you want to connect to an account other than **dmathias**.

Allow 140 Characters for 140 Smiles Community access?


Deny

Allow

Twitter takes your privacy very seriously.


Please ensure that you trust this website with your information before proceeding!

By clicking "Allow" you continue to operate under Twitter's Terms of Service. You may revoke access to this application at any time by visiting your Settings page.



Twitter Community

Welcome. Please help us spread the word about **140 smiles in 140 characters**. To join our community, sign in using your Twitter account.

 [Sign in with Twitter](#)


Or, just make a donation. :-)

The Community


167 people [+ see all](#)

[reneeAhamilton](#) [EricOverman](#)

Recent Donations

 **maypro** I donated \$20 for team #Peter May at #140smiles benefiting @operationsmile. Join me: <http://140smiles.org>

DvinMsM's Twitter profile picture
DvinMsM I donated \$120 for team #twestivalSF at #140smiles benefiting @operationsmile. Join me: <http://140smiles.org> (@krystyl)

 **sfcatriathlete** I donated \$20 for team #CommonKnow at #140smiles benefiting @operationsmile. Join me: <http://140smiles.org>

TwestivalSF's Twitter profile picture
TwestivalSF Join our team #TwestivalSF at #140smiles benefiting @operationsmile. Join me: <http://140smiles.org>





WOW!

WE DID IT!!! We raised over \$10,000 in just 48 hours through the power of Twitter and social media. 336 contributors collectively raised enough money to fund a new classroom for a school in Tanzania. On this special Thanksgiving Day all we can say is THANK YOU!

The Giving Continues

If you missed TweetsGiving 2008, don't worry, you may still make a donation using the ChipIn widget, or at <http://www.EpicChange.org/donate> to support the work that Epic Change does transforming compelling stories into social change. Each \$10 donation made through this widget will now add a book to the school's first library, which you may inscribe with a personal tweet of gratitude.



In addition, as the holiday season approaches, we hope you'll consider giving gifts from the Epic Change Gift Shop, which is a valuable source of income for our partner school in Tanzania. Epic Change cards and gifts feature the artwork of children at the school, award-winning photographer Tim Llewellyn and West Hollywood candle designer Timothy Jay.

**Alumni & Donor Outreach:
iPhones, Blackberries, & Cell Phones**

- Strategies to reach your lost alumni & donors on their cell phones & Acquiring alumni & donor cell phone numbers- do's & don'ts
- iPhones & Blackberries- cell phone apps that reach alumni & donors
- Text Message Outreach- Creating & utilizing targeted messages
- Best practice examples

- **Strategies to reach your lost alumni & donors on their cell phones & Acquiring alumni & donor cell phone numbers- do's & don'ts**
- From the “It’s basic, but just in case” department:
 - Keep track in your database
 - Ask if it is a cell on your data collection / update forms, websites, etc.
 - Don’t wait for them to become alumni – get the numbers now.
- Text campaigns
 - Have alumni text you their names and grad years for a chance to win a prize
 - Capture cell phone for later use
 - Good to do at events (sports, reunions, etc.)
- If your population allows, go viral and have alumni find alumni

- **Strategies to reach your lost alumni & donors on their cell phones & Acquiring alumni & donor cell phone numbers- do's & don'ts**
- Buying numbers will be difficult – accuracy is questionable
- Don't assume the area code = location
- Don't let events, mailings or phone calls go without update collection
- Don't stop listening – make sure you respect your constituents' wishes for method of contact

- **iPhones & Blackberries- cell phone apps that reach alumni & donors**



Home

Video
Center

Press
Coverage

Press
Resources

About The
Developer

Support



Classes



Latest Campus News



Fun Applications



Grade Book



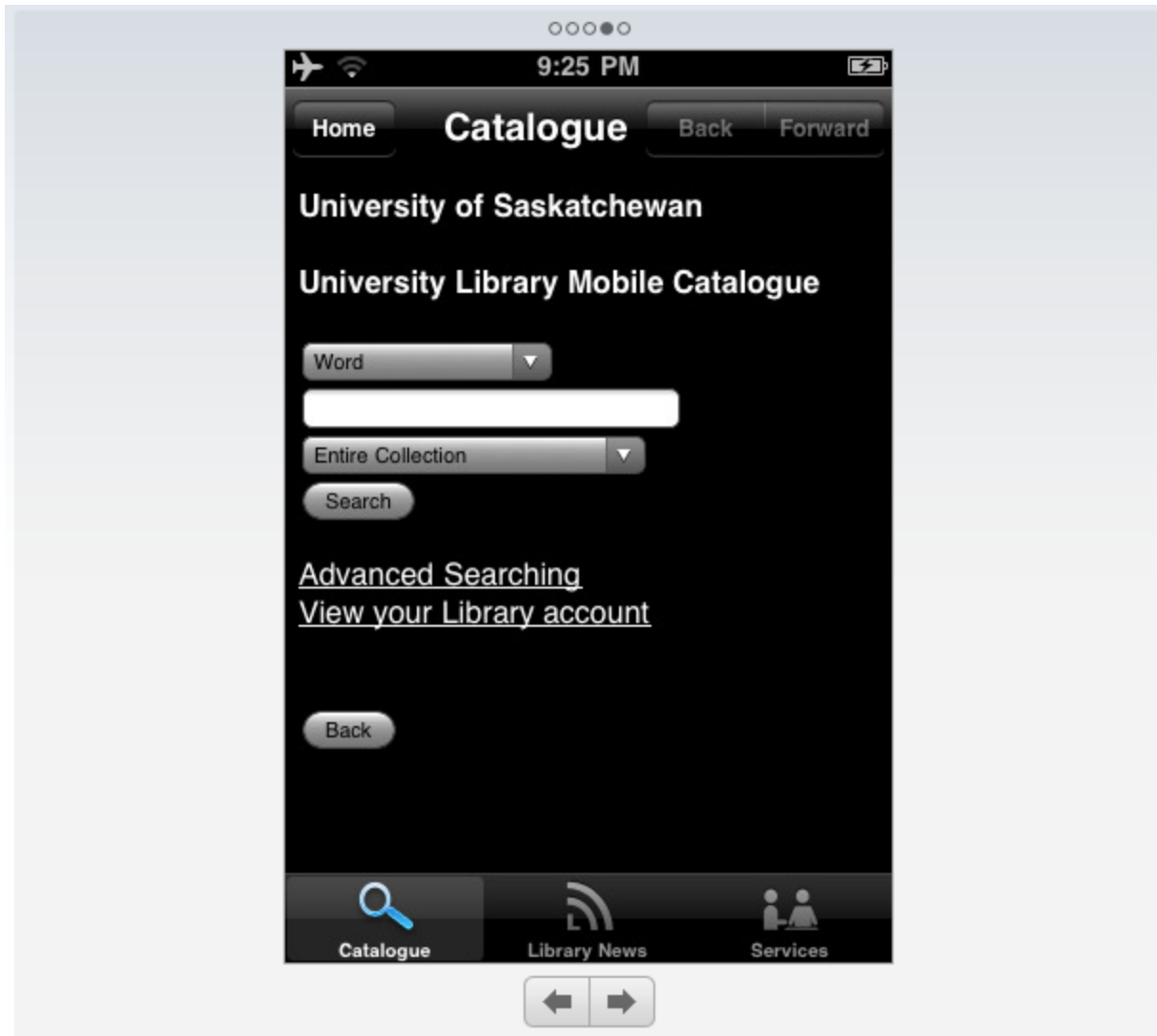
Campus Map



Library Catalogue

Your mobile information resource for the University of Saskatchewan,
available first on iPhones and iPod Touches





Texas A&M University



TAMUMobile

Category: Education
Released Jun 01, 2009
Seller: Texas A&M University
© Terriblyclever Design, LLC
Version: 1.11
6.9 MB



Free [GET APP](#)

Rated 4+



APPLICATION DESCRIPTION

TAMUMobile is Texas A&M University. To go.

Directory - Search the Texas A&M directory with advanced filters (filter by name, email, phone number, address).

Athletics - Get scores, news, and schedules for Aggie sports, athletes, events and more.

News - Get the latest news and information about and from Texas A&M.

TAMUtv - View Texas A&M and Aggie videos with TAMUMobile.

Maps - Search for buildings on the College Station campus and use GPS to find your location.

Courses - Search for classes, find out when they're offered, and tap to call or email the professor.

Events - Browse university events, performances, lectures and more from the Texas A&M calendar by day or by month.

WHAT'S NEW IN THIS VERSION:

Updated bug fix so that News description displays properly.

LANGUAGES:

English, Spanish

REQUIREMENTS:

Compatible with iPhone and iPod touch
Requires iPhone OS 3.0 or later

[Texas A&M University Web Site](#)

[TAMUMobile Support](#)

[ALL APPLICATIONS BY TEXAS A&M UNIVERSITY](#)

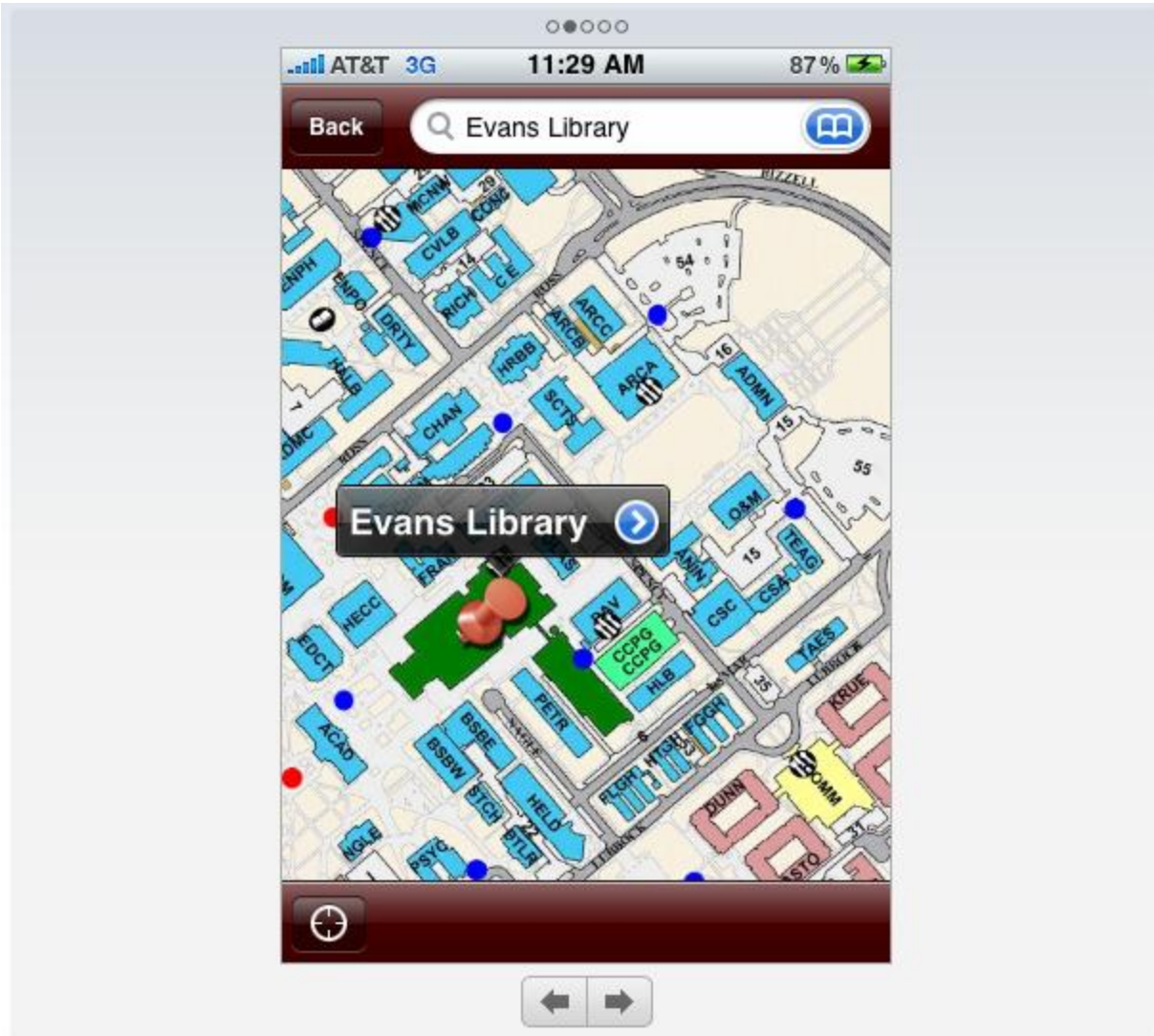
[TELL A FRIEND](#)

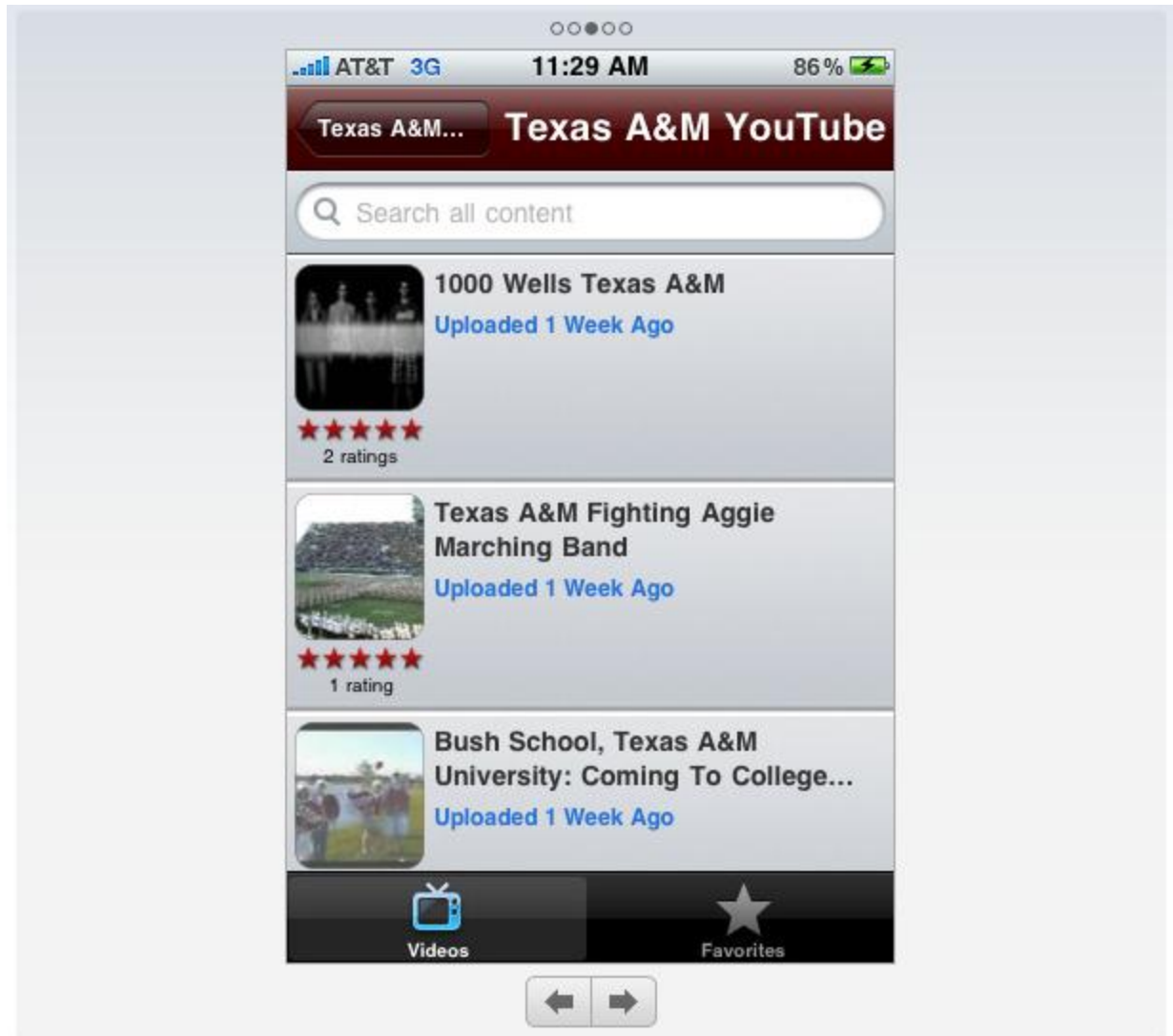
[APP STORE FAQs](#)

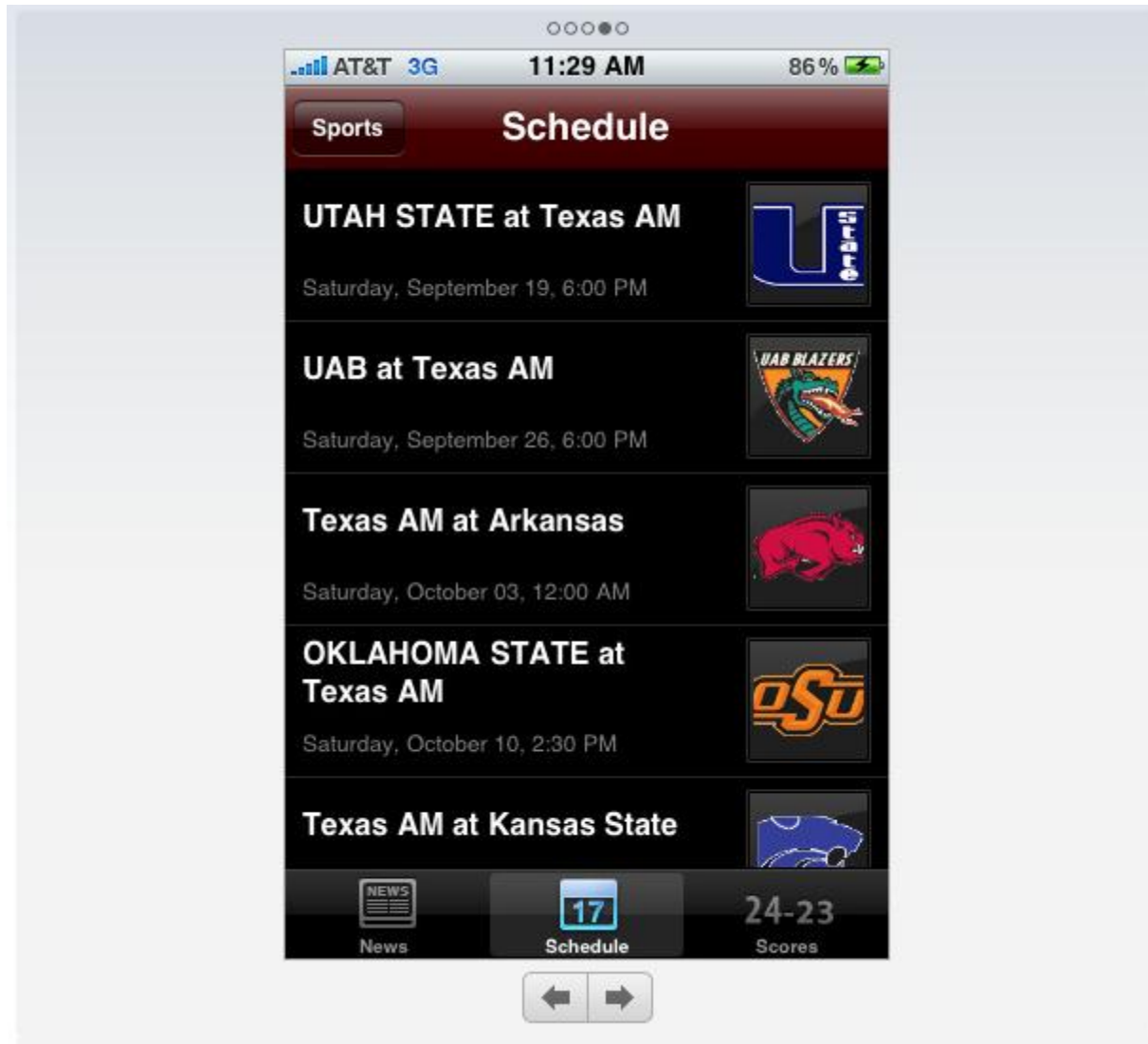
[CUSTOMERS ALSO DOWNLOADED](#) [See All](#)

UC San Diego (UCSD)
Education

PSIII live







- **Best practice examples: Blackberries**



[North America](#) | [Worldwide](#)

[Partners](#)

[Developers](#)

[BlackBerry Overview](#)

Search



[SMARTPHONES](#)

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[WHERE TO BUY](#)

[OWNERS LOUNGE](#)

Categories

[Business \(88\)](#)

[Entertainment \(217\)](#)

[Finance \(77\)](#)

[Games \(860\)](#)

[Health & Wellness \(93\)](#)

[IM & Social Networking \(71\)](#)

[Maps & Navigation \(131\)](#)

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[Reference & eBooks \(334\)](#)

[Shopping \(20\)](#)

[Sports & Recreation \(92\)](#)

[Travel \(174\)](#)

[Utilities \(268\)](#)

[Weather \(19\)](#)

[BlackBerry App World](#) >

philanthropy



[Help](#)

Search Results for "philanthropy"

Search returned no results matching the specified criteria.

- **Text Message Outreach- Creating & utilizing targeted messages**

PLEASE DONATE FOR SWAT REFUGEES BY TEXTING "swat" TO 20222

Global



[Join this Group](#)

Share +

Group Type

This is an open group. Anyone can join and invite others to join.

Admins

- Masul Chowdhury (Stephen F. Austin High School)
- Roma Parwez (Houston, TX)
- Mohsin Naqvi (Nassau CC) (creator)

Basic Info

Name: PLEASE DONATE FOR SWAT REFUGEES BY TEXTING "swat" TO 20222
 Category: [Organizations - Volunteer Organizations](#)
 Description: Please generously donate \$5 automatically by texting "swat" to the number 20222. THAT IS ALL YOU HAVE TO DO TO SAVE INNOCENT LIVES ! - can't put it in any way more simpler than that.

THIS ONLY WORKS FOR PEOPLE IN THE UNITED STATES !

```

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|Add A Friend To |
|The Group Please
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The service is powered by "mGive" and can be used for essentially any fundraising initiative. The Pakistan relief program is administered by the United Nations and was announced on May 19, 2009 by Secretary Clinton herself at the State Department.

[Home](#)[About](#)[Blogs](#)[Twitter](#)

American Red Cross

Blog

Posts created by, for, or about the American Red Cross

[Entries RSS](#) | [Comments RSS](#)

FAVE THIS BLOG
TECHNORATI!

[Subscribe by Email](#)

RedCross
26,246 Followers

RT @timbrauhn Here's my buddy @keithives keep it real at the local @RedCross call center: <http://ow.ly/t581>

6 hours ago



Photo of the day from

[Donate \\$5: Text "Give" to "2HELP"](#)



-Post by Eric Porterfield, International Press Officer

You might have heard about this new [text fundraising campaign](#) in the news or read about it on our [online newsroom](#) for Hurricane Gustav. It was such an innovative idea that I thought I would try it myself.

First of all, your cell phone has to be with one of the following wireless carriers: AT&T, Alltel, Sprint, T-Mobile USA or Verizon Wireless.

Disaster News Portal

Recent Posts

[Pacific Islands Tsunami: Photo Update](#)

[Pacific Islands Tsunami: Photo of the Day](#)

[Pacific Islands Tsunami: Eyewitness Report](#)

Get Widget

Podcast





Get Your
SMS Donation Report

Charities

The following Charities are offering the opportunity to "GIVE" through your phone bill. Text KEYWORD to SHORTCODE from your mobile phone:

A one-time charge of \$5 will be added to your wireless bill or deducted from your prepaid balance. Message & Data Rates May Apply. All charges are billed by and payable to your mobile service provider. Proceeds benefit Mobile Giving Foundation charity partners. Service is available on most carriers. You can unsubscribe at any time by replying to the message or texting the word 'STOP' to the campaign's short code (20222, 25383, 27722, 40202, 40579, 41010, 50555, 52000, 85944, 90999, 464329, 501501, 864233, 864833).

| Charity | Keyword | ShortCode | Donation | ASP |
|--|----------|-----------|----------|---------------------------------------|
| Africare | AFRICARE | 85944 | \$5 | MobileCause |
| ALS Foundation - Florida Chapter | ALS | 20222 | \$5 | Distributive Networks |
| Alzheimer's Foundation of America | AFA | 50555 | \$5 | mGive |
| AmberWatch Foundation | AMBER | 90999 | \$5 | mGive |
| America's Second Harvest of Tampa Bay | HUNGER | 50555 | \$5 | mGive |
| American Cancer Society, California Division | HOPE | 20222 | \$5 | Distributive Networks |
| American Cancer Society, Great West Division | CVC | 20222 | \$5 | mGive |
| American Diabetes Association | ADA | 25383 | \$5 | Mobile Commons |
| American Heart Association | HEART | 90999 | \$5 | mGive |
| American Red Cross Southeastern Pennsylvania Chapter | RED | 52000 | \$10 | Wireless Factory |
| American Red Cross Southeastern Pennsylvania Chapter | RC | 52000 | \$5 | Wireless Factory |
| Amnesty International of the U.S.A. | RIGHTS | 90999 | \$5 | mGive |
| Andre Agassi Foundation | KIDS | 20222 | \$5 | Mobile Commons |

Boosting Engagement: Email, Blogs, & RSS

- Using viral email and web initiatives to increase alumni & donor engagement & grow your list
- How to use blogs & RSS feeds to drive alumni & donors to your site
- Complying with the Can-Spam Act: must know about opting in & out
- Best practice examples

When nonprofit organizations build websites they spend loads of time and money on the design, the functionality and bells and whistles that are cool and fun to work on. But, in reality, as important as those things are, they aren't what tend to make great nonprofit websites. It's about the content

- Allyson Kapin, care2 blog

- **Using viral email and web initiatives to increase alumni & donor engagement & grow your list**
- Use campaigns that inspire your constituents
- Goal: That your constituents generate user-created content
- IAmFresnoState.com
- Examples at Texas, Ohio State & Michigan

GET YOUR HORNS UP (AND SAY CHEESE!)

Is there a rallying cry for the thinkers and doers of tomorrow? A motto that sums up their passion for creativity and their pursuit of discovery? Sure there is: Hook 'em, Horns. What starts here changes the world.



ALUMNI, TELL US HOW YOU ARE CHANGING THE WORLD.

SUBMIT A PROFILE

- 1 SNAP A PHOTO OF YOURSELF PROUDLY SHOWING YOUR HOOK 'EM, HORNS.
- 2 WRITE A BRIEF BIO OF WHAT YOU'RE DOING NOW THAT'S CHANGING THE WORLD.
- 3 SUBMIT BOTH YOUR PHOTO AND YOUR BIO WITH AN EASY-TO-USE, SECURE FORM.

Get Started!

GO!

FIND A PROFILE

Search by (choose one):

[Show All Profiles](#)

GO!

TELL OTHERS

E-mail to alumni friends and family

SUBMIT



GET YOUR HORNS UP



FIND A PROFILE

[Search Profiles](#)

[Tell Others](#)

[Submit Your Profile](#)



Daniela del Castillo

E-mail: ddelcas2@gmail.com

Phone #: 512-494-4582

Hometown: Georgetown, Texas

Current Location: Austin, Texas

Class of 2001

Bachelor of Science in Communication

Studies, Communication Studies

College of Communication

"My time at UT instilled in me my love for taking my strengths and skills and using them to help others. Since graduation, I have worked for two nonprofit organizations in Austin. My "Hook 'em" photo shows me in Peru, where I spent time volunteering for a local organization."

Share your Buckeye pride



O-H-I-O!

Photos from students, alumni, and friends from around the world



"Hockey"

by **Allie Mackerty**

The OSU Womens Club Hockey team during our first team photo! Go BUCKS!

More [O-H-I-O](#) photos

[Upload](#) your 'O-H-I-O' photos

Buckeye Cam

[Quadruple Script Ohio](#)

Buckeye Basics

- [Buckeye Sports](#)
- [Fight Songs, Alma Mater Lyrics](#)
- [Marching Band](#)
 - [Audio/Video](#)
 - ["Pride of the Buckeyes"](#)
- [O-H-I-O Traditions](#)

Buckeye Pride

DO SOMETHING GREAT

More great stories with Buckeye Pride



Best Fans in the Land
Ohio State Sportsmanship Council

Game Day!

- [Athletic Schedules](#)
- [Game Day Policies](#)
- [Game Watch Locations](#)
- [Official Team Shop](#)
- [Tickets](#)
- [View Games Online](#)
 - [At Home \(Buckeye Vision\)](#)
 - [In Europe \(SopCast\)](#)

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 - [Clubs and Societies](#)
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- [Connect E-newsletter](#)
 - [Subscribe](#)
- [Support OSU](#)
- [Visit](#)

Spirit Gear

Free official audio and images

Ringtones, MP3s

- [Buckeye Battle Cry: Ringtone, MP3](#)
- [Carmen Ohio: Ringtone, MP3](#)

Wallpaper



Social Media

- [Facebook Group](#)
- [YouTube Channel](#)
- [Wikipedia](#)

Photos

- [Flickr](#)
- [Image of the Day](#)

"O-H-I-O" archive

Latest 55 of 3637 photos - Last update: October 7, 2009 - View all



It started out as a simple football cheer, something for late 19th Century fans to shout during football games. But these days, "O-H-I-O" means the whole package: strong athletic traditions, major school spirit, and the academic achievements and outreach efforts that make The Ohio State University the great place it is.

View the O-H-I-O PSAs



Search O-H-I-O

Go

Find Ohio State on:



Browse photos

[By location \(Google Map\)](#)

More:

- 2008 BCS National Championship (43)
- 2009 Fiesta Bowl (16)
- Africa (71)
- Alumni (908)
- Antarctica (8)
- Asia (158)
- Athletics (66)
- Australia (13)
- Beach (223)
- Bowl Game (39)
- Current students (854)
- Do Something Great (57)
- Engineering (31)
- Europe (348)
- Families (721)
- ...

Your gift matters

Story Categories: **Health** •

Finding a cure for sarcoma

Melissa Danan, 38

Social worker
MSW '95

Philanthropy is crucial for change in this world. It is God's intention for those who can give to do so.

The Bernard J. Danan Fund For Sarcoma Research is important to me because my husband is Bernard and he died at 40 from a sarcoma. If a cure for sarcoma can be found from contributions in his fund, I know that he will smile from heaven and our children, his parents and I can begin to smile again.

I started a non-profit organization to raise funds for the U-M fund in my husband's name. My raising funds for research for a cure is the only way that I can be proactive in preventing the tragedy my family and I faced from happening to another family.



Bernard and Melissa Danan tailgating at the UM vs. Penn State game in 2007. Photo taken one year prior to the tailgate fundraiser for sarcoma research in Bernard Danan's name. Bernard died 8 months after this photo leaving his wife, two small children, parents, siblings, and many relatives, friends, colleagues and patients that loved him dearly. More info. on the fundraiser and Bernard on www.bernardstailgate.org.

[SHARE YOUR STORY »](#)

Find a Story

[Find a story by cause »](#)

Causes

[Animals](#) [Arts, Culture,](#)
[Humanities](#) [Community,](#)
[Social Services](#)
[Diversity](#) [Education](#)
[Environment](#) [Health](#)
[International](#) [Political /](#)
[Activism](#) [Religion](#) **True**
Blue Michigan

Giving Opportunities

Choose a category

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[People](#)

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[Give online](#)

M ALUMNI RECORD
UPDATE

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[Post to del.icio.us](#)

[iTunes II](#)

- **How to use blogs & RSS feeds to drive alumni & donors to your site**
- Many blogs are fading away due to Twitter ... which is basically a quicker, easier-to-maintain blog.
- If you maintain a blog – focus on two things:
 - Your organization’s impact
 - Your donors and their impact on you.
 - How did they change someone’s life?
 - How did giving to you change the donor’s life?
 - What motivated the gift(s)?
 - Highlighting the non-monetary impact of volunteer efforts and those willing to promote your efforts.

Black Hills Boxer Rescue Blog

Welcome to the BHBR Blog. Keep checking back here to see the latest rescue news, adoptive Boxer postings, doggie play dates, and other events in the Black Hills area. Interested in one of the adoptable dogs? Fill out an application!

[« Petfinder Offers Rescues Donation Through Photo Contest](#) | [Main](#) | [Still Working](#)


»

Thank You Donors!

First, BHBR must thank all of our donors contributing to Cruiser's rehabilitation. The folks of [Must Luv Boxers](#) we have received \$200 towards his care. Every day he continues to improve!

From his foster mom: he's doing exceptionally well! He's been x-rayed twice since his first intake and each set show improvement. Thanks to the medicine, crate rest and good nutrition the vertebrae, which had a chunk of bone missing, is filling in. The bone infection has responded to the antibiotics and Cruiser doesn't seem to be in pain anymore. His activity is still limited to facilitate healing but he's now showing more and more of his puppy side! Cruiser's right rear leg seems to have regained its strength and he runs, jumps and plays like a normal Boxer puppy! Everyone is thrilled at his progress! He's slated to go back to the vet shortly for another set of x-rays and if cleared, will be scheduled for his neuter surgery. Keep checking back here and on the BHBR website for updates!

Also, the BHBR is working with the South Dakota State Legislature to draft and implement a bill designed to make animal abuse a felony. Currently, South Dakota is only one of four states that do not recognize animal abuse a felony crime. We need your support in our efforts. We'll be holding a meeting to go over ideas and build local community support. Stay tuned for meeting location and time.

- **How to use blogs & RSS feeds to drive alumni & donors to your site**
 - Add RSS to as much as you can...
 - ...that is actually worth following!
- 
- News
 - Accomplishments
 - Donor / Impact stories
 - Health updates
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Penn State Live

[Penn State receives national intelligence award](#)

Thursday, October 08, 2009 9:35 AM

Penn State's College of Information Sciences and Technology was recently designated an Intelligence Community Center of Academic Excellence by the Office of the Director of National Intelligence. This is the way for IST students to combat cyber security threats at the national level when they graduate....

[Advanced Vehicle Team unveils its new set of wheels](#)

Monday, October 05, 2009 3:01 PM

A team of Penn State engineering students recently took delivery of a 2009 Saturn Vue that will be used in an advanced vehicle technology engineering contest sponsored by General Motors. The competition, EcoCAR: The NeXt Challenge, pits 17 university teams across North America to redesign and re-engineer a 2009 Saturn ...

[The Medical Minute: minimally-invasive treatment of brain aneurysms](#)

Tuesday, October 06, 2009 6:54 AM

Penn State Milton S. Hershey Medical Center recently became only the third hospital in Pennsylvania and one of only about 30 institutions in the country to offer a new treatment for brain aneurysms. Brain aneurysms are balloon-like out-pouchings that can develop in brain arteries. Like balloons, these out-pouchings can burst, ...

[High winds causing safety hazard; Porter, Curtin roads closed](#)

Wednesday, October 07, 2009 11:50 AM

High winds have caused some panels to dislodge from the Beaver Stadium scoreboards. For safety reasons, Porter and Curtin roads, which border the stadium, are being temporarily closed and lifted....

['Avenue Q' plays at University Park](#)

Tuesday, October 06, 2009 11:27 PM

The people-and-puppets musical comedy "Avenue Q," winner of three Tony Awards for best musical, score and book, made its Centre County debut Oct. 6 at Penn State University Park. The play is described on its Web site as "the story of Princeton, a bright-eyed college grad who comes to New York City with big dreams and a tiny bank account. ...

[Penn State alumnus designed the puppets of 'Avenue Q'](#)

Tuesday, October 06, 2009 4:25 PM

Penn State alumnus Rick Lyon came to puppetry as organically as an apple comes to a tree. Since the age of 9, Lyon has been creating puppets, and after majoring in theater, he worked closely with Jim Henson (of Muppet fame) and worked for 15 seasons on the children's show "Sesame Street." Lyon is the designer and creator ...

[Old Main bell removal postponed a day](#)

Tuesday, October 06, 2009 2:43 PM

The Old Main bell removal has been rescheduled to Thursday morning, Oct. 8, due to high winds. AccuWeather currently predicts 22 mph sustained winds with up to 30 mph gusts. The lift, originally scheduled for Oct. 7, has been postponed to the alternate date. The time of the lift will remain the same, between 9:30 and 10:30 a.m....

[Patricia Best named 2009 Renaissance Fund honoree](#)

- **Complying with the Can-Spam Act: must know about opting in & out**
- The 2003 CAN-SPAM Act was instituted to cut down on misleading emails.
- Most of the rules that apply to commercial emails apply as well to nonprofits, but CAN-SPAM rules comprise best practices for email for any organization regardless of necessary compliance.
 - Use a subject line that is not misleading as to what is contained in the email.
 - Provide a "from" line that accurately and clearly indicates the sender. Doing so provides reassurance to supporters and donors that the email is from a trusted organization.
 - Provide a clear and conspicuous notice of the opportunity to opt-out in every email message, regardless of whether or not the recipient has opted-in to your emails.
 - Provide a valid physical postal address of the sender.
 - If there is a commercial advertisement in your email, you must be clear that the email is an advertisement to individuals who have not opted-in to receive commercial email messages. If you have an in-house list, or rent a list of individuals who have opted-in to receive commercial email offers, you are exempt from the use of words such as "advertisement" or "solicitation" to label the message.
 - If there is a commercial advertisement in your email, and if you are sending an offer to individuals who have not opted-in to receive commercial email offers, you must make it clear that the message is a promotion, advertisement, or offer. Use phrases such as "you might be especially interested in this offer" in the body copy of the email.

- Nonprofits on Twitter <http://twitter.com/nonprofitorgs>
- 10 best web content practices <http://tiny.cc/dtm10bestweb>
- Nonprofits on Facebook <http://www.facebook.com/nonprofitorgs>
- Care2's blog <http://www.frogloop.com>
- 100 online tools for nonprofits <http://tiny.cc/dtm100onlinetools>
- Twittionary ("Twitter glossary") <http://twittionary.wetpaint.com/>
- 20 social web tools <http://tiny.cc/dtm20links>
- Social media policies <http://tiny.cc/dtmpolicies>
- bit.ly – track your links <http://bit.ly/>
- ChipIn – creates a widget <http://www.chipin.com>
- CAN-SPAM <http://tiny.cc/dtmCANSPAM>