



Online Activation Panel Takeaways

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The Power of Guest Blogs

- **Connects people to your brand and provides value** – what topics are readers interested in, and are relevant?
- **Excellent for Search Engine Optimization** – be mindful of keywords, but do not stuff posts with them.
- **Host a blog on your website, not on a third party** – once you drive a visitor away from your website, they are gone.
- **Create an editorial calendar** – planning in advance will ensure consistency.
- **Activate all areas of your community to participate** – incl. lay leaders, members, staff, students.
- **Share far and wide** – link posts on relevant social media channels, i.e. Facebook and Twitter.
- **Monitor impact** – are you driving more traffic to your website and keeping visitors engaged?

Our Wave

- **Ask for Help** - We used our network to find a free bookkeeper/CPA and a lawyer who helped us file for our 501(c)(3) status. We did the leg work to gather info.
- **Use Free Tools** - Techsoup and other organizations give away many free tools and products to nonprofits.
- **Get Scrappy** - Ask restaurants for percent of purchase nights, reach out to corporate giving platforms, organize Pop-Up shops for good, and create merch.
- **Find People that Care** - Identify groups that are willing to support your cause and stay engaged with your mission.
- **Start Small** - Build a Honda before building a Ferrari. Building technology for impact is the same way. Create an MVP then expand to build everything in your vision.
- **Listen and Iterate** - After creating an MVP listen and learn to test assumptions and create a user driven product.
- **Identify your Value** - No partner will listen to you if you do not create something that solves a particular problem. Identifying the value you bring is most important in finding partners who care.
- **Don't be Afraid to Knock** - Almost all of our partners have come from cold emails, tweets, and DMs. Never hurts to knock.

How to Create a Simple and Effective Lead Gen Strategy

1. **Determine your target audience and consider what they might be searching for online**, i.e. parents searching for “free summer camps.”
2. **Create a resource to meet that need, which you can offer for free in exchange for their email address**, i.e. free summer program for parents to download.
3. **Think through your email communication**. What is the plan once you have captured the email? Will there be a triggered welcome email? An email journey? Will they be added to your monthly newsletter? What is the CTA for these new subscribers?
4. **Map out your marketing strategy to promote the free resource/program**, which may include influencers, earned and paid media.
5. **Create a landing page on your website**, including relevant keywords to attract organic traffic from Google. If you have the Google Ads grant, create Google Ads to drive more traffic to the landing page.