

# The 2010 Fundraising with Social Media Conference

*The future of fundraising is now...at your fingertips*

## How you can raise money with Facebook, Twitter, YouTube & other social media

**February 19, 2010** The Sheraton Suites Cypress Creek  
555 NW 62nd Street, Fort Lauderdale, FL 33309

**8-9:** Registration and continental breakfast

**9-10: Katya Andresen of Network for Good, Washington, D.C.**

What to do before you even think of tweeting: The 11 steps to success with social networking and the six most miserable mistakes of social marketing

**10-11: Skip Kimpel, author of *Social Networking for Nonprofits: Making it work and making it matter!***

Social networking “boot camp”—the nuts and bolts of blogs, Twitter, Facebook, YouTube, Ping.fm

**11-noon: Skip Kimpel**

How to create your social networking fundraising strategy: to [www.firstgiving.com](http://www.firstgiving.com) and beyond!

**Noon-1:** lunch

**1-2:30: Peter Panepento of *The Chronicle of Philanthropy***

Case studies: Nonprofit fundraising success using social media

**2:30-3: Brian Ross Lee, social media consultant**

Google analytics/piwik/godaddy and other ways to monitor your social media fundraising success

**3-4: Dr. Stephen L. Goldstein, consultant and author of *30 Days to Successful Fundraising* and [www.fundraisingguru.blogspot.com](http://www.fundraisingguru.blogspot.com)**

Social media and high tech fail without high touch: How to turn the 7 expectations of social media users into dollars!

*You may register in just a few easy steps!*

**1:** Fill out the form for each participant:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Office Phone: \_\_\_\_\_

Cellphone: \_\_\_\_\_

Check Number: \_\_\_\_\_

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**2.** Paste the form into an email and send it to [trendsman@aol.com](mailto:trendsman@aol.com). Indicate that your check is in the mail.

**3.** Registration \$145 check for each participant payable to Educational Marketing Services, Inc.

**4.** Mail your check with a copy of the registration form to:  
Educational Marketing Services, Inc.;  
1448 NE 55th Street,  
Fort Lauderdale, FL 33334

**5.** You will receive an email confirmation of receipt of your check and registration form.

Do not consider yourself registered until your registration has been confirmed.

Still have questions? Email

[trendsman@aol.com](mailto:trendsman@aol.com) or call 954-772-7868