

# Nonprofit Internet Toolkit

## Electronic Newsletters



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# Agenda

## Section A – Kari

- Introductions Redux
- Consistent Method to the Madness for Tool Evaluation and Selection
- Strategic Communications Assessment
- Relationship Building

## Section B – Vicki

- Nature of this pilot and a community of practice context
- E-mail savvy organization (clean list, problems with spam)
- Specifications/Requirements for Electronic Newsletters

## Section C – Rian

- Electronic Newsletter tools
- Tools you already have
- Free List Management Tools
- Hosted Mass Mailing Tools

NOTE: Idealware Webinar, June 12 (Thursday, 10-12:30 PM PDT \$40; Internet connection and phone line)

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# Introductions Redux

## Pilot Organizations

- Your name
- Your organization
- What your organization does
- Your role in your organization

## DCN Pilot Project Team members

Vicki Suter  
Rian Graves  
Kari Peterson  
Mo Guzman  
Bev Sykes

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# Strategic Communications Assessment

In evaluating Internet tools, look at use of Internet tools as part of greater strategic purpose:

Why?

What do you want to do?

Who do you want to reach?

Is this the most effective way to do it?

- Know your audience
- Have clear message
- Know specifically what you want them to do as a consequence of a message



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# DCN's Objectives

- DCN has rebranded and is re-introducing itself to community in the Fall
- Pilot testing the Nonprofit Internet Toolkit is one of the last steps before we Launch this new service
- Our launch will coincide with our one day DCN Nonprofit Community Technology Fair and the launch of our new "brand" (October 29, 2008)
- Launch of Yolo Nonprofit Technology Community of Practice
- DCN's participation on SURDNA grant

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# The VISTA Project

- Part of the national AmeriCorps organization
- CTC VISTAs serve with nonprofit organizations to create innovative media and technology projects that address the needs of low-income and at-risk communities
- DCN's VISTA, working primarily on this project, started in April, 2007

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# The Nonprofit Internet Toolkit and Resources Website

DCN has put together a Nonprofit Internet Toolkit that helps nonprofits with their various needs. The Toolkit offers a variety of tools, resources, classes, and support that enhance a nonprofit's effectiveness in serving its mission.

Tools include:

- Basic Internet Resources
- Communication Tools
- Multimedia Tools
- Social Networking Tools
- Collaborative Workflow Tools
- Fund Development, Databases, and more!

<http://www2.dcn.org/dcn/projects/dlit>

# Review of the Toolkit



Davis Community Network

[log in](#)

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- Basic Internet Resources for Nonprofits
- Collaborative Workflow Tools
- Communication Tools
- Databases and Information Organization
- Fund Development
- Multimedia Tools
- Social Networking Tools
- Strategic Communications

## Nonprofit Internet Toolkit and Resources

[▲ Up one level](#)

**Every nonprofit has fundamental needs. For example, all nonprofits need to inform, educate and/or inspire people about their organizations or causes. Many nonprofits need to manage volunteers. All nonprofits need to raise money. These needs can be met by applying the right tool to the task. With the help of many contributors, DCN has put together a Nonprofit Internet Toolkit that helps nonprofits with their various needs. The Nonprofit Internet Toolkit offers a variety of tools, resources, classes and support that enhance a nonprofit's effectiveness in serving its mission.**

**[Basic Internet Resources for Nonprofits](#)**  
Take a look at the resources DCN allocates to local nonprofits!

**[Collaborative Workflow Tools](#)**  
Internet tools designed to help nonprofits and individuals collaborate better

**[Communication Tools](#)**  
These tools help your organization to communicate better

**[Databases and Information Organization](#)**  
\*\*TBA\*\*

**[Fund Development](#)**  
\*\*TBA\*\*

**[Multimedia Tools](#)**  
Invite your organization's audience to become engaged in its mission through these media tools

**[Social Networking Tools](#)**  
These tools can be used by nonprofit organizations as a way to connect, build, and strengthen relationships with constituents

**[Strategic Communications](#)**  
\*\*TBA\*\*

**[Top Ten Nonprofit Technology Resources](#)**  
Check out these wonderful online resources!

quick picks

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# Memorandum of Understanding

- Negotiability of MOUs  
(individual meeting to review/modify MOU)
- To be approved by each organization's Board
- What DCN will provide
- What Each Pilot Organization will provide
- Attachment A - Tentative Project Schedule
- Attachment B - One page recommendation of tools

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# How DCN Will Work Individually with Each Nonprofit

- Weekly team meetings (face to face)
- Project plans
- Training of project team members
- Online office hours for help

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# How We Will Work as a Group

- All participants meet once a week for three weeks, one and one half hours each meeting, hosted by different pilots organizations
  - Meeting on electronic newsletters
  - Training on use of pilot project management tools (GoogleApps)
- Monthly online meeting of all project teams

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# Tool We Will All Be Testing

Electronic Newsletters

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# Schedule Other Meetings

## Options for meeting #2:

Tue, June 3, 5-6:30 (location?)

Thu, June 5, 5-6:30 (location?)

Fri, June 6, 12-1:30 (location?)

## Options for meeting #3:

Mon, June 9, 5-6:30 (City Lab)

Tue, June 10, 5-6:30 (City Lab)

Thu, June 12, 5-6:30 (City Lab)

Fri, June 13, 12-1:30 (City Lab)

# Nonprofit Internet Toolkit Pilot Project

Thank you for your  
participation in  
DCN's Pilot Project!

