I want to thank you for letting me take up your time. I don’t get to geek out in front of an audience as much as I’d like to admit.

I want to touch on a lot, dip into a few things, but the goal it to be broad and when I’m done your brains will be buzzing with a few new ideas.

Please interrupt, it’s the only way I know you’re all awake.
Topics of the Hour

Message
Connections
Money
Numbers

Friday, April 15, 2011
Message – What you have to say
Connections – Who can help you spread it
Money – How to get it
Numbers – Find out how it’s working
What you have to say and a few ways to get it out there.  
So you’re trying to bring awareness to something.  
How to share you passion with the world and in turn make them passionate
Who here has made a website before?
Look at all this stuff.
It’s not that hard. I actually am going to create a site, enter some text, embed a video
Photos

The best camera is the one you have with you

one of the two thing i’ll talk about today that costs money

picasa
flickr
meta data is important
we are a very visual culture, showing something works much better than telling
one of the two thing i’ll talk about today might cost money
unless you know someone
talk about the zi8 and pocket camcorders
webcam
cheap software – Comes with most PCs these days.

Check out the IMC over in Xavier Annex. They have computers with professional level editing software that you can use. Even when you’re an Alumni. Adobe Premiere Pro

SLU-TV has cameras you can check out and a studio you can use as well.
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so now what? how do we distribute it?
we use is here at the university for a lot
share one of my recent favorites
viral and analytics, hosting, formatting and embedding
Let me show you how.
analytics!
Connections

Hopefully your message will get noticed on it’s own. Some popular blogger, activist, rich dude with a heart of gold will stumble upon your site.

Or maybe not. So how do you get people to see your project? By making connections
So you have a site, some great content, whether it be great stories told by text, or photos or video. How do you get people to keep coming back?

One way is with a newsletter. People can subscribe at your site, at public events, as part of being a volunteer (capture email address how you can. Legally and with consent!)
Mass Emailing, subscribe to newsletters – ckoerner

clean professional
free for a basic account
Store up to 2,000 subscribers. Send up to 12,000 emails per month. Free no credit card
But that’s not the best part
quickly design
look awesome, easy to put a form on your site and track people!
think globally act locally
This is crazy.

Professor Clay Shirky from NYU says that the problem with the internet is that It's Not Information Overload. It's Filter Failure.
great for events and updates
great place to have a conversation
just don’t let it take over your site, if you have one.

Let’s go to facebook and poke around. We’ll create a page for our Organization
Some ideas on how to use it
   Shaqness – ICE T – Ashton Kutcher (DNA Foundation – awareness to the cruelty the sex trade) Guess where most of his links point back to. FACEBOOK!
   Live updates
   exclusive info
   conversation

Important thing about social media is keeping up with it. updating frequently, participate in conversations and drive folks back to your site.
listings of tools, groups and other support mechanisms in areas such as community building, service and volunteering and technology for social good.

craigconnects.org
Google for Non-Profits

Services Google offers and ways you can improve your organization. Messaging, operations, awareness, you name it.

google.com/nonprofits

One of the most interesting ‘hidden gems’ that Google offers is Google Grants...
Money

Who here has enough of it to further your cause?
A few ways to get people to donate
chipin
Firstgiving.com
started to raise money for artistic works grown to encompass pretty much anything

books, albums, even physical items (nano watch and glif)

It’s also used to fund documentaries or anything else you can imagine.

You come up with an idea, tiers of donations with rewards and people pledge. If you meet your goal credit cards are charged and you start filling the requests.
Causes

Co-founded by Sean Parker and initially a Facebook app it’s grown quite a bit.

Use your social network to drive a cause

The creator of a cause can champion any issue, from the global, like "End Poverty," to the local, like "Support the STL Y.M.C.A."

The cause creator conveys the primary goal of the cause in the title they choose and the various fields they can fill out to describe the cause.
The easiest way to pay for something – a credit card – is the most difficult for a small org.

Traditionally you have to get a merchant account with a bank to accept donations or payment with credit cards. Then you’d have to buy some hardware, like a register or swipe system. Square changes all that.

2.75% per transaction. That’s it, the rest gets deposited into your regular organization checking account.
two kinds of numbers, what might be called statistics and raw data

results and proof of your hard work paying off
helps build strong arguments
one of the greatest strengths of the Internet. Everything can be measured, no guessing.
And there are tons of free data sources
MuckRock / Home

2010 Boston Housing Authority Contracts: A Closer Look
The BHA’s BFFs making big bucks on heaters, fire alarms and more

by Michael Morisy on March 8, 2011, 3:47 p.m.

The Boston Housing Authority is, by the government organization's own admission, Boston's largest landlord with thousands of contracts totaling hundreds of millions of dollars for services ranging from elevator maintenance to fire alarm replacements to the building of all-new affordable housing.

Now, exclusively on MuckRock and thanks to a request from reporter Bradley Campbell and your Spot.us contributions, that information is fully pubic. Read below for excerpts and the complete data set.

MuckRock is an open government tool powered by state and federal Freedom of Information laws, a generous grant from the Sunlight Foundation, and you: Requests are based on your questions, concerns and passions, and you are free to embed, share and write about any of the verified government documents hosted here. Want to learn more? Check out our about page.

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Stats & Figures
- 432 requests filed
- 72 requests successfully

Most Viewed Documents
1. Ashley Turton (FBI)
2. National Cancer Institute's Cannabis and Cannabinoids PDQ
3. DESE investigations of MCAS testing at Worcester schools
4. 5 oldest FOIA requests (Navy)
5. Kathleen Sebelius email search

Browse all documents

News & Opinion
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Meet the 17 proposed Massachusetts charter schools
Portraits of Would-Be American Assassins
2009 Somerville Mayor Curatone Campaign Contributions, Dissected
Exclusive: Parole Board’s decision to parole Dominic Cinelli
View all news

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Freedom of information act

MuckRock makes it easy for you to quickly file Freedom of Information requests. Just type what you're interested in, click submit and then receive your documents scanned, searchable and sharable. We'll even help you analyze them.

Show Mass example food stamps
Lots of datasets and apps

Raw data from Department of commerce, agriculture, EPA, VA, even census data

http://www.data.gov/raw/1294
so how do you know you’re reaching people on your site?
How are they getting there?
what are they looking at?
Where are they coming from?
What Metric?
What other influences are there?

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A couple of things to keep in mind when looking at numbers
metric– who are we comparing ourselves to?
What other influences are there? Seasonal?
Demo Time
Almost done...
Content is King

take a step back
talking about communication, information people want or need.
content is text, pictures, video, twitter updates and facebook profiles.

you are creating this content. You are now a publisher and can reach millions.
Friday, April 15, 2011

healthy diet of where to focus efforts to create content

If you want to be successful on the web, it’s about getting your message out there, making connections, bring in the involvement the volunteers the donors and produce results.
Make something great.
Tell people about it.
Do it again.

-Derek Powazek

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Which brings us, finally, to the One True Way to get a lot of traffic on the web. It’s pretty simple, and I’m going to give it to you here, for free:

Make something great. Tell people about it. Do it again.

That’s it. Make something you believe in. Make it beautiful, confident, and real. Sweat every detail. If it’s not getting traffic, maybe it wasn’t good enough. Try again.

Then tell people about it. Start with your friends. Send them a personal note – not an automated blast from a spam cannon. Post it to your Twitter feed, email list, personal blog. (Don’t have those things? Start them.) Tell people who give a shit – not strangers. Tell them why it matters to you. Find the places where your community congregates online and participate. Connect with them like a person, not a corporation. Engage. Be real.

Start small, keep producing great content, keep reaching new people and don’t give up.
Thank You