Speaking Topics (and Bio)

**Allan Pressel, CEO/founder**

*PowerSite123* (formerly *CharityFinders*)

**Tucson, AZ**

**310-363-0095 / 877-456-3210**allan@PowerSite123.com
[www.PowerSite123.com](http://www.PowerSite123.com)

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Allan Pressel (named **one of the world’s leading e-philanthropy speakers** by the ePhilanthropy Foundation) is a globally sought-after speaker on 50+ topics, many pertaining to nonprofits’ and business’ strategy, fundraising/revenue generation, and strategic use of the Internet -- and all have gotten rave reviews.

Allan makes each topic highly interactive, and tailors it to the specific audience. Each topic can be conducted in any time slot from one to three hours, with two hours usually being ideal. Each topic can be presented in-person or by webinar. He can also custom-design speaking topics to meet the needs of your organization and your audience, including adapting virtually any topic to a nonprofit or for-profit audience. Allan encourages lots of questions between him and the audience – in both directions, and uses specific examples from the audience where possible.

**(Allan’s bio appears at the bottom of this document.)**

Allan Pressel’s Speaking Topics

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**Speaking Topics (#1 -10 are the most popular)**

# Extreme Social Media Makeover: Nonprofit Edition!

During this life-changing session, we’ll not just talk, but actually DO a mind-blowing demonstration of at least 25 killer tools to get tons of online traffic and revenue for your nonprofit.  They are virtually all quick and easy (they better be or there’s no way we’ll get through them all!) and free.  See how to instantly transform your nonprofit into a powerhouse!

“Content is king!” That’s the key to success on the web today. To remain relevant, you must create dynamic, compelling content. This can not only drive far more online visitors your way, but entice them to do all kinds of things you want them to do: stay on your site, return to your site, donate and support you in other ways, and refer your organization to their friends and family – initiating exactly the sort of viral marketing that can exponentially expand your fundraising and other outreach efforts.

We’ll explore how to decide which content to create, how to create it (even without typing a single keystroke!), create eye-catching headlines, post your content to blogs, social media, and websites, tweet about it, Facebook, develop irresistible free offers, create landing pages for people to sign up for those offers, use search engines to boost traffic, launch campaigns to gain more leads and increase the quality of those leads, and much more! For each of the 25+ steps, we’ll discuss what to do, why to do it, and what tangible and intangible benefits you should expect. More importantly, for each step we’ll actually demo a cool tool enabling you to quickly, easily, and in most cases for free, implement that tool. Each tool may blow your mind. Altogether… well, you might want to wear a hat!

Objectives/Learning Outcomes: At the conclusion of this session, participants will:

* Understand how social media can help them raise more money, drive more traffic, and produce other desirable outcomes
* Identify specific social media tools to achieve these objectives
* Know how they can implement and exploit each of these tools easily and without technical skills

# e-Strategy for Your Nonprofit (Cast Your NET, Catch More Fish: Effective Internet Strategy For Your Nonprofit)

This workshop shows how any nonprofit can develop and execute an Internet strategy to further its mission. We’ll examine how nonprofits are using the Internet, how they’d like to be using the Internet, and how they should be using the Internet (but may be unaware of) – and how to bridge that significant gap easily and quickly. You’ll learn how to drive more traffic to and fundraising through your site. We'll give specific suggestions on how you can improve your website so it will offer lots for your website visitors to SEE and lots for them to DO.

Typically, developing an effective Internet strategy requires months, lots of consulting dollars, and a lot of work. In this workshop we’ll discuss how to build a great strategy in about a (very intense) day! We’ll examine lots of best practices in Internet strategy development, and understand how to deploy them for your organization quickly, easily, and at little or no cost.

Objectives/Learning Outcomes: At the conclusion of this session, participants will:

* Know the 7 key goals of an effective website – and social media
* Recognize how to create and implement a powerful Internet strategy
* Understand best practices and case studies

*Each participant will be offered a free Private Internet Consultation (PIC) workshop, conducted at your site or by webinar. During this 1-hour private consultation, Allan will:*

*1. Assess your website, social media, SEO, and online marketing
2. Provide strategic recommendations to enable you to get the best results (including raising more money, driving more traffic, etc.)
3. You’ll tell Allan the most important, difficult thing you want, and we’ll implement it in just minutes.*

# Inbound Marketing: The Latest Techniques to Attract More Donors, Volunteers, & Others

Nonprofits’ efforts to find supporters are rapidly being supplanted by the need for supporters to easily find you. Learn about specific, low-cost marketing and fundraising techniques that will drive more traffic to you online, and increase your “conversion rate” so more of them become donors, event attendees, and other supporters. We’ll examine how to implement inbound marketing by combining techniques like search engine optimization, pay-per-click, blogs, articles, websites, landing pages, calls to action, links, social media, and more to promote and leverage your content, boost online traffic, generate leads, and convert those leads into supporters.  We’ll also discuss how to easily measure results to validate that your fundraising programs are working.  Learn how to easily:

* Build/maintain an interactive website designed to convert visitors to leads
* Drive online traffic to your website and social media
* Maximize the likelihood prospects can find you
* Keep traffic on your site with lots of functionality (i.e., “stickiness”)
* Convert leads into donations and other forms of support (i.e., “conversion”)
* Track results

# 30 e-Ssential e-Tips for Your Nonprofit: e-Strategy, e-Fundraising, e-Marketing, e-Newsletters, e-Advocacy, e-Store, e-Everything

This seminar shares 30 essential tips on how your nonprofit can use the Internet effectively -- to maximize fundraising, marketing, communication, volunteer recruitment, search engine optimization, advocacy, and much more. You’ll learn what people should be able to SEE and DO on your website. The session is quite interactive (and therefore fun!), including live analysis of audience members' websites.

Objectives/Learning Outcomes: At the conclusion of this session, participants will:

* Understand how to use Search Engine Optimization and other techniques to drive lots more traffic to your website
* Know how to maximize your site’s “conversion rate” – the percentage of your website visitors that become donors, volunteers, members, etc.
* See how to communicate with and market to various types of constituents.

This fast-paced, interactive session examines a number of free or low-cost tools you can use to attract more donors, volunteers, and others, and get them to engage with you. You’ll get a crash course in the hot new areas of Search Engine Optimization and Search Engine Marketing – and how to use them to bring more visitors to your site. Learn how to better cultivate your donors to get more and larger gifts. Examine case studies, including how to get e-mail addresses for up to 100% of your constituents. Then learn how to strategically manage and use your lists of e-mail addresses, donors, members, etc. Compare the most effective ways to communicate with your constituents. Understand what comprises a good Internet strategy and website, and how to create them quickly.

# Web 2.0: Social Media for Nonprofits

Has your nonprofit attracted new donors through FaceBook? Have you connected with supporters through LinkedIn? Do you Twitter? This session illustrates how your nonprofit should use these and many other social media tools to build awareness, raise funds, spawn viral marketing, communicate effectively, build online communities, interact with constituents, and drive traffic to your website. We’ll cover social networking, blogging, podcasting, polling, photo/video sharing, virtual worlds, search engine optimization/marketing and more. Learn how to create an effective social media presence and website, how the two should interact, and how to generate lots of traffic and support. We’ll examine best practices from Barack Obama’s campaign and other examples.

Objectives/Learning Outcomes: At the conclusion of this session, participants will:

* Understand how to use Search Engine Optimization and other techniques to drive lots more traffic to your social media and website
* See how to communicate, connect, and fundraise with various types of constituents via social media
* Learn about the many different social media types, along with specific examples of each and pros/cons.
* Examine prominent case studies

# 35 Ways to Maximize Online Fundraising

Your website –and social media – have two strategic objectives – first, to inform the visitor about your organization and its mission. However, the second, more important objective is to get the visitor to SUPPORT your nonprofit. Learn how to plan and build a site which not only has a lot for the user to see, but a lot for the user to do as well. Consider the impact of a site that offers online donations, event tickets, membership dues, e-store purchases, affiliate marketing, even in-kind donations, planned gifts, investment donations, and much more.

Understand leading-edge – but easy-to-implement – ways of driving more online traffic, increasing the quality of those leads, and converting them into donors, event attendees, and other supporters. We’ll even analyze audience members’ websites in an objective way so you can see how to easily improve your site and social media. Learn about numerous free websites, grants, and tools to enable you to use your website to help achieve your organization’s goals.

Objectives/Learning Outcomes: At the conclusion of this session, participants will:

* Know which fundraising transactions and information to include in your website – and how to easily incorporate them in your site (or build a new site).
* Understand innovative techniques for maximizing the fundraising results you achieve with your website and social media -- many of these techniques are easy to implement, and free or low cost.
* Know of e-philanthropy case studies whose lessons they can apply to their own nonprofit and its website.

# 25 Ways to Drive Traffic to your Website

Your nonprofit can have the world’s greatest, interactive website – but if no one visits it, you won’t get much benefit from it! Learn about effective ways of driving people to your website. We’ll explore the hot topic of Search Engine Optimization (SEO), and reveal many other strategies – most which you may have never heard of or considered. Virtually all of these techniques are low-cost or free and easy to implement, and some can significantly enhance your fundraising efforts.

Objectives/Learning Outcomes: At the conclusion of this session, participants will:

* Understand innovative techniques for driving website visitors to your website -- most of these techniques are easy to implement, and free or low cost.
* Know how to keep website visitors returning to your site, hopefully often, and why it’s important to you that they do so.
* Have a strategy for collecting e-mail addresses for up to 100% of donors and other constituents, and how to use them.

Full description:

Your nonprofit can have the world’s greatest, interactive website – but if no one visits it, you won’t get much benefit from it! Learn about effective ways of driving people to your website. We’ll explore hot topics like Search Engine Optimization (SEO), Search Engine Marketing/Pay-Per-Click, and social media. Learn how to use “Web 2.0” tools like social networking, blogging, and more. We’ll examine other sites that can drive lots of traffic to yours. Learn how to find more grants, and how to research donors to better assess their giving ability. Explore how to create, grow, and strategically utilize your e-mail/e-newsletter list. We’ll reveal many other strategies – most which you may have never heard of or considered. Virtually all of these techniques are low-cost or free and easy to implement, and some can significantly enhance your fundraising efforts.

Once you succeed in driving a lot of visitors to your website, you need to make sure your site is worthy of receiving those visitors. It should maximize your conversion rate (% of visitors who become donors, volunteers, etc.), stickiness (length of time a visitor stays on your site), loyalty (frequency with which a visitor returns to your site), and “refer-ability” (likelihood a visitor will refer your site to friends). You’ll learn how to create a site that accomplishes all of this!

# Top 15 Strategic Mistakes Nonprofits Make

Wouldn’t you rather learn from someone else’s strategic mistakes than your own? We’ll examine the 15 most common significant mistakes nonprofits make in their overall business strategy, marketing strategy, fundraising, communications, board development, and delivery of services. For each, we’ll explore what the mistake is and why it’s a problem. Then we’ll discuss how to recognize whether or not your nonprofit suffers from that issue and to what extent. Emphasis here is on objectively measuring your nonprofit’s performance in each area, rather than relying on guesswork from you or others. Finally, understand how to address each issue, and turn the lemons into lemonade! You’re guaranteed to come away with a new strategic vision on how to run your nonprofit more effectively while funding and delivering services in pursuit of your mission.

Objectives:

* Objectively evaluate the most important strategic mistakes your nonprofit may be making
* Understand what the solution is to each problem and how to implement it

# Effective Nonprofit Marketing on a Budget

Does your nonprofit need to attract more and better donors, volunteers, clients, staff, boardmembers, partners, event attendees, and grants? Do you have a limited marketing budget and staff? You're not alone! Learn from a national nonprofit marketing expert (who has worked with 12,000+ nonprofits) on how to effectively market, communicate, and fundraise through your website, social media, search engine optimization, Google Grants, online marketing, and even traditional offline marketing quickly, easily, and affordably. You'll get dozens of specific ideas and tactics, all of which you'll be able to implement quickly, easily, and at low cost – or even for free!

Objectives:

* Understand how to set marketing objectives: who are you trying to reach, and what are you trying to get them to do?
* Learn about dozens of specific online and offline marketing and fundraising techniques for meeting these objectives
* See how to implement each of these techniques with little marketing staff or budget

# How Nonprofits Should Run More Like Businesses

The only thing that should be different about a nonprofit and a for-profit business is that one pays taxes, the other doesn’t. However, some of the basic tenets of good financial and strategic management are often overlooked while nonprofits pursue their mission. However, better management techniques and financial results can actually improve the ability of a nonprofit to pursue its mission by creating greater awareness, reaching more people, delivering more programs and services, expanding outreach, and of course, raising more funds. Learn directly from an MBA from a top ten business school – who has consulted with over 10,000 nonprofits – how to take some of the most powerful techniques used by businesses and leverage them for your nonprofit.

# Building awareness

You could be the world’s greatest nonprofit, with programs and services that help everyone you serve. But if people haven’t heard about you, your impact will be limited. Learn about effective, innovative ways of getting the world out. Discover how to attract clients, donors, volunteers, staff, board members, event attendees, partners, and even the press. We’ll examine high tech and low tech methods to build your brand awareness, and to get people to understand what you do, believe in it, and engage with you. These methods can be ratcheted up or down, depending on how quickly and extensively you want to attract new people to your nonprofit. They can also be measured, so you’ll know which are effective.

# Partnerships and Collaborations

Every founder of a nonprofit wants to make the world a better place. But what if your nonprofit does nearly or exactly the same thing as another nonprofit? Would it help both nonprofits to collaborate with each other? Or, what if the mission or your nonprofit and another nonprofit are different but complimentary, perhaps because they help similar people? Partnering might help you both, as well as the people you serve. Learn how to identify if your nonprofit could benefit from partnering with another nonprofit, how to identify synergistic nonprofits, how to approach them, and how to structure a collaboration. The goal is to create a whole that is greater than the sum of its parts!

# Creating and Promoting Amazing Social Media Content

In social media today, content is king! Learn how to figure out who your constituents are and what content they want to see (vs. what you want to tell them). Understand how to easily create useful, dynamic, relevant topics and create eye-catching headlines for them. Identify tips for writing stellar content – even if it’s writing about other people’s content. Learn how to publish and promote your content effectively. Get people to blog about it, link to it, tweet about it, Facebook “like” it, and ideally how to make it viral. Learn how to leverage that into more and better online traffic, and perhaps most importantly, how to convert that traffic into donors, advocates, employees, volunteers, and more.

# Catering to ALL of Your Constituents

Some nonprofits focus much of their energy on their clients. Others emphasize fundraising. Both are needed, and important. But if you succeed in getting lots of clients without the funding to provide services to them, that’s going to result in a lot of unfulfilled demand. Or, if you raise lots of funds but don’t have enough clients to help, that’s a good problem, but a problem nonetheless. Clients and donors are but two of the many constituents that you need – and that may need you. All of these different constituent types deserve to be recognized and catered to. We’ll discuss how to identify all your different constituent groups that you interact with. For each, we’ll discuss what they want to see, and more importantly, what they want to do, in their interactions with your nonprofit. How can you serve not only your best interests, but theirs as well? And what are their interests?

# YouTube for Nonprofits: 25 Strategies to Attract Donors

Has your nonprofit posted any videos on YouTube? Why should you? We’ll examine how to create, post, embed, and drive traffic to videos – and photos – on YouTube and other social media sites. Learn how to do all these things for free or low cost. Learn what kinds of videos and photos to post, and how they can benefit you. We’ll examine how to build awareness, raise funds, recruit volunteers, spawn viral marketing, communicate effectively, build online communities, interact with constituents, and drive traffic to your website, blog, and social media. We’ll explore some interesting case studies. Time permitting, we’ll even do an exercise where you’ll create your own video!

YouTube and other online videos are an effective way to connect with donors, build awareness for your cause, and raise more funds. What type of videos and content best connect with your donors and prospects? What steps do you need to take to incorporate YouTube in your fundraising strategy? You will discover:

* Tools to create an effective YouTube video that grabs your donor’s attention
* Best practices to use video to tell your story & inspire your donors
* Inspiring viral marketing
* YouTube channel essentials: Tools to edit, create & customize
* Strategies to incorporate online video in your fundraising efforts
* How nonprofits are using YouTube - What’s working, what’s not
* How videos should fit in with your overall website strategy
* How to easily create your own powerful video
* Examples of great nonprofit videos

PROGRAM BENEFITS

In this practical webinar, we’ll provide you with free or low cost strategies to incorporate YouTube in your fundraising efforts and attract donors to your cause.

PROGRAM HIGHLIGHTS

YouTube Videos & Photos for Nonprofits: Keys to Getting Started

* Steps to create, post, embed & drive traffic to videos on YouTube
* What kinds of videos & photos to post and how they can benefit you
* How to populate your channel with custom & existing online video
* Online content: What to include in your donor friendly video

Effectively Integrating YouTube into Your Nonprofit’s Fundraising Efforts

* Keys to link your video to your fundraising website & inspire action
* What you should & shouldn’t do when posting videos & photos
* Guidelines to ensure a consistent message across video, print & website
* Ways to create & design a YouTube Channel to compliment your website

YouTube & Online Videos: What’s Working for Nonprofits Today

* Strategies to build online videos in your overall fundraising campaign
* Proven methods to increase YouTube views - Building a social network
* Mistakes to avoid when creating & posting online videos & photos
* Step by step guide to managing & promoting your online video efforts

# Gender Leadership: Attracting, Retaining, Advancing Women

In collaboration with bestselling author Michael Gurian (a leading expert in applying gender research to solving challenges for organizations) Mr. Pressel will help you harnessing the organizational advantages of mobilizing the unique skills and capabilities that women and men each bring to the table.

We’ll discuss Gurian’s groundbreaking scientific research on the differences between male and female brains (there are over 100!) – and state-of-the-art findings on how men and women think, work and lead.  See how to use those differences to foster better leadership and communication within and outside of your organization. Learn how to build Gender Effectiveness into your organization. Discover hiring and negotiating techniques. See how to set up an effective mentoring program. Case studies will demonstrate how Gender Leadership improves recruitment, retention, and your bottom line.

Participants will learn how about:

* Benefits of improved gender leadership
* Better understanding your gender and the other gender
* How and when organizations typically lose women
* How the male and female brains work differently – and what to do about it
* Male behaviors you should be aware of (and how to deal with them)
* Female behaviors you should be aware of (and how to deal with them)
* Specific tips on improving communications and meetings with men
* Specific tips on improving communications and meetings with women
* How men and women process emotions differently
* How the genders cope with stress differently
* Improving communication between men and women
* Mentoring systems for women
* Characteristics of women-friendly organizations
* Male vs. female leadership traits

# Gender Marketing and Fundraising: Boost Revenue Through Better Gender Intelligence

In collaboration with bestselling author Michael Gurian (a leading expert in applying gender research to solving challenges for organizations) Mr. Pressel will help you harnessing the organizational advantages of mobilizing the unique skills and capabilities that women and men each bring to the table.

We’ll discuss Gurian’s groundbreaking scientific research on the differences between male and female brains (there are over 100!) – and state-of-the-art findings on how men and women think, make decisions, buy, and donate.  See how to use those differences to generate more and better leads, conversions, and sales/donations. Learn how to build Gender Effectiveness into your marketing, communications, outreach, and fundraising. Discover why men vs. women buy and give. See how to set up an effective mentoring program. Case studies will demonstrate how Gender Marketing improves sales and fundraising.

Participants will learn how about:

* Benefits of improved gender marketing
* Better understanding your gender and the other gender
* How the male and female brains work differently – and how that affects spending and donating money
* Male behaviors you should be aware of (and how to market to them)
* Female behaviors you should be aware of (and how to market to them)
* Specific tips on improving marketing and fundraising to men
* Specific tips on improving marketing and fundraising to women
* How men and women process emotions differently – and how they affect the sales process
* Improving communication between men and women
* Male vs. female purchasing/giving traits

# “A Speaker Is Born Every Minute” -- 20 Tips on How To Be Great Presenter

In this session, a dynamic public speaker for the last 25 years (and former Toastmasters president) shares his secrets on “Do”s and “Don’t”s of public speaking. The content will be geared to the audience (which is one of the “Do”s!), since it will be specific to nonprofits, and since the speaker will research the organizations in attendance so he can tailor the material to meet your needs.

Objectives/Learning Outcomes: At the conclusion of this session, participants will:

* Have a list of do's and dont's of public speaking, as well as pre- and post-presentation checklists.
* Understand how to use slides and notes effectively.
* See how to engage and interact with your audience.
* Learn how to maximize the likelihood of getting rave review!

# 30 “Best Practices” For Your Nonprofit Website

Learn about ePhilanthropy “best practices” pertaining to your home page – including boosting online revenue, drawing more traffic, branding, messaging, ethics, client/donor cultivation, effective calls to action, and much more! We’ll actually analyze one or more home pages from the audience to demonstrate how well they stack up with respect to these best practices – and how they (and you) can easily implement any best practices you’re not currently following.

#  Beyond Content Management: FUNCTIONALITY Management!

Many organizations build their websites using a Content Management System, which, as the name implies, enables you to manage content – text, images, links, and maybe a bit more. This is fine for simple brochure-ware websites, but is often insufficient for creating an interactive eCommerce/ePhilanthropy site – a site which has a lot for the user to SEE and DO. A new breed of technology is emerging – Functionality Management Systems. As easily as a CMS enables you to manage content, an FMS also enables you to manage functionality, design, navigation, security, administration, reporting, search engine optimization, and so on. Plus, you can manage your content more intelligently – schedule content to automatically appear and disappear at the appropriate times, leverage content in multiple places while maintaining it in only one, and more.

# Mobile Optimization

A new, important consideration for your site is to optimize it for viewing on mobile devices like phones and tablets. In the first quarter of 2013 24% of website traffic came from mobile devices, up 78% from the prior year. However, if your site is not mobile optimized – sometimes called responsively designed – you may be losing a lot of these visitors. If a mobile user must pinch your site, it’s not the most pleasant experience for the user. You’ll learn about new ways for your site to not only be mobile optimized, but for the optimization to be automatic. This means that if you make a change to your site, and 30 seconds later someone accesses your site on a phone, they will see the NEW version of the site mobile optimized.

Google recently announced that mobile optimization is now very important to their search engine rankings. The bottom line is that if your site is not mobile optimized you are likely to lose website visitors, conversions, and search engine optimization.

# Online Fundraising During A Recession

*A variation on our most popular topic (#1 above):*

This seminar shows how any nonprofit can develop and execute an Internet strategy to further its mission – during difficult economic times. This topic is presented with an overall theme of hope and opportunity, not doom and despair. We’ll examine how fundraising typically does not suffer as much as expected during a recession. We’ll examine Barack Obama’s recent presidential campaign, focusing on the many successful aspects of his online campaign. From there, we’ll extract a number of lessons we can learn as nonprofits.

We’ll examine how nonprofits are using the Internet, how they’d like to be using the Internet, and how they should be using the Internet (but may be unaware of) – and how to bridge that significant gap easily and quickly. You’ll learn how to drive more traffic to and fundraising through your site. We'll give specific suggestions on how you can improve your website so it will offer lots for your website visitors to SEE and lots for them to DO.

# Build Your Own Workshop!

Choose as many of the following “mini topics” as you’d like, and we’ll come up with an eye-catching topic and description for you (please budget about 10 minutes for each topic):

* 1. Home page best practices
	2. Creating compelling calls-to-action
	3. Search Engine Optimization
	4. Landing pages
	5. Google Grants
	6. How nonprofits can make easy money through ebay
	7. 6 strategies to get everyone’s email addresses
	8. Content Management Systems (CMSs) vs. Functionality Management Systems (FMSs)
	9. Online workplace giving Campaigns
	10. Cultivating corporate partners online
	11. 7 key components of an effective website
	12. 7 key goals of an effective website
	13. Measuring online success
	14. Thanking donors so they’ll give again
	15. Dos and Don’ts of online donations
	16. Online fundraising success stories
	17. Blogging for dummies
	18. How to boost recurring giving
	19. How to solicit planned gifts online
	20. Online event registration
	21. Affiliate marketing
	22. Creating awesome online videos
	23. Getting killer testimonials
	24. Creating powerful success stories
	25. How to get meaningful feedback from your supporters and clients
	26. Getting ready for mobile technology
	27. Why you should have private areas of your website
	28. Someone gave you only one donation? So what!
	29. Why people donate
	30. Avoid being labelled a spammer
	31. Website analytics
	32. 20 tips to creating amazing webinars
	33. ePhilanthropy Ethics
	34. Branding

Also, feel free to choose any sub-topics from any of the other topics listed in this document.

# Donor Management and Free Tools For Your Nonprofit

You’re faced with a bewildering array of donor management systems. We’ll make some sense out of the confusion, sharing costs, pros and cons of each. We’ll also discuss dozens of other online tools to help your nonprofit, almost all of them free or low-cost. For example, you’ll learn about tools enabling you to easily conduct your own webinars, free conference calls or international calls, manage your contacts and time, issue press releases, collaborate on documents, and much more. You’ll get the website address to install each tool we discuss.

# 50 Time and Stress Management Techniques

Have you ever been overwhelmed by last minute rushes to meet deadlines, scheduled meetings at a time you had already reserved for another activity or attended meetings that achieved nothing? Do you have days that seem to slip by unproductively? Have you dealt with crises that emerged unexpectedly? All these factors can lead to stress and lower levels of performance. In this course you’ll learn 50 effective techniques to control the use of your most important resource—time.

Objectives/Learning Outcomes: At the conclusion of this session, participants will:

1. Create, track, and achieve goals
2. Use technology – that’s easy, and mostly free – to manage your time
3. Identify and eliminate time wasting activities

# Communications 101

Communication skills are crucial for leaders. To be an effective leader, you must first be a good communicator and understand fundamental communication skills. The ability to get your message across clearly and succinctly—in spoken, written and electronic communications—is a crucial tool for interacting and working with clients, staff and vendors. However, having good listening skills is just as important.  Good listeners tend to have higher productivity in their jobs and are able to influence people, to persuade and negotiate better and to avoid conflict and misunderstandings. This course will give you an overview of the communication skills leaders need to be effective.

# Developing Successful Personal Relationships

Winning teams don’t just happen–they are created by great leaders. Leading and managing people and developing positive personal relationships, whether they are your clients, staff, vendors or the media, requires you to have highly developed interpersonal skills. How you interact with people has a direct impact on your productivity, the performance and satisfaction of your employees, the recruitment and retention of talented staff and volunteers and the establishment of quality ongoing relationships with all your stakeholders.

# e-Newsletters: Spread the Word, Increase Website Traffic, and Boost Fundraising

e-Newsletters have many advantages over paper newsletters. They can be a powerful, cost-effective, and even personalized way to disseminate information, drive traffic to your website and more importantly, increase online donations and other forms of support. This session covers:

* How to write a great e-newsletter
* How to get lots of people to sign up for your e-newsletter
* Advantages of e-newsletters over paper newsletters
* How to use e-newsletters and other techniques to drive more traffic to and fundraising through your website

 Program Highlights:

* How to write a great e-newsletter
	+ Do’s and don’ts
	+ Differences between writing online vs. offline
	+ Choosing compelling topics
* How to get lots of people to sign up for your e-newsletter
	+ 6 effective strategies
	+ Getting permission
	+ Managing your e-mail list
* Advantages of e-newsletters over paper newsletters
	+ 10 key advantages of e-newsletters
	+ How to use these advantages to maximize ROI
	+ Maintaining these advantages
* How to use e-newsletters and other techniques to drive more traffic to and fundraising through your website
	+ Search engine optimization (SEO)
	+ Other effective techniques to boost website traffic
	+ 7 key components of an effective website

# e-Strategy for Nonprofit Boards

This session shows how any nonprofit board can develop and execute an Internet strategy to further its mission. We’ll examine how nonprofits boards are using the Internet, how they’d like to be using the Internet, and how they should be using the Internet (but may be unaware of) – and how to bridge that significant gap easily and quickly. Learn how boards can use the Internet to enhance fundraising, build communities, enhance your mission, access sensitive documents, even how to collaborate with your board and its committees.

Objectives/Learning Outcomes: At the conclusion of this session, participants will:

* Know how to use the Internet strategically to help your nonprofit fulfill its mission.
* Understand how to use an intranet (password-protected area of your website) to collaborate effectively with other board members and committees.
* Know how to generate fundraising and other forms of support among various groups of constituents, including donors, volunteers, other board members, and more.

# Search Engines: How to Attract Lots More Donors and Visitors to Your Site!

Learn about numerous free and low-cost ways to use search engines to attract donors and other supporters to your website.  We'll analyze the Search Engine Optimization (SEO) of some of the audience's websites.  You’ll learn about Search Engine Marketing (also called Pay-Per-Click) as a low-cost way to drive motivated donors and clients to your site. We'll also show you how to implement easy ways to boost your search engine rankings, get more traffic to your site, drive more online fundraising, and build a site worthy of such an increase in visitors and online support.

# Build Your Own E-Philanthropy Website

(requires 3-4 hours, ideally 4 hours; also requires an Internet-connected PC for each participant)

Is your nonprofit using the Internet strategically to further its mission?  Does your website permit people to easily support your organization through online donations, event ticket sales, volunteering, etc.? Is it difficult to keep your website up to date?

In this four-hour, hands-on seminar, each nonprofit will build their own, working e-philanthropy website complete with online donations, event registrations, volunteering, and much more. Learn how your nonprofit can develop and execute an effective Internet strategy to further your mission. See how nonprofits are using the Internet, how they’d like to be using the Internet, and how they should consider using the Internet in ways they may not be aware of. Learn how to bridge that gap with hands-on instruction, resulting in a powerful website for your organization.

*The registration fee includes up to two people from each nonprofit, and includes use of your new site for one month (thereafter a modest fee applies). You’ll be contacted one week prior to the seminar with a list of website content that you can prepare to maximize the effectiveness of the website you’ll build. This seminar is equally useful for nonprofits with no website as well as those who have an existing website they want to improve.*

(NOTE: This workshop requires an Internet-connected PC for each participating nonprofit.)

# Effective Online Storytelling

This seminar explores how you can most effectively tell your nonprofit’s story online – in a way that will make your website visitors believe in your mission and want to support it.

We’ll explore questions like: What stories should you tell? To whom? Why? How? What responses and follow-up actions do you hope to spur through your stories? Who should write and edit your stories? How often and why should they be updated? What types of images should you incorporate – including video – and how? How should stories be integrated into your website? What’s the difference between telling stories online vs. off-line? What new Web 2.0 communication technologies should you incorporate – like blogs, discussion boards, RSS, podcasts, and more?

You’ll even take home your own “Effective Online Storytelling” checklist!

# Effectively Promoting Your Programs and Events

Learn how to use social networking tools, like MySpace and Facebook, and other online techniques, as well as traditional media, like fliers and word-of-mouth, to promote your organization’s programs and events. Compare the “old way” and “new way” of getting the word out effectively.

# Superior Customer Service: Client Perceptions Count

Learn how to position staff and volunteers to deliver customer service that has people praising your organization, including techniques to gather customer/client/ member feedback.

# E-Philanthropy Ethics

This seminar shows how you can create a world-class, interactive website which facilitates online fundraising in a way that engenders trust among your supporters.

Ensure your website visitors a safe, effective interaction with you. Give them the confidence that their personal and financial information is secure and will not be shared with anyone else. Each participant will have the opportunity to create a customized privacy and security policy for their nonprofit’s website. We’ll even discuss current legal and tax issues that pertain to online fundraising. You’ll examine and take home your own copy of the “ePhilanthropy Code of Ethics”. Find out how to create your own privacy/security policy in just minutes, online. Finally, you’ll learn how to create a secure website.

# Reporting and Management of Your Website

This seminar will show you how to quickly, easily, and affordably create and manage your website – as well as how to track and strategically use information generated from it.

We’ll answer questions like: How can you manage your website so that it is effective – in generating online fundraising, volunteer signup, and the other results you want? How can you keep your site dynamic – so visitors will want to return, often? How can you collect e-mail addresses, ideally for 100% of your constituents? How can you then establish and maintain a long-term, personal relationship with each constituent – based on their needs, not just yours? How can you easily track your website’s overall activity -- like # visitors, what sites, search engines, and keywords they used to find your site, and much more? How can you track specific transactions – like how many people bought tickets to your annual dinner, what they each want to eat and who they’d like to sit with? How can you use transactional data to up-sell, cross-sell, and cultivate the maximum level of support from each of your constituents?

Do you have donors that might give more? Are there some folks who have supported you in one way – like cash donations – but who you haven’t asked for other forms of support – like planned gifts, in-kind gifts, volunteer sign-up, and more?

By the end of this session, you’ll be filled with new ideas on how to cultivate the best results from your website and Internet strategy – along with the confidence that you can easily implement these ideas!

# Using the Internet to Create An Effective Planned Giving Program

This workshop enables planned giving and development professionals to create an effective online Planned Giving program. We’ll discuss how to let people know what you’re looking for, and to ask for it as effectively as possible. We’ll explore what information to share, including brief and detailed descriptions, tax implication, interest rate calculations, examples, and more. We’ll examine case studies. It’s important that potential donors be able to express their interest and be contacted quickly, so we’ll explore some effective methods to get donors engaged as quickly and effectively as possible.

# Legal Issues Related to Online Fundraising

This seminar will examine the legal, technical, and strategic implications of your website in general, and online fundraising in particular. We’ll include general rules of solicitation and requirements for fundraising, and how they affect your online presence. We’ll discuss the impact of generating marketing revenue as it relates to Private Inurement and Unrelated Business Income (UBIT), sales tax considerations, and many other legal issues affecting nonprofits’ use of the Internet. You’ll learn how to create an effective privacy and security policy – for free, and how to incorporate the latest security and other important technology into your website.

# e-Philanthropy Success Stories

We’ll examine case studies on how real nonprofits, some quite small, achieved compelling results through their websites (and how you can too!). We’ll also look at some examples of what not to do with your website and Internet strategy. You’ll leave this session with lots of ideas on how to create an effective, interactive website with lots of website traffic, examples of many of them, and a clear path for you to implement these ideas.

**Other topics Allan presents include (descriptions available upon request):**

# Email Fundraising Essentials

# Effective Stewardship of Online Donors

# How to Create Amazing Online Content – and Get People to Read It and Rave About It

# 50 Simple Steps to an Effective Internet Strategy

# Marketing Strategy For Your Nonprofit

# Nonprofit websites:  brochure-ware versus e-philanthropy

# The pros and cons of "Donate Now" buttons

# How to engage your website visitors -- and keep them coming back for more

# How to collect e-mail addresses for 100% of your database

# Secure Online Payment Processing

# Free or Inexpensive Online Tools (To Help You and Your Nonprofit)

# Cultivating Major Donors

# Creating and Managing An Effective Request For Proposal (RFP) Process

# How to Get The Best Results From Your Website and Marketing Vendors

# 20 Tips For Delivering Killer Webinars!

# Best Practices For Making Your Website Accessible

*More information is available on each of these topics.*

Please note: any of these topics can be presented in person OR as a **webinar** – where each attendee will sign into a website and dial in by phone.

Advantages of the webinar format include:

1. Attendees need not leave their home or office.
2. No travel expenses for the speaker (and virtually no expenses for conducting the webinar)
3. Content and presentation style is virtually the same as an in-person presentation, including:
	1. PowerPoint presentation with laser pointer and real-time slide annotation
	2. Web demo (where users can see mouse movement, keystrokes, etc.)
	3. Interactive Q&A
	4. Slides can easily be e-mailed to attendees
	5. Speaker evaluation forms can be distributed
	6. Live video of the speaker is available (though usually unnecessary)
4. Webinar features that cannot be done in an in-person presentation:
	1. Polling – the speaker can ask questions of the audience, tabulate the results real-time, present the results to the audience in seconds (in bar chart format), and even access information on who gave which answers to each question
	2. Chat – send a private or public message to the speaker, host, or another participant.

**Allan Pressel’s Bio:**

Allan Pressel is founder and CEO of PowerSite123 ([www.powersite123.com](http://www.powersite123.com)) – formerly known as CharityFinders – which helps nonprofits and for-profits create world-class websites, social media, and online marketing to further their mission. PowerSite123’s unique “Functionality Management System” enables any organization to have its own powerful, interactive website quickly, affordably, and with no technical skills required.

Allan was named as **one of the world’s leading e-philanthropy experts** by the ePhilanthropy Foundation. He was given the Volunteer Service Award by President George W. Bush. Allan is the co-author of [Internet Management for Nonprofits: Strategies, Tools and Trade Secrets](http://www.amazon.com/Internet-Management-Nonprofits-Strategies-Development/dp/0470539569/ref%3Dsr_1_15?ie=UTF8&s=books&qid=1270226762&sr=8-15) .

Previously, Allan was a co-founder of i-Cube, which had a highly successful IPO in June, 1998, and was later acquired by Razorfish. i-Cube was profitable every quarter for 7 years. i-Cube helped large corporations develop an IT/Internet strategy and implement it through software/web development and consulting services -- much like PowerSite123 does for nonprofits and small businesses.

Prior to founding i-Cube, Allan was a technology strategy consultant at Arthur Anderson and First Consulting Group. Allan holds a M.B.A from UCLA’s Anderson School of Management, and a B.A. from Brandeis University, and attended the London School of Economics and London Business School. He has co-founded and sits on the boards of several nonprofits. Allan is also an All-American springboard diver and has visited over 85 countries.

Allan has been in the Guinness Book of World Records!

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Allan has conducted many hundreds of public speaking engagements all over the world, including in virtually all US states. Allan has been the keynote speaker for numerous national and regional nonprofit and business conferences. He was the keynote speaker at two global nonprofit conferences in Nairobi, Kenya. Allan also presents to for-profit audiences, including presentations on Internet and IT Strategy to thousands of Fortune 500 senior executives through seminars at MIT, Hewlett-Packard, and various industry conferences. Allan has done presentations for the management and boards of over 12,000 nonprofits, with an emphasis on helping them utilize the Internet strategically to help raise more money and further their missions.

* For a partial list of Allan’s speaking engagements, please see:

[www.powersite123.com/allan-pressel-speaker-engagements](https://www.powersite123.com/allan-pressel-speaker-engagements)

* **To see Allan’s interview on CNN Headline News visit:**

[www.powersite123.com/allan-pressel-speaker-bio](http://www.powersite123.com/allan-pressel-speaker-bio)