

BEYOND E-MAIL



Online Tools To Improve Communication from
the Grants Office

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Communication Goals

1. Make a name for yourself, build credibility, share your good news
2. Connect with potential partners
3. Bring in more grants



Workshop Goals

1. Assess your communication needs and identify which online tools can meet them
2. Overview of several internet tools available
3. Introductory "How-To" to bring home and start you on your way



**Needs Assessment:
Is Your Grants Office In
Need of A Communication
Make-over?**



Makeover Quiz #1

You are seated next to your dream (funder/client/community partner) during a luncheon and she takes an immediate interest and asks you for more information about your organization. You don't have any flyers or brochures with you, but take her business card, promising to send them. Three weeks later when you find her wrinkled card in the bottom of your briefcase, you can't remember who was going to get in touch with whom.

A



Makeover Quiz #2

Hearing you are a grant writer, a potential client/teacher/colleague shares his deepest passion to start an animal shelter and asks for your help finding the dollars to make it happen. After a few initial questions, you realize that he has little more than a vague idea and a garage full of stray cats. You don't want to squelch his passion, but know you cannot help him right now.

A



Makeover Quiz #3

The target population of your grant program is well-served, but you know there are people in the community who could benefit but you don't know how to reach them.

or

Your client base is sufficient, but you know there are organizations out there that you could add to your portfolio – if you could only reach them.

A, B, C



Makeover Quiz #4

You are building your consulting business but feel like you are caught in the Catch-22 : you can't get clients until you have some credibility, you can't build credibility until you have successful clients.

A, B, C, D



Makeover Quiz #5

Your grant team divided up parts of the application to write, then shared drafts for editing and sent you all their suggestions. Now it is up to you to synthesize them into one document. Your file folder now looks something like this:

- | | |
|--|---|
|  FinalNarrativeSection.doc |  JamiesNarrativeEdits.doc, |
|  FINALnarrative1.doc |  Final Draft_Nov1.doc, |
|  FINALFINALDraftnoedits.doc |  ThisIsTheRealFINALdraft.doc |

When trying to figure out which is the most current or accurate draft, you discover all the characters in Jamie's draft have been converted to a font made up of squares, dashes and other undecipherable text.

F, G



Makeover Quiz #6

You often have good news coming from your grant funded programs such as local press coverage, a compelling case study, or a successful participant. You want to share this with your program officer without bombarding her with frequent emails or phone calls for non-urgent matters.

B



Makeover Quiz #7

Each week (or day) you spend a significant amount of time reading various websites to keep up on industry trends and news, partners' work, upcoming grant opportunities, and other important information.

E



Makeover Quiz #8

Your full grant team with all partners can only get together a few times in the grant period. The goal of these meetings is to lay plans for what is to come, but you spend the first half of the meeting getting everyone on the same page with the most up-to-date program progress. The second half is spent getting feedback about problems you didn't even know existed.

B, C, F, H



Makeover Quiz #9

You would like to personalize your work and some how give it a unique voice that will show the human element.

D



Makeover Quiz #10

Some of your most meaningful professional dialogue happens electronically with people you have never met in person Networking with other grant professionals at this conference has given you a good buzz. You fear that when you return to your one-person grants office you will feel isolated and disconnected from the larger professional community.

B



Makeover Quiz #11

You have a bulging file folder labeled something like *“Good bits of information that I don’t need right now but want to keep because if I throw them away I will certainly regret throwing away the perfect solution to a problem I can’t yet imagine but Murphy’s Law says will come so for now I’ll just stuff it in this folder with the others.”*

B



Makeover Quiz #12

Your latest attempt to survey program participants generated some creative answers from them, but nothing that you could measure, quantify, or use to evaluate the overall effectiveness of the program.

H



Makeover Quiz #13

In the spirit of community building, you decide to send an email with your latest grant award news to potential partners. You spent two hours compiling a list of e-mail addresses and then, to protect their confidentiality, send yourself the email with all of the partners BC'd on it. In response, you get 15 messages from someone named MailerDemon announcing undeliverable mail, two reply messages with the subject "unsubscribe," and one angrily worded email denouncing you for your spamming efforts, and questioning your value as a person.

C



Makeover Quiz #14

You work at your home computer, office computer, and laptop and transport all the documents back and forth using a zip drive which you have begun to wear around your neck strung on a lanyard. You have seriously considered color coordinating the lanyards to your outfits because they have become a staple in your wardrobe.

F



QUIZ RESULTS

A	Website
B	Blog
C	eNewsletter, eZine
D	Podcasts, Videocasts
E	RSS (real simple syndication)
F	GoogleDocs
G	PDF Converters
H	Online Survey Tools



WEBSITES :: definition

COMPONENTS

- Online Home – the information you present is your electronic introduction to the world.
- Several STATIC pages – don't change
- May have dynamic information (you may update weekly, monthly, yearly, or never) on front page



WEBSITES :: communication tool

SERVICES

- Builds credibility
- Opens you to new connections - Google can't find you if you are not out there.
- Easy out for "Dreamers Without A Plan"
- Will serve as your launching pad for a lot of the other online tools



WEBSITES :: examples

Sun Prairie Area School District Grants
<http://www.spasd.k12.wi.us/web/grants/>

Grants USA LLC
www.grantsusa.net



BLOG :: definition

- From "web log," blogs were originally defined as "*Web page that serves as a publicly-accessible personal journal for an individual. Typically updated daily, blogs often reflect the personality of the author.*"
- CONSTANTLY EVOLVING – no longer just for self-obsessed navel-gazers and voyeurs. YOU DEFINE THEIR USE.
- 1,000 new blogs created each day. Fast growing medium – imagine the benefits of INSTANT publication. (and the downfalls)
- Information is presented so that the most recent entry is the most prominent. It is organized (and searchable) by category and date.
- Entries are short – for the attention-span-challenged.



BLOG :: communication tool

- CONNECTIONS!
 - Regular interaction with readers (most effective when updated regularly)
 - Opportunity to build community through dialogue, linking, comments, blog carnivals, and other connections.
 - Share information with an interactive team
- Build credibility
- Share good news (house it in one place)
- Organize information "tidbits"



BLOG :: examples

Grant Wrangler
<http://www.grantwrangler.com>

The 501 (c) 3 Files
<http://www.501cfiles.com/>

Laura Ricci – Proposal Writer
<http://www.lricci.com/ideas/>

Escape From Cubicle Nation : Entrepreneurship Blog
<http://www.escapefromcubiclenation.com/>



eNewsletter :: definition & tool

- Aka eZine (from electronic magazine) is an electronic newsletter that is periodically sent to the subscribers database via email.
- Delivered to reader’s inbox as an email – requires no extra action on their part.
- Can be HTML or text
- They “opt” in – reduced the risk of appearing as spam
- Outsource your email lists
- You can see who is reading your emails and evaluate their effectiveness
- Variations – Marketing Tool- ways to keep contact with clients, capture visitor signs ins (prospects),



eNewsletter :: examples

- Chronicle of Philanthropy
- Abes Daily Grant Report
- AFP’s Newsletter
- AAGP Take It For Granted
- Entrepreneur’s Journey (derived from blog)
- A million others....



Podcasts/Videocasts

:: definition & tool

- Portable audio and video files that you can house on your website. People can watch them on their computer or download them on to a mobil device (mp3 player, ipod) and watch/listen to them later.
- Add a human element to your work
- FREE Public Service Announcements – YouTube.com
- Video reports for funders? Radio Interview with Participants?



Podcasts/Videocasts

:: examples

- From the latest issue of Chronicle of Philanthropy

Saving Georgia Dogs – Raised over \$25,000
<http://www.networkforgood.org/PCA/Badge.aspx?BadgeID=106016>

March of Dimes – Nearly 200,000 viewers
http://www.youtube.com/watch?v=gIse_zAiYAE

UNICEF – short videos -30,000 views per month
<http://www.youtube.com/watch?v=dmpBXN8rk>



Real Simple Sydication (RSS)

::definition & tool

- "RSS" is gets live web feeds directly to your computer.
- RSS takes the latest headlines from different web sites, and pushes those headlines down to your computer for quick scanning.
- Perfect fix for information junkies
- Easy. Easy. Easy. Can use your browser or an RSS reader (many to choose from, the best ones are free)
- YOU can also syndicate your website



Real Simple Sydication (RSS) ::examples

Look for this icon



<http://nonprofiteer.typepad.com/>

<http://nytimes.com>

<http://www.grantwrangler.com>



Google Documents :: definition & tool

- Store documents online so they can be accessed from anywhere with an internet connection
- Share documents with a group of people without having to send an attachment
- Assign collaborators the ability to edit the documents.
- Eliminate the need to save the same document a dozen times with as many different names
- Tracks revisions and you can go back and revert to an old one, eliminating the need to live in fear that with each new "save" you will lose irreplaceable text



Resource Sheet

Websites

Any hosting provider with SiteBuilder (must pay hosting)

Freewebs.com

Blogs

www.wordpress.com (HIGHLY Recommend)

Blogger.com

Typepad.com

ENewsletters

www.zinester.com

www.aweber.com*

www.constantcontact.com*

*more sophisticated/client building marketing)



Resource Sheet

Podcast

www.audacity.com Audacity is free, open source software for recording and editing sounds. (Need to download LAME MP3 encoder – which allows Audacity to export MP3 files.)

Videocasts

<http://www.youtube.com/>

RSS

www.bloglines.com (recommend)

<http://www.feedburner.com/>

use your browser (mozilla or IE) by dragging RSS icon to toolbar.



Resource Sheet

GoogleDocs

<http://www.docs.google.com/>

PDF Converter

www.cutepdf.com

Online Survey

www.zoomerang.com

<http://www.surveymonkey.com/>



Keep In Touch!

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Online Communication Tools Resource Sheet

Start here! For all online tools, there are several different companies that you can go with. The following are those that I recommend. Unless otherwise noted, all are free. (Some have upgrade options for a fee – sometimes this is worth the cost!)

Website

Any hosting provider with SiteBuilder (must pay hosting)
Freewebs.com

Blogs

www.wordpress.com (HIGHLY Recommend)
Blogger.com
Typepad.com

ENewsletter

www.zinester.com
www.aweber.com (more sophisticated client building/marketing)
www.constantcontact.com (more sophisticated/client building marketing)

Podcast

www.audacity.com Audacity is free, open source software for recording and editing sounds. (Need to download LAME MP3 encoder – which allows Audacity to export MP3 files.)

Videocasts

<http://www.youtube.com/>

RSS

www.bloglines.com (recommend)
<http://www.feedburner.com/>
use your browser (mozilla or IE) by dragging RSS icon to toolbar.

GoogleDocs

<http://www.docs.google.com/>

PDF Converter

www.cutepdf.com

Online Survey

www.zoomerang.com
<http://www.surveymonkey.com/>