

Michael Temple

Consultant • Speaker • Author

web2gold.com

Helping you spin the web into gold™



The Virtual Non-Profit™ **How the 21st Century Non-Profit Competes in a Digital World**

As a non-profit you are always competing for donations and attention from the public. Every year you must figure out how to do more with less. Your donors want to know what you are doing and why they should continue to support you.

Fortunately the Internet has become a powerful tool to help with the non-profit mission. This workshop will show your organization how to bring in more revenues with less effort, improve communication with your members and donors and how to lower expenses while improving effectiveness and results.

Here is some of what you will learn:

- ✓ **Several methods of setting up an effective, user-friendly, and easy to navigate web site.**
- ✓ **How to use email marketing to generate donations and communicate with your audience.**
- ✓ **Discover ways of developing a content rich web site that can also increase revenue.**
- ✓ **How to use the web to cut expenses while increasing effectiveness and results.**
- ✓ **5 Ways of reaching larger audiences and donors with less effort and cost.**

Who Should Attend

This program is strategic in nature and designed for non-profit executive directors and their senior staff including marketing and communication managers. In addition, non-profit board members and advisory board members would also benefit from attendance.

Customized To You

This program can be customized to the non-profit that is developing a new web strategy or to the existing non-profit that already has a web strategy, but needs to enhance and improve it to reach the next level. In addition, the program will be customized to your audience and donors to make the examples and material relevant to your exact situation.

To learn how to bring this program to your company or group please call Michael today!



Temple Development Company, LLC

"Helping you spin the web into gold™"