



2009 TIG Conference
On-line Fundraising

Trying to raise money in this economic environment? YES WE CAN!



Agenda:

Welcome: Introduction of speakers (Sue Encherman, Northwest Justice Project; Liz Keith, Pro bono Net; Guest speaker from Convio, speaker TBA)

- Description of materials: Helpful URL's and articles
- Best Practices in On-line Fundraising - Convio
- PowerPoint- Information on Fundraising and Giving in a Bad Economy
- New trends: Donate Now button , Email, Personal stories, credit card service/events, CLE, Facebook!
- Demos:
 - First Giving- description of Washington State Campaign for Equal Justice initiative
<http://www.firstgiving.com/karenfalkingham>
 - Community Legal Services of Mid-Florida giving site and mouse pad sales – eTapestry (Their experience in 2008)
<http://www.clsmf.org/justiceforall.html>
 - Electronic newsletters (Northwest Immigrant Rights, HealthLaw.org)
 - Fundraising using social media - We-Care.org, text messaging campaigns, Twitter (e.g. <http://tweetsgiving.org/>) Facebook!
- Tying it back to your mission to build a long term base of support.
- Discussion