



## AFP Audio/Web Conference

### *90 Minutes to Social and Mobile Fundraising Success*

Our AFP Chapter is happy to make Web Conferences available for our fundraising community. We purchase the Web Conference from AFP International to ensure quality programs and present them at a central location. **This is not a webinar, all conference participants watch the presentation at the identified location.**

Registered participants will receive an email the day prior to the conference, with a link to download their own conference materials. (There will be no handouts given at the conference.)

FREE TO AFP MEMBERS (\$20 for non-members\*)

**Presenter:** Claire Kerr

**Date:** September 25, 2013 (Wednesday)

**Start Time:** 1:00 PM

**Estimated Length:** 1 hour, 30 minutes

**Location:**

Fairfield Prep, Fairfield University Campus  
1073 North Benson Road, Fairfield, CT 06824-5157  
First floor of Xavier Hall, President's Conference Room (across the hall from Xavier 112)

**Contact:** Larry Carroll  
**Phone:** 203-254-4237

**Directions:** see below

**Registration/Payment:**

Free to AFP Members; \$20 for Non-Members\*

\*We ask that payment for Non-Members be **made in advance**, either by mailing a check made payable to "AFP-FC" and mailed to:

Marianne Hickey, 29 Black Alder Lane, Wilton, CT 06897

or we can accept a Visa or M/C payment over the phone by calling Marianne at 203.834.1910.

To confirm your attendance, send an email to: [mshickey@optonline.net](mailto:mshickey@optonline.net)

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### **About the Event:**

Did you know that in a typical peer-driven or “crowdsourced” fundraising campaign, almost 90% of socially-referred traffic comes from Facebook ... While about 5% comes from Twitter?

Are you surprised that one in four people fundraising for a good cause will use mobile technology to ask for donations ... And will raise more money than those who do not?

If you're like most non-profit professionals, you've already noticed the rise of social media and mobile technology as important trends in fundraising. With so many charitable organizations experimenting in these new spaces, research can now prove a visible (and positive!) impact on fundraising success when social and mobile tools are present in a campaign.

At Artez Interactive, we've collected and analyzed data from hundreds of peer-to-peer fundraising campaigns and examined the patterns of millions of visitors to charity & non-profit websites in order to understand how social and mobile usage affects fundraising success.

In this AFP webinar, we'll explore how organizations like yours are using seamless social login, online video, Google tools, social fundraising toolkits, gamification techniques, mobile web, mobile apps, multi-channel strategies & more to support and enhance their online fundraising events and campaigns.

Join this session to learn the strategies you need to help your organization's supporters raise more money for your good cause.

### **At the conclusion of this session, participants will:**

- Take away fresh data proving how your supporters use social media & mobile tools to fundraise for causes.
- Learn the success factors behind peer-driven fundraising campaigns and events.
- Gain new insights into donor behavior on the web, smartphones and tablets.
- Acquire take-home tactics for reaching out to your social & mobile audiences.

### **Target Audience**

- Directors of Development/Executive Directors
- Fundraising Event Managers
- Online Fundraising Coordinators
- Social Media Community Managers

## CFRE Credits:

You earn 1.5 CFRE credits toward certification for each Audio/Web Conference you attend. For more information about CFRE certification, please visit <http://www.afpnet.org/Professional/CertificationList.cfm?navItemNumber=554>



## About the Presenter:

Claire Kerr is a not-for-profit veteran who has worked for organizations in the economic development, education, and fundraising sectors. As Director of Digital Philanthropy at Artez Interactive, and author of the "Mobile Matters" and "Fundraising with Facebook" whitepapers, Claire works with charities as they fundraise through web, social & mobile channels. She writes about issues related to digital media and the civil sector for international marketing blog Osocio.org, charitable sector hub CharityVillage.com, and on her web site Nonprofit.com. Claire teaches Social Media Community Management and Digital Strategies: Online, social & mobile fundraising at George Brown College in Toronto. Follow her on Twitter at @snotforprofit.



## DIRECTIONS TO FAIRFIELD PREP

Fairfield Prep, Fairfield University Campus  
1073 North Benson Road, Fairfield, CT 06824-5157  
First floor of Xavier Hall, President's Conference Room (across the hall from Xavier 112)  
Contact: Larry Carroll  
Phone: 203-254-4237

***PLEASE NOTE: Attendees need to enter and exit the building through Prep's main entrance (at the far end of the parking lot) and must report to the main office to be signed in, so allow some extra time.***

**From New York Via Connecticut Turnpike:** Take exit 22 (Round Hill Road). Take a left onto Round Hill Road. Turn right onto Barlow Road. At the traffic light turn left onto North Benson Road. Turn left into the Fairfield University main entrance (Loyola Drive). Prep consists of the four-building complex on your left. **VISITORS' PARKING:** From Loyola Drive, take a left onto McInnes Road (the turn onto McInnes Road is the first left after the guard house). Take your next left onto Murphy Road. Take your

next left into the Prep main parking lot. Visitors' parking spaces are located on the far side of the parking lot.

**From New Haven Via The Connecticut Turnpike:** Take exit 22 (North Benson Road). Turn right onto North Benson Road. Proceed through two traffic lights. Turn left into the Fairfield University main entrance (Loyola Drive). Prep consists of the four-building complex on your left. **VISITORS' PARKING:** From Loyola Drive, take a left onto McInnes Road (the turn onto McInnes Road is the first left after the guard house). Take your next left onto Murphy Road. Take your next left into the Prep main parking lot. Visitors' parking spaces are located on the far side of the parking lot.

**Via the Merritt Parkway:** Take exit 44 (Fairfield Business District). Follow Route 58 south onto Stillson Road (Route 135). Bear left onto North Benson Road. Turn right into the Fairfield University main entrance (Loyola Drive). Prep consists of the four-building complex on your left. **VISITORS' PARKING:** From Loyola Drive, take a left onto McInnes Road (the turn onto McInnes Road is the first left after the guard house). Take your next left onto Murphy Road. Take your next left into the Prep main parking lot. Visitors' parking spaces are located on the far side of the parking lot.

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