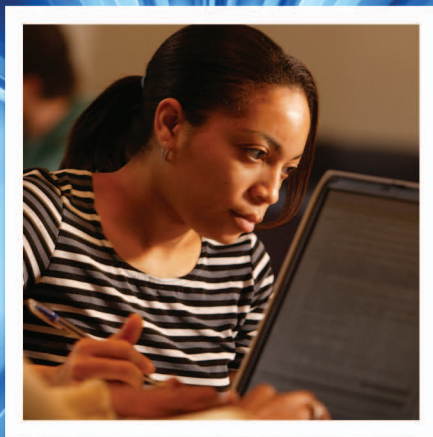


## NONPROFIT EXECUTIVE PROGRAMS



# NONPROFIT SOCIAL MEDIA MARKETING:

A Nonprofit Executive Education Certificate Program

June 2-7, 2013

Sponsored by: Nonprofit Executive Programs, University of Notre Dame

Co-sponsored by: Catholic Charities USA, Volunteers of America



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# BEYOND THE OLD WAYS OF DOING BUSINESS:

## *Changing at the Speed of Thought*

Nonprofit fundraising, marketing and education are quickly moving to the Internet and the power of Social Media networks. To survive and grow, nonprofit organizations MUST know how to use these powerful communication tools.

Whether you consider yourself a Social Media novice or an expert on a personal level, creating a Social Media Marketing Plan for your nonprofit organization takes on a whole new dimension. This intense, information-filled, hands-on six-day program taught by top experts in the field of Social Media Marketing will help you develop your own campaigns for Social Media and dramatically increase your understanding and proficiency in this quickly changing and necessary new marketing arena.

## SOCIAL MEDIA MARKETING FOR NONPROFITS

### *What will I learn?*

This one-week course serves to present strategies to leverage Social Media opportunities. The course provides exposure to popular media for business (e.g., Facebook, Google+, LinkedIn, Twitter, YouTube and more) and practical steps for implementing a successful Social Media communication.

Upon completion, you will be awarded a Nonprofit Program Certificate from the University of Notre Dame, thereby gaining an elevated status in the eyes of your organization.

"We took a large group of dairy farmers, executives, and marketing and communication professionals to Notre Dame so we could all start to understand social media. We found out fast that we didn't even know what we didn't know. But just as quickly, the Notre Dame staff had us up to our elbows in hands-on activities that opened our eyes to so many opportunities for dairy to talk with the public and share our good story. **We continue to rely on Notre Dame for guidance and inspiration in our social media initiatives.**"

Tom Gallagher  
Chief Executive Officer,  
Dairy Management Inc.

We offer programs  
**customized** specifically for  
your organization's needs.

Call us at  
**574-631-1087**  
or visit us online at  
**[nep.nd.edu/custom](http://nep.nd.edu/custom)**.



Empowerment.



## SCHEDULE: June 2–7, 2013

*As a participant you will explore:*

### DAY 1 — SUNDAY:

*The basics about the most popular Social Media sites:*

- Facebook
- Twitter
- LinkedIn
- Google+
- YouTube
- Blogs /WordPress
- Pinterest

### DAY 2 — MONDAY:

*Advanced social media account set-up / Revising for search optimization*

- How to strategically align Social Media channels with overall marketing plan
- Social Media and how it is effectively being used by not-for-profit organizations
- Images and designs
- Like-Gates and forms
- Integration with mobile
- Group project (using information learned to this point)

### DAY 3 — TUESDAY:

*Practical applications and techniques for branding your organization to a cause*

- Creating content for Social Media sharing and donor solicitation
- Basics measurement tools for adding value to your efforts

### DAY 4 — WEDNESDAY:

*Developing a Social Media Culture for your nonprofit organization*

- Special Presentation by James P. Kales, President of Aspire of Illinois, and other Aspire associates.

### DAY 5 — THURSDAY:

*Integration of Social Media activities with volunteers for donor loyalty*

- Manually engaging with websites, blogs, email, search, link farms and social platforms
- Automating Social Media sharing and email responses
- Role of mobile in Social Media
- Understanding the role of traditional marketing in Social Media

### DAY 6 — FRIDAY:

*Finding and connecting to resources via Social Media*

- Understanding advanced searches on Facebook and LinkedIn
- Leveraging no cost social-based PR platforms
- Generating, nurturing, and converting leads to volunteers / donors

To learn more about how to bring the social media marketing program to your organization, please call Marc Hardy, Director of Nonprofit Executive Programs, at **574-631-1087**, email him at **MHardy@nd.edu** or visit us online at **nep.nd.edu/custom**.



## INSTRUCTOR: Rob Rohena

r.rohena@dirincorporated.com

Your instructor for Social Media Marketing is Rob Rohena, founder & CEO of DIR Inc., a strategic inbound marketing company that provides sales-ready lead opportunities and marketing intended for a defined revenue target.



A thought leader of interactive digital marketing, Rob says, *“I love the passion of smart people looking for solutions.* The online world is not a place people go to be sold, instead they go online to be educated, entertained and engaged.”

The author of “Harvard Business Thoughts: Social Media,” published by Simply Media, Rob has written about B2B Internet Marketing for several industry publications, has taught online marketing courses at the collegiate level and conducts quarterly marketing workshops across the United States via webinars. An engaging speaker, he earned his BS degree in Labor Studies at Indiana University and is currently completing his MBA at Wisconsin University-Whitewater.



We also offer  
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programs **on-site** at  
your specified location.

Call us at **574-631-1087**,  
email Marc Hardy  
at **MHardy@nd.edu**,  
or visit us online at  
**nep.nd.edu/custom.**

All information is deemed correct as of the date of printing but is subject to change without written notice. Please contact Notre Dame Nonprofit Business Executive Programs with any inquiries.

“Our partnership with Notre Dame has been **a gift of priceless training and education** to our Volunteers of America professionals in the field. The ultimate impact is an **enhanced quality of service** to the vulnerable Americans who look to us for loving care.”

— Mike King, National President, Volunteers of America

# NONPROFIT SOCIAL MEDIA MARKETING:

## A Certificate for Leaders in the Nonprofit Sector

**TO ENROLL:** Please register online at  
[business.nd.edu/npd/npd\\_events/](https://business.nd.edu/npd/npd_events/)

### **COST: \$2,900**

Includes Sunday evening reception, Tuesday evening dinner, a graduation dinner Thursday evening, plus breakfast and lunch Monday through Friday. Does not include travel or lodging.

### **REQUIRED EQUIPMENT:**

*All participants must bring their own personal computer.*

Rooms for participants have been blocked at the **Inn at St. Mary's** at the rate of \$114 per night and will be held until May 1.

**Please note:** If you are making reservations, rooms are blocked under the name "Social Media Marketing."

Many events take place at the University of Notre Dame during the month of June; **early reservations are recommended.** The Morris Inn on campus is temporarily closed and under reconstruction.

Additional available lodging:

**The Jameson Inn** (574-277-3211): \$80 and up

**The Fairfield Inn** (574-234-5510): \$117-\$127

**The Hilton Garden Inn** (574-232-7700): \$132 and up

(Rates are deemed correct as of the date of printing, but are subject to change.)

**For more information, contact Dr. Marc Hardy**  
at [mhardy@nd.edu](mailto:mhardy@nd.edu) or call 574-637-1087.



"The United States Hispanic Chamber of Commerce enjoys a wonderful partnership with Notre Dame that has become a cornerstone of our USHCC Foundation's Chamber Training Institute. **Over 300 chamber leaders, from across the nation, have received critical business training and education from this world class university.** We could not be more pleased by the results and look forward to many more years of collaboration and new and innovative ways of expanding our relationship."

Javier Palomarez  
President & CEO,  
US Hispanic Chamber of Commerce