

Logging On and Leading the Way: Strategies for Online Success
2009 Leaders' Retreat
11:30 am – 12:45 pm, Saturday, March 14



National Council of Jewish Women

PRESENTATION NOTES

This handout summarizes some of the key points presented during the website session.

Website essentials:

- Clearly communicate who you are, what you do, and why it matters
- Balance business objectives and user needs
- Make the site's navigation intuitive
- Give people opportunities to get involved/ go further
- Ensure the site's content is fresh and accurate
- Use the NCJW section website guidelines

Online tools for integrated strategies:

Section website	Low cost
NCJW, Inc. website (incl. NCJW Action Center, Success Stories)	Free
Coalition partner websites	Free
Community websites	Free
Blogs (yours or others)	Free
Wikipedia	Free
Email messages	Free
Email signature	Free
Email newsletters	Low cost
Google keyword search ads	Cost-controlled
Online ads	Nonprofit discount may be available
RSS feeds	Low cost
Webinars (web-based seminars)	May be cheaper than an in-person event
+ more!	

Takeaway tips: integrated strategies

- Always communicate your message in at least three different ways.
- Think of your audience(s) as both users and ambassadors. Give them what they need to be successful at both.

Assessment tools to help you get feedback, monitor activity, and track results:

- Google Analytics: FREE software to monitor your website traffic and visitors' activity
- Online surveys: SurveyMonkey and Zoomerang are free or low-cost options
- Focus groups and interviews – with current members and outsiders
- Google Alerts: FREE notifications when your section is in the news
- Email newsletters: If you invest in email newsletter software, research whether the company offers any tracking tools
- Keep records: i.e. record how many email addresses you obtain at meetings/ events
- + more!

Overarching tips and best practices for your section's online presence:

- Don't bury yourself in the sand like an ostrich – you need to change with the times or else opportunities will pass you by!
- Think about your “online presence” in broad terms. Go beyond a section website and think bigger.
- Look for cost-effective or free ways to develop your online presence. Also consider spending money strategically: investing in online tools will make your dollars go further.
- Integrated strategies are proven to be the most effective kind: they provide the highest value of results, increase member loyalty, and have the best ROI (return on investment).
- You don't have to know everything. And you don't have to change everything. Make a plan. Make it manageable. Be committed to learning a little more each day, and doing a little more each day.

7 things you can do on Monday:

- Google your section to profile how you're being perceived online
- Sign up for Google alerts at www.google.com/alerts
- At your next section meeting, incorporate an online component into every agenda item
- Get a pacing partner; review each other's websites and check in with each other periodically
- Customize your email signature
- Approach someone in your section and ask them to submit a success story on www.ncjw.org
- Capture the momentum of this offline event