

**How to
Captivate and
Engage
Constituents with
your Website
with Jay Wilkinson**

September 14, 2016

TODAY'S SESSION

Welcome!

If you're tweeting about today's session, use #FSWebinar



A copy and recording of today's presentation will be made available after the session.

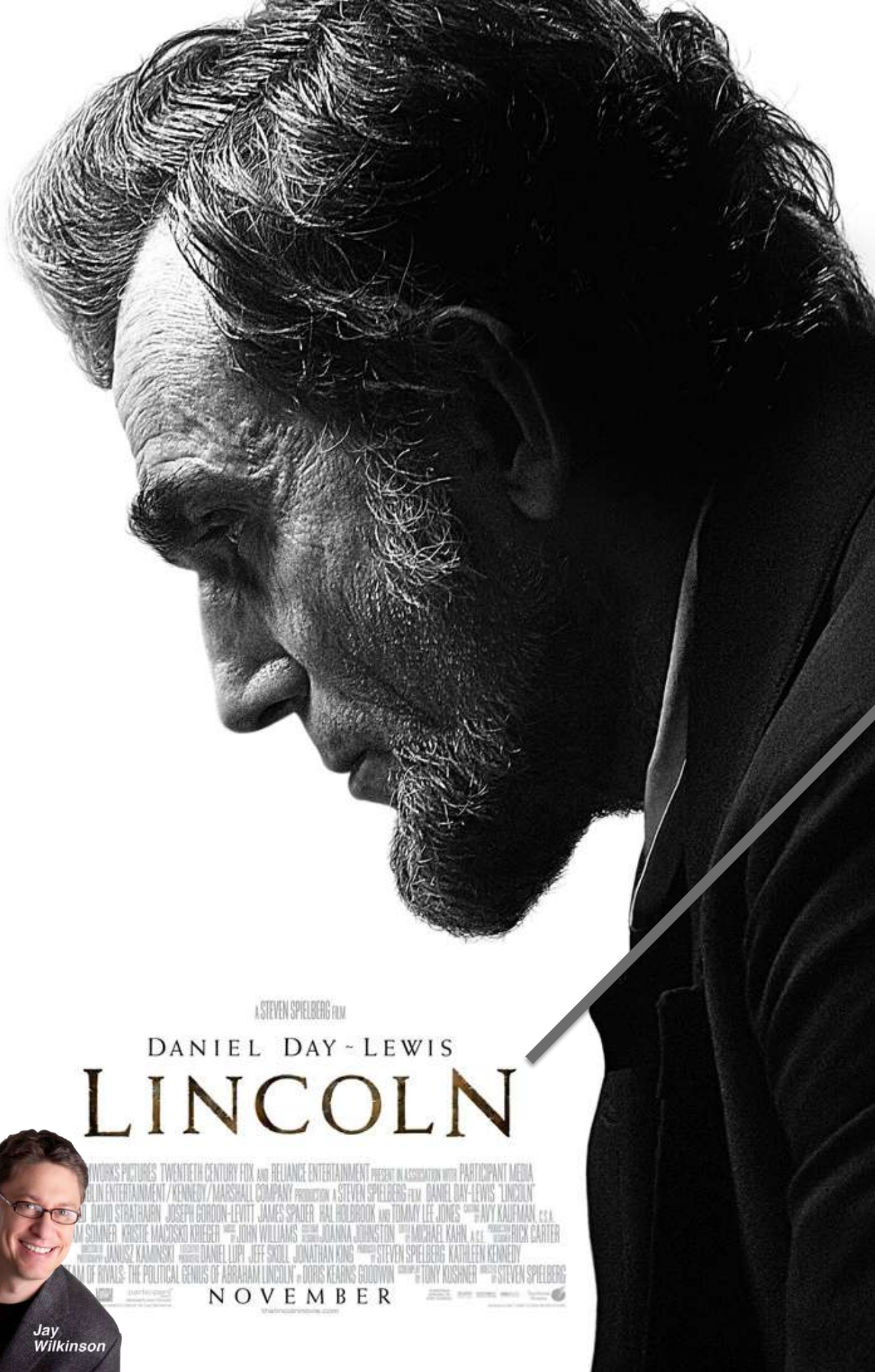
Use the questions panel to contribute.



*Jay
Wilkinson*

How to Captivate and Engage Constituents with Your Website

September 14, 2016

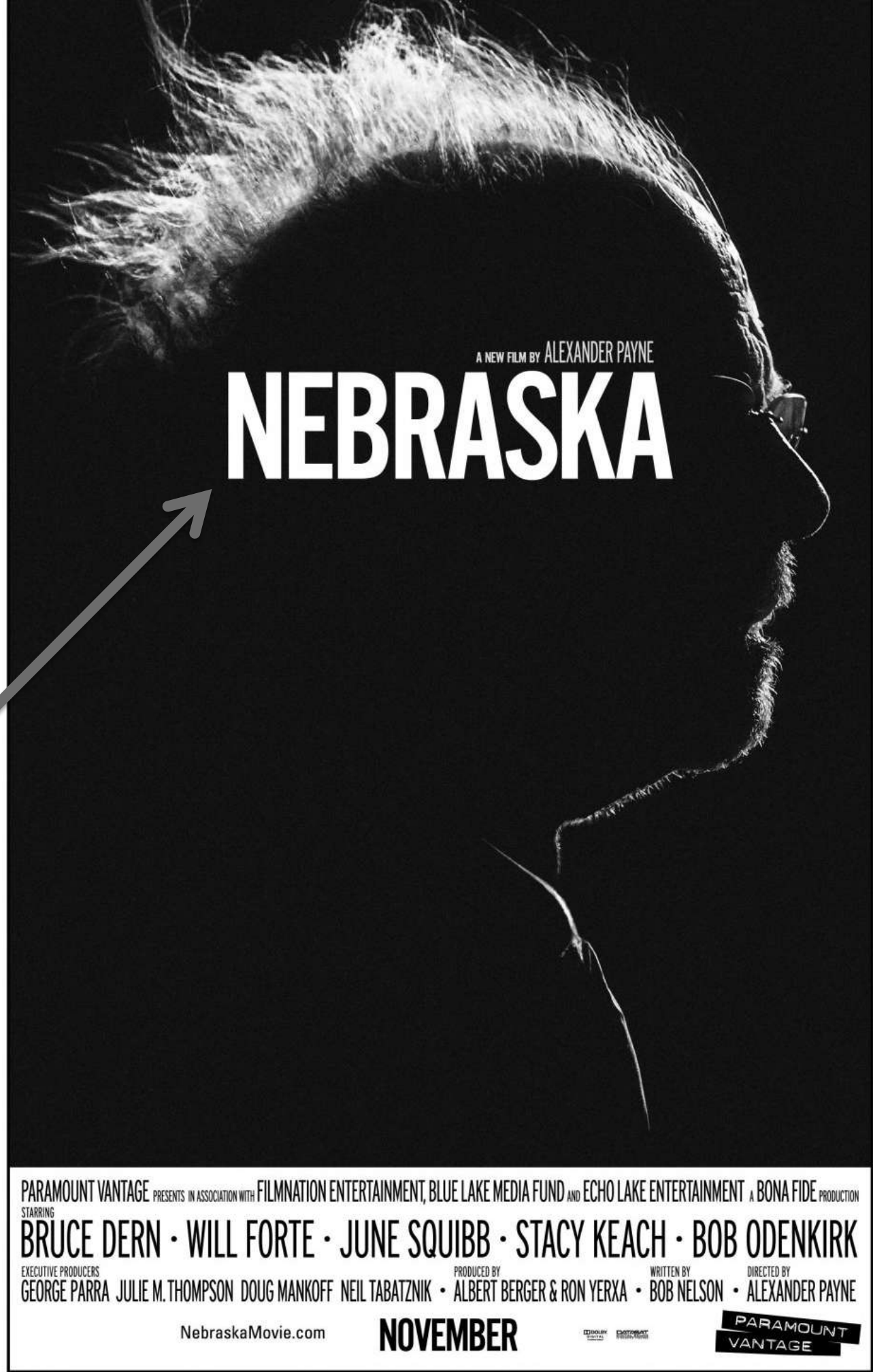


a STEVEN SPIELBERG FILM
DANIEL DAY-LEWIS
LINCOLN

PARAMOUNT PICTURES TWENTIETH CENTURY FOX AND RELIANCE ENTERTAINMENT PRESENT IN ASSOCIATION WITH PARTICIPANT MEDIA
A FILM BY STEVEN SPIELBERG
DANIEL DAY-LEWIS
DAVID STRATHAIRN JOSEPH GORDON-LEVITT JAMES SPADER HAL HOLBROOK AND TOMMY LEE JONES
MUSIC BY JOHN WILLIAMS COSTUME DESIGNER JOANNA JOHNSTON EDITOR MICHAEL KAHN EXECUTIVE PRODUCERS RICK CARTER
EXECUTIVE PRODUCERS JANUSZ KAMINSKI PRODUCED BY DANIEL LUPU JEFF SKOLL JONATHAN KING PRODUCED BY STEVEN SPIELBERG KATHLEEN KENNEDY
SCREENPLAY BY TONY KUSHNER BASED UPON THE PLAY BY PETER GEE
NOVEMBER



Jay
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A NEW FILM BY ALEXANDER PAYNE
NEBRASKA

PARAMOUNT VANTAGE PRESENTS IN ASSOCIATION WITH FILMNATION ENTERTAINMENT, BLUE LAKE MEDIA FUND AND ECHO LAKE ENTERTAINMENT A BONA FIDE PRODUCTION
STARRING
BRUCE DERN • WILL FORTE • JUNE SQUIBB • STACY KEACH • BOB ODENKIRK
EXECUTIVE PRODUCERS GEORGE PARRA JULIE M. THOMPSON DOUG MANKOFF NEIL TABATZNIK PRODUCED BY ALBERT BERGER & RON YERXA WRITTEN BY BOB NELSON DIRECTED BY ALEXANDER PAYNE
NebraskaMovie.com **NOVEMBER**   **PARAMOUNT VANTAGE**

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Certified



Corporation

OUR PURPOSE

WE LEVERAGE OUR

PEOPLE,
PRODUCTS
& PROFIT

AS A
FORCE FOR
GOOD



Jay
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Firespring Power of 3



3% of our Products (free products & services)

3% of our Profit (cash donations)

3% of our People (volunteer 1 day per month)



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How to Captivate and Engage Constituents with Your Website

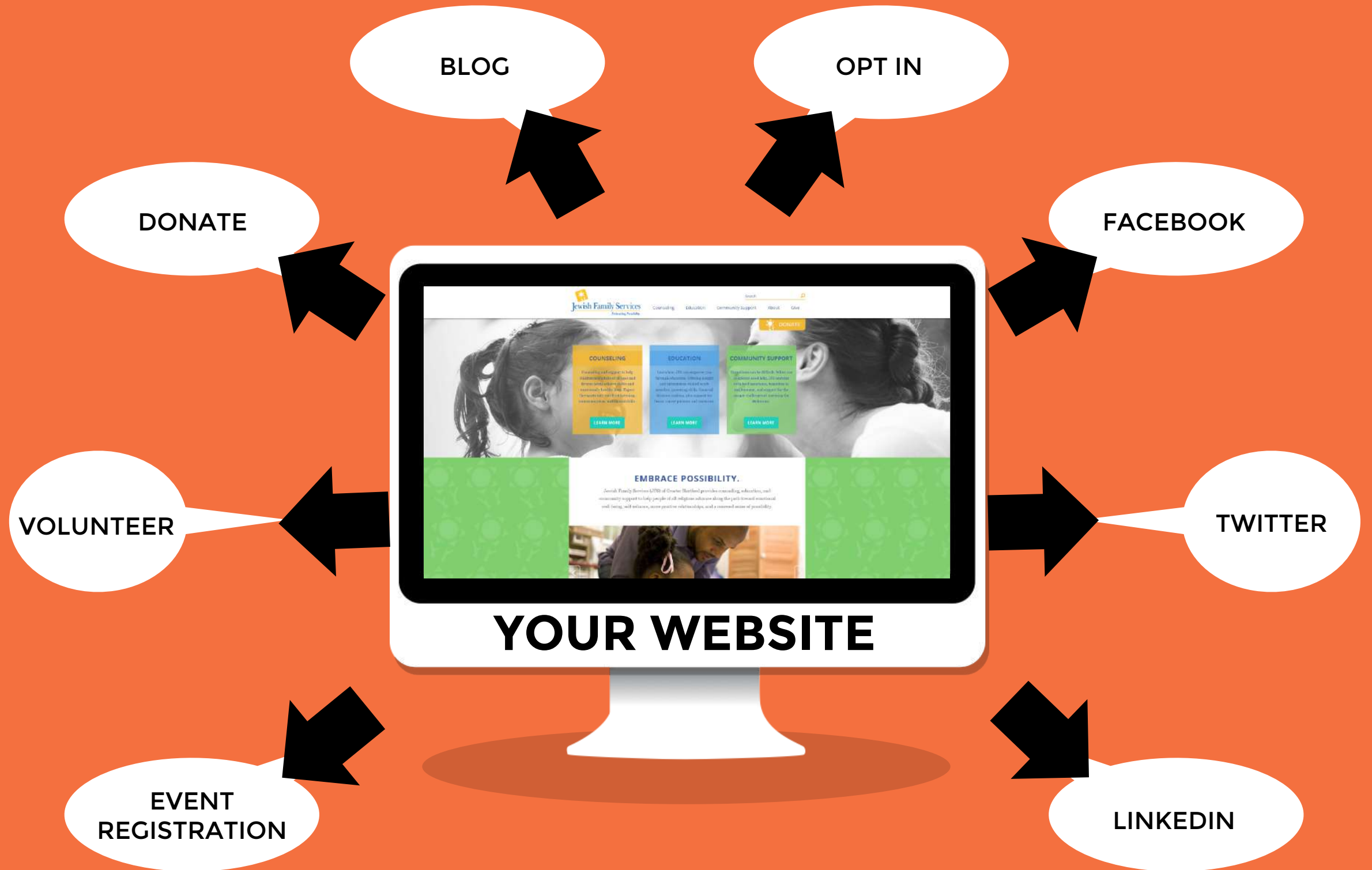
- 3 Biggest Website Mistakes
- 5 Required Elements of an Engaging Website
- Action Steps
- Q&A



If you're tweeting about
Today's session, use **#fswebinar**.
@jaywilk



Why do nonprofits struggle?



Most nonprofits send visitors away to engage instead of keeping them on their website.



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**3 BIGGEST
MISTAKES
NONPROFITS MAKE
WHEN DEVELOPING A WEB STRATEGY**



3 BIGGEST MISTAKES

#3 The “Do It Cheap” Mentality



3 BIGGEST MISTAKES

#3 The “Do It Cheap” Mentality

...sometimes referred to as the “Executive Director’s really smart 14-year-old nephew with a computer” syndrome...

...also known as the “we’ve got a volunteer working on it” syndrome...



3 BIGGEST MISTAKES

#2 Failing to make the site part of the organization's mission or strategy

... it takes more than a mission statement page hidden away on your website...



3 BIGGEST MISTAKES

#1 Lack of Research and Planning

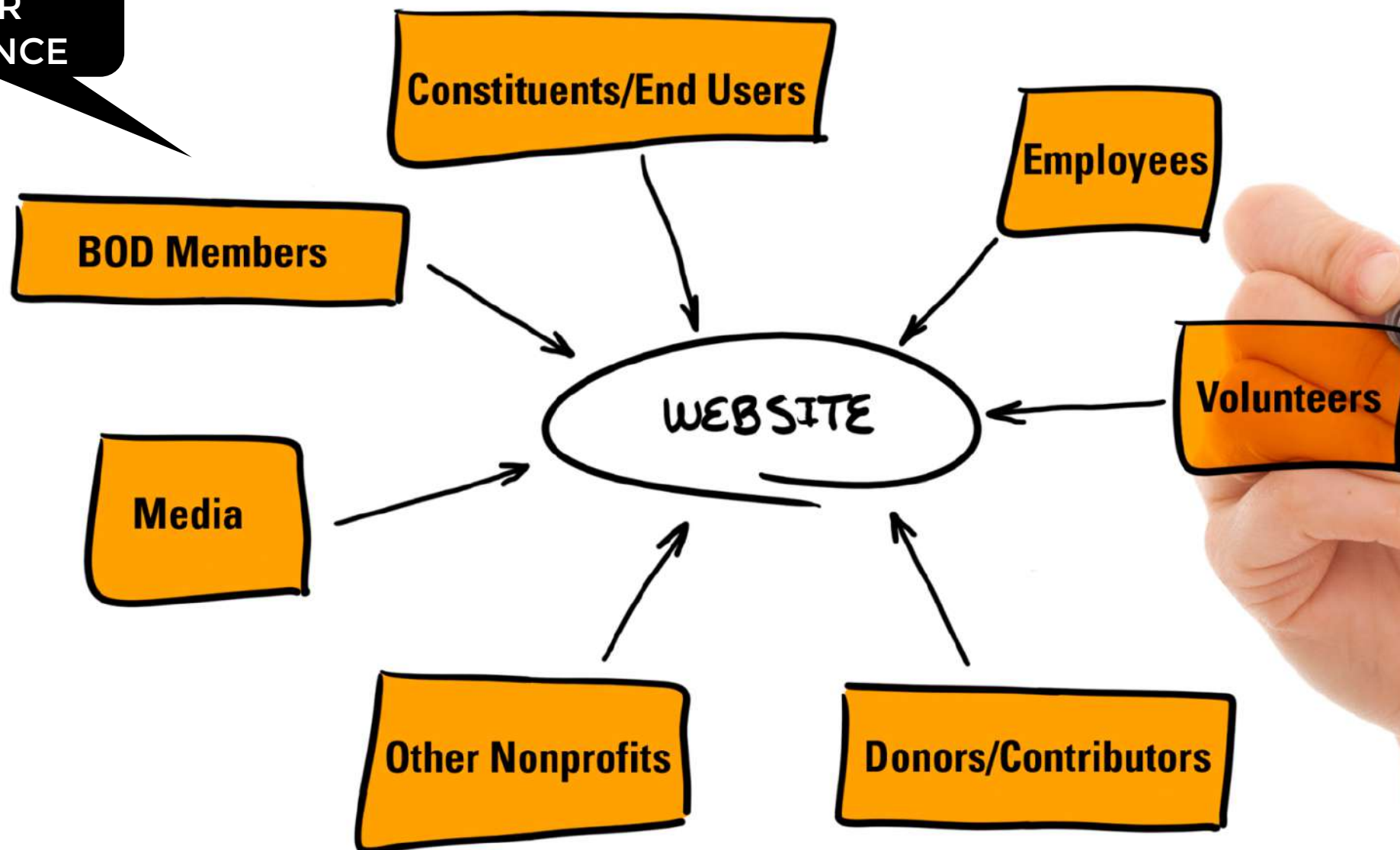


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3 BIGGEST MISTAKES

#1 Lack of Research and Planning

UNDERSTAND
YOUR
AUDIENCE



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82% of donors visit
a nonprofit's website
before giving. 

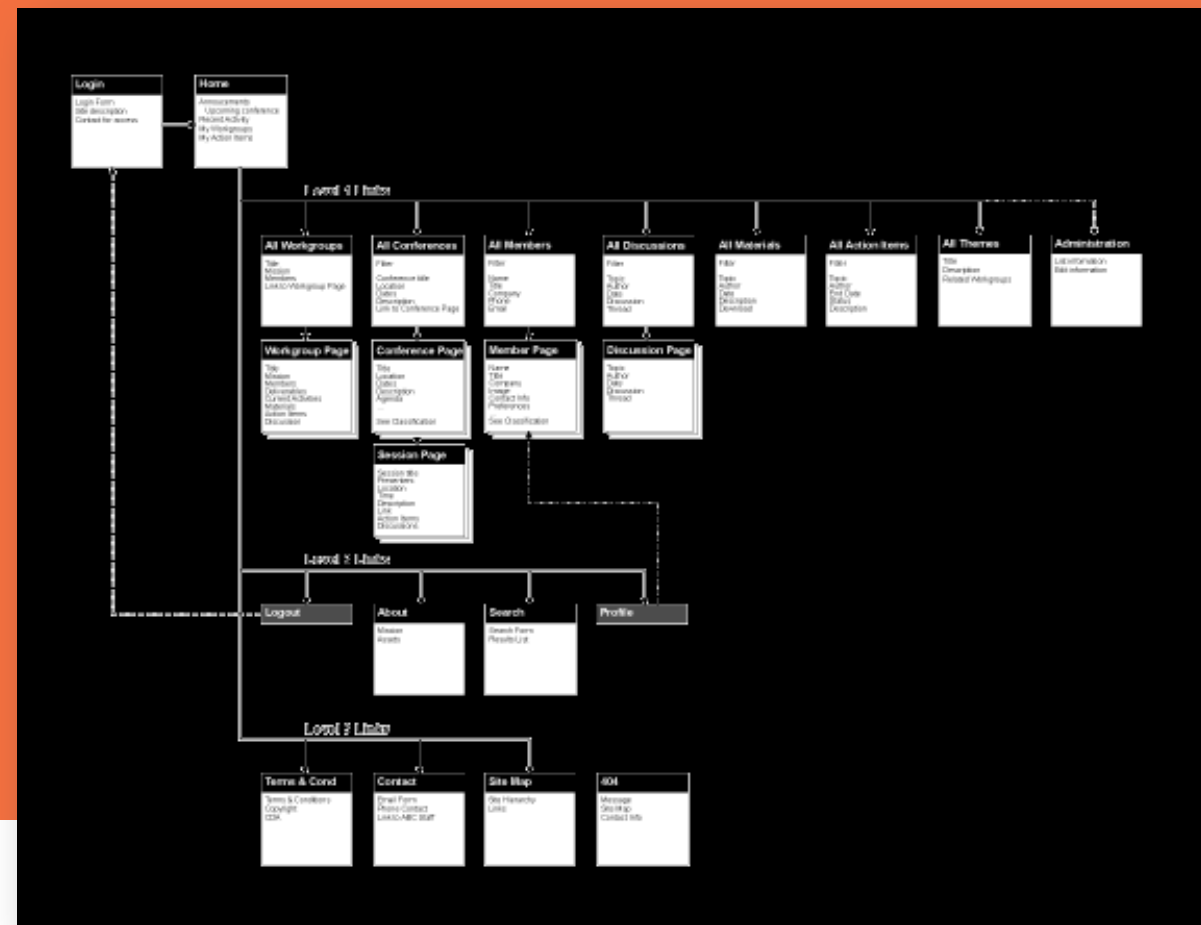
your Website

THE FOUNDATION OF YOUR ONLINE PRESENCE

The 5 elements of a powerful and engaging website.



#1 STRUCTURE



5 ELEMENTS OF AN ENGAGING WEBSITE



Jay Wilkinson

nature.org



We're working with you to make a positive impact around the world in more than 30 countries, all 50 United States and your backyard. [Support our work](#)

[Get Involved](#)

[Where We Work](#) [How We Work](#) [Blog](#) [Photos & Video](#)

[Shop](#) [Membership](#) [Donate](#)

JOIN THE FIGHT TO Save Nature



Explore The Nature Conservancy

Donate

Renew

Like 5K

Connect With Us

- My Nature Page
- Twitter
- Facebook
- Youtube
- Flickr

About Us

- Blog
- News
- Vision and Mission
- Our Governance
- Our Accountability
- Financials
- Why We're Effective
- Private Lands
- Conservation
- Development by Design
- Campaign for a Sustainable Planet
- Diversity
- Careers

How We Work

- Habitats
- Regions
- Urgent Issues

Take Action

- Adopt an Acre
- Plant a Billion Trees
- Send a Nature E-Card
- Green Living Tips
- Carbon Calculator

Where We Work

- Worldwide
- Africa
- Asia and the Pacific
- Caribbean
- Central America
- Europe
- North America
- South America

The Science

- Conservation By Design
- Our Scientists
- Science Council
- Science Features

5 ELEMENTS OF AN ENGAGING WEBSITE



Talking Water with Kristin Bell

The film says we need to be concerned about clean water globally and locally.

[Find Out Why](#)

#1 STRUCTURE

#2 DESIGN



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Community Child Care Council of Santa Clara County, Inc.

Event Calendar About Us
Site Map Contact Us

Google Translate
Select Language

Google Gadgets powered by Google

I am a PARENT

I am a PROVIDER

For the COMMUNITY

Get Involved & Contribute

News & Events

Programs



Ensuring Children in Child Care Receive Nutritious Meals

Search 4C.org...

GO

Providing Early Care and Education 4Children

- 4C Centralized Eligibility List (4C CEL) »
- Find Child Care Providers Near You »
- Pay your 4C Council Child Care Fees Online »
- 4C Council Parent Forms »
- 4C Council Provider Forms »

WELCOME TO 4C COUNCIL

The Community Child Care Council (4Cs) of Santa Clara County is proud to serve the community of the greater Silicon Valley and has been doing so for more than 40 years.

4Cs is a non-profit, community-based agency that provides a variety of comprehensive services and serves as the community child care link for families and child care professionals who live and work in Santa Clara County, California.

4Cs HAS A NEW ADDRESS!!

4C Council of Santa Clara County

NEWS

Please join us for lunch!

Posted by Michael Rasche on 05/21

You are invited to join us for lunch Friday June 27th at the Northside Community Center, 488 North Sixth Street, San Jose, CA 95112. [Click here](#) for more information.



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groundwater.org

5 ELEMENTS OF AN ENGAGING WEBSITE

THE GROUNDWATER FOUNDATION

Who We Are Get Informed Take Action Kids' Corner Shop

Search...

DONATE

Groundwater

It's the water we drink

We educate people and inspire action to ensure sustainable, clean groundwater for future generations.

We Are The Groundwater Foundation

We work with individuals, organizations, and communities to protect and conserve groundwater so it is available now and for future generations. Learn more, get involved - collectively we make a difference!

Sign up for our Email Newsletter

GO

“ Let's Keep It Clean ”



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5 ELEMENTS OF AN ENGAGING WEBSITE

Electronic Document Scholarship Foundation

More than ever before, there is a critical need for individuals and companies to support the future of the document management and graphic communications industry. Your donation helps prepare students to become future leaders in the industry.



[Donate Now »](#)

[Scholarships »](#)

[Education »](#)

HP ESTABLISHES MEMORIAL SCHOLARSHIP FOR BURT SCHERMAN, FOUNDER AND PRESIDENT, SCI

To celebrate Burt's life and honor his innovative and forward-thinking spirit, HP has established the Burt Scherman Memorial Scholarship fund. This scholarship is offered to talented university students pursuing degrees in graphic communications and careers in the printing industry. To make a tax-deductible contribution to this scholarship, [click here](#).

NOW ACCEPTING SCHOLARSHIP APPLICATIONS FOR FALL 2016

To apply for a Document Management & Graphic Communications Industry Scholarship, [click here](#).

9 IN THE NEWS

EDSF Announces Two New Board Members
EDSF

EDSF Board of Directors Hosts Annual Scholarship Night During Graph Expo
EDSF

Roger Gimbel Joins EDSF Board
EDSF

Keynote Sean Garnsey at Give Back @ Graph
EDSF

[View The Archives...](#)



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5 ELEMENTS OF
AN ENGAGING
WEBSITE

#1 STRUCTURE

#2 DESIGN

#3 CONTENT



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CONTENT

5 ELEMENTS OF
AN ENGAGING
WEBSITE



CONTEXT

5 ELEMENTS OF
AN ENGAGING
WEBSITE



nonprofitrisk.org

5 ELEMENTS OF AN ENGAGING WEBSITE

The screenshot shows the nonprofitrisk.org website. At the top left is the logo for the Nonprofit Risk Management Center with the tagline "...find the answer here". To the right are navigation links: "Join Us!", "Home", "Contact", a shopping cart icon, and a Twitter icon. Below these is a search bar with a "Search" button. A horizontal menu contains links for "Consulting/Training", "Conferences", "Webinars", "Web Tools", "Books", "Library", "Advertising", "Sponsoring", and "About Us". A dropdown menu is open under "Library", listing "Articles", "By topics and titles — free", "Risk Management Essentials", "eNews Issues", "State Liability Laws", "Insurance Glossary", and "Fact Sheets". On the left sidebar, there are four colored buttons: "VOLUNTEER risk management" (purple), "FINANCIAL risk management" (green), "EMPLOYMENT practices" (blue), and "YOUTH protection" (orange). Below these is an "AFFILIATE Login" button. A testimonial box from First Nonprofit is visible. The main content area features a large banner for "Risk SUMMIT" with a city skyline and a lake. Below the banner is a prominent orange button that says "Get RISK eNews!" with a right-pointing arrow. Underneath are three smaller buttons: "Need Policies?", "Need Training?", and "Need Advice?". A list of sponsors includes "CNA Affinity", "United Way Worldwide", and "The Ford Family Foundation". The "Mission Statement" section is titled "WE HELP NONPROFITS COPE WITH UNCERTAINTY." and describes the organization's mission to help nonprofit leaders become risk aware. At the bottom of the main content area is a "Risk Management Heat" section.



childrensrights.org

5 ELEMENTS OF AN ENGAGING WEBSITE

The screenshot shows the homepage of childrensrights.org. At the top left is the logo with a red stick figure and the text 'CHILDREN'S RIGHTS'. To the right is a 'GET INVOLVED' button and a search bar. Below the logo is a navigation bar with links: ABOUT US, ISSUES + RESOURCES, POLICY PROJECTS, NEWS + EVENTS, SUPPORT US, PUBLICATIONS + MULTIMEDIA, and CONTACT. The 'ISSUES + RESOURCES' menu is open, listing: Child Abuse and Neglect, Foster Care (highlighted), Reunification and Kinship Care, Adoption, Know Your Rights, Additional Child Welfare, and Resources. A hero banner on the left features a photo of a smiling boy and the text 'Children's Rights Works'. To the right is a red banner with the text: 'There are more than 107,000 children in American child welfare systems waiting to be adopted right now. CHILDREN'S RIGHTS is fighting to make sure that's not the end of the story. FIND OUT HOW'. Below this are sections for 'FACTS', 'VICTORIES', and 'ALERTS'. On the right side, there are buttons for 'WATCH A VIDEO ABOUT OUR WORK', 'SIGN UP FOR ALERTS', 'DONATE NOW', 'FOLLOW US ON TWITTER', and 'BE A FAN ON FACEBOOK'. At the bottom of the hero banner area is a 'SUPPORT US' button.



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CONTENT MANAGEMENT SYSTEM

5 ELEMENTS OF AN ENGAGING WEBSITE

1: Click "Website Content".

2: Select the content to be updated.

3: Enter and save. Your site is updated.

The screenshot shows the Firespring CMS dashboard. On the left, a navigation menu includes 'Home', 'My Website', 'Online Tools', 'Message Center', 'Analytics & Reports', and 'Account Management'. The 'Website Content' menu is expanded, showing options like 'Portals', 'Website Users', and 'Website Settings'. A list of content items is visible, including 'Donate' and 'Registration Form'. An orange callout bubble points to the 'Website Content' menu item.



The screenshot shows the homepage of nebraskachild.org. The header includes the logo and navigation links: 'WHO WE ARE', 'WHAT WE DO', 'OUR APPROACH', 'STORIES', 'GET INVOLVED', and 'STAY CURRENT'. The main content area features a large image of a laughing child and the text: 'We do business differently. And it works. From cradle to career, we create permanent change for Nebraska's children.' Below this is a 'LEARN MORE' button. A green banner at the bottom contains the text 'Cultivating the good life for all of Nebraska's children.' and a 'PLAY VIDEO' button. The footer includes icons for a family, a house, and a person's head.

- #1 STRUCTURE
- #2 DESIGN
- #3 CONTENT
- #4 FUNCTIONALITY



5 ELEMENTS OF AN ENGAGING WEBSITE



5 ELEMENTS OF AN ENGAGING WEBSITE

- Volunteer
- Programs
- Event Calendar
- Online Registration
- Online Donations
- News Sign-up
- Connect

Greater Maple Valley Community Center
Established 1970

Directions | Facility Rental | Volunteer | Contact Us

Enriching our community through quality human services and social activities

Jayda – Toddler Time in the Park

CALENDAR HIGHLIGHTS

Join us to Learn!

Newsroom

Event Calendar

Photo Gallery

Join Our Mailing List

Important Links

Join our Email List

Privacy by SafeSubscribeSM

DONATE NOW

CLICK & PLEDGE

Find us on Facebook

United Way
Supported by United Way of King County

Tickets | Ticketholder Info | Review & Register | Confirmation

0 Full Conference Registration - \$300.00

0 August 19th Awards Ceremony Only - \$100.00

0 August 20th Full Day Conference Only - \$250.00

Register Now

Cancel Registration & Return to Event



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- #1 STRUCTURE
- #2 DESIGN
- #3 CONTENT
- #4 FUNCTIONALITY
- #5 VITALITY



5 ELEMENTS OF AN ENGAGING WEBSITE



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- #1 STRUCTURE
- #2 DESIGN
- #3 CONTENT
- #4 FUNCTIONALITY
- #5 VITALITY



5 ELEMENTS OF
AN ENGAGING
WEBSITE





VITALITY FORMULA:

Dated Content on the front page

+

Never more than 7 days apart

+

3 occurrences

THE MICHAEL J. FOX FOUNDATION FOR PARKINSON'S RESEARCH

OUR ROLE & IMPACT | BLOG | UNDERSTANDING PARKINSON'S | GET INVOLVED | FOR RESEARCHERS | **DONATE**

Our challenges don't define us. Our actions do.

Our single, urgent goal: Eliminate Parkinson's disease in our lifetime. We can't get there without you. Please give generously today.

DONATE >

LATEST FROM THE BLOG | MORE NEWS >

September 07, 2016
Vaccine for Parkinson's Reports Positive Results from Boost Study
 READ MORE >

August 30, 2016
Updated: Foundation Statement on Activities Related to Nilotinib for Parkinson's...
 READ MORE >

August 29, 2016
Common Questions from Our Webinar on the Other Parkinsonisms
 READ MORE >

PARTICIPATE >
 IN YOUR AREA

Apple's announcement mean for the future of research? #ResearchKit http://bit.ly/19rK9n9
 US ON TWITTER >

Foundation is doing to develop drugs against genetic targets. http://on.fb.me/1FTIPXj
 ON FACEBOOK >

One journey. 14,000 miles. \$1 million for Parkinson's research.
 BE PART OF TOUR DE FOX >

#1 Structure

#2 Design

#3 Content

#4 Functionality

#5 Vitality

ALL 5 ELEMENTS
ARE NECESSARY
TO BUILD
A STRONG
FOUNDATION





ACTION STEPS CHECKLIST


- ✓ Focus on “**ROI**” instead of “**COST**”.
- ✓ Build a logical site **STRUCTURE** including 3+ navigation options.
- ✓ Use a clean, professional **DESIGN** that tells your story.
- ✓ Provide **CONTENT** for all types of end-users.
- ✓ Build in key **FUNCTIONALITY** for your constituents.
- ✓ Post dated content weekly for a strong **VITALITY**.
- ✓ Use a **CMS** (Content Management System).
- ✓ Have a minimum of **5 LANDING PAGES** to increase conversion.
- ✓ Keep learning. Attend **FIRESRING** webinars and visit **NONPROFITHUB.ORG** regularly.
















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nonprofithub.org

WELCOME WE'D APPRECIATE FEEDBACK ON N



ALL CATEGORIES POPULAR

-  Nonprofit Branding
-  Fundraising
-  Starting a Nonprofit
-  Nonprofit Marketing Plan
-  Nonprofit Web Design
-  Board of Directors
-  Email Marketing
-  Grant Writing
-  Human Resources
-  Social Media
-  Volunteer Management
-  Volunteer Recruiting
-  Nonprofit Technology



Fundraising



FEATURED FUNDRAISING VIDEO

Why Illustrating the Impact of \$1 is Such Effective Fundraising [VIDEO]

AUGUST 26, 2013 - "3 dollars can feed an entire family for a week." "A dollar a day can buy a polio vaccine." "For the cost of a latte, you can cure a child's blindness." You've heard these kinds of illustrations before—you might even have used them yourself. They're incredibly effective, but it's important to understand WHY they're effective.



FUNDRAISING
Illustrating the Impact of \$1 is Such Effective Fundraising



FUNDRAISING

What to Look for When Adding Multichannel to Your Nonprofit Marketing Mix

AUGUST 24, 2013 - Wondering how to spread your nonprofit marketing on different channels? Already have or lack donors and looking to get new ones? Two of the greatest challenges we face are how to market our cause and how to get new donors to finance it. To get and expand our donor base, we have to understand them.



FEATURED SOCIAL MEDIA



FUNDRAISING NONPROFIT MARKETING PLAN

Don't Let a Slow Month Falter Strong Fundraising

AUGUST 25, 2013 - Here we are in the second to last week of August. August is notoriously a slow fundraising month, and for good reason. Schools are starting up once again and football is right around the corner. It seems as though the last thing on donors' minds is donating. Is this tough luck for us? Or rather,



FUNDRAISING NONPROFIT MARKETING PLAN

NONPROFIT TECHNOLOGY SOCIAL MEDIA

Donating with a Simple Reply—Giving Via Text is on the Rise

AUGUST 23, 2013 - It looks as though text messages are becoming another vital instrument in the donation process. For years, texting a keyword to a designated number has allowed users to make a quick and simple donation to a cause. And now, the trend is becoming ever popular. Donors today are more open and willing to text their



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NEBRASKA'S FIRST
CERTIFIED B CORPORATION

our mantra

***Educate
Without
Expectation***



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NEBRASKA'S FIRST
CERTIFIED B CORPORATION

our mantra

***Educate
With Some
Expectation***

*next 5
minutes*



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Firespring solves a problem

The result of
always trying
to “do more
with less”

The average nonprofit
rebuilds their website
every 2 to 2 1/2 years.

 nonprofit **hub**



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ONLINE
DONATIONS

FUNDRAISING
BOOTCAMP

CONTENT
MANAGEMENT
SYSTEM

SEARCH
ENGINE
OPTIMIZATION

LEGENDARY
SUPPORT
& TRAINING

EMAIL
MARKETING

LANDING PAGE
TEMPLATES

NEWSFEEDS

EVENT
REGISTRATION

Currently Managing
demo.firespring.org

Switch

Home

My Website

Online Tools

Message Center

Analytics &
Reports

Welcome To Your Springboard

Recent Message Center Activity

	Annual Event Registration	01/09/2015, 2:43 pm
	Donate	01/09/2015, 2:42 pm
	Donate	12/30/2014, 11:01 am
	Donate	12/30/2014, 10:46 am

Get smarter
[FAQs](#)
 Tell us what's on your mind
[Contact Us](#)
 Give us a jingle
 877.447.8936

documents into your libraries.

[GET STARTED](#)

Client Area

Webinars | Email Marketing | Themes | Policies | FAQs | Videos | Get Support | Login

From The Hub

- Why Your Organization Needs to Operate Like a Startup - 01/12/2015
- Back to the Basics—Bucking the Nonprofit Trends of 2015 to Benefit Your Nonprofit Brand - 01/09/2015
- 3 Donor Retention Strategies—Compliments of Molly Ringwald, Jessie J and Bruno Mars - 01/07/2015
- Seven Ways to Make Your Nonprofit Blog Even Better - 01/06/2015

Training & Support

- Step by Step Guides to the Springboard
- All About Events
- Adding a Custom Spotlight
- Using Your Website as a Fundraising Engine
- Using Portals with Your Nonprofit's Website

List View | Calendar View

Marketing Your Website

This collaborative session will get you thinking about how your website can be a vital marketing tool for any campaign. You'll learn how to introduce specific, targeted marketing campaigns by using 3 Strike Marketing. In addition, we'll also discuss:

- How to review your website's analytic report.
- Using the analytic report's data to execute effective marketing campaigns.
- Executing referral campaigns for existing supporters.
- Promoting new (or existing) program/service offerings.
- Implementing a client feedback survey for donor retention purposes.
- Directing constituents to opt in for your eNewsletter.
- Utilizing contests or promotions to engage your constituents.
- Displaying specific spotlights that direct constituents to dedicated action pages.

Sign up today to get all of your questions answered and to learn the ins and outs of how you can utilize your website to achieve your full marketing ROI. This is the one hands-on webinar your nonprofit can't afford to miss.

January 12, 2016 1:00 pm - 3:00 pm CT

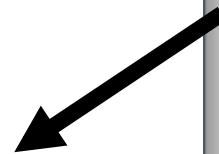
Springboard 411

February 10, 2016 1:00 pm - 3:00 pm CT

Springboard 411

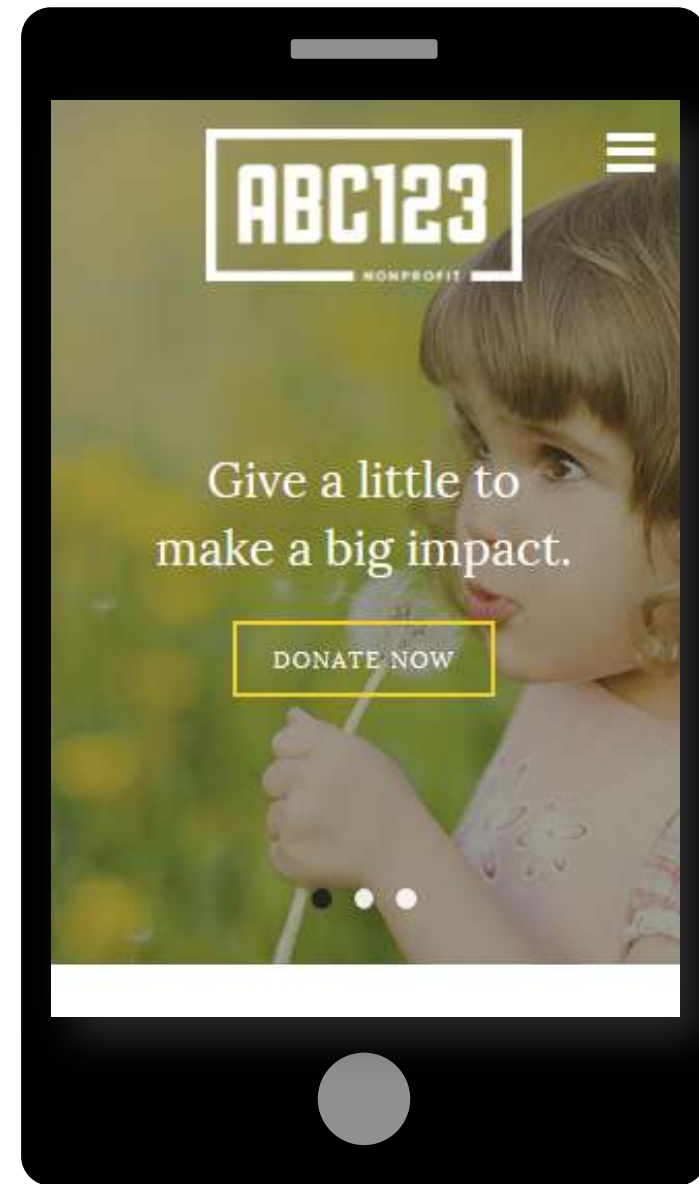
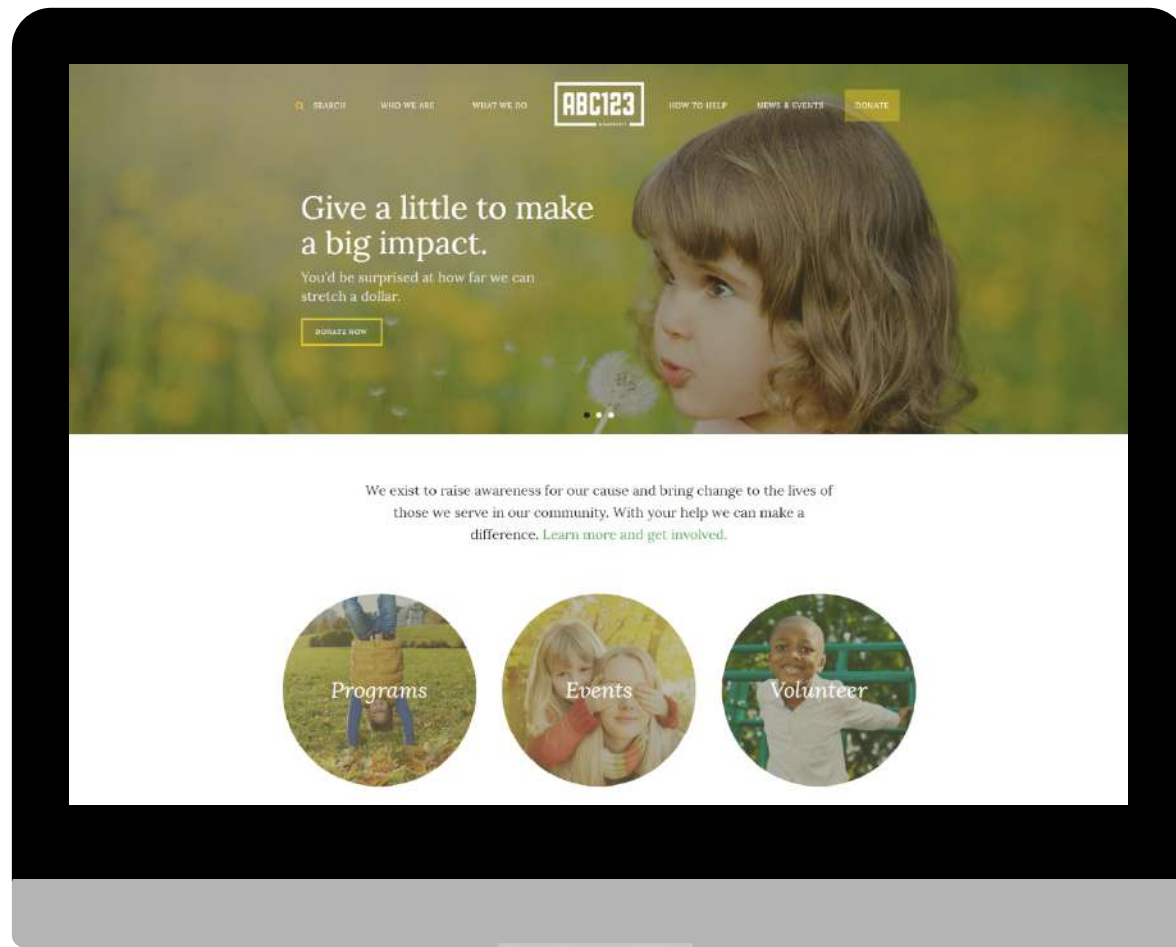
March 10, 2016 1:00 pm - 3:00 pm CT

Springboard 411

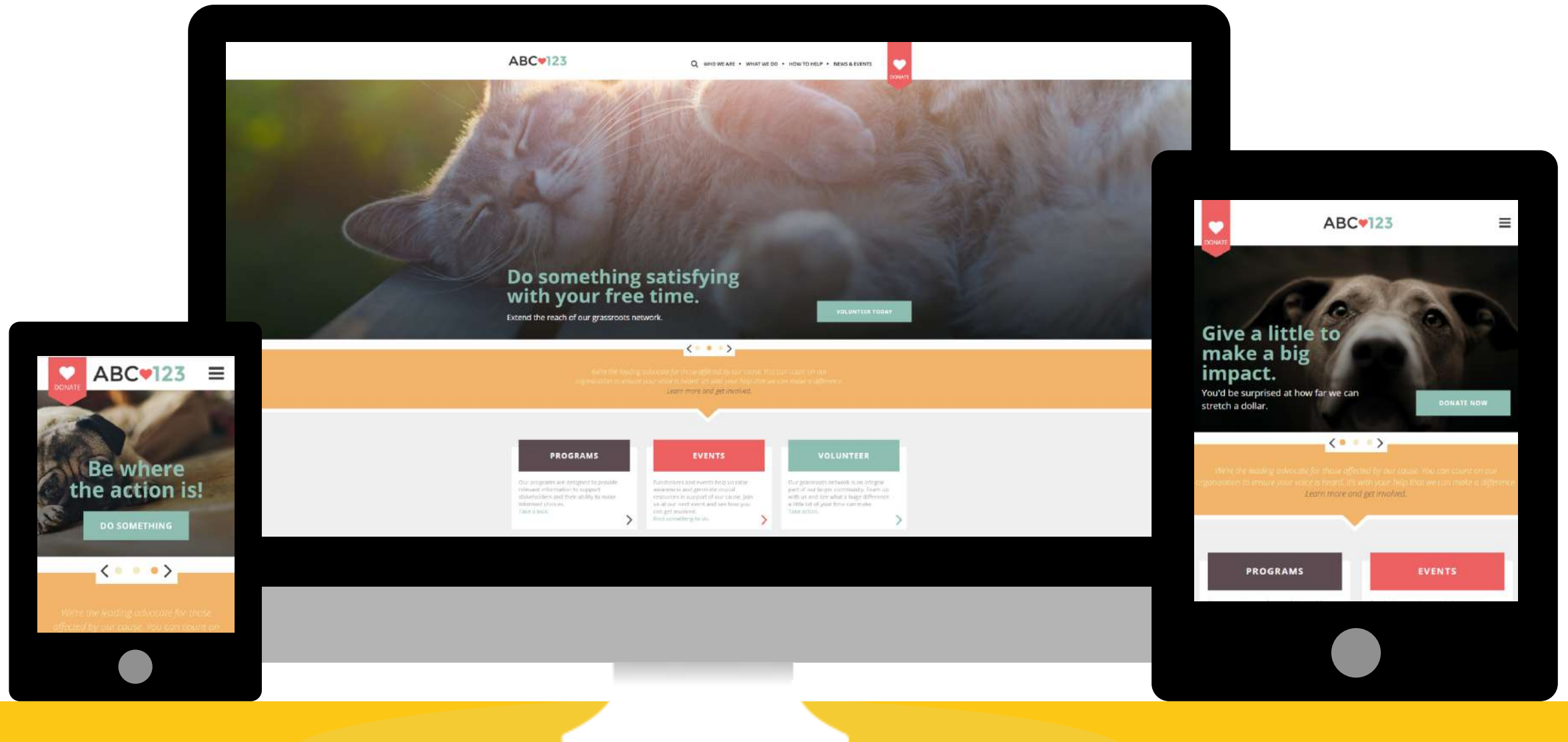


Jay Wilkinson

Every website includes a responsive mobile theme



Every website includes a responsive mobile theme



Jay Wilkinson

Premium Plan

Essential nonprofit tools integrated into a stunning responsive website.

MONTHLY

\$129

INCLUDES

- Event Registration
- Email Marketing
(5k subscribers & unlimited messages)
- Integrated Shopping Cart
- Group Management

PLUS EVERYTHING IN THE BASIC PLAN

- Event Calendar
- Unlimited Fundraising Campaigns
- Integrated Payment Processing
- Responsive Design Theme
- Dedicated Account Team
- Content Management
- Expandable Website Structure
- Landing Page Templates
- SEO DIY Management Tools
- Newsfeed
- Site Analytics & Statistics
- Site Hosting
- Fundraising Bootcamp
- NonprofitHub.org Premium Access

Basic Plan

Stunning responsive website with fundraising tools.

MONTHLY

\$89

INCLUDES

- Event Calendar
- Unlimited Fundraising Campaigns
- Integrated Payment Processing
- Responsive Design Theme
- Dedicated Account Team
- Content Management
- Expandable Website Structure
- Landing Page Templates
- SEO DIY Management Tools
- Newsfeed
- Site Analytics & Statistics
- Site Hosting
- Fundraising Bootcamp
- NonprofitHub.org Premium Access

It would cost more than \$50,000 plus a full time person year over year to build and maintain all of this yourself.



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DIY

or

BUNDLED PROFESSIONAL SERVICES



**\$500 onboarding
grant available for
qualified nonprofits.**

Must act within 30 days of this webinar.

Additional Services Available

*Utilize our marketing expertise to engage your
community and stand out in a crowd.*

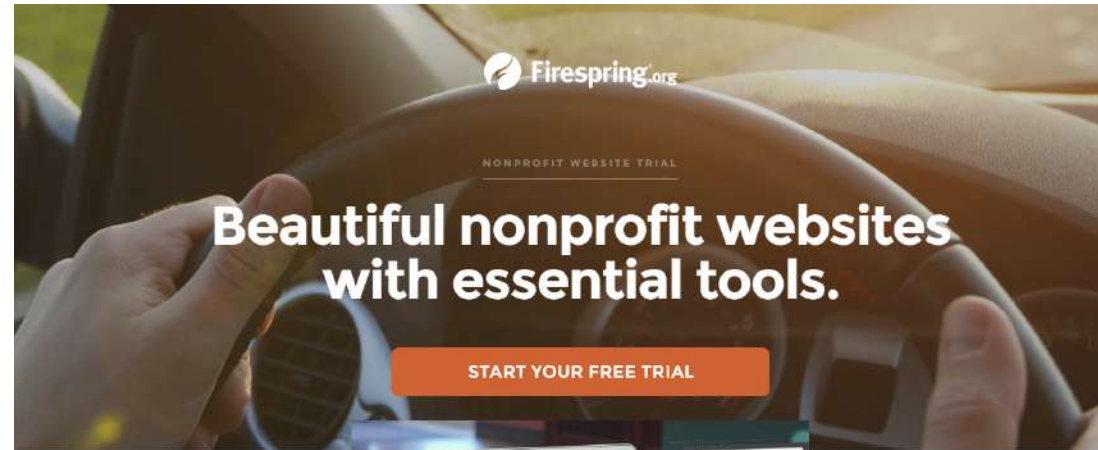
- Custom Design ⓘ
- Color Customization ⓘ
- Content Migration ⓘ
- Custom Email Stationery ⓘ
- Site Structure Consultation ⓘ
- Social Media ⓘ
- Search Engine Optimization ⓘ
- Search Marketing (Pay-Per-Click) ⓘ



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Try us on for size.

firespring.org/trial



**SIGN UP FOR A
NO-OBLIGATION
FREE TRIAL.**

Everything your nonprofit needs to grow, all in one place.

Firespring provides nonprofits with beautiful websites that have all the essential tools built right in. On the Firespring platform, you'll get everything a nonprofit needs to thrive, including:

- ✓ Responsive design themes
- ✓ Event registration software
- ✓ Unlimited fundraising pages
- ✓ Integrated donation and payment processing
- ✓ Member management tools
- ✓ Email marketing tools
- ✓ ... and much more

We've crafted our platform to help you increase efficiency within your nonprofit, so you can spend more time focusing on your mission. Plus, we offer 100% live phone support. When you call our offices, you'll talk to a real person who genuinely cares about your cause.

First Name

Last Name

Email

Phone

Organization

Current Website URL (if applicable)

START YOUR FREE TRIAL



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The Firespring webinar series.

Education without expectation • firespring.org/webinars



Convert Supporters with Powerful Landing Pages



Be Found: The Secrets of SEO for Nonprofits



The Power of Blogging & Thought Leadership for Nonprofits



Creating a Vibrant Culture in Your Nonprofit



How to Avoid Fundraising's Quiet Killer: Donor Attrition



How to Captivate and Engage Constituents with Your Website



5 Secrets of Email Marketing Geniuses



Social Media 101 for Nonprofits



Online Fundraising Best Practices for Nonprofits



Online Tools that Help Nonprofits Learn, Listen & Engage



5 Trends Shaping a New Reality for Nonprofits



Boost Your Fundraising with Multi-Channel Marketing



6 Essential Web Tools to Grow Your Nonprofit



Lori Kadavy

Director, Nonprofit Education & Outreach

✉ lori.kadavy@firespring.org

☎ 877.447.8941 ext. 1058

 **Firespring.org**



Let's connect on LinkedIn.

LinkedIn

Jay Wilkinson

500+ connections

Geek with social skills | Entrepreneur | Angel Investor | Author |
Firespring CEO

Lincoln, Nebraska Area | Marketing and Advertising

Current	Firespring, PaymentSpring, Launch Leadership Foundation
Previous	Cornerstone Print & Marketing, AlphaGraphics of Nebraska, Campus Connection
Education	Massachusetts Institute of Technology - Sloan School of Management
Recommendations	12 people have recommended Jay
Websites	Firespring Cornerstone Print & Marketing NE Angels

Join LinkedIn and access Jay's full profile. It's free!

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- See who you know in common
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Summary

Jay Wilkinson is a lifelong entrepreneur. Before graduating from college, he started 8 businesses, most of which failed miserably. He eventually caught on, and in 1986 helped launch Campus Connection magazine in NYC which expanded to 350 campuses all over the US.

After selling the magazine in '92, Jay moved back to Nebraska to open an AlphaGraphics printshop which subsequently broke the record for the 350-store franchise as the fastest to reach \$1MM in annual sales. The printing company has been listed by Printing News magazine as one of America's 100 largest rapid-response printshops every year since 1996.

In 1996, the printshop launched a website design division which eventually landed the Backstreet Boys Band website. It knew from that point on, they'd always "Want it That Way" and in 2001, spun-off to create Firespring.

Today, Firespring has more than 250 team members and thousands of clients all over the world. It was the 1st Certified B Corp in Nebraska and was named by Inc. Magazine as one of the Top 50 Small Company Workplaces in America.



Jay Wilkinson



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Lori Kadavy

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THANK YOU to



Thank you for joining us today.

... and the survey says!?

Jay
Wilkinson



Jay
Wilkinson



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