

# Social Networking for Gifts

*How to Multiply Your  
Donor Relationships*



# Rise in Online Giving

Giving: More growth than declines

- 88% saw rise in online giving

## Blackbaud 2010 Online Giving Study

- 35% overall growth
- 7.6% total fundraising online
- 20% growth for small charities

# Growth of Social Media

## Fundraising Success Magazine Survey

- 90% of charity participants active with some form of social media
- 91% said social media is not a “fad”
- 50% have a social media marketing plan

How do you make the shift to maintain relevance in the new media environment?

# Social Networking Study

## General Conclusions:

- Colleges & universities are trailblazers
- Social media of choice - Facebook
- Average length of use - < 1 Year
- Average frequency of planned giving posts  
1-2 Times Per Month



# Facebook



Find us on  
**Facebook**

# Charities on Facebook

## 2011 eNonprofit Benchmarks Study

(M+R/Nonprofit Technology Network)

- 15,053 average users (fans or likes)
- 14% average user growth per month
- Wildlife/Animal Welfare Organizations page action rate twice as high as average

# Communicate with "Friends"

## Palm Beach Atlantic University

**facebook** Search Home Profile Find Friends Account ▾

**Palm Beach Atlantic University** Like  
Organization · West Palm Beach, Florida

**Wall**  
Info  
Photos (5)  
Video  
**About PBA**

1,435 people like this

**Likes**

- Palm Beach Atlantic University Alumni
- PBA Parents
- The Gallery
- Tenth Avenue North

**GRIME SCENE**  
Look What's New! You Can Become a CSI at PBA! [Learn More](#)

**PBA Students Spend Spring Break Abroad Helping Others** [Learn More](#)

**Featured News** [More News](#)

**Featured**  
**Cadmin, Try Friend Finder**  
Find friends the easy way using the automatic friend finder.  
Your Email  
Email Password  
**Find Friends**  
Facebook won't store your password.

**Sponsored** Create an Ad

**Pierce Wealth Partners**  
Please visit our page & like us today We are a direct hard money lender offering bridge loans secured by real estate nationally  
Like · 6 people like this.

**Sheen-anigans Anyone?**  
artsurfsoul.com  
Sheen is in the GREEN!

**Kickball in Newbury Park**  
kickball.com  
Registration is now open for Newbury Park Winter 2011 adult kickball league! Best Parties. Best Games. Best Friends. KICKBALL.COM

**Free for Women**  
womanfreebies.com

# Share "Gift" Concepts

## Texas A&M Foundation



1982-2011

### Texas A&M Foundation

"As many times as we sing 'The Spirit of Aggieland' through the years - through the year, actually, at each event - it still gets to me. Sometimes I have to swallow hard." - Sara Schwierzke




### Aggie Spirit Runs Deep

[www.youtube.com](http://www.youtube.com)

Perry and Sara Schwierzke's deep Aggie roots have shaped their lives, their family's future and the future of Texas A&M. This is a shortened version of their story. Watch the full-length video here:

<http://www.youtube.com/watch?v=b1q4AfczGj8>

 January 15 at 2:39am · Share

 8 people like this.

 View the comment

# Feature Gift Options: CGA

## Texas A&M Foundation



### Texas A&M Foundation

A poem from Mark Browning '88, one of our gift planning officers:  
The rate of charitable gift annuities is great  
The economic roller coaster will not crater my estate  
The tax benefits are prudent  
I can help a future student

...

[See More](#)



### How You Can Give - Gift Annuity [bit.ly](#)

Are you looking for a secure source of fixed payments for now and into your future? You may be tired of living at the mercy of the fluctuating stock market. A possible solution is a charitable gift annuity.

November 17, 2010 at 10:01am · [Share](#)

5 people like this.

[View the comment](#)



# “Friend” Heritage Society

## Chapman University - Heritage Society Page



**Charles C. Chapman**  
HERITAGE SOCIETY

Wall

- Info
- Photos
- Discussions
- Notes

**186**  
people like this

Create a Page  
Report Page  
Share

### Charles C. Chapman Heritage Society

Non-Profit Organization



Wall Everyone · Charles C. Chapman Herita...



**Charles C. Chapman Heritage Society**  
- REAL-LIFE ESTATE PLANNING BLUNDER  
Like most people, Andy and Debra, both age 56, have been through hardships— Andy has been on disability for 10 years because of debilitating arthritis. But nothing shocked them quite like the moment when Debra, who had been able to work full time as a receptionist at a credit union, was diagnosed wit...  
[See More](#)

**Real-Life Estate Planning Blunder**  
[www.plan.gs](http://www.plan.gs)  
Like most people, Andy and Debra, both age 56, have been through hardships— Andy has been on disability for 10 years because of debilitating arthritis. But nothing shocked them quite like the moment when Debra, who had been able to work full time as a receptionist at a credit union, was diagnosed wit...

February 21 at 8:29am · Like · Comment



**Charles C. Chapman Heritage Society**  
- ANSWERS TO YOUR ESTATE QUESTIONS  
Enhanced by his in-depth knowledge of the university, David helps friends of Chapman to leave their legacy and make an investment in the future through tax-advantaged estate planning tools. David is glad to answer questions and/or make appropriate referrals of estate attorneys. Read more at <http://www...>  
[See More](#)



**Who can you ask questions about estate planning?**  
[www.plan.gs](http://www.plan.gs)  
David B. Moore works with alumni and friends of Chapman University to plan their legacy.



# Feature Gift Types: Real Estate

## Chapman University



### Charles C. Chapman Heritage Society


- PROS AND CONS OF LIVING TRUSTS

Learn the up and downsides of a living trust in estate planning at <http://www.plan.gs/Article.do?articleId=13214&orgId=43>.

#### Pros and Cons of Living Trusts

[www.plan.gs](http://www.plan.gs)

Should you have a living trust? Take a quick read of this article for added insight.

 February 10 at 5:19pm · Like · Comment



### Charles C. Chapman Heritage Society

- MAKING A GIFT OF REAL ESTATE TO CHAPMAN UNIVERSITY

Imagine avoiding the hassle of selling a piece of property, with no worry about getting a fair price and at the same time realizing valuable income and estate tax deductions. This can be your reality when you consider using real estate to make a charitable gift to Chapman University...


[See More](#)



#### Gifts of Real Estate

[www.plan.gs](http://www.plan.gs)

Donating a home or other piece of real estate eliminates the capital gains tax that would be owed if you were to sell it.

 February 3 at 8:33pm · Like · Comment

# Feature Gift Types: Securities

## Marquette County Community Foundation



### Marquette County Community Foundation



Many, many individuals have been contacting Foundation recently about gifting stocks and bonds to endow their favorite charities. This is such a fantastic idea as it can save a large sum in capital gains for the donor and can ensure that important services stay in Marquette County for ever!



### What You Can Give - Stocks & Bonds

[www.mccflegacy.org](http://www.mccflegacy.org)

A gift of appreciated securities, including stocks or bonds, is an easy way for you to make a gift. Here are some of the potential benefits:

February 28 at 5:35pm · Share

Fremont Area Community Foundation likes this.



**Lisa Coombs-Gerou** I am so glad the YMCA Endowment is with the Community Foundation! Thanks for all your great work to strengthen our community!

February 28 at 6:14pm

# Link to Online Planning Tools

## Marquette County Community Foundation



### Marquette County Community Foundation



Visit the Marquette County Community Foundation's Planned Giving website to learn more about developing your will and/or trust documents; the website has videos and illustrations that can help you plan to take care of your loved ones.

#### Planned Giving Home

[www.mccflegacy.org](http://www.mccflegacy.org)

October 5, 2010 at 5:25pm · [Share](#)



### Marquette County Community Foundation

According to a recent survey, nearly 70% of Americans do not have a will in place. Please protect your loved ones and all that you have worked for and download the Planning for the Future Guide to Planning Your Will and Trust from our website today!



### Marquette County Community Foundation

[www.marquettecountycommunityfoundation.org](http://www.marquettecountycommunityfoundation.org)

October 4, 2010 at 9:47pm · [Share](#)

# Link to Online Planning Tools

## Marquette County Community Foundation



### Marquette County Community Foundation

Now may be a great time to sign a new or updated will. We can provide you with a Will and Trust Planning Guide to help you protect your estate and family. Please call 906.226.7666 to request your free "wills kit". Or go online to [www.marquettecountycommunityfoundation.org](http://www.marquettecountycommunityfoundation.org) and download the wills kit. On our web site you can also watch a helpful video about wills planning!

[www.marquettecountycommunityfoundation.org](http://www.marquettecountycommunityfoundation.org)

www.\_\_\_\_\_.org

March 25, 2010 at 7:13pm · Share

# Highlight Donor Stories

## Children's Hospital of Orange County



**CHOC Children's** CHOC is so grateful to Mr. Robert Tidwell for his transformational gift of \$30 million in support of our "Change CHOC, Change the World" campaign.



### **Children's Hospital of Orange County Receives Largest Gift in Hospital History**

[chocchildrens.porternovelli.com](http://chocchildrens.porternovelli.com)

Children's Hospital of Orange County Receives Largest Gift in Hospital History.

📅 February 24 at 9:18am · Like · Comment

👍 Giselle Buensuceso Gray, Susan Resi-cowles, Heather Behr-Saben and 92 others like this.

💬 View all 15 comments



**Mike Wayne** An amazing legacy! Mr. Tidwell's incredible generosity will help so many sick children in Orange County. From the parents of one of those children ... Thank you!

February 24 at 9:53pm



**Christine Wayne** What an amazing gift!!!

February 24 at 9:58pm

# Advertise Donor Events

## Hebrew Home of Greater Washington



### Hebrew Home of Greater Washington

Owning a home can be a comfort -- or a tremendous burden. The option of selling it can potentially leave you with a large tax burden. If this describes your situation, A New Twist: Use Your Home to Help the Hebrew Home, can be the perfect educational event for you. It will take place in the Board Room of the Wasserman Residence on December 16th @ 11 a.m. at no charge. Please RSVP to reserve a seat: 301.770.8342

December 13, 2010 at 10:46pm



# Advertise Donor Events

## Fort Hays State University Foundation



### Fort Hays State University Foundation

FREE Seminar - Preparing to Meet with Your Attorney



Not many people understand the benefits of setting up a trust. There are many benefits of trusts, but the one main benefit is to keep your estate out of probate after your death. Do you know how a trust is created? Is a trust right for you? If you have questions like these, we can help. The FH ...

 February 4 at 6:30am via Posterous · [Read more on Posterous](#)

# Market Advisor Seminars

## Hebrew Home of Greater Washington



### Hebrew Home of Greater Washington

Are you an Attorney? We invite you to join our webinar today at 4:00 p.m. EST. to find out how becoming a GiftAttorney will help you serve your clients. To register, click here: <https://www1.gotomeeting.com/register/781399921>.

### GoToWebinar : Webinars Made Easy. Award-Winning Web Casting & Online Seminar Hosting Software

[www1.gotomeeting.com](http://www1.gotomeeting.com)

Webinars, Web events & Web casting made easy. Set up Webinars quickly and easily for up to 1,000 attendees. Try it free today!

 February 24 at 9:03pm · [Share](#)

# Include a "Give Now" Page

## Texas A&M University Foundation

The image shows a screenshot of the Texas A&M Foundation's Facebook page. The page is titled "Texas A&M Foundation" and is categorized as a "Non-Profit Organization". The main content area features a prominent "GIVE NOW" button. Below this, there is a section titled "Also, be sure to join us on:" with links to YouTube, TexAgs.com, and Twitter. The left sidebar contains navigation options such as "Wall", "Info", "Spirit Magazine", "Campaign", "Give Now", "YouTube", "Photos (7)", "RSS/Blog", and "Events". The right sidebar includes a "People You May Know" section with profiles for Elisabeth Urban and Michael Cecchini, a "Sponsored" section for "Bucket List" (groupon.com) featuring a pig in red boots, and a "Free for Women" section (womanfreebies.com) with a red boot image.

facebook Search Home Profile Find Friends Account ▾

**Texas A&M Foundation** ▸ Give Now Like

Non-Profit Organization

Support Texas A&M with a gift to the Texas A&M Foundation:

**GIVE NOW**

Also, be sure to join us on:

YouTube  
TexAgs.com  
twitter

**People You May Know** See All

Elisabeth Urban  
Add as friend

Michael Cecchini  
Add as friend

**Sponsored** Create an Ad

**Bucket List**  
groupon.com  
365 Things to do in Los Angeles before you die.

**Free for Women**  
womanfreebies.com  
If you're an American Woman; we need you! Companies ask us to

**Give Now**

2,978 people like this

Likes See All

# Write “Give Now” Posts

## Wingate University – Alumni Facebook



### Wingate University



Looking for a great way to give back to Wingate? The Annual Fund supports student scholarships and provides funding for service, global studies and internship opportunities. Open a gateway to success today and give your Annual Fund gift online by visiting our secure website at <https://secure.wingate.edu/alumni-and-friends/make-a-gift/online-giving/give-now/>.



November 2, 2010 at 9:23pm · [Share](#)

3 people like this.

# Launch a Social Media Campaign

## Stetson University "Phil the Pig"



### Stetson University - Georgia Alumni Chapter

Phil the Pig is helping Stetson students engage in philanthropy in support of the annual fund. This week it's a campus scavenger hunt. "Like" Phil's page to follow along! Sponsored by the Stetson University Student Philanthropy Association.



### Phil the Pig

Stetson University introduces Phil the Pig: the newest Stetson philanthropist and mascot for student giving! Feed him, fill him, love him! It's not what you give--it's that you give! You can reach Phil by emailing philthepig@stetson.edu. Page: 160 people like this.

November 8, 2010 at 9:18pm · View Post



### Rachel Miracolo

Can't wait for National Philanthropy Week! And Phil looks awesome! =]

November 4, 2010 at 8:34am

4 people like this.



### Phil the Pig

Why thank you!  
November 4, 2010 at 6:28pm



### Roxanne Krause

YEAH WE HAVE 41 PEOPLE!!!!

October 28, 2010 at 7:58pm



Phil the Pig created an event.



### Phil National Philanthropy Week

Monday, November 8, 2010 at 9:00am  
Stetson University

November 3, 2010 at 8:25pm · Share

# Tips for Facebook

- Vary time and length of posts
- Link posts back to your website (use tiny urls)
- Post pictures/video weekly
- Link to other accounts



# Blogging



# Blog Posting & Access

## Valencia Foundation

VALENCIA FOUNDATION

WHO ARE WE? | GIVING OPPORTUNITIES | PARTNERS | SCHOLARSHIPS | CALENDAR



*"Valencia Foundation's mission is to enhance learning, workforce training and economic development in Central Florida through the support of scholarships, teaching chairs, programs and buildings for Valencia Community College."*

Enrique enjoys helping people with their finances. "I'll be transferring to UCF where I'll get my bachelor's degree in finance and accounting. It's nice to know that there are people who have cared enough to donate to the Foundation."

**>>> GIVE NOW Make a Donation**  
**>>> Faculty & Staff Giving**  
**>>> Board Portal**

**What's New**

- [Now Open! Endowed Chair Process](#)



Rosen Shingle Creek  
Saturday, April 2, 2011



**Foundation Blog**

- [valencia's got talent](#)
- [happy monday!](#)
- [learning day: valencia employees give back to the community](#)
- [Valencia closed Feb 11](#)
- [restaurant sponsors for A Taste for Learning](#)

 [RSS Feed](#)



**Important Information**

- [Tax ID and Bequest Language](#)
- [2006-08 Biennial Report](#)  
*If you would like to receive a copy of the biennial report, please contact the foundation at 407.582.3150.*
- [2010-11 Scholarship Application](#)
- [Planned Giving Resources](#)
- [Check Presentation Pictures](#)
- [A Message from the Foundation President](#)

 [Videos on Demand](#)

[Home](#) | [Who Are We?](#) | [Giving Opportunities](#) | [Partners](#) | [Scholarships](#) | [Calendar](#)  
[Planned Giving](#) | [Contact](#) | [Privacy](#) | [Alumni](#) | [Portal](#) | [FAQs](#)  
Valencia Community College Foundation - 190 S. Orange Avenue - Orlando, Florida 32801  
Phone: 407-582-3150 - Fax: 407-582-3156 - [E-mail Us](#)  
[Valencia Community College](#)

# Highlight Wills & Bequests

## [philanthropy: creating a legacy of learning](#)

Posted on **December 2, 2010** by donna marino



There are other ways to support Valencia, create student scholarships, and enhance education in our community. By naming Valencia Community College Foundation as a beneficiary through a will or amending a will with a codicil, you can make a commitment in support of education with your deferred donation.

Philanthropy has built remarkable college institutions, cured deadly diseases and continues to fund research and facilities dedicated to our health and education. This generosity also funds religious, environmental and social efforts globally and locally.

The truth is that while many are limited by the realities of a day-to-day budget, a little careful planning today makes it possible for almost anyone to do more in the future through a planned gift.

There are other ways to support Valencia, create student scholarships, and enhance education in our community. By naming Valencia Community College Foundation as a beneficiary through a will or amending a will with a codicil, you can make a commitment in support of education with your [deferred donation](#).

Valencia provides an authentic, learning-centered environment with giving, talented teaching and service-oriented professionals who care for and lead students to discover their greatest potential.

If you haven't already, please consider supporting the Valencia Foundation with your learning legacy, your gift makes a real difference for the students we teach and serve every day.

If you would like more information on planned giving, [sample bequest language](#), completing a [legacy gift form](#) or just have general scholarship questions please contact Donna Marino at 407.582.3128 or e-mail [dmarino@valenciacc.edu](mailto:dmarino@valenciacc.edu).

For more than 40 years, Valencia has swung open the doors of learning in Central Florida. We envision a day when no individual in our community is shut out of college

# Highlight Wills & Bequests

## preparing for tomorrow's generations

Posted on September 8, 2010 by donna marino



When economic prospects look dismal it's natural to focus on short-term, rather than long-term, goals. Our foundation board is committed to keeping both horizons in our line of sight so that we can serve today's deserving student and prepare for tomorrow's generations.

*We imagine a community in which family finances never stand in the way of earning a college education.*

As you plan for your family's future, I invite you to use our new web site tools at [www.VALENCIAGIVING.org](http://www.VALENCIAGIVING.org), which may spark some creative thinking about how to maintain your legacy forever.

- Make a bequest pledge that costs you nothing during your life.
- Give a contribution that provides you lifetime income.
- Preserve your estate for your heirs and provide years of income to Valencia.
- Convert surplus life insurance coverage into an endowment.
- Donate appreciated securities and realize larger tax savings than if you had used cash.

I welcome your feedback on our new online resources, designed to help you chart your charitable intentions, which can be found at [www.VALENCIAGIVING.org](http://www.VALENCIAGIVING.org). If you would prefer, our foundation team would be delighted to meet with you to discuss your philanthropic objectives and to explore how you and your family can benefit.

Warmly,  
Geraldine Gallagher, CFRE  
President and CEO



# Promote Stock Gifts

## gifts of stock for students

Posted on July 1, 2010 by donna marino

What will the market do this year? Perhaps the best answer is, "It will go up and down." Stock returns vary to a significant degree each year. However, long-term stock returns have been reasonably substantial.

Between 1990 and 2010, the average stock return was about 6%. While there was a very substantial increase during 1990-2000 and decreases during 2002 and 2008, the total return over two decades was approximately 6%.

Longer holding periods have generally resulted in higher total returns. The total stock return for seven decades between 1940 and 2010 was in excess of 10%. Returns for long periods of time have paralleled this amount.

You can select to support education in our community! Because many stocks have increased in value over time, you may hold stocks with substantial appreciation. If you're considering a major gift or end-of-year gift, a gift of public company stock to support education through the Valencia Foundation provides two major benefits. First, there is a charitable deduction for the value of the stock. Second, the charity does not pay tax on the sale of the stock and you, therefore, bypass the capital gain.

Click [here for a video and example](#) of this process.

Two fairly common reasons for making a substantial gift of stock are that you may have sold an appreciated asset with a large capital gain or you have good income. If you have a large gain or substantial income, you may want to offset that gain or income with a charitable deduction through a gift of stock. Because you receive both the charitable deduction and a bypass of capital gains tax, there is a double benefit for your gift of stock.

### **How to Make a Stock Gift**

If you would like to make a gift of stock to support students through the Valencia



### **Gifts of Stock**

If you're considering a major gift to the Valencia Foundation or planning your end-of-year gift, a gift of public company stock to charity provides two major benefits. First, there is a charitable deduction for the value of the stock. Second, the charity does not pay tax on the sale of the stock and you, therefore, bypass the capital gain.

# Advertise Legacy Society

## [giving opportunities: legacy society](#)

Posted on June 24, 2010 by donna marino



If you have already included Valencia Foundation in your estate plan, please contact the foundation at (407) 582-3128 to become a part of the Valencia Legacy Society.

### **Valencia Legacy Society**

There are other ways to support Valencia, create student scholarships, and enhance education in our community. By naming Valencia Community College Foundation as a beneficiary through a will or amending a will with a codicil, you can make a commitment in support of education through your [future donation!](#)

If you would like more information on planned giving, [sample bequest language](#), completing a [legacy gift form](#), or just have general scholarship questions please contact Donna Marino at 407.582.3128 or e-mail [dmarino@valenciacc.edu](mailto:dmarino@valenciacc.edu).

Your generosity matters to students now and in the future. Consider the words of the Honorable Charles D. Gill "There are many wonderful things that will never be done if you do not do them."

If you have already included Valencia Foundation in your estate plan, please contact the foundation at (407) 582-3128 to become a part of the Valencia Legacy Society.

Filed under: [community](#), [donors](#), [philanthropy](#), [Planned Giving](#), [random thoughts](#), [scholarships](#), [stewardship](#), [Valencia Community College](#), [Valencia Retiree Connection](#) | Tagged: [bequest](#), [community](#), [gratitude](#), [linkedin](#), [Planned Giving](#), [Valencia Community College](#), [Valencia Foundation](#) | [Leave a Comment »](#)



# Feature Donor Stories

## donor spotlight: Bruce Williams

Posted on **April 7, 2010** by donna marino



A member of The President's Circle, Bruce joined the foundation board in 2006 and serves as one of Valencia Foundation's capital campaign leaders, helping to jump start a \$20 million campaign by first making his own major gift, the largest of all board members.

A company is only as strong as its leadership, and at the helm of Williams Company is Bruce Williams, chairman of the company.

Actively involved in the Orlando community his entire life, Bruce Williams learned from an early age that in order to live in an enriching society, he would have to take an active part in creating and fostering enrichment. The view makes philanthropy a priority in his family-owned firm and his own family – every member of the Williams family donates annually to Valencia, and the Williams Company can be counted on to support the foundation's events and fundraising efforts.

Bruce and the Williams Company have been giving to the foundation since 1987. In 2006, he made a \$250,000 commitment to support scholarships for students with financial need.

He also supports the many networking relationships Valencia Foundation has with

community organizations that help raise funds for student scholarships. The Williams Company has participated in several of the American Institute of Architects (AIA) Orlando's annual golf tournaments, and Bruce is always willing to leverage relationships with vendors to increase participation in fundraisers for Valencia.

Bruce's innovative approach is also visible in his professional work. Williams Company was awarded first place in the Florida Educational Facilities Planners' Association Inc. 2006 Architectural Showcase, teaming with HuntonBrady Architects for their work as the builders of the Valencia Community College Health Sciences Building. The award was based on an innovative response to an educational program, aesthetics and use of materials, flexibility for community use, technology provisions and barrier-free accessibility.

# Tips for Blogging

- Build readership through regular posts
- Advertise on your website and email
- Link posts to your website
- Link to other accounts to increase information distribution

# Twitter



# Event Promo and Sign-up

## Hebrew Home of Greater Washington

Stay tuned for photos from our Centennial Gala!

Tuesday, December 14, 2010 1:04:21 PM via web

A New Twist: Use Your Home to Help the Hebrew Home, will take place in the Wasserman Board Room on 12/16 @ 11 am. RSVP today: 301.770.8342

Monday, December 13, 2010 10:51:04 AM via web

Happy Chanukah to all!

Wednesday, December 01, 2010 12:17:13 PM via web

# Event Promo and Sign-up

## Atlantic General Hospital

AGH ACCEPTS DONATIONS FROM PARK PLACE JEWELERS

<http://tinyurl.com/2wef44o>

7:02 AM Jan 10th via web

Update: Penguin Swim <http://tinyurl.com/37ntfms>

7:01 AM Jan 10th via web

Penguin Swim photos are up. check them out

[www.facebook.com/atlanticgeneralhospital](http://www.facebook.com/atlanticgeneralhospital)

1:40 PM Jan 5th via web

17th Annual Penguin Swim - Delmarva 47 News <http://t.co/zxvsYtY>

via [@AddThis](#)

10:50 AM Jan 4th via Tweet Button



# Tips for Twitter

- Use it for instantaneous communications
- Advertise events and link to online sign-up
- Link tweets to your website
- Link to other accounts to increase information distribution







# LinkedIn




# Build Your Electronic Portfolio

## Crummer School at Rollins College



**Donald Hale**   


Director of Alumni Relations and Development at Crummer Graduate School of Business  
Orlando, Florida Area | Higher Education

**Donald Hale** Wharton School professor of leadership, Stuart Friedman, will be on campus on 3/23 to speak to alumni & students. See <http://bit.ly/hwAqQE> via Twitter 



50 minutes ago • Like • Comment • Send a message • See all activity

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**Current**

- **Director of Alumni Relations and Development - Crummer School at Rollins College** 

**Past**

- Director of Development at Florida Bar Foundation
- Senior Director of Development and Alumni Affairs at University of Florida Levin College of Law 
- Associate Director of Development and Alumni Affairs at University of Florida College of Pharmacy 

[see all...](#)

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**Education**

- The Catholic University of America
- Saint Meinrad College
- Bishop Moore High School

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**Recommendations** 7 people have recommended Donald

---

**Connections** [500+ connections](#)

---

**Websites**

- [Company Website](#)

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**Twitter** [MBAAJumDirector](#)

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**Public Profile** <http://www.linkedin.com/pub/donald-hale/4/181/171>

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[Is something missing? Suggest a profile update.](#)

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**Summary**


To broaden the base of private funding from among Rollins MBA alumni, friends, corporations and foundations to support graduate business students and faculty members.

**Specialties**

Major Gifts, Capital Campaigns, Annual Fund, Special Events

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**Experience**


**Director of Alumni Relations and Development - Crummer School**  
[Rollins College](#) 




[Send a message](#)

[Recommend this person](#)

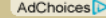
[Forward this profile to a connection](#)

[Search for references](#)

[Save Donald's Profile](#) 


   [Report profile photo as...](#)


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**Donald's Activity**

**Donald Hale** is now connected to [Steve Garner](#), [Samantha Novick](#), and 1 other person.  
24 minutes ago


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**Donald Hale** Wharton School professor of leadership, Stuart Friedman, will be on campus on 3/23 to speak to alumni & students. See <http://bit.ly/hwAqQE> via Twitter   
50 minutes ago • Like • Comment • Send a message


---

**Donald Hale** Two weeks from tonight Rollins MBA alumni will be taking over Winter Park, Florida for the alumni reunion. RSVP: <http://bit.ly/BWvs3n> via Twitter   
54 minutes ago • Like • Comment • Send a message

---

**Donald Hale** RT [@gatesfoundation](#) : Blog: State Budgets & #Education Spending: [@BillGates](#) on why we all must get involved: <http://bit.ly/hXmpcW> via Twitter   
5 hours ago • Like • Comment • Send a message

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**Donald Hale** RT [@ClaireD](#) : Announcing the "Twitter for Good: At SXSW and Beyond" session at SXSW on 3/14 at 12:30. Info and RSVP: <http://ht.ly/4865K> #sxsw #sxswgood via Twitter 

# Tips for LinkedIn

- Locate supporters through sorts by name, affiliation and region
- Fill-in database contact information
- Prospect/make new connections
- Update connections (link to other accounts – Facebook, Twitter, blogs)

# What is Your ROI?

- Use Facebook insights, Hootsuite and other online tracking tools
- Follow-up with past donors and prospects who engage with you
- Visit Beth Kanter blog  
[http://beth.typepad.com/beths\\_blog/roi/](http://beth.typepad.com/beths_blog/roi/)

**Thank You!**

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