

Below please find suggested copy for remaining promo and attendee emails as well as suggested social posts. The social posts should be leveraged by Charity Dynamics corporate accounts as well as individual team members.

EMAIL

Promo Email

Subject: Digital Trends Webinar: What to Watch for in the 2017 Digital Landscape

Dear <NAME>,

Non-profit is still a space where organizations and leaders have not taken full advantage of the digital tools available to increase revenue and engagement. In an environment that is constantly changing, it can be difficult to know which tools are still relevant, which are old news, and which are just on the horizon.

Come join Charity Dynamics' Dolores McDonagh (Principal Consultant) in tomorrow's webinar: the 2017 Digital Trends Webinar, as she explains the current landscape, the four big trends to watch for, and how exactly to respond to this wave of oncoming change.

<CTA Registration Buttons >

Promo Email #2

Subject: Digital Trends Webinar: Can You Guess What's on the Horizon for 2017?

Digital fundraising and demands on program leaders are constantly changing. Shifts in donor interests, organizational priorities and new innovations make it time again to assess our strategy and plans for 2017 and beyond.

Join us online on <<<date and time>>> with Dolores McDonagh (Principal Consultant) when she outlines the best practices you need to succeed and pitfalls you can avoid in the ever evolving digital and non-profit landscape.

<CTA Registration Buttons >

Follow us on our Twitter, Facebook and Instagram for more details!

Promo Email #3

Subject: Digital Trends Webinar: Navigating the Metaphorical Iceberg Before It's Too Late

You'll be surprised at how much you can learn in an hour. Get the latest insight in nonprofit strategy, online fundraising and advocacy with our 2017 Digital Trends. Follow along with Dolores McDonough as she explains the current state of our digital landscape, the four major upcoming trends, and how to successfully navigate through 2017.

Viewers will gain new knowledge and actionable ideas for moving their programs forward. With Dolores' help, there won't be anything you can't prepare for. RSVP today!

<CTA Registration Buttons >

Follow us on our Twitter, Facebook and Instagram for more details!

SOCIAL

LinkedIn

- Join us on <<Date and time>>for our Digital Trends webinar to understand how to take full advantage of the digital tools available to increase revenue and engagement in this changing landscape. Start the conversation early by commenting below with the biggest barriers you've experienced in leveraging technology and digital trends for success in your organization.

Register now!





Facebook

- Want to know what's "hot" and what's "not" for the 2017 digital landscape? Join us on our webinar <<<date and time>>> to map out upcoming digital trends and just how to prepare for the future of fundraising with online platforms. <<<bit.ly address>>





- Join us on <<Date and time>>for our Digital Trends webinar to understand how to take full advantage of the digital tools available to increase revenue and engagement in this changing landscape. Get the latest insights in nonprofit strategy, online fundraising and advocacy. Start the conversation early by commenting below with the biggest barriers you've experienced in leveraging technology and digital trends for success in your organization. <<<bit.ly address>>
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Twitter

- Looking for expert insight into the changing digital landscape? Register today for our #DigitalTrends17 webinar to stay ahead of the game.



A green rectangular graphic with a black lightbulb icon on the right side. The text is arranged as follows: '2017' in large black font at the top left; 'Digital Trends Webinar' in large black font below it; 'April 2017 Live Register Today!' in black font at the bottom left; and 'charity DYNAMICS' in a light blue and grey font at the top right, partially overlapping the lightbulb icon.

- Hey you nonprofit! Find out how to better leverage technology & digital trends with our #DigitalTrends17 webinar. Register now!
-

Instagram

2017 Digital Trends Webinar



April 2017

Register now!

*charity*DYNAMICS

2017 Digital Trends Webinar



April 2017

Register now!

- Excited for what 2017 means for nonprofit strategy, online fundraising and advocacy? Us too. Check out our #DigitalTrends17 webinar with Dolores McDonagh, coming <<<date and time>>> Registration link in bio.
 - Got an idea about where you think the digital landscape will go in 2017? Send us a picture of your best thinking face with the #DigitalTrends17 and we'll post 'em! Be sure to check out our 2017 Digital Trends webinar on <<<date and time>>. Registration link is in the bio.
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Additional Copy Resources for Use as Applicable

ENEWSLETTER COPY

2017 Digital Trends Series

Join Dolores McDonagh as she discusses on the upcoming trends in today's dynamic digital and non-profit landscape on our #DigitalTrends17 webinar on <<<date and time>>>

<CTA Button> RSVP TODAY

PROMOTIONAL COPY

(Use as needed for website, landing pages, email templates)

Digital fundraising and demands on program leaders are constantly changing. Shifts in donor interests, organizational priorities and new innovations make it time again to assess our strategy and plans for 2017 and beyond.

Join us online on <<<date and time>>> with Dolores McDonagh (Principal Consultant) when she outlines the best practices you need to succeed and pitfalls you can avoid in the ever evolving digital and non-profit landscape.

WHAT'S IN STORE?

You'll be surprised at how much you can learn in an hour. Get the latest insight in nonprofit strategy, online fundraising and advocacy. With Dolores, you discover the current state of our digital landscape, the four major upcoming trends, and how to successfully navigate through 2017.

WHO SHOULD ATTEND?

Our webinar has something for all non-profit stakeholders, especially Program Directors, Team Leaders and Managers who are responsible for:

- Accelerating growth in online fundraising channels
- Improving the effectiveness of peer-to-peer programs
- Increasing engagement with donors, sponsors and ambassadors
- Strengthening engagement, advocacy initiatives and partnerships

WHAT WILL PARTICIPANTS GAIN?

In short, participants will gain new knowledge and actionable ideas for moving their programs forward. With Dolores' help, there won't be anything you can't prepare for. RSVP today!



WHO'S WHO?

Our April panel will be presented by Dolores McDonagh. Dolores has over 25 years experience helping individuals change the world — one donation at a time. As a direct response fundraising consultant, she crafted and implemented numerous strategic fundraising programs for environmental, cultural and educational institutions. A veteran of numerous online campaigns, including marketing partnerships with corporations and local affiliates, Dolores has a proven track record of creating and implementing integrated campaigns that move the needle for organizations. She holds a BA in American History from Brown University, where she first logged on to the World Wide Web (to play a Star Trek game) in the late 1970's.

If you have questions about the #DigitalTrends17 webinar, contact us today via email at info@charitydynamics.com or by phone at 512-xxx-xxxx. We look forward to seeing you at the event!

** Registrations will be limited to ensure the optimal environment for idea exchange and interaction.*
