



WORLD **VENTURE**[®]

**Communication Tips and
Best Practices**

About this Booklet

We intend this booklet to provide quality information and best practices that will help you fully leverage your communication efforts in your ministry. From print strategy to email, blogs and social media, this booklet will help you craft a favorable approach to supporters and prayer partners alike. Our hope is that with this information, you will be able to communicate effectively with your audiences and spread the good news of your ministry work to a wide range of people which, in turn, spreads the loving spirit of God and His Word to the world.



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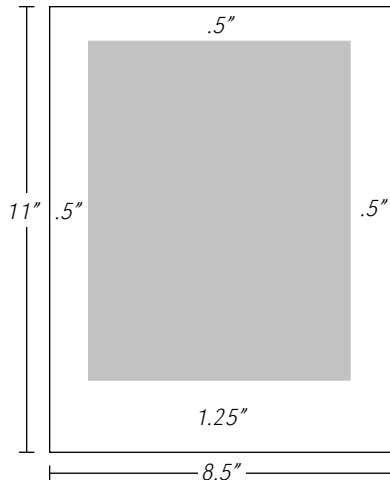
The production (i.e., editing and proofreading) and printing of prayer letters is one of the many services WorldVenture offers to its missionaries. To help better assist you in the process, outlined below are the correct file formats and flow of production for this service.

If you choose to use an outside vendor for your prayer letters, this process does not apply. If you decide to use an outside vendor for production and printing, please send copies to Communications and International Ministry.

Layout

Please use the following guidelines when setting up your document:

- Left Margin: 0.5"
- Right Margin: 0.5"
- Top Margin: 0.5"
- Bottom Margin: 1.25"
- File must be 8.5"x11" (note margins).



Production and Distribution

Your prayer letters are distributed to three separate groups: committed supporters, personal supporters and online.

Committed Supporters

All donors and partnering churches who have made a financial commitment to you will be mailed a prayer letter automatically.

Personal Supporters

Personal supporters are churches and individuals who have expressed interest in your ministry, but are not yet financial supporters. WorldVenture will keep an updated list of these names as they are submitted, but will send labels and a specified number of letters to one person, generally a Prayer Letter Secretary, who would then handle the mailing.

Postage costs will be expensed to your Ministries Account. If you choose a Prayer Letter Secretary to handle this mailing, please provide WorldVenture his or her name and address before you leave for the field.

Recommended File Types

We accept the following file types:

- PDF (recommended)
- OpenOffice.org
- Microsoft Word
- Microsoft Publisher
- Adobe InDesign







When submitting a prayer letter, please provide any fonts and/or photos you would like to use. Photos must be high-resolution.


Send Prayer Letters to:

- PrayerLetters@WorldVenture.com, or
- Newsletters@WorldVenture.com (security sensitive)

Online

Unless otherwise specified through your *Website Release of Information* form, an Adobe Acrobat PDF of your prayer letter is posted to your WorldVenture website under Links & Downloads. You may wish to direct people to your website for an electronic form of your prayer letter.

 Text Document	 Drawing
 Spreadsheet	 Database
 Presentation	 Formula

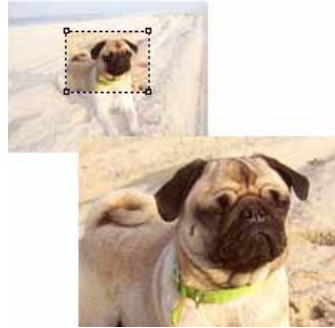


OpenOffice.org tools are free for download, easily compatible, and convert to the recommended PDF format.

Handling Photos

Cropping

When working with photos, it's helpful to keep in mind the impact cropping can have on a picture. Sometimes focusing on one area of a photo can reinforce an entire idea.



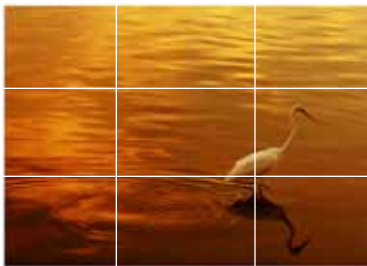
Cropping can make a strong composition stronger.
Photo: Kodak.com

Perspective

Perspective determines how a viewer interprets a photo. Objects that are further away appear smaller, while closer objects are larger. If you want to emphasize something in a photo, keep in mind its perspective in the picture frame.

The Rule of Thirds

The rule of thirds is a compositional rule of thumb that states an image should be imagined as having two lines moving vertically through the image and two lines moving horizontally through the image (think like a tic-tac-toe board). Objects in a photo tend to be more appealing to the eye when placed on these lines or where they intersect. Try to remember this when shooting or cropping your photos.



The rule of thirds is illustrated using this strong composition.
Photo: John Longenecker

Balance

A composition can be made or lost in its balance. To help you achieve a greater balance in photos, think of geometric shapes (e.g., triangles are a great mental guide to encourage a strong composition).

Contrast

Contrast makes a photo stronger. In design, big and small elements, black and white text, squares and

circles, can all create contrast. Contrast is also achieved by the use of different colors. Having elements of a composition different keeps the piece from becoming flat.

Breaking Up Copy

Headers

Generally appearing at the top of a printed page, headers highlight content. Headers are normally found in boldface type or designed, and are larger than the body copy itself.

Subheaders

Subheaders highlight content within content. As you have read down this page, you've followed headers and subheaders to lead you to this particular content.

Magazine style

To create engaging and intriguing content, try to think of copy less like words in a book to words in a magazine. Books are just sentence upon sentence upon sentence, which is nice, but is flat compositionally. Magazine layouts break up copy extremely well and make good use of photos and balance.



Compositionally flat



Compositionally dynamic

Definition

Copyright is a form of protection provided by the laws of the United States (title 17, U. S. Code) to the authors of “original works of authorship,” including literary, dramatic, musical, artistic, and certain other intellectual works. This means that you can not use someone else’s photo or works without giving them credit. Illegally using another person’s work is infringing on their right to make money.

Fair Use Laws

Section 107 of the United States Copyright Act states the various purposes for which the reproduction of a particular work may be considered “fair.” Examples include criticism, comment, news reporting, teaching, scholarship and research.

Factors to be considered are:

1. The purpose and character of the use, including whether such use is of commercial nature or is for nonprofit educational purposes;
2. The nature of the copyrighted work;
3. Amount and substantiality of the portion used in relation to the copyrighted work as a whole; and
4. The effect of the use upon the potential market for, or value of, the copyrighted work.

Common Misunderstandings

Fair use is commonly misunderstood because of its deliberate ambiguity. Here are some of the more common misunderstandings with explanations of why they are wrong:

- **The lack of a copyright notice means the work is public domain.**

Not usually true. United States law in effect since March 1, 1989, has made copyright the *default* for newly created works. For a recent work to be in the public domain, the author must specifically opt-out of copyright.

- **Acknowledgment of the source makes it fair.** Giving the name of the photographer or author may help, but it is not sufficient on its own. While

plagiarism and copyright violation are related matters—both can, at times, involve failure to properly credit sources—they are not identical. Plagiarism—using someone’s words, ideas, images, etc. without acknowledgment—is a matter of professional ethics. Copyright is a matter of law, and protects exact expression, not ideas.

- **Fair use interpretations, once they are made, are static forever.**

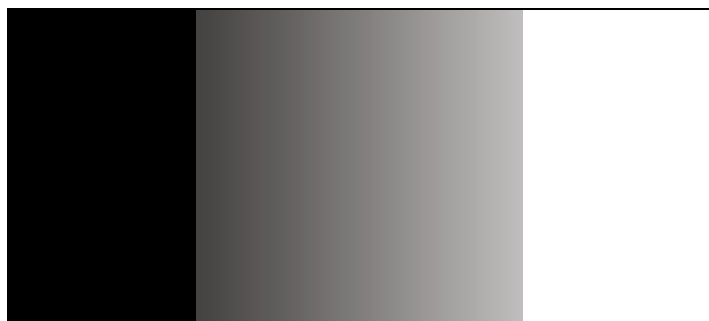
Fair use is decided on a case by case basis, on the entirety of circumstances.

YouTube and Copyright Infringement

YouTube is a popular platform that has become a hotbed of copyright infringement issues. Many missionaries like to create videos that include Christian music. However, again it is a case-by-case basis on whether a video violates copyright law.

Keep in mind when using Christian music the portion(s) of music you are using and what it is being used for. It is not uncommon for videos to be pulled from the site when they include a song used in its entirety.

Being as original and creative as you can will not only enhance your concepts and communication, but will also steer you away from trouble. If a work is *all* yours, there’s no need to worry about copyright—you own it!



Copyright and Fair Use can best be illustrated as a grayscale. There is a black area, white area, and a large gray area. It is best to educate yourself on these topics and make wise decisions on a case-by-case basis.

Resources: U.S. Copyright Office, Wikipedia.org, YouTube.com
<http://en.wikipedia.org/wiki/Copyright>,
http://www.youtube.com/t/howto_copyright

Alternatives to Prayer Letters

Great Tools for a Single Touch



Postcard Services

Prayer postcards are unique in the fact that they can be designed by you and mailed to a list of your choosing, or they can be sent directly to you. Recommended vendors are listed below.

ExpressCopy.com

ExpressCopy.com provides a simple printing and mailing service. Once submitted, your order will be processed within 24-48 hours. The chart below details products and pricing.

Size	Quantity	First-Class™ Mail	Standard Mail
Regular 4.25 x 5.4"	50 - 99	\$.59	
	100 - 249	\$.54	
	250 - 499	\$.53	
	500 - 999	\$.51	
	1000 - 2499	\$.49	NA
	2500 - 4999	\$.48	(where USPS regulations)
	5000 - 9999	\$.47	
Jumbo 5.5 x 8.5"	50 - 99	\$.95	\$.90
	100 - 249	\$.84	\$.75
	250 - 499	\$.83	\$.74
	500 - 999	\$.82	\$.73
	1000 - 2499	\$.80	\$.71
Panoramic 5.75 x 11.25"	50 - 99	\$ 1.20	NA
	100 - 249	\$.95	\$.85 (min. 200)
	250 - 499	\$.94	\$.85
	500 - 999	\$.93	\$.83
	1000 - 2499	\$.91	\$.81
	2500 - 4999	\$.90	\$.79
	5000 - 9999	\$.88	\$.78
Giant 8.5 x 11"	200 - 4999	\$ 1.34 (min. 500)	\$ 1.19
	5000 - 19,999	\$ 1.19	\$ 1.09
	20,000 - 49,999	\$ 1.11	\$ 1.01
	50,000+	\$ 1.09	\$.99

Pricing chart: ExpressCopy.com. Pricing varies, so it is best to identify your particular needs before selecting a provider.

NextDayFlyers.com

NextDayFlyers.com is a service similar to ExpressCopy.com. Offering a variety of products from greeting cards to magnet calendars, NextDayFlyers is another option for a single touch.



Screenshot: NextDayFlyers.com. When placing an order for a particular product, NextDayFlyers will calculate the cost for you, depending on your selection of features. Shown in this example is an order for 100 4"x6" postcards, full-color on 14 pt cardstock.

e-Touches

Electronic touches are ideal for a single touch. Simple, fast, and effective, these types of connections are great ways to let people know what you're up to and to let them know that their support and encouragement are greatly appreciated.

SmileBox.com

SmileBox is a free application that is used to create photo-based items, such as cards or scrapbooks. It is a simple and personal way to share moments with others. Items can be e-mailed, posted to Facebook and/or your blog, burned to a disc or printed.



Example of a SmileBox e-postcard.

JibJab.com

If you're looking for an element of humor in the way you reach people, JibJab.com is a great resource. E-cards, videos and photos are even able to be customized to "star you" and are great for a single touch.



Generic JibJab e-card.

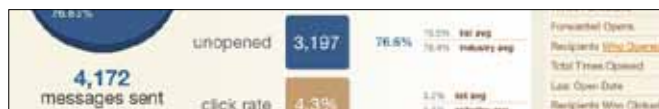
Email marketing has emerged as a very powerful medium of communication in contemporary society. An overwhelming majority of people have email addresses, and this fact illustrates the very strategic opportunity for communicating with supporters. MailChimp.com has proven to be a premier service, both financially and in ease of use, and it is WorldVenture's recommendation for any missionary who wishes to utilize mass email.



WorldVenture favors MailChimp when it comes to mass email.

MailChimp.com Features

1. Reports and Analytics



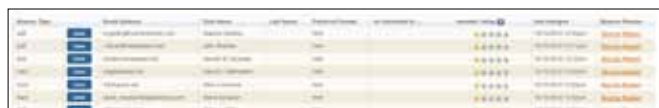
Easily track opens, bounces and unsubscribes, view graphs and social integration data, strategize campaigns, download reports to an Excel spreadsheet, and even view where in the world people are opening your emails.

2. Deliverability



Among other actions, MailChimp maintains hundreds of IP address and also has a human review team. With one click, you can scan your emails and see items that may cause deliverability problems. All these features help keep you in the inbox and not the spam folder.

3. Bounce Detection



email	bounce type	status
...

MailChimp will track email "bounces." These are messages that can't be delivered, and MailChimp will inform you of these and unsubscribe hard bounce addresses, which helps you maintain a targeted list.

4. Embeddable Subscribe Tools

Signup Form Link Code

Code to add a link to your signup form on your website.

With MailChimp, you have the ability to offer people an option to subscribe to your messages. For instance, if you have a blog, you can embed a subscribe tool. This is great for leveraging social networking to your advantage.

5. GeoMaps



Where in the world are the people who read your emails? GeoMaps will visually show you where all those opens and clicks come from.

6. Templates



MailChimp offers design templates and color schemes so that your email will look the way you want it to look. Color printing may cost extra money, but color emails don't! Be unique and let your readers know that there is a person on the other side of the email!

7. Social Networking Integration



When an email has been sent, you can choose to link Facebook, Twitter and other sites to let people know that you've just sent a message. In addition, you can also automatically display your Twitter and Facebook profiles in your newsletter, and even add a Facebook "Like" button to your campaigns.

8. Easy bulk distribution



It is very simple to distribute a message to many people. Mass email providers allow you to upload a list of contacts and send a message to that list. The email is sent instantly—no need for postage or waiting for the message to be delivered via “snail mail.”

Other Providers

iContact.com

ConstantContact.com

VerticalResponse.com

Notes About Subject Lines

The best email subject lines are short, descriptive, and provide the reader with a reason to explore your message further. Attempts to stand out in the inbox by using splashy or cheesy phrases will invariably result in your email being ignored.

For this study, MailChimp analyzed the open rates for over 200 million emails. Open rates ranged from an amazing 93% to a dismal 0.5%. Many additional factors affect how an email is viewed such as frequency, sender, and the nature of the message. Personal messages are at the top of the interest scale, followed by affiliations and timely news. At the other end of the scale are stale newsletters, requests for money and offers that are too good to be true.

Three Words to Avoid

Email marketers are familiar with words such as “free” which are generally to be avoided in emails since they tend to trigger spam filters. We identified innocuous words that won’t trigger a spam filter, but will negatively affect your open rates. They are: Help, Percent off, and Reminder.

Localization Helps

Another finding: personalization such as including a recipient’s first name or last name does not significantly improve open rates. Providing localization, such as including a city name, does help.

Newsletter Half Life

Newsletters tend to start with high open rates, but all experience some reduction in time. The challenge to the

newsletter writer is to keep the content fresh. Repeating the exact same subject line for each newsletter accelerates the drop in open rates. Ideally each new campaign should provide a clear indication in the subject line of what is inside.

Subject Line Length

The general rule of thumb in email marketing is to keep your subject line to 50 characters or less. The exception was for highly targeted audiences where the reader apparently appreciated the additional information in the subject line.

The From Line

The From information can be as important as the subject line. As a best practice the From and Subject line should work in tandem. The From line should communicate who you are as the sender. As much as possible this entry should not change and should concisely convey who you are. Save any humorous phrases or concepts for the subject line.

Promotional Emails

By their very nature, promotional emails tend to not perform as well as emails where the reader has a high level of emotional affinity or expects valuable and timely information. Within the category of promotional emails, the same basic rules apply. Keep the message straightforward and avoid using splashy promotional phrases, CAPS, or exclamation marks in your subject lines. Subject lines framed as questions can often perform better.

List Quality & Frequency

Two additional factors that are difficult to track but can have a big impact on open rates are list quality and frequency. Email marketers that build high-quality lists where readers know what they are going to receive enjoy the best open rates. If you start with a good list but send too frequently, open rates drop precipitously.



Resource: MailChimp.com

<http://resources.mailchimp.com/>

<http://www.mailchimp.com/support/videos/>

<http://www.mailchimp.com/page/deliverability/>

http://www.mailchimp.com/articles/best_practices_in_writing_email_subject_lines/

How to Get Your Email Read

Best Practices



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Generally, it takes the average email reader 2.5 seconds to determine whether a message will be read or go in the trash. Additionally, many savvy email users now check emails via a phone or other handheld device, which can impact the ability to view lengthy or poorly formatted emails. By leveraging these best practices, you will be able to attract attention and have a better chance of getting your e-mail read.



There's no point in sending an email if it's not well-positioned to be read.

Key Things to Keep in Mind

- **Create descriptive and informative subject lines**
An email recipient is likely to make a quick decision about which emails to read and it will be largely based on the email subject line, so the text should be to the point and enticing.
- **Design email for HTML and text-based email readers**
- **Use images and graphical content wisely**
- **Keep emails brief and to the point**
- **It is imperative to include an opt out method in your mass emails**
Failing to do so is in violation of the CAN-SPAM Act of 2003

Best Practices

- **Avoid follow-ups, ask for a brief feedback — one word “soon” is enough.**
Since you don't know whether your e-mail is delivered or not, don't assume that it is delivered. However, don't send a follow-up in doubt; follow-ups which usually include the copy of an original e-mail aren't effective and get on recipients' nerves. Instead, ask the recipient in the first message to send

you a brief note that your e-mail was received. For instance, ask to write back “soon”, “got it” etc. once they've received the e-mail — indicate that no further comment or instant reply to your mail is necessary.

- **Don't attach large files to your first e-mail.**
Instead, provide the detailed information on where the large files can be found on your personal website. Compressed files (.zip, .tar etc.) and images are still strong signals for spam detection algorithms.
- **Use a consistent senders' name and email.**
Make it easier for your recipients to recognize you. For example, don't change from “Max Mutermann” to “Mr. Max”. Also, don't change your e-mail suddenly. Once your recipient has mistakenly considered and reported your message as spam, you are likely to never be able to contact them again.
- **Never put a link before important information.**
Once the recipient has clicked upon the link you've provided and landed on some page he/she has no information about, you're lost. Many recipients might not get back to your message and report you as spam.
- **Snail mail is bulletproof.**
If possible, follow-up on your e-mail with a “snail mail” version sent to the real postal address (This would be a great time for a prayer postcard or even an e-touch!). This is a great way to establish contact and stay in touch with a person! Reference the e-mailed version you sent (including the date, time, and subject if possible).
- **Avoid fictional or irrelevant sender's name.**
Communicate with your recipient personally. Instead of nicknames or titles, use your first and last name. Notice that spam-filters catch e-mails without sender's name (or with an empty name). The sender's name shouldn't include numbers or symbols other than your actual name. Instead of “no-reply@yourdomain” or “admin@yourdomain” provide your readers with concrete and short contact information, e.g. “Max Mustermann” . The “reply-to” field shouldn't be empty.

Resource: Smashing Magazine
<http://www.smashingmagazine.com/2007/10/16/best-practices-for-bullet-proof-e-mail-delivery/>

Blogging

Advantages of Running a Blog



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In today's society, technology and interactivity abound. Vehicles such as Facebook, smartphones and the Internet impact nearly every aspect of daily life. One component of the technology wave is blogging. There are many advantages associated with having a blog, which are listed below.



To keep up with advances in technology and connectivity, it is highly beneficial to maintain an online presence with a blog.

Advantages

- **Blogging is Really Easy**

Yes. For the most part, starting a blog is extremely easy. If you can write an email, you can maintain a blog. It's really that easy. The blogging software takes care of all of the scary stuff, like writing HTML and publishing your pages to the web. All you need to do is type your content.

- **Blogs Can be Set Up Quickly**

You can literally have a blog from one of the many free blogging services up and running in about 10 minutes. If you want to host your own blog, it takes a little longer, but most of that time is spent waiting for domain names to be ready.

- **Blogs are Search Engine Friendly**

For the most part, blogs are pretty search engine friendly. What this means is that you won't have to spend a lot of time worrying about Search Engine Optimization (SEO), because most blog software takes care of SEO basics for you.

Blogs automatically link all of your posts and pages together, which helps search engine spiders to find, crawl, and index your whole site. Blogs also use your relevant keywords in the Titles, Meta Tags,

and URLs of every page, which also helps pages to rank higher in the search engines.

- **Blogs are Extremely Organized**

One of the toughest things about maintaining a traditional website is keeping pages organized. Blogs automatically organize your content by date, category, tags, and even include a built in search. This makes it much easier for people (and search engine spiders) to navigate your blog and find what they are looking for.

- **A Blog is a Magnet for Readers**

If you're writing about something you are passionate about, there are bound to be others who are also passionate about that topic. Hopefully, your blog will attract those readers, and if you write regularly, those readers will keep coming back for more.

- **A Blog is an Instant Online Community**

Blogs have built in commenting systems, which allow your readers to comment and have discussions about various topics. This promotes readership, and also generates unique relevant content.

- **Built in RSS (Really Simple Syndication)**

RSS or Really Simple Syndication, basically syndicates your most recent content, and distributes it to several blog search engines. Your readers can also "Subscribe" to your "RSS Feed", and have your latest content automatically delivered to their inbox.



Blogging began in 1998 as a form of online journal – a frequently updated site in reverse chronological order to discuss whatever was on the author’s mind. Blogs, short for “weblogs,” have exploded since those early days and new blogs are launching at a rate of over 120,000 per day, adding to the 74.6 million already in existence.

Blogging Overview

Focused on every imaginable topic, these sites are run by individuals and groups all over the world. A handful of powerful blogs now have daily readership exceeding that of medium-sized city newspapers.

Most blog readers scan dozens of blogs everyday, but they actually spend very little time on any one blog—thus your goal is to grab them quickly and hold them. Readers have only a handful of blogs that they read carefully. You want to be one of them.

Three basic keys to building a successful blog:

- Engage with other blogs and your own readers
- Keep the material fresh and exciting
- Give people a reason to return

While blogging, keep in mind:

- **It’s OK to say what you think.**
Bloggers tend to have opinions; otherwise most of them wouldn’t have blogs. Blog readers want to hear opinions; otherwise most wouldn’t read blogs. It’s OK to ease up on the journalistic “objectivity” and say what you really think. In fact, it’s preferred.
- **Engage from the beginning.**
Blog readers generally pay attention to the title and the first two paragraphs of any given post, and then decide whether to read the rest. This means your title, and your first two paragraphs are your chance to entice them to read the rest of the post. Humorous, playful, and even whimsical titles are OK because they catch readers’ attention.
- **Be casual.**
Most blog readers don’t generally respond to a formal, authoritative tone. They want to know that they’re talking to a human being much like themselves, who happens to know a bit more about the subject than they do, or who shares their views on the subject. Try to write in a tone that’s natural, casual, and almost conversational.



Blogging is an easy and convenient way to stay connected.

- **Remember, it’s a conversation.**
Keep the discussion open. You don’t have to be a closer; meaning you don’t have to tie up all the loose ends and answer all questions by the end of a blog post. In fact, it’s better to leave some questions asked and unanswered. If the first few paragraphs of a post are the open door inviting readers into the post, the last couple of paragraphs are the open door inviting them into the conversation.
- **Never forget, it’s personal.**
People don’t just read a blog; they respond to it by leaving comments or linking to it from another site. People also inherently connect not just to the blog but also to the author. Blogs live, breathe, and die based on the level of involvement with their readers and other blogs. Personality is key in this kind of engagement.
- **Link/trackback to other blogs when possible.**
There are some important reason for this. First, it builds community across blogs, and expands the conversation. Second, it gets bloggers’ attention.

- Linking is what creates the blogosphere. Bloggers link to blogs they like and blog posts they like and want to comment on. Bloggers also check their site statistics for referrer links, to find out who's linking to them. They tend to check out sites that link to their blogs or their posts, read them, and link back to them if they like them.
- **Trackbacks are a way of linking to a blog.**
Instead of commenting on a blog post you can post your comment on your own blog, and trackback to the initial post. This creates a link on the initial post, so when people read that post, they see that you commented on it and it increases the likelihood that they will click on the link to read your post. And if they like it, they might explore the rest of your blog and come back to read it again.
- **Read blogs, and write about what you read.**
Keep a list of other blogs, however short or long, and read them on a regular basis. This will give you an idea what people are talking about in the blogosphere, and bring your blog into the conversation. If you want to comment on something use your blog web address to direct people back to your blog.
- **Turn-around matters.**
Things move fast in the blogosphere. A story might catch on with a few blogs, and spread like wildfire to the rest. If you take more than 24 hours to have your say, you might miss an opportunity to attract links, trackbacks, and new readers.
- **It doesn't have to be perfect.**
One of the great things about the blogosphere is that you don't have to be right all the time. Most bloggers understand the desire to run with a story as soon as you get it. There's something to be said for being first, but sometimes that means risking being wrong if further information is revealed later. In that situation, it's standard to post a brief update. Bloggers understand that, and will forgive you for being wrong as long as you're up front about it.
- **Use syndicating technologies.**
XML and RSS feeds are a technical ways of syndicating your blog to other blogs, a sort of personal AP Wire for your campaign. It is a standard feature of most blogs, but make sure your blog has it, either through RSS (Really Simple Syndication) or Atom.
- **Click your own links.**
When you post an article that links to other post or blogs, be sure to click those links after you post.

First, this simply verifies that your links work, which is always a good quality assurance check. Second, this will cause your site to show up in the stats and referrer logs of the sites you link to.

- **Don't be afraid to promote.**
Tell people about it!. People who are active in the weblog world are active precisely because they are curious people who are always looking for new perspectives. Sending a short, polite email that introduces yourself, offers a thank you or general kindness regarding their site, and then brings your post to their attention, is generally very successful. Your purpose is simply to be read by people you respect and if you achieve that, you have been successful.

Blog Providers

There is a wide array of different blog providers. Blogs are even assorted into types, including personal and corporate blogs, and blogs can even be described by genre, media type and device (e.g., a blog published from a mobile phone is called a mobile blog, or "moblog."). Below is a list of versatile blog providers.

Recommended Blog Providers

- WordPress.com (primary recommendation)
- Blogspot/Blogger
- Typepad
- .Me



WorldVenture recommends WordPress as a strong, versatile blog provider. Other blog providers can be viewed below.



Blogger.com is compatible with Google accounts.



TypePad.com is a provider that is more marketed to non-technical users.



.Me (<http://www.domain.me/>) offers personalized domain services.

Resource: <http://www.echoditto.com/blogging>

The Opportunity

If you are a non-profit organization or fundraiser, Facebook can help you connect with current supporters and grow your supporters quickly and easily.

- Over 400 million global users are active on Facebook every month
- Over 75 million people are supporters of non-profit Pages on Facebook
- Over 100,000 non-profit Pages on Facebook

The following guide provides an overview and practical tips for those interested in using Facebook. Links are featured throughout the guide to help explore a specific feature or product.

Build a Facebook Page

The first step to connecting with supporters is to create your NPO's official presence via a Facebook Page. Pages are a free product for organizations and public figures to connect with supporters in an official, public manner. You can create and maintain a Facebook Page for your NPO from your personal account.

Tips to Help You Connect

Be Personal and Educational



Example: The American Red Cross regularly publishes updates with inspiring videos, useful tips, and valuable information on where donations and efforts are being focused.

People connect to NPOs on Facebook because they are passionate about the cause and want to participate in making change. Be careful not to only focus on fundraising as it may not be the best approach. Whenever possible, share updates directly related to the impact of

your organization. For example, non-profits should:

- Use a first person voice vs. third person to show supporters you are active on the page and encourage them to post feedback.
- Share information directly from your organization to educate supporters about new or past issues and programs.

Create Content Worth Sharing



(RED) asked supporters to upload photos wearing (RED) merchandise, generating engagement and excitement among their supporters.

Empower people to share and spread the word among their Facebook friends by giving them content to interact with and share. Photos, video and other content can go viral quickly as they attract more “like” and “comment” interactions, which then spread to friends of supporters, attracting new ones. For instance, non profits can:

- Upload “behind the scenes photos” or inspiring videos.
- Start a viral movement with status updates to pledge an activity such as this one.
- Encourage supporters to take photos and videos from your events and upload them to your page.

Join the Conversation



World Wildlife Fund posts poll questions and quizzes on their page to engage supporters and provide information about their efforts in a fun and engaging way. Also shown, a custom landing tab can provide a unique experience closer to your brand.

Facebook is a culture of conversations—NPOs have a huge opportunity to get immediate feedback on issues.

Grow Your Connections



Like Badge: Having supporters post a Like Badge on their site or blog can drive viral support from their readers and friends.

Once you've created optimal content and updates on your page, here are some tips for promoting your Page to grow your audience.

- Promote the Username for your non-profit page everywhere: to every email list, in print/broadcast/outdoor advertising, newsletters and more.
- Add a Like box to your website so visitors can instantly connect to your page without leaving your site.
- Encourage supporters to add a Like Badge to their blog or website to show their connection to your non-profit on Facebook.
- Run Facebook Ads targeted to cause keywords, related organizations, relevant geographies or donors/supporter demographics at affordable rates to convert them as supporters.

Make Your Site Social



Like Button: The Like button shows friends who have interacted with the content and allows the viewer to connect to it as well.

Now you can connect with your supporters across the web, with Facebook social plugins. Using these powerful tools, you can create social and personalized experiences on your website. Below are a few key tools to consider adding to your site.

- **Like Button:** The Like button lets users share pages from your site back to their Facebook profile with one click.
- **Recommendations:** The Recommendations plugin gives users personalized suggestions for pages on your site they might like.

- **Activity Feed:** The Activity Feed plugin shows users what their friends are doing on your site through likes and comments.

Resources

Learn more tips and best practices for non profits
<http://www.facebook.com/nonprofits>

Get the latest updates on Facebook Pages product news
<http://www.facebook.com/facebookpages>

Explore how other sites integrate Facebook via social plugins
<http://developers.facebook.com/showcase>

Learn how to create affordable ads on Facebook and reach your exact audience.
<http://www.facebook.com/advertising>

Connect with Facebook's official Page for the latest company updates
<http://www.facebook.com/facebook>

Use the Facebook Help Center to get answers on specific products and features
<http://www.facebook.com/help>

Missions on the Frontline

Radio, Social Network and More!



Community Purpose

Missions on the Frontline contains a wealth of resources and contacts for missions around the world. This is a place where mission committed people exchange encouragement, information, and partnerships. This virtual hub is dedicated to God and the expansion of the knowledge of Jesus Christ.

Missions is ever changing. New global environments demand new ideas, innovation, and tenacity. Ivory towers perform on par with grave stones. We believe that only through community can we hope to answer the

tough questions that lie before us. We believe missions is at a critical juncture. We must change with our world. The gospel's relevance is not the question; rather, our relevance is.

DISCOVER

WorldVenture can offer current missions thinking and resources from a global staff of over 500 missionaries and 65 years of experience. Discover how to connect your church through our Church Connections team; share missions and global oriented videos easily to your Facebook or Twitter account; meet people whose hearts beat with God's own passion for the lost of the world.

CONNECT

The Renaissance was not just Leonardo DaVinci. It was hundreds of artists, thinkers, and inventors sharing new ideas. Luckily, they lived close to each other, or those ideas may not have synergized. Because, in reality, ideas alone have no power, only shared ideas can change the world.

Missions on the Frontline leverages the newest tools available in social networking to provide a space for



Home page screenshot of MissionsFrontline.com.

a “missions Renaissance,” a place where synergy of creative people might mark a new leg in global missions work. Create an account for free and connect with other key people in the advance of the gospel.

CONTRIBUTE

You are the value of Missions on the Frontline. What you know, what you’ve experienced, and what you don’t know (i.e. your questions) are the paint and brush of this Renaissance. Your question will help someone else refine their answer; your answer will spur another’s idea. So hand it over. Contribute.



MissionsFrontline.com is also a social network of missions-minded people from all over the world.

Radio Program

If you’ve been looking for the current pulse of missions then we welcome you to Missions on the Frontline.

“Our mission is to provide current and relevant information and resources for the church and its people,” says Hans Finzel, President of WorldVenture. “Whether it’s new strategies, innovative projects, best practices, or a new twist on traditional thinking, you’ll find it on Missions on the Frontline.”



Hans Finzel, President of WorldVenture, hosts “Missions on the Frontline,” the radio ministry that broadcasts the current pulse of missions.

Through our people at home and abroad, WorldVenture has experts in hundreds of specialties all over the world. WorldVenture is one of the thought leaders as we navigate the ever-changing culture of modern missions, and we’re inviting you to join us. Missions on the Frontline is a new tool for WorldVenture to think out loud and equip the church here in America and around the world to do mission work smarter, more effectively, and more efficiently.

Partnership with OnePlace.com

In addition to MissionsFrontline.com, radio shows will also be able to be heard online at OnePlace.com! OnePlace has become a popular hub for Christian radio programming and podcasts—it currently gets over 500,000 “hits” a month—that features many of the leading Christian communicators/shows in the country, like Chuck Swindoll, James Dobson, Beth Moore, Tony Evans, Kay Arthur, Charles Stanley, etc. This move will enable our weekly Missions on the Frontline program to be listened to by more people at times convenient to them, 24/7.



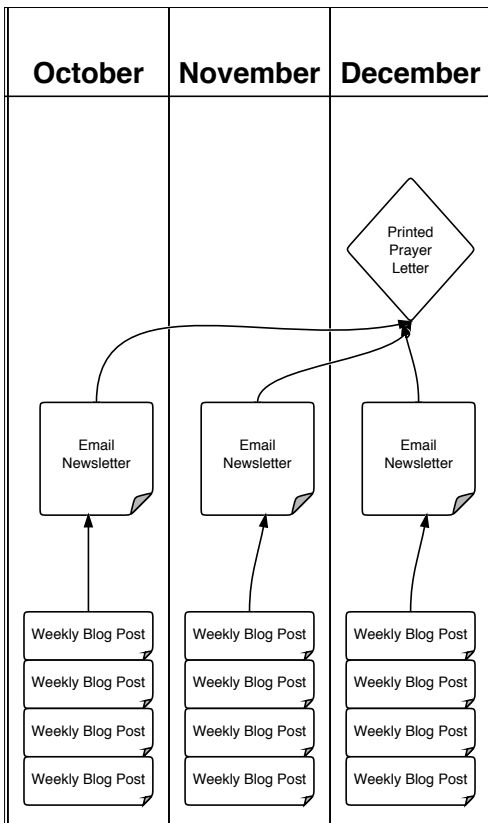
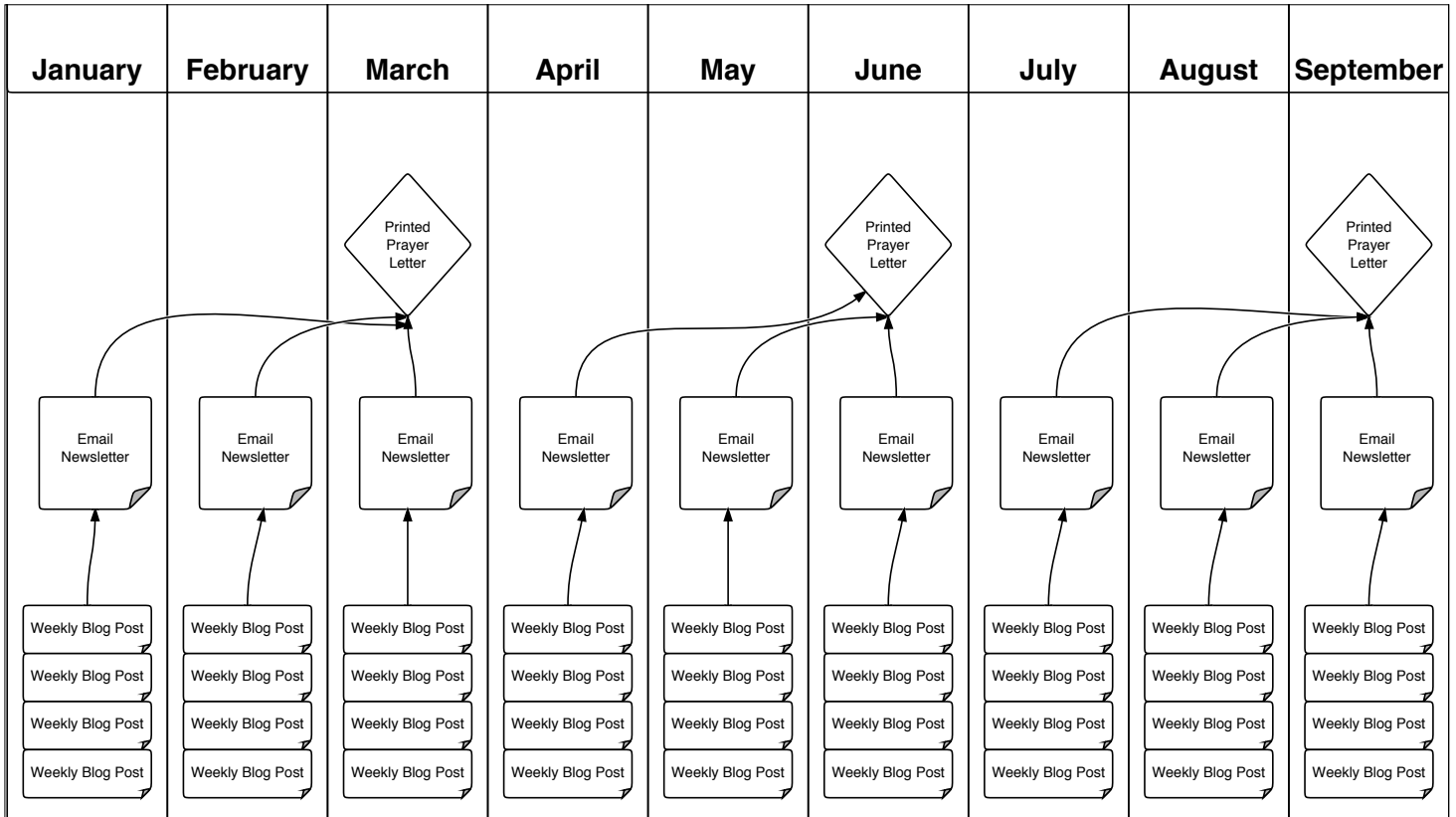
OnePlace.com.

Scheduling Touches

Organizing a Successful Strategy



WORLDVENTURE



The timeline graphic shows an ideal strategy for scheduling touches with your supporters. You can see how each piece complements the others to create a successful plan.

Strategize Your Touches

A successful strategy of organizing the contact you have with your supporters doesn't only benefit you, but it also prevents your audience from becoming too overwhelmed with information.

The illustration provided presents a great strategy that optimizes all of the vehicles and tools used while also linking them all together to help synergize and streamline your contact approach.

Automation (for sanity):

The art of doing more with less effort



WORLDVENTURE

Leverage RSS Feeds

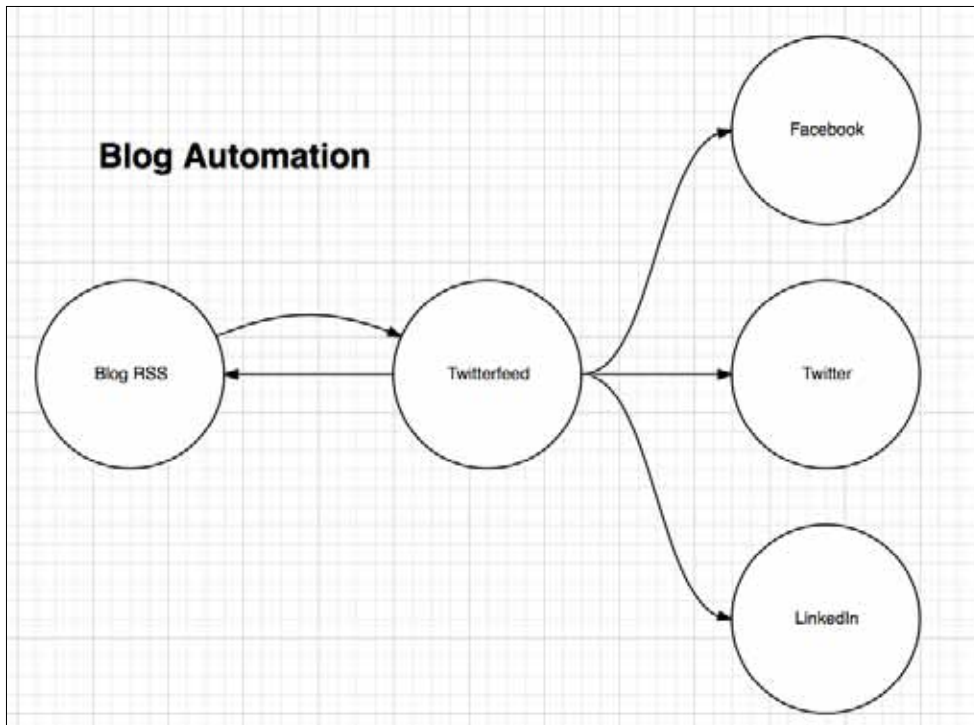
To save yourself from writing multiple articles in multiple places you need to define for yourself a publishing plan for your updates. Using feeds available from your blog or Facebook page, you can connect one source to another, so that when you publish in one place it automatically posts to all your other online locations.

Integration Service : Twitterfeed.com

Twitterfeed is a free, simple service which watches for changes on your blog and posts updates to Facebook, Twitter, and Ping.fm. From Ping.fm you can connect to any number of other social networks with your blog.



The graphic below illustrates how automation works in posting on Facebook and your blog.

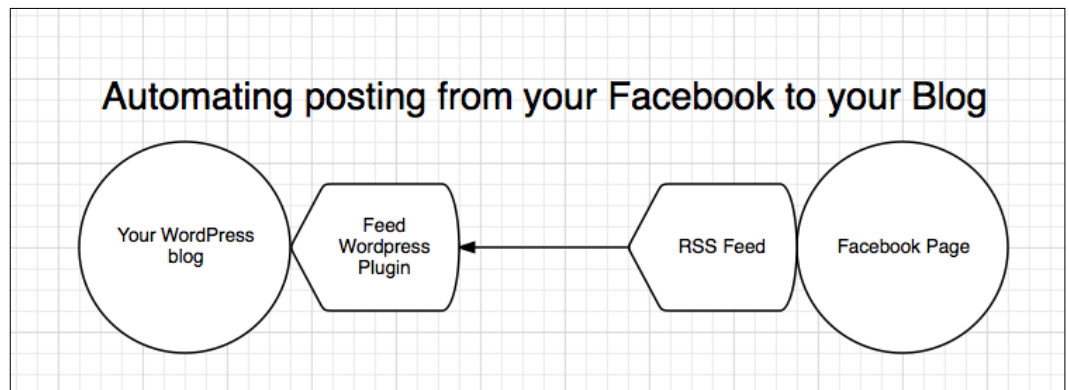


Reverse Automation

FeedWordPress: FeedWordPress is an Atom/RSS aggregator for WordPress.

It syndicates content from feeds that you choose into your WordPress weblog, e.g. like your Facebook pages wall posts.

(<http://wordpress.org/extend/plugins/feedwordpress/>)





WorldVenture

1501 W. Mineral Ave.
Littleton, CO 80120-5612
800-487-4224
720-283-2000
FAX 720-283-9383

WorldVenture.com

Matt Madsen, Project Coordinator for Missionaries
720-283-2000, x1110
M.Madsen@WorldVenture.com

WorldVenture is a worldwide Christian organization serving over 1,000 transformational ministries and missionaries that produce significant positive changes in the lives of children, churches and communities. We build partnerships around the world with people who serve Christ through ministries of evangelism, church development, leadership training, compassion and local mission movements.