**Online Fundraising & Social Media Training  
Full-day Agenda**

**9 – 10:30am Part 1:** **Multichannel Communications & Fundraising**

*Write an Online Fundraising and Social Media Strategy  
Implement a content strategy  
Create an editorial calendar and social media policy  
Allocate staff resources*

**10:30 – 10:45am Break**

**10:45 – 12pm Part 2: The Broadcast Web & Online Fundraising**

*Website design trends and best practices  
Email fundraising and design best practices  
Donation page best practices*

**12 – 1pm Lunch**

**1 – 3pm Part 3: The Social Web & Online Fundraising**

*Facebook’s Fundraising Tools and Facebook best practices  
Twitter best practices  
Instagram best practices  
Giving Day and cause awareness day fundraising campaigns*

**3 – 3:15pm Break**

**3:15 – 4pm Part 4: Emerging Trends in Online Fundraising**

*Mobile and digital wallet fundraising  
Messaging app fundraising   
Fundraising through the Internet of Things*

**4 – 4:30pm Q&A**

**Online Fundraising & Social Media Training  
Half-day Agenda**

**9 – 10:30am Part 1: The Broadcast Web & Online Fundraising**

*Multichannel communications and fundraising  
Website design trends and best practices  
Email fundraising and design best practices  
Donation page best practices*

**10:30 – 10:45am Break**

**10:45 – 11:45pm Part 2: The Social Web & Online Fundraising**

*Facebook’s Fundraising Tools and Facebook best practices  
Twitter best practices  
Instagram best practices*

**11:45 – 12pm Q&A**