

**Michael Hoffman (USA)**

- Masterclass: Content Marketing and Social Media: How to Use Compelling Stories to Attract and Retain Donors Online
- What Social Media Can Do for Your Fundraising – and What It Can't
- Video Strategy: How to Compete for Donors in a Video-Centric World?

Content Marketing and Social Media: How to Use Compelling Stories to Attract and Retain Donors Online

Masterclass

Speaker: **Michael Hoffman** See3 Communications (USA)
Beate Sørum Norwegian Cancer Society (NOR)

Date: **Wednesday 8 October 2014** – 14:30-18:00

Venue: The Crowne Plaza, Hodžovo nám. 2, Bratislava, Slovakia

14:00-14:30 >> **Delegate Registration for the Masterclass Program**

14:30-16:00 >> **Part 1: [Content Marketing and Social Media](#)**

16:00-16:30 >> **Coffee Break**

16:30-18:00 >> **Part 2: [Content Marketing and Social Media](#)**

The digital world has changed how we find new donors -- and how donors find us. Interrupting people with advertising is working less. Creating and curating interesting, sharable content is working more.

Content marketers create and distribute valuable content that drives a clearly defined audience to action. Nonprofits can take advantage of the power of content marketing to improve SEO, build strong social media networks and elevate thought leaders within their organizations.

In this masterclass, we will learn about how to create an organizational content marketing strategy that will enable your organization, regardless of size, to create, find and share interesting content that attracts supporters. We will evaluate your existing website and social platforms to determine your most valuable content assets and areas for improvement. After defining your organization's unique content marketing mission statement, we will break down your audience so that you can adapt your message for a diverse range of supporters. And we will examine how social media specifically can be used to amplify the content you have on your website. While working on your specific content challenges, we will start developing a plan that you can implement as soon as you get back to work.

Beate Sørum (NOR)

- Masterclass: Content Marketing and Social Media: How to Use Compelling Stories to Attract and Retain Donors Online
- From Good Intentions to More Web Donations
- Expect the Unexpected – Be Ready to Raise Money When Something Goes Viral


Michael Hoffman (USA)

Michael is the CEO of See3 Communications based in Chicago, USA. He is a leading authority on online video for nonprofits and a long-time consultant to nonprofit leaders on online fundraising, advocacy and community engagement strategies. He started his career as a Washington-based political consultant and nonprofit fundraiser before joining a venture investment firm to develop Internet startups. Hoffman founded See3 to bring together his belief in the power of the web and his passion and experience with nonprofit fundraising, advocacy, and education. He is a frequent blogger and tweeter on nonprofit marketing and is an internationally sought-after speaker on topics such as online cause marketing, web video, and social media for social change.

Beate Sørum (NOR)

Beate works for the Norwegian Cancer Society, where she does digital fundraising and communication, social media and e-commerce. She's been a digital fundraiser for five years, and is a renowned expert in the field. She is a well-known international speaker. Beate has a skill set that is quite unique in today's market, and helps raise more money online to reach more people – and do more good. Beate loves everything web and digital, and loves to keep learning and testing to improve online fundraising and sharing what she learns.

The Masterclass will be delivered in English only with no interpretation.

Programme	Content	Includes	Participation Fees		
			Early Bird 31 August	Regular	Member
FULL (8-10 October)	SK-CZ Konferencia + Masterclass + CEE Conference	Lunch 8-9 Oct, Party, Coffee, Refreshments	€ 269	€ 299	€ 269
MASTERCLASS (8-10 October)	Masterclass + CEE Conference	Lunch 9 Oct, Party, Coffee, Refreshments		€ 269	€ 239

The fee includes conference materials (including presentations from the 1st, 2nd, 3rd and 4th Slovak-Czech Fundraising Conferences), lunch and buffet dinner at the party, as well as coffee and refreshments.

The number of delegates at the Masterclass is limited. Registration runs until 5 October 2014 or until the number of available seats is filled. The registration is valid only after the fee has been credited to the account of the organiser before the event(s). Cancellation of participation is possible till 24 September 2014, after this date a refund is not possible.

More information and registration

➤ www.ceefundraising.org