Web Tools for Regional Associations

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Agenda

• Facebook Ads
• Facebook Page versus Group
• Eventbrite
• Unbounce
“Take Your Association to the Next Level” Grant

http://alumni.princeton.edu/volunteer/committees/cora/

Task: Investigate the use of Facebook and LinkedIn ads

- Facebook: inexpensive way to gain exposure for larger markets
- LinkedIn: requires a business account for your association with a “company” email address
Creating Ads

*note: not the current version of FB ads

Recommendations:
- Text must be very short. Don’t repeat content in header and details.
- The simple Princeton shield (easily accessible from a google image search) is an effective way to catch the eye of Princetonians.
- Give your audience an action item (e.g., register now, click to learn more)
Finding Your Audience

Facebook Ads

Advanced Targeting Options
Our Results

Princeton Club of Western Washington
Calling all entrepreneurs, potential-entrepreneurs, or those interested in knowing more about the world of start-ups.

Join us on Thursday, May 16 for the kick-off event of the Seattle/Eastside Princeton Entrepreneurs (SEPE). Our distinguished panel (3 entrepreneurs, an investor, a lawyer, and a banker) will be able to provide a 360 perspective on the entrepreneurial experience.

Panelists include:

PCWW: Lessons for Entrepreneurs—speed bumps, proof points, and sand traps! princetonclubwesternwa.eventbrite.com
Calling all entrepreneurs, potential-entrepreneurs, or those interested in knowing more about the world of start-ups.
Facebook Groups and Pages can help Regional Associations attract Alumni participation.

Both Pages and Groups are user-friendly and easy to set up so long as you have a Facebook account. Pages are increasingly more popular than the older Groups format because of the ease of attracting users and the marketing and analysis tools available through Facebook.
Groups – the Original Facebook “Club”

Facebook Groups allow small groups of users with similar interests to come together to communicate and interact. Group members can receive messages from one another and/or organizers.

Group Features:

• Groups can be made private;

• Closed groups require potential members to be approved by an administrator;

• Secret groups require administrators to invite members and are not visible to anyone but members and invitees;

• Members can share documents, participate in chats and create group events;

• When groups become too large, some features become limited. This is not the case with pages.
Facebook Pages are similar to a web page, and are publicly available on Facebook to unlimited users.

Page Features:

- Users who like or connect with a page will receive information posted to the page in their Newsfeeds – this is like free advertising for your posts;

- Administrators can post on their Page and create customized applications for it;

- Page Insights permits administrators to monitor the Page’s growth and activity, thereby identifying when people are most likely to click on a post and which groups are most actively joining.

- Users can share your posts with their friends, generating additional interest in your events and activities from alumni you may not have seen before.
Creating a Facebook Page

1. Log in to Facebook and click on the pull-down menu in the upper right-hand corner. Select “Create Page.”

If you do not have a Facebook account, you require one in order to create a page. Creating an account involves providing personal information, most importantly a working e-mail address.

2. Select a group type and name your group.

Is your Regional Association registered or incorporated? Consider selecting “Company, Organization or Institution.” Is your Regional Association informally organized? Consider selecting “Cause or Community.”

The name you select will determine whether or not your page can be found. Acronyms are great for keeping things simple, but not everyone will be familiar with them. The group description section (next slide) is the opportunity to include additional information that will be used by alumni searching for your page.

Don’t forget to review the Facebook Pages Terms!
3. Describe your group

Create a description that includes the terms alumni are likely to use in a search. **Location is key!** For example, the Princeton Alumni Association of Western New York would mention Buffalo in its description, in order to catch anyone who searches "Princeton Alumni Buffalo."

4. Add a picture

Pages are a bit like online dating profiles – if you don’t have a picture, you’re not as likely to attract attention. Make sure the individuals pictured don’t mind being Facebook Page Stars!

5. Create Value for Followers

In addition to inviting others to like your page, or creating a Facebook Ad to market it, you must create value for followers. Regular postings and updates will create buzz that attracts more attention to your page and therefore more alumni participation in your Regional Association.
Eventbrite facilitates the distribution of tickets for events. It can be used for both free and paid events. Advantages of Eventbrite include:

- Eventbrite is free if your event is free;
- Collecting money is simple;
- Checklists of attendees are automatically generated and reminders are e-mailed to them;
- Attendees can see who else is going when they RSVP, and with one click they can share the event on Facebook, Twitter or LinkedIn (this is optional); and
- Customizable ticket information gathering means you can ask for meal choices, class year, or anything else you like. All of these responses are gathered for you automatically.

It is possible to use Eventbrite to send out invitations, but it is far simpler to use HarrisConnect to send out e-mails containing a link to the Eventbrite site.

The easiest way to experience the benefits of Eventbrite is to sign up for a free event, such as the CORA Conference Call sample event -- https://www.eventbrite.ca/e/cora-regional-association-conference-call-free-tickets-10157197451
Creating an Eventbrite Event

1. Sign Up!

Click on the Sign UP icon in the top right corner of www.eventbrite.com and enter a valid e-mail address and a password of your choice in the next page.

If you are not in the United States, Eventbrite may have a local site for your country, such as www.eventbrite.ca.

2. Click “Create an Event”

Once you are signed in to your new Eventbrite account, click on “Create an Event” in the menu bar that runs across the top of the page.
3. Add Event Details

The text here can be identical to that used in the e-mail sent out to direct alumni to the Eventbrite site.

Attendees receive automatic event reminders from Eventbrite, so the information here should be complete, and must be updated if event details change.

Be sure to answer common questions like “can I bring a non-Alumni guest?” and “do you offer refunds?”

4. Choose your ticket type

A paid ticket results in specific pricing options, while a “donation” lets the ticket buyer choose how much to pay. Both of these options involve a fee paid to Eventbrite, only if tickets are sold, which can be passed on to the purchaser if desired.
5. Customize your tickets

**Give tickets a name.** E.g. If you want to charge a different fee for young alumni, guests or children, you have the option of creating a unique ticket name for those individuals.

**Specify how many tickets you wish to sell in each category.** E.g. If you can’t sell more than 10 tickets at the Early Bird rate, limit the number of Early Bird tickets to 10.

**Describe ticket types.** E.g. If you want to describe those class years that qualify for a reduced-price ticket but the rules don’t fit in the ticket name, describe it here, but be sure to click on “show ticket description on event page.”

**Determine a ticket sales deadline.** E.g. Ticket sales should end before the venue’s deadline to provide guest numbers.
6. Set your total capacity

How many people will fit in your venue? To set a limit on the total number of tickets sold, click on the total capacity field to change the number.

See the ticket names on the left for inspiration.*

*Note that the sample images reflect a free event, but the concepts discussed cover both free and paid event types.

7. Public or Private?

If you don’t mind anyone at all attending your event, a **public page** is searchable on eventbrite.com.

Selecting **Private Page** without clicking the other boxes means the event is not searchable. The link to the event page can be shared by anyone who has it, and can therefore be sent out via Harris Connect.

Making the event **invite-only** means you can’t use Harris to send out invites. This is **not recommended**.

**NEXT, CLICK CHOOSE A DESIGN**
8. Choosing a design

Playing with design options is not necessary to create an event, but once you are comfortable with Eventbrite, it is lots of orange-and-black fun.

Checking “display attendees” lets your guests see who else is going. This can help generate buzz when alumni see that “everyone” is attending.

Clicking on the Edit button after the “Display Attendees” field lets you determine how much information about guests is listed.

Depending on the event type, you may want to keep your guests comfortable by limiting the amount of information provided, or facilitate networking by providing detailed company and contact information.
9. Manage your Event

Click on Manage, under the Eventbrite logo, to go to the Event Dashboard.

The Event Dashboard contains a link to your Eventbrite event page. Click on copy and paste it into invitation e-mails so guests can order tickets through your Eventbrite page.

From the Event Dashboard, you can make changes to event details, communicate with attendees, and print guest lists.

10. Go Live!

Click on Make Event Live to enable the parameters you have set and make the event site open to users. Ticket sales will begin immediately, unless you have specified a later date for them to begin (see step 5).
Optional: Collecting Attendee Information

Eventbrite makes it possible to collect detailed information from ticket purchasers by going to the event dashboard and selecting “order form” under “Modify Order Options.”

Eventbrite’s information collection functions go beyond the scope of this presentation. However, they are intuitive and user-friendly – feel free to explore!

For additional assistance with information collection, the following how-to is very helpful:
Eventbrite for Paid Events

Eventbrite can be used for ticket sales (even for tickets to an event called “Annual Dues”). Collecting money through Eventbrite is not free:

Is it worth it? Consider your options:

• Will Alumni be more likely to attend an event if they can pay online, see who is attending and/or share the event with friends through Facebook?
• Is it possible to collect money at the door or by mail instead?
• How much time and effort are you saving by using Eventbrite?

How does the money come to you?

• Enter your mailing address (for $US purchases) or bank account information.
• Eventbrite sends you funds via mailed check or direct deposit five business days after the event ends. The delay ensures that Eventbrite can respond to complaints and/or requests for refunds. Refunds are free.
• Paypal and other payment options are also available

To let each purchaser donate an unspecified amount, or determine the amount he or she wishes to pay, see http://help.eventbrite.com/customer/en_us/portal/articles/426155
unbounce DIY Landing Pages

Great for stand-alone web pages

Example unbounce page
Customize a web page describing your event and collect RSVPs.

Unbounce is a service that allows you to create landing pages (such as the one you're looking at now) to collect event registration.

When and Where
Describe your event and add images.

Committee on Regional Affairs

www.unbounce.com
unbounce Pros and Cons

+ Allows you to add a lot of event detail
+ Collect the registration data you need
+ Fast and easy for someone who is tech savvy

– $49/month
– Doesn’t handle event payment
– May be challenging for a tech novice
Don’t reinvent the wheel

Customer Landing Page Gallery

A sample selection of customer landing pages built using Unbounce. Click any image to show the full-size gallery.

Lots of examples to inspire you
Creating a page

Committee on Regional Affairs

Example unbounce page
Customize a web page describing your event and collect RSVPs.

Registration
Form questions can be easily customized. Collect the data fields you need — add custom questions.

Name *
Email *
Favorite Color

Register

Add text, images, links...
Customize your form

Easy way to add the form fields and collect the information you need.

Then name your URL and publish
Reports will show you how many people have come to your landing page and how many have registered.

Easily download a spreadsheet (CSV) that includes your form data (e.g. names, email).

Add your email so that you will be notified each time someone new registers.
What tools have you discovered?

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