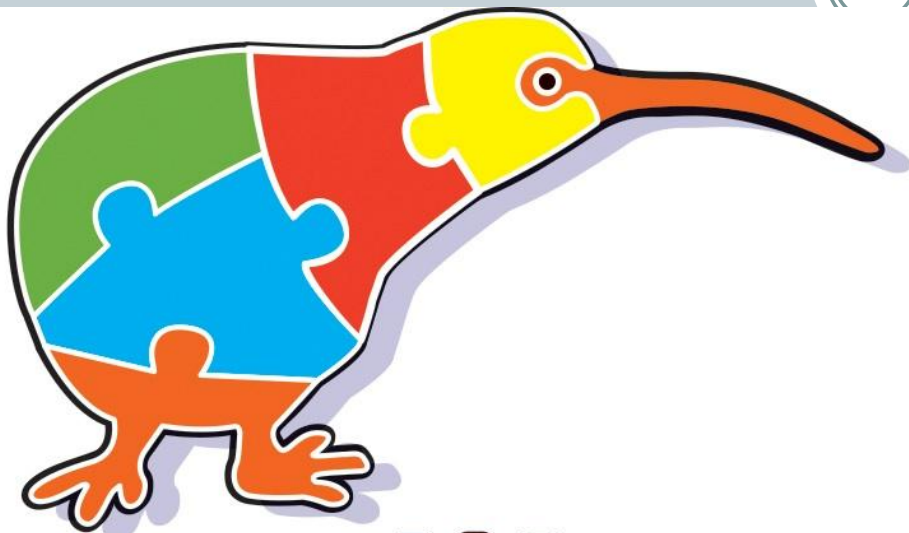


Modern Technology



toy library

Federation of new zealand

**MAILCHIMP
SYKPE
FACEBOOK
GOOGLE DRIVE
GOOGLE HANGOUT**

Mailchimp



- **Benefits of using Mailchimp**
 - Great way to promote your toy library and sponsors
 - Effective communication
 - Free to use
 - Great reporting
 - Import / Export email addresses
 - No download or installation of software required
 - Mobile function
 - Add a sign up form to your Facebook page and/or website
 - Review reports to see what you audience likes



Where do I start



- Create an account www.mailchimp.co.nz
- Create your list (email addresses)
 - import from your existing database
- Create a sign up form for your email signature, newsletter, webpage or add to your Facebook page
- Check your list.



Creating your Template



- Branding – do you know your branding?
 - Logo
 - Colours
 - Fonts
- Work out how you want to layout your newsletter
 - Colours
 - Images
 - Headings (just to name a few)
 - Contact details
 - Sponsors section
 - Hours
 - Links
 - Events
- Create your template



Create your Newsletter



- Now that you have your template in place the rest is easy
- Name your campaign
- Select your list
- Select your template
- Fill in your information under your headings
- Use images – add a link to your image
- Use links – helps with reporting on what your readers are interested in
- Spell check, spell check, spell check
- Preview and Test
 - Remember two eyes are better than one
 - Test all links



Sending your Newsletter



- Once you are comfortable you have checked everything you can now send your newsletter.
- You can even schedule your newsletter
- Add your newsletter to your Facebook page or website



What do I do now?



- Once you have sent your newsletter you are able to review your reports via the dashboard.
 - Delivered
 - Open Rate
 - Click Rate
 - Bounced
 - Unsubscribed
 - Total Opens
 - And many many more



Question & Answers



- Please feel free to ask questions we are more than happy to share our knowledge.



Skype



- **Group Conference – great way for those that can't make meetings**
 - Make free calls up to 25 people
 - Add people to the group is free
 - Those not on Skype you are able to call them on their mobile or landline if you have Skype credit
- **Instant messages**
- **Screen Sharing**
 - Great way to assist Librarians with software queries



Question & Answers



- Please feel free to ask questions we are more than happy to share our knowledge.



Facebook



Benefits of Using Facebook

- Great way to promote your toy library
- Effective communication - most of your members probably already use it
- Free to use
- No download or installation of software required
- Mobile function - anyone can post from their phone
- Generate more visits to your website
- Ask for Volunteers

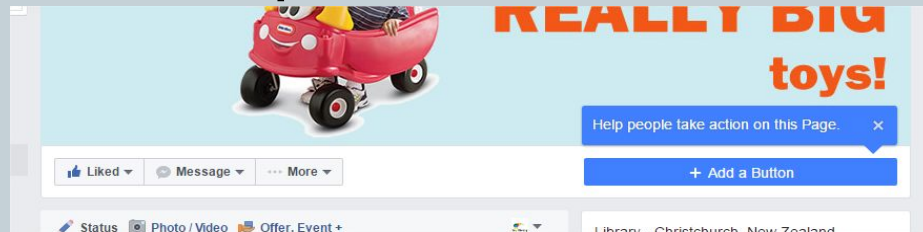


Facebook



Customise your Facebook page

- Get a custom url - facebook.com/username
- Have a cover photo and profile photo
 - make sure they are the right size
 - change every so often
- Add a button or tab for important links
 - to your website
 - sign up form to your newsletter



- Fill out all the settings - who gets to see and do what

Facebook



Posting Guidelines

- Keep posts current and relevant
- Post regularly
- Schedule posts so they appear at regular intervals
- Use photos/videos whenever you can
- Have a variety of info - reminders, new toys, fun photos, useful articles etc
- Keep posts as short as possible
- Use posts to generate responses
 - ask questions
- Use Facebook polls to get members involved



Facebook



- Use Facebook Events to promote your events/fundraising
- Add a tab so people can sign up to your e-newsletter (Through Mailchimp or other apps)
- Use posts to drive people to your website (if you have one)
- Consider FB advertising for special events/fundraising/membership drive. It is very cost effective. Be specific about your audience.



Facebook



- Look at FB insights to see which posts perform best
- Like other community groups - if you like and share their posts they may do the same
- Like other toy libraries - great for ideas
- Ensure you are part of the TLFNZ group
- Consider a private group for your committee - easy to communicate with each other



Facebook



Looking for more?

- <https://nonprofits.fb.com/b/>
 - All about facebook for Nonprofits
- <http://blog.hubspot.com/>
 - Lots of great marketing advice - check out the Social Media and Nonprofit blogs



Question & Answers



- Please feel free to ask questions we are more than happy to share our knowledge.



Google Drive



- Document Control
- Ease of Access
- Flexibility for changing committees
 - All information in one place
- Share, View and Edit
 - Protect valuable information whilst still allowing updates and changes to particular documents
- Have one person in charge of the account and one person to have access - always ensure you have two
 - President / Secretary
 - President / Treasurer



Google Drive



- Committee Members can have individual information shared to view or edit as required
- When Committee Members resign you can unshare to protect your information
- Only requirement - have a google account
 - e.g. roletoylibrary@gmail.com
- Share the google drive accounts of the committee members as per your share policy.



Question & Answers



- Please feel free to ask questions we are more than happy to share our knowledge.



Google Hangout



Chat/text

Up to 150 participants in group chats, send/receive SMS text with Google Voice

Voice calling

Make free calls to other Hangouts users and most US numbers, receive calls with Google Voice

Video conferencing

Free video calling/screen sharing for 10 participants (25 with a paid account)

Webcasting

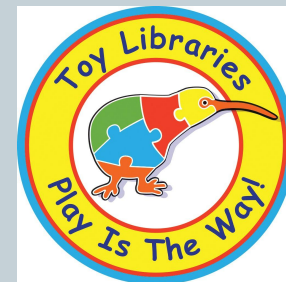
Live stream video meetings on YouTube and Google+ or record them for editing

Mobility

Conversations sync across devices, make/receive voice or video calls over Wi-Fi with iOS and Android devices

Presence

See which contacts are currently online



Question & Answers



- Please feel free to ask questions we are more than happy to share our knowledge.



Resources to help things look fantastic!



- **www.picmonkey.com**
 - Edit photos
 - Touch up photos
 - Make a collage
 - Make a design
- **www.canva.com**
 - Design posters, brochures, business cards, flyers, much more
 - Easy to use design tools including design grid
 - Lots of templates to choose from



Websites to help you promote



- www.givealittle.co.nz
 - Collect donations
- www.eventfinda.co.nz
 - Promote your events
 - Most listings are free
- most local councils have free event sites
 - www.heartofthecity.co.nz (Auckland)
 - bethere.co.nz (Christchurch)
 - southcanterbury.org.nz (South Canterbury)



Other tools



- **MailChimp Subscribe (from App Store)**
 - Free signup form builder - use to get subscriptions to email list
 - Easy to use on iPad - people enter their details
 - Can be used offline - no wifi needed

- **www.surveymonkey.com**
 - Generate free surveys
 - Annual membership survey - what toys they want, what social media they use etc.



Question & Answers



- Please feel free to ask questions we are more than happy to share our knowledge.

