



Aspiration Summer Offerings 2013

In order to honor the feedback collected during our listening efforts with you, we are offering support in a range of formats this summer to meet your unique technology needs. Our slate is always a work in progress, and we welcome feedback, requests and constructive critique.

2013 Summer Offerings	
1-Hour Live Seminars Seminars will be held at The SF Nonprofit Tech Center 1370 Mission St., Flr 4 San Francisco CA 94103	<u>Effective Online Communication</u> Tuesday, June 11, 2013 12pm – 1pm <u>Capturing your Data Universe</u> Monday, June 17, 2013 12pm – 1pm <u>Building a Listening Dashboard</u> Tuesday, June 25, 2013 12pm – 1pm <u>Online Advocacy Tactics</u> Tuesday, July 9, 2013 12pm – 1pm
Half-Day Workshops Workshops will be held at The SF Nonprofit Tech Center 1370 Mission St., Flr 4 San Francisco CA 94103	<u>Four Processes for High Impact Online Communications</u> Monday, July 15, 2013 12:30pm – 4:30pm <u>Email Newsletter Tune Up</u> Thursday, July 24, 2013 9:30am – 12:30pm
Online Seminars	<u>How to write a Nonprofit Tech RFP</u> Thursday, June 6, 2013 11am <u>Paying for Technology</u> Thursday, June 27, 2013 11am
Office Hours	Every Thursday, 12pm to 1pm PDT <ul style="list-style-type: none">• Call-In; 1.605.715.4920 #2230433• Chat; Skype: aspirationtech

Calendar of Aspiration Summer Offerings

June 2013							July 2013						
SU	M	T	W	TH	F	SA	SU	M	T	W	TH	F	SA
						1		1	2	3	4	5	6
2	3	4	5	6	7	8	7	8	9	10	11	12	13
9	10	11	12	13	14	15	14	15	16	17	18	19	20
16	17	18	19	20	21	22	21	22	23	24	25	26	27
23/30	24	25	26	27	28	29	28	29	30	31			
Live Seminar			Online Seminar			Office Hours			Half-Day Workshop				

Office Hours

Call-In, chat or meet with us during **Office Hours** Thursday, 12pm to 1pm PDT; *Available to answer questions, explain processes and offer a safe space to talk out your technology thoughts.*

- **Call-In**; Number 1.605.715.4920 #2230433
- **Chat**; Skype: aspirationtech
- **Stop-In**; San Francisco Nonprofit Tech Center
1370 Mission St.
4th Floor
San Francisco, CA 94103

Online Seminars

Aspiration designed these **1-hour online seminars** to introduce topics that may be of interest to you. The interactive, easy to access format is meant to encourage everyone to join in and ask questions. **Please register for each webinar in order to receive instructions for participating.** Participation only requires a computer, internet connection, and telephone.

How to write a Nonprofit Tech RFP

Thursday, June 6, 2013
11am

Register here - <http://j.mp/110Wq5V>

The “**Request for Proposal**” process can be a critical yet daunting element of any well-executed technology project. During this **interactive online seminar** Aspiration will demonstrate templates and processes we use for “RFP Coaching.”

Paying for Technology

Thursday, June 27, 2013
11am

Register here - <http://j.mp/138hbk2>

Nonprofits organizations struggle to find funding for technology and tech infrastructure. When the majority of funds are spent on priority mission work, not much is left over. This problem is compounded by the ebb and flow of grant funding not always favoring the funding of technology. During this **interactive online seminar**, we'll offer examples of strategies to **sustain technology at your organization.**

San Francisco Nonprofit Technology Center, 1370 Mission St., San Francisco, CA 94103

Phone: (415) 839-6456 • info@aspirationtech.org • www.aspirationtech.org

1-Hour Live Seminars

Aspiration is offering **1-hour live seminars** to provide a relaxed space for nonprofit staff and volunteers to learn from and collaborate with peers. These participant driven seminars are designed to help you walk away ready to implement more effective practices and processes.

All Live Seminars will be held at **The SF Nonprofit Tech Center, 1370 Mission St., Flr 4, San Francisco CA 94103. Please register** for each seminar you plan on attending so that we can fit the training to your needs.

June

Effective Online Communication

Tuesday, June 11, 2013
12pm – 1pm

Register here - <http://j.mp/11txeVr>

Bring your real time online communications needs and challenges to this **live** seminar. We'll offer real examples of best practices to making **effective use of different online channels**. As well as the opportunity to **develop communications goals** related to reaching and engaging your target audiences.

Capturing your Data Universe

Monday, June 17, 2013
12pm – 1pm

Register here - <http://j.mp/ZyDT6D>

Knowing where all your organizational data lives is critical, especially when trusting online “cloud” providers. Keeping track of your “data universe” is one step in ensuring you are in control of it. Take this hour to **build a map of where all your info online lives and identity what vulnerabilities may exist**. Learn some best practices to storing this information, protecting it, and creating a back-up strategy.

Building a Listening Dashboard

Tuesday, June 25, 2013
12pm – 1pm

Register here - <http://j.mp/16wdCcs>

Many nonprofits use online communications channels to propagate messages. Help make your online communications more responsive, dynamic, and effective by **building a listening dashboard** during this **live** seminar.

July

Online Advocacy Tactics

Tuesday, July 9, 2013
12pm – 1pm

Register here - <http://j.mp/11HCMle>

This **live**, collaborative seminar will focus on **tactics used by online activists to connect online presence with on the ground organizing work**. We'll lay out the steps to develop an online campaign along with examples of best practices of community engagement cycles. We'll use this hour to enumerate, compare, and think through effectively using different modes of engagement. Emphasis is placed on treating engagement as both conversation and narrative over time, and to develop workflows to drive your online engagement process.

Half-Day Workshops

Aspiration has crafted this slate of two **half-day workshops** to provide space, time, fuel, and support for hands-on learning. We find that sometimes the biggest factor holding organizations back from implementing more effective tech processes is not having the time to work through the issues. Give yourself this block of time to work on creating and improving organizational assets.

Four Processes for High Impact Online Communications

Monday, July 15, 2013

12:30pm – 4:30pm

Register here - <http://j.mp/18DhDLP>

Lunch Provided

As options for online engagement proliferate, many nonprofits find it confusing and overwhelming to manage and effectively coordinate organizational messages and campaigns. Here at Aspiration we strive to develop processes that support nonprofit staff with limited time and capacity for online communications.

Join us for this **live**, half-day, collaborative workshop to learn about **Aspiration's processes and templates for sustainable online communications** and discover ways to apply them to your specific needs.

We'll cover:

- Goal Setting and Audience Development
- Coordinating Your Online Channels
- Planning Out Your Online Story
- Listening and Tracking Your Online Impact

Come ready to interact, share your frustrations, questions and get ready to get a handle on the often overwhelming world of online communications to improve your impact in 2013.

Email Newsletter Tune Up

Wednesday, July 24, 2013

9:30am – 12:30pm

Register here - <http://j.mp/18DoLrN>

Breakfast Provided

This **live**, half-day, collaborative and hands-on workshop will provide nonprofits a better understanding of how to **incorporate best practices into a current email newsletters**. The seminar will be lead by and responsive to participants' needs so be ready to share your email newsletter tales of woe.

Topics may include:

- Setting up an email newsletter service for a nonprofit
- Email newsletter best practices for higher impact
- Image best practices
- Creating an email message calendar
- Tracking email analytics

Brings your ideas about changes you would like to incorporate into your current email newsletter process and any issues that are making things tough.

Special Thanks

These trainings are made possible through the generous support of the Kapor Center, formally known at the Mitchell Kapor Foundation.

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