Succeeding on the Web

Managers Conference
Fisher House Foundation

Marriott - Crystal City
August 23, 2018
Nick Mavrick nickmavrick@me.com
Asclepius Life Sciences Fund

FISHER HOUSE

Serving Military and Veterans
Families In Their Time of Need

A family’s love is always the best medicine.
When a loved one is injured or ill, a Fisher House
understands families and relieves the financial and
emotional strain of being away from home.

5.5 MILLION
Raised to Build
FISHER HOUSE

We were #48
In Giving Tuesday

335,000
Served Since 2009

$407,000
8 MILLION

OPENED IN
SEPTEMBER 2010

90+ houses in operation

Fisher House Events:
- [Schedule](link)

Emerald Coast Poker Run

FISHER HOUSE

Since 1990, the Fisher and Nightingale Houses at Wright-Patt
have been a way for us to give
something back to the men and
women serving our country.

The Fisher Houses offer physical and emotional support to our servicemen and servicewomen, providing the opportunity for
military families to stay together and support each other when a loved one is undergoing medical treatment.

MAKING A RESERVATION
UPCOMING EVENTS
MAKE A DONATION

FISHER HOUSE

Lackland Fisher House: providing a home away from home for military families in medical crisis

ROCKY MOUNTAIN
FISHER HOUSE

At the Rocky Mountain Fisher House we believe a family’s love is good medicine.

That’s why we provide a FREE “home-away-from-home”
for families of active duty military and veterans getting medical care.
VA CONNECTICUT FISHER HOUSE
IS
NOW OPEN

Orlando Fisher House
Helping Military Families
LEARN MORE

WATCH OUR LATEST STORY
See what Fisher House means to so many families.
7 Key Visitors to Your Site

1. **Service members, Vets & families:**
   1. What are the services?
   2. Eligibility?
   3. Process to get a room?
   4. Hours?
   5. Contact the House?

2. **Learn more about what we do**
3. **Make an online donation or get an address**
4. **Researching whether we are worth giving to**
5. **Volunteer**
6. **Donate items**
7. **Learn about events or how they can help**

"*We always encourage people to go to our website - Fisherhouse.org to learn more. We give it out when doing TV, radio, and newspaper interviews. Buy an easy to remember domain name that is clearly aligned with their own name.*"

- Lisa Kelley, Manager of Digital Media, Fisher House Foundation
Connecting with Your Web Visitors: Lisa Kelley Recommendations

• Emotion and connecting with the viewer. 80% about the viewer and connecting - 20% about how they can help.
• Appearance & 1st impression....you never get a second chance.
• Ease of use and navigation
• Call to action
“I like to go for cinches. I like to shoot fish in a barrel. But I like to do it after the water has run out.”

—Warren Buffett, investor
6 BIG Mistakes I Have Made That Have Cost > $500,000

1. **Investment:** Over-Invested in Design & Web Programming (+$400,000)

2. **Project Management:** Not Getting Personally Involved

3. **Goals:** Not Having a Target Audience or Traffic Goals

4. **Licensing:** Not controlling licensing agreements (+$100,000)

5. **Content:** Not Having a Content Strategy - Messaging and Frequency

6. **Not Updating:** Not Keeping Web Sites Updated

7. **Technology:** Feeling Like the Technology is Over My Head

8. **Social Media:** Not Knowing How Often to Post. What’s Enough?

What Challenges Have You Had?
1. Goals: Who Is Your Target Audience? What Do You Aim to Accomplish?

“Someone’s sitting in the shade today because someone planted a tree a long time ago.”

—Warren Buffet, investor
### Solution: Develop a Simple Communications Calendar

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<td>How Was Your Stay?</td>
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<td>Testimonials</td>
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<td>1 Month After</td>
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<td>Define the Prospect List</td>
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“Focus Content on key dates: Memorial Day, 4th of July, Zachary Fisher's birthday, etc.”
- Lisa Kelley, Manager of Digital Media, Fisher House Foundation
“We don’t have to be smarter than the rest; we have to be more disciplined than the rest.”

—Warren Buffet, investor
2. Costs: How to Make Cost Effective Web Sites

Hosting: Wordpress

Choose Reputable Host for Your Domain & Web Site Theme that is Responsive = $109
Mobile Theme: WPtouch Pro

Gravity Forms

Over 50% of Web Traffic = Mobile

Mobile Theme + Forms Technology

= $138
2. Costs: How to Make Cost Effective Web Sites (Continued)

**Revolution Slider**

Change the ‘look and feel’ of your site (constantly) = $25
If you don’t have the little green lock from a trusted SSL certificate, Google Chrome will tag your site as Not Secure = $59.99
Top 13 List: Best Practices in Building Web Sites

1. **Copy, Copy, Copy:** Find a Web Site You Like, and Copy It!

2. **Get Organized:** Gather All of Your Pictures & Text, Put it in a Presentation.

3. **List Your Non-Profit on Google**
   1. [https://support.google.com/business/answer/2911778?hl=en](https://support.google.com/business/answer/2911778?hl=en)

4. **Think Mobile First:** make sure your web site looks great on mobile. Too many words? 50% of traffic comes from mobile.

5. **Phone Numbers:** Make Clickable
   1. `<div>Phone: <a href="tel:585-292-9870">(585) 292-9870</a></div>`

6. **Images:**
   1. **License Images:** always!
   2. **Uniform Size:** Always make a images a uniform size (e.g. 600 x 600 pixels)
   3. **Name your images - Literally:**
      1. “Picture of Fisher House Orlando Opening with Lou Holtz on March 1, 2018”
Top 13 List: Best Practices in Building Web Sites (continued)

7. Analytics: set-up a Google Analytics Account
   1. https://marketingplatform.google.com/about/analytics/
   2. Review Your Analytics Monthly

8. Link Building: get links from reputable local organizations

9. Link Giving: avoid giving links to ‘non-reputable organizations’.


11. Control Your Accounts & Licenses in your Non-Profit’s name.

12. Non-Profit Statement: Include Your Non-Profit info every page.

13. Financials on Site - include 990, audit, board members, IRS nonprofit letter.
## How Long Should Building a Web Site Take?: 2.5 Weeks

<table>
<thead>
<tr>
<th>Task</th>
<th>Time</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Getting Organized: Navigation &amp; Content</td>
<td>1 Week</td>
<td>$0</td>
</tr>
<tr>
<td>Hosting / Domain / Theme Activation / Security Certificate</td>
<td>1 Day</td>
<td>&lt; $300</td>
</tr>
<tr>
<td>Web &amp; Mobile Theme Configuration</td>
<td>1 Day</td>
<td>Donated or &lt; $1,000</td>
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<tr>
<td>Posting Initial Pictures and Content</td>
<td>1 Week</td>
<td>Embedded in Above</td>
</tr>
<tr>
<td>Activating Social Media, Google Analytics</td>
<td>1 Day</td>
<td>Embedded in Above</td>
</tr>
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**Time to Go Live**  

**2.5 Weeks**  

**< $1,500**
"Thus those skilled in war subdue the enemy’s army without battle. They conquer by strategy."

—Sun Tzu, The Art of War
3. **Strategy: How to Develop a Content Strategy? What Are You Aiming to Accomplish?**

- **Strategy: the 80/20 Rule**
  - Play back messages that your target audience enjoys hearing.
    - Guests:
      - ‘A Family’s Love is Good Medicine’
    - Supporters:
      - Results, Testimonials
      - Progress
      - Achievements

- **Content:**
  - Make a Calendar (for the web and social media) (See Attachment)
  - Schedule content in Advance - as much as 52 weeks out.
    - Post the same pictures / articles to your web site and social media.

**Avoid Busy Work & Being All Things to All People**
“I don’t look to jump over seven-foot bars: I look around for one-foot bars that I can step over.”

—Warren Buffett, investor
4. Automation: How to Implement Marketing Automation & Make Your Life Easier?

- **Benefits = Time Savings**
  - Email Newsletters
  - Text capabilities
  - Social Media scheduling
  - Ad scheduling and analysis

- **Programmatic Marketing:**
  - Schedule Campaigns to target audiences
  - CRM - so you can remember whom you have sent communications.

Cost = $0 to $300 / Month
Thank You!

Q & A and Discussion

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