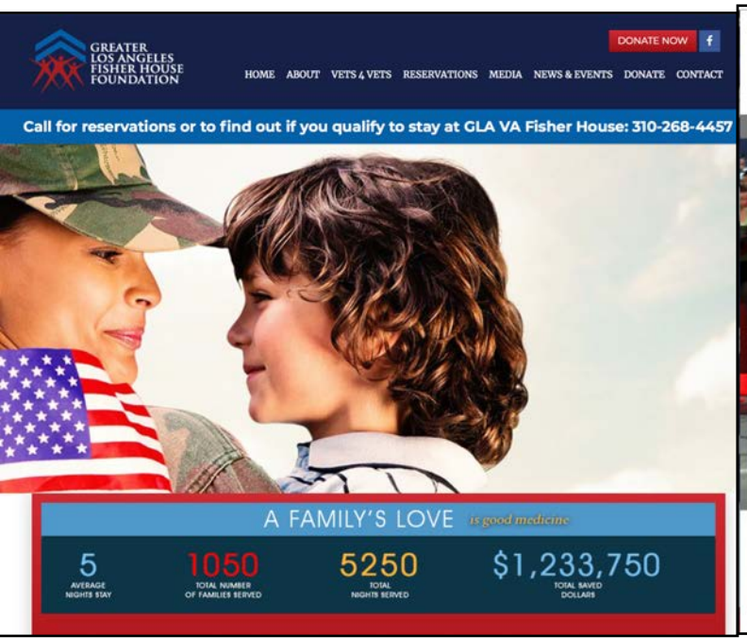
Succeeding on the Web

Managers Conference

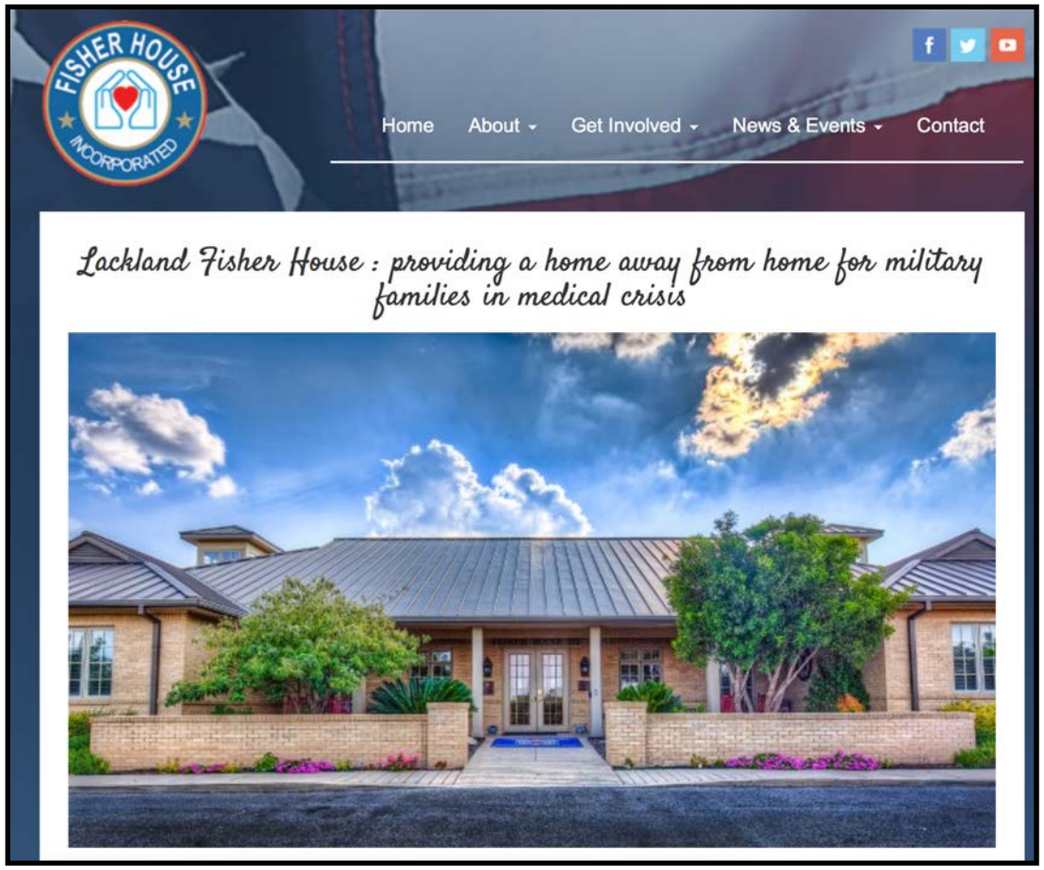
Fisher House Foundation



Marriott - Crystal City
August 23, 2018
Nick Mavrick nickmavrick@me.com

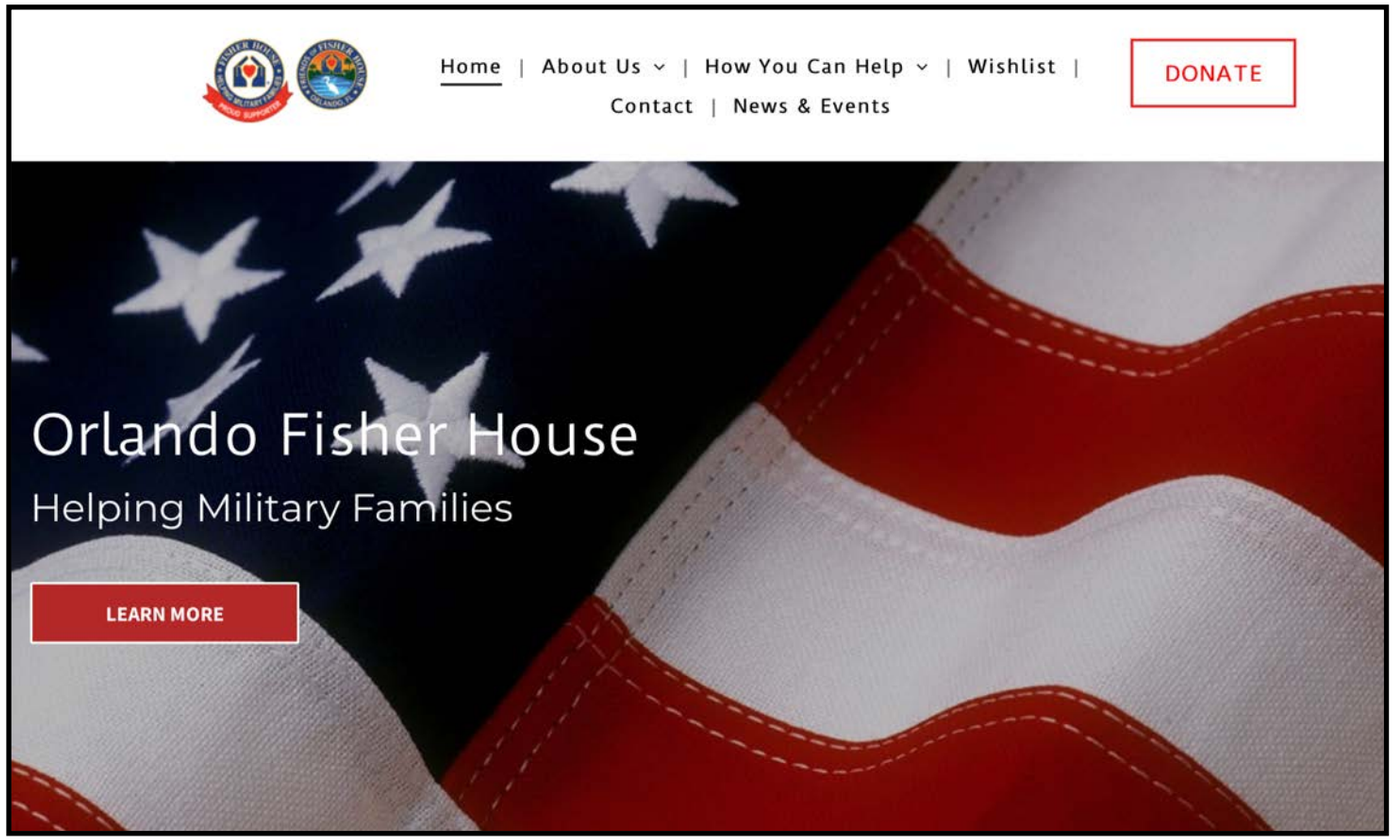
Mia Hughes, Administrative Director - 850-259-4956
573 Shares
491
FISHER HOUSE OF THE EMERALD COAST, INC.
Serving Military and Veteran's Families in Their Time of Need
A family's love is always the best medicine. When a loved one is injured or ill, a Fisher House unites families and relieves the financial and emotional strain of being away from home.
Home
About Us
Community Partners
Calendar
Get Involved
News & Media
How to Stay
Contact
$1.6 MILLION
IN SAVINGS TO FAMILIES SINCE 2010 AT OUR FHEC EGLIN AFB
76 houses in operation
OPENED IN SEPTEMBER 2010
We were #48
335,000
FAMILIES SERVED SINCE 1990
$407,000
IN SAVINGS TO FAMILIES SINCE 1990
8 MILLION
DAYS OF LODGING
because A FAMILY'S LOVE is good medicine
Join the Fisher House Newsletter
Sign Up Now
For Email Marketing you can trust.
Fisherhouse Events
All | Upcoming | 2016 | 2017 | 2018
WED 15 AUG 2018 - SUN 19 AUG 2018
Emerald Coast Poker Run

Search this site
FISHER~NIGHTINGALE HOUSES
Touching Lives with Compassion at Wright-Patterson Medical Center & the VA Medical Center, Dayton, Ohio
HOME | ABOUT US | THE HOUSES | EVENTS | HOW YOU CAN HELP | CONTACT US | DONATE
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 their country.
» More
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 INCORPORATED
Home
About
Get Involved
News & Events
Contact
Lackland Fisher House : providing a home away from home for military families in medical crisis

HOUSE
FOUNDATION
DONATE
STAY WITH US
ROCKY MOUNTAIN FISHER HOUSE
ROCKY MOUNTAIN FISHER HOUSE COLORADO
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.

Friends Of Fisher House Connecticut
Home
About Fisher House CT
West Haven VA Fisher House
2018 Bristol Half Marathon
2018 ARMY TEN MILER
More
VA CONNECTICUT FISHER HOUSE
IS
NOW OPEN


Home
About Us
How You Can Help
Wishlist
Contact
News & Events
DONATE
Orlando Fisher House
Helping Military Families
LEARN MORE

WEST PALM BEACH
FISHER HOUSE
because A Family's Love is Good Medicine
HOME
ABOUT US
CONTACT
HOW TO HELP
NEWSROOM
OUR SPONSORS
JOIN US
EVENTS
WATCH OUR LATEST STORY
See what Fisher House means to so many families.
WATCH VIDEO

GAINESVILLE FISHER HOUSE
Foundation
HOME
WALK OF COURAGE
ABOUT
HOW YOU CAN HELP US
CONTACT
DONATE
GAINESVILLE FISHER HOUSE
Foundation
DONATE

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 ldonation 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?

"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

Client	Task	Annual Frequency	Jan.	Feb.	Mar.	Apr.	May	Jun.
Guests	Welcome	TBD						
	How Was Your Stay?	As Completed						
	Testimonials	1 Month After						
Supporters: Lg.	Define the Prospect List	Ongoing						
	Events	6x	X		X		X	
	Updates	6x		X		X		
Supporters: Sm	Define the Prospect List	Ongoing						
	Events	4x	X		X		X	
	Updates	6x		X		X		
Community	Media	8x	X		X		X	
	Events	6x		X		X		X
	Updates	6x	X		X		X	

“Focus Content on key dates: Memorial Day, 4th of July, Zachary Fisher's birthday, etc.”

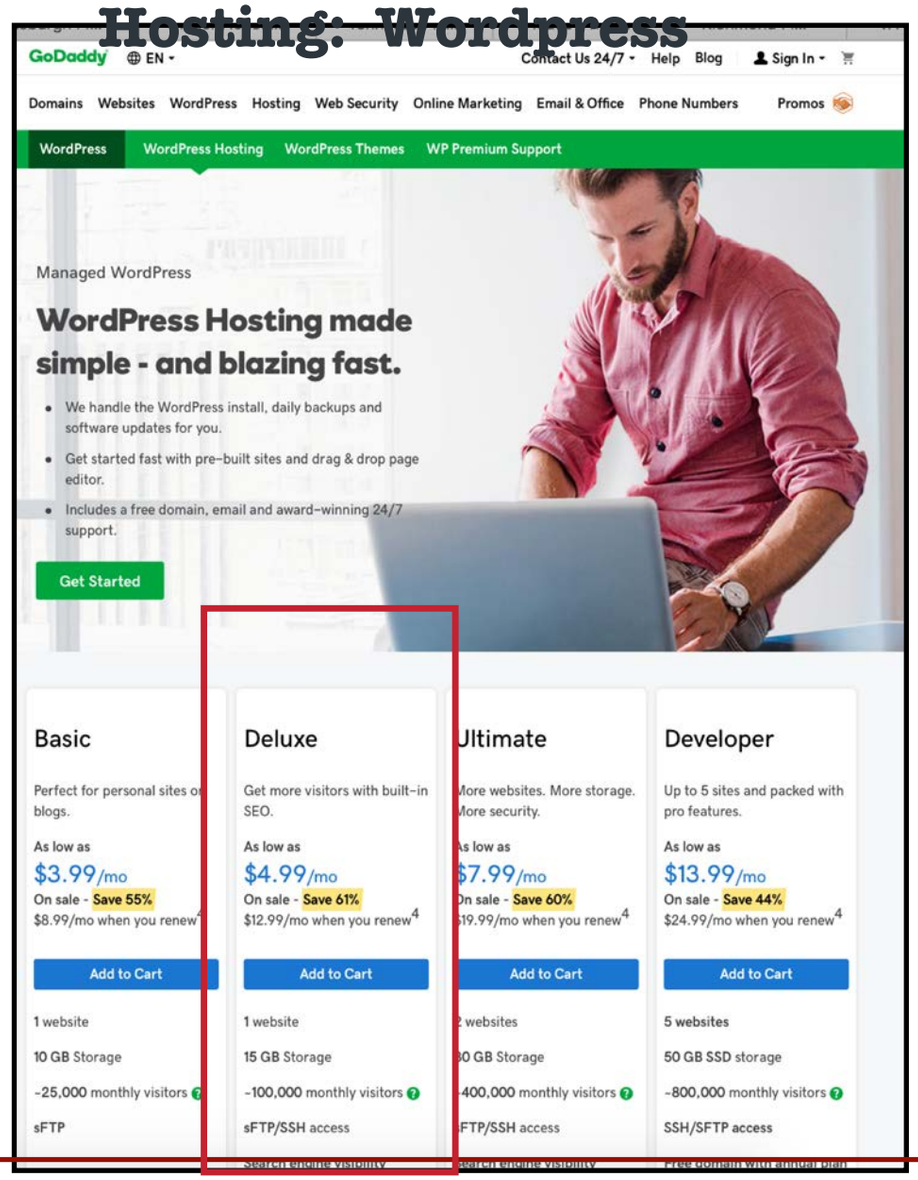
- Lisa Kelley, Manager of Digital Media, Fisher House Foundation

"We don't have to be smarter than the rest; we have to be more disciplined than the rest."

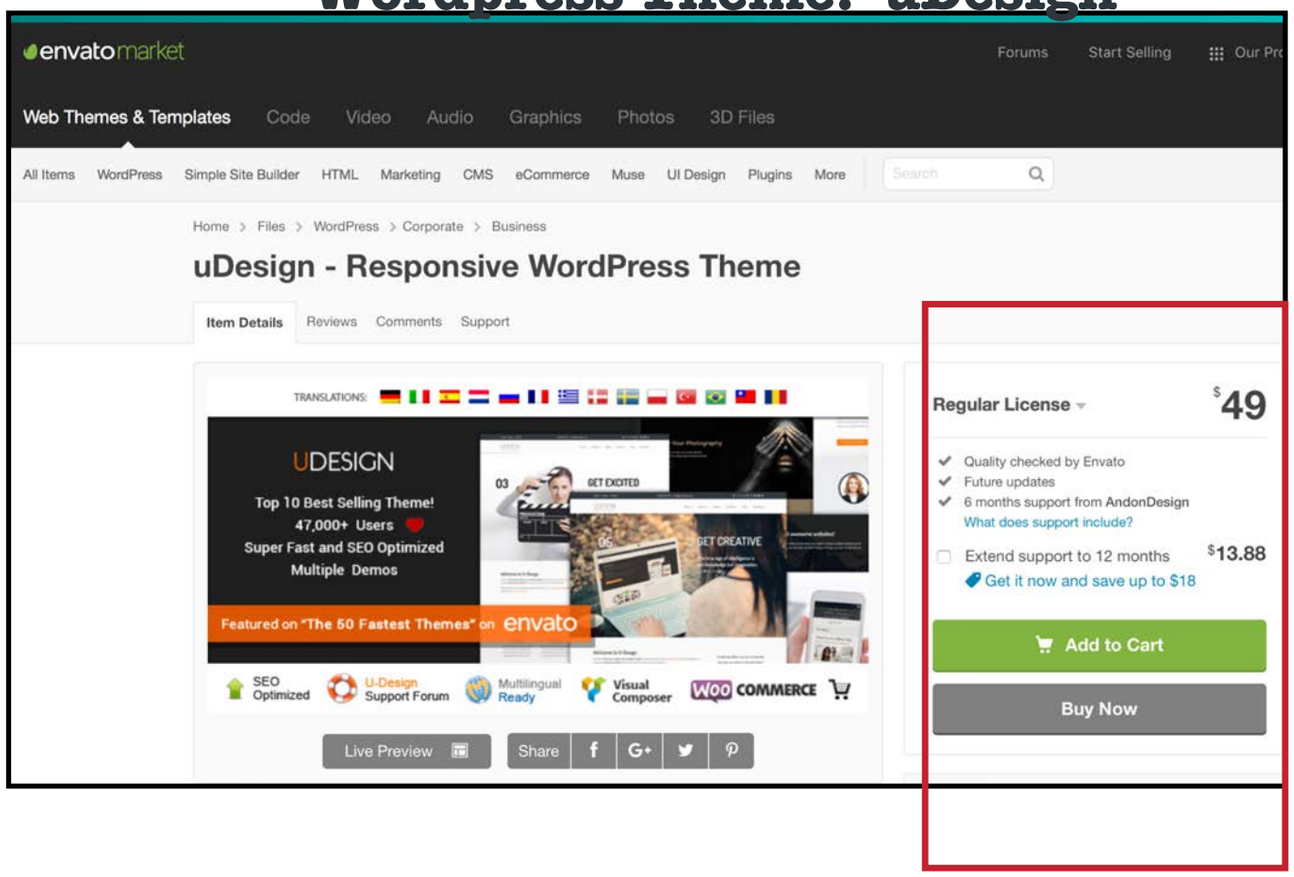
—Warren Buffet, investor

2. Costs: How to Make Cost Effective Web Sites

Hosting: Wordpress



Wordpress Theme: uDesign

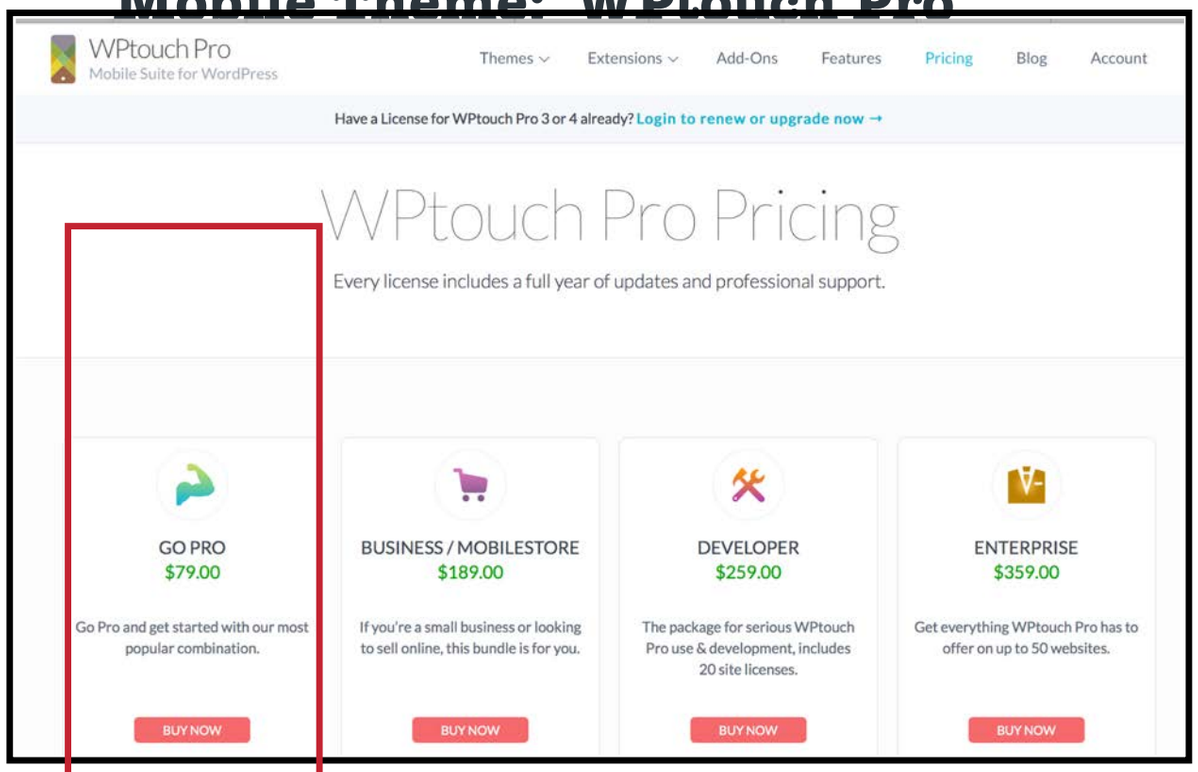


Choose Reputable Host for Your Domain &

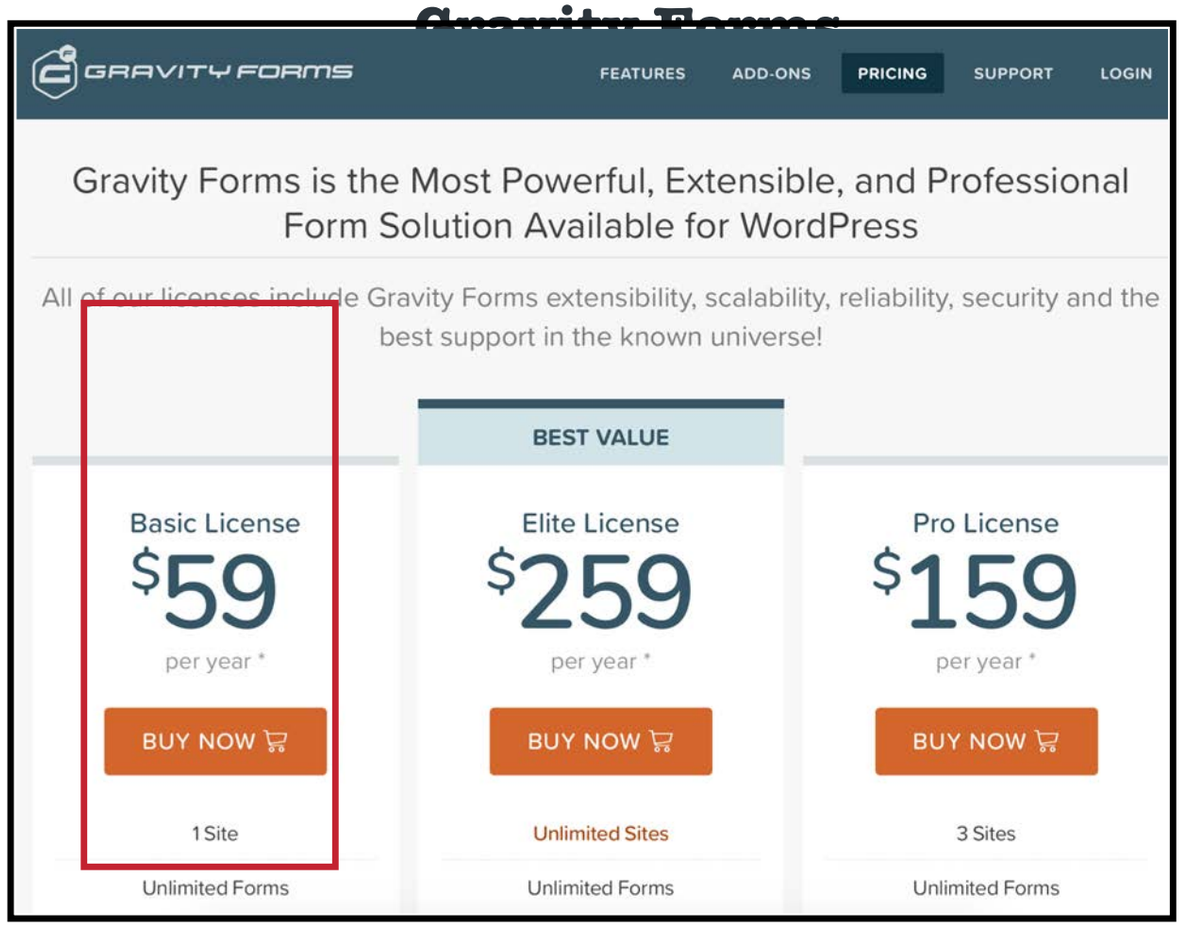
Web Site Theme that is Responsive = $109

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

Mobile Theme: WPtouch Pro



Gravity Forms



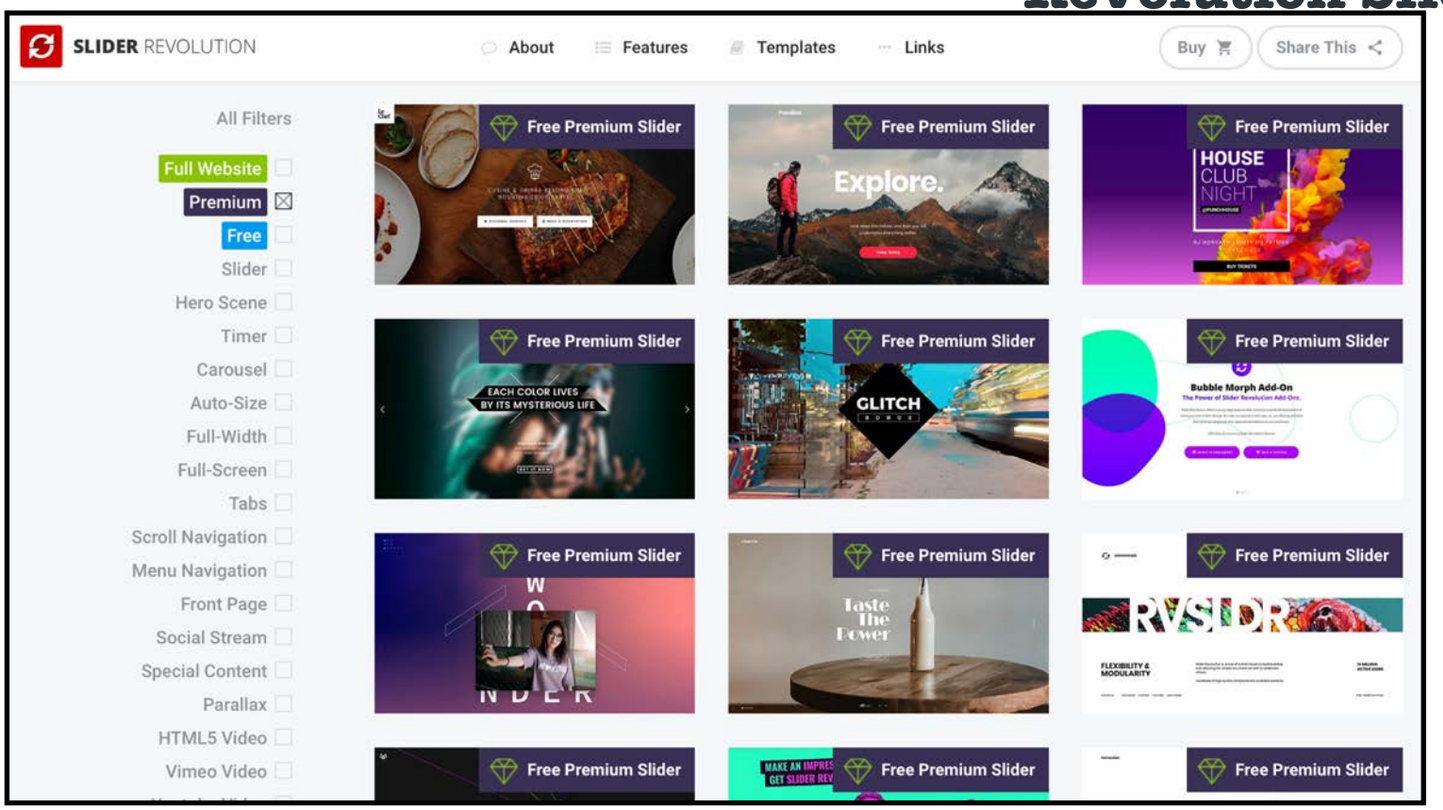
Over 50% of Web Traffic = Mobile

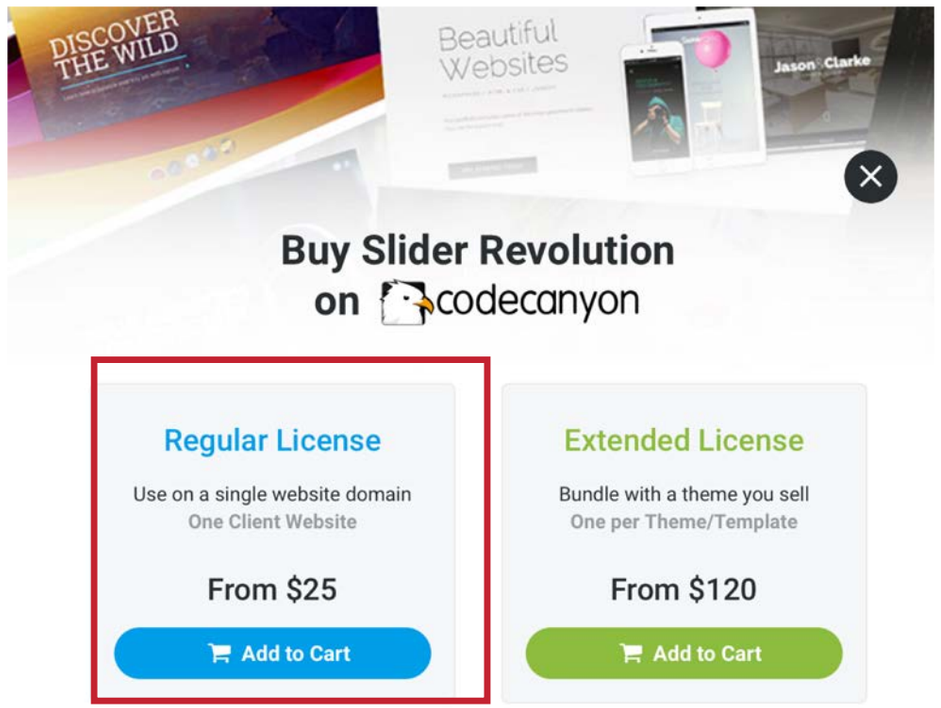
Mobile Theme + Forms Technology

= $138

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

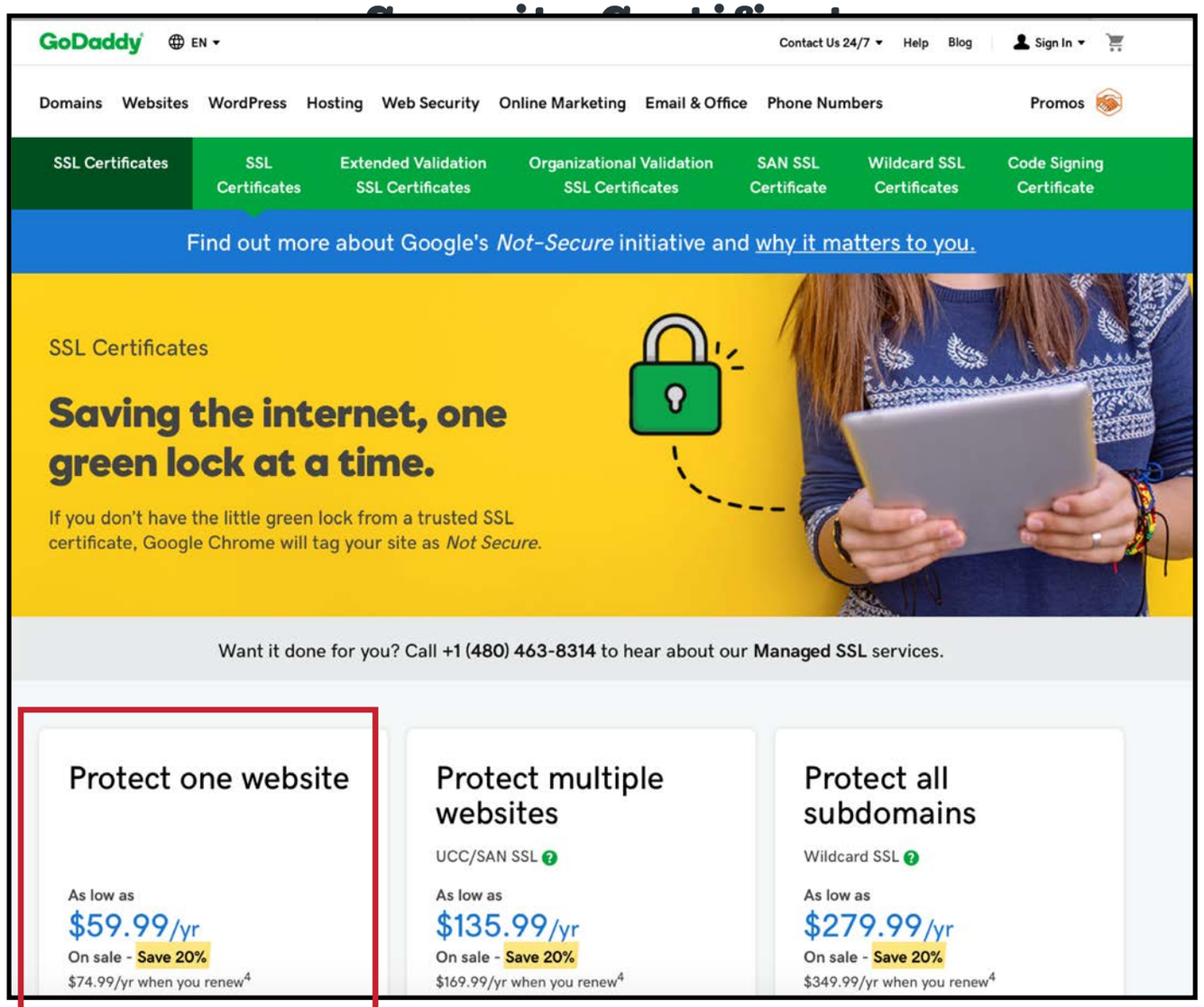
Revolution Slider





Change the 'look and feel' of your site (constantly) = $25

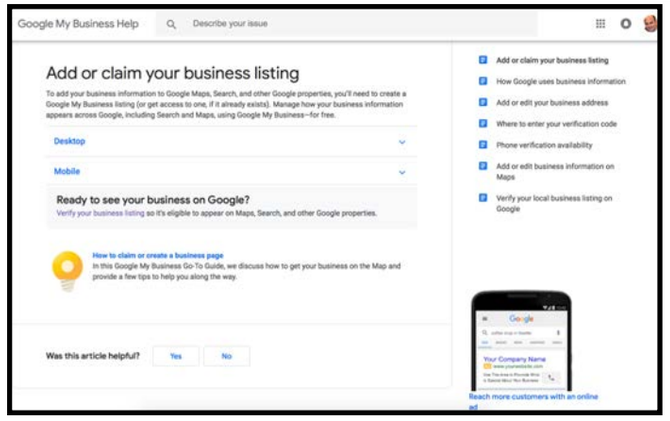
2. Costs: How to Make Cost Effective Web Sites (Continued)



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
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. Phone: (585) 292-9870
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"

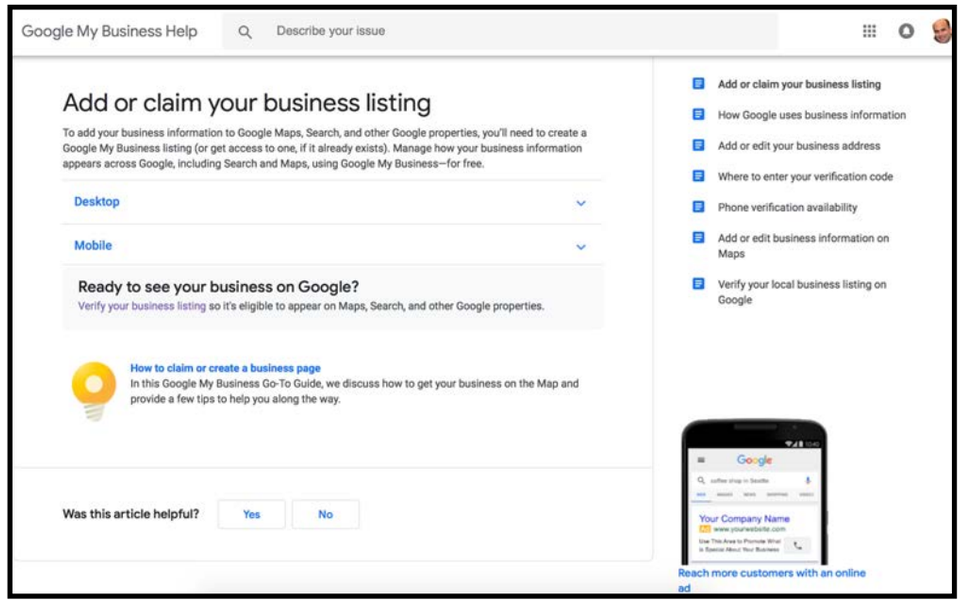


Top 13 List: Best Practices in Building Web Sites (continued)

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'.

10.Security Certificate: install directly from GoDaddy.

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

Task	Time	Cost
Getting Organized: Navigation & Content	1 Week	$0
Hosting / Domain / Theme Activation / Security Certificate	1 Day	< $300
Web & Mobile Theme Configuration	1 Day	Donated or < $1,000
Posting Initial Pictures and Content	1 Week	Embedded in Above
Activating Social Media, Google Analytics	1 Day	Embedded in Above
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

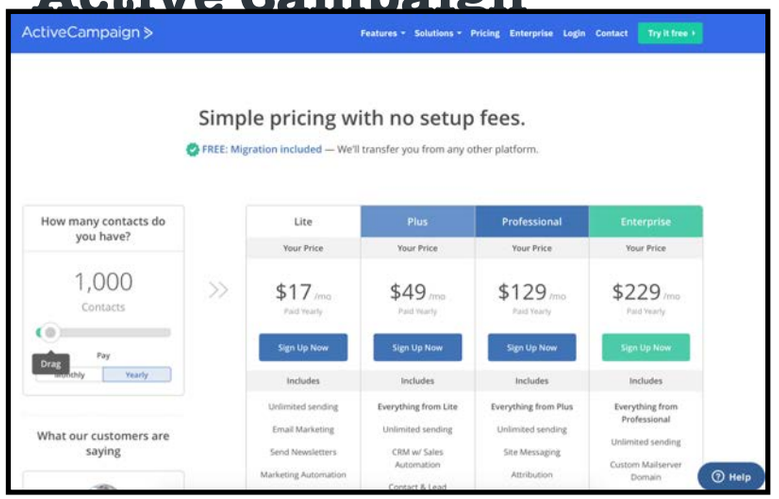
"I don't look to jump over seven-foot bars:
I look around for one-foot bars that I can step over."

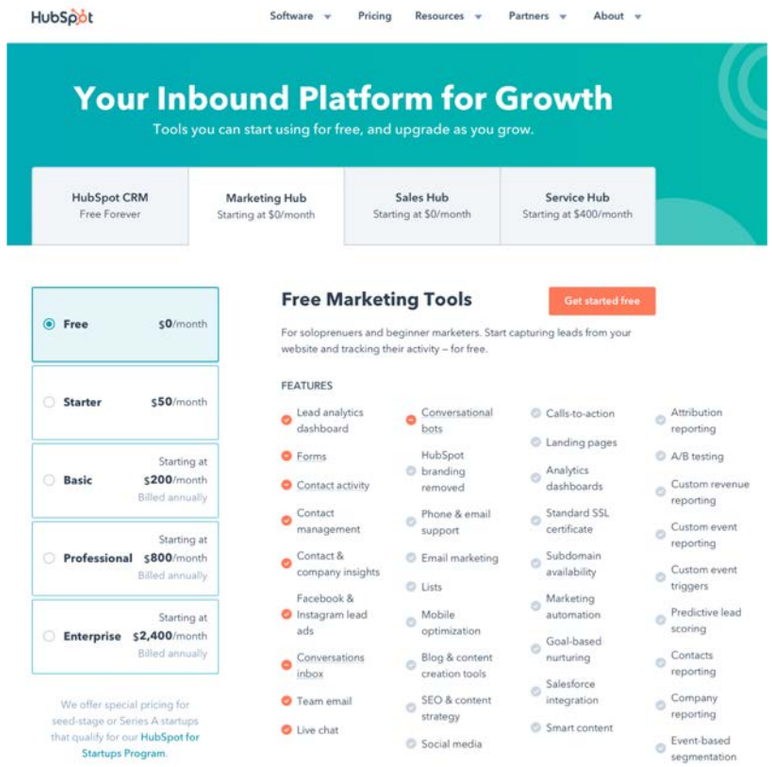
—Warren Buffett, investor

4. Automation: How to Implement Marketing Automation & Make Your Life Easier?

Demand Force

Active Campaign





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

Nick Mavrick
nickmavrick@me.com
828-279-4869