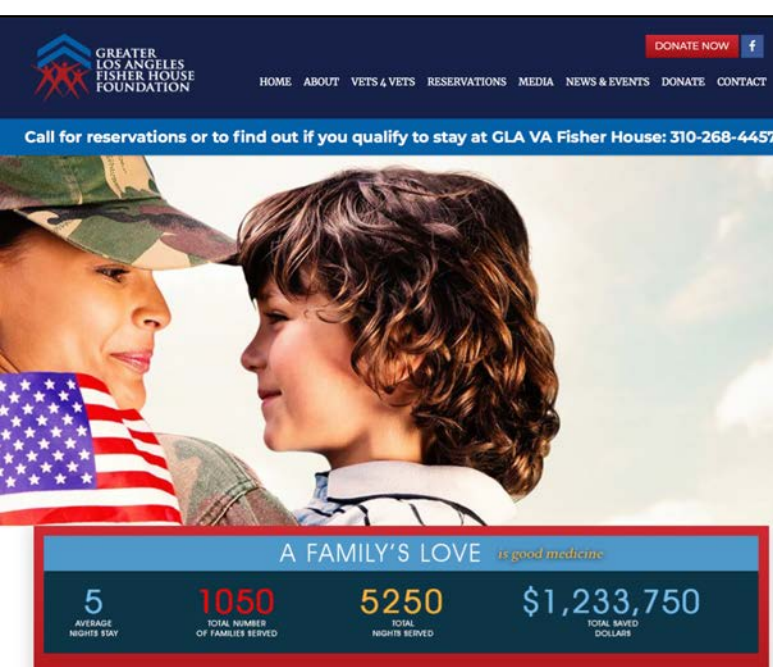


Succeeding on the Web

Managers Conference Fisher House Foundation



GREATER LOS ANGELES FISHER HOUSE FOUNDATION

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Call for reservations or to find out if you qualify to stay at GLA VA Fisher House: 310-268-4457



FISHER-NIGHTINGALE HOUSES

Touching Lives with Compassion at Wright-Patterson Medical Center & the VA Medical Center, Dayton, Ohio

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Join those who contribute to Fisher-Nightingale Houses, Inc. with donations, as volunteers or runners in our annual fundraising marathon, and in many other ways. > How You Can Help

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.

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With your assistance Fisher House Southern California helped raise over \$3.0 million to bring a new Fisher House to the VA Long Beach Medical Center.

READ MORE

Marriott - Crystal City

August 23, 2018

Nick Mavrick nickmavrick@me.com



573 Shares

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491

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+

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c

Mia Hughes, Administrative Director - 850-259-4956



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.

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\$1.6 MILLION

IN SAVINGS TO FAMILIES SINCE 2010 AT OUR FHQC EDLIN 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

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Fisherhouse Events

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WED 15 AUG 2018

SUN 19 AUG 2018

Emerald Coast Poker Run



FISHER~NIGHTINGALE HOUSES

Touching Lives with Compassion at Wright-Patterson Medical Center & the VA Medical Center, Dayton, Ohio

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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.

[2 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.

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



HOUSE

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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.



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Orlando Fisher House

Helping Military Families

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WEST PALM BEACH FISHER HOUSE

because A Family's Love
is Good Medicine

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WATCH OUR LATEST STORY

See what Fisher House means to so many families.

WATCH VIDEO



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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 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



GREATER LOS ANGELES FISHER HOUSE FOUNDATION

HOME ABOUT VETS 4 VETS RESERVATIONS MEDIA NEWS & EVENTS DONATE CONTACT

DONATE NOW

Call for reservations or to find out if you qualify to stay at GLA VA Fisher House: 310-268-4457

A FAMILY'S LOVE *is good medicine*

5 AVERAGE NIGHTS STAY	1050 TOTAL NUMBER OF FAMILIES SERVED	5250 TOTAL NIGHTS SERVED	\$1,233,750 TOTAL SAVED DOLLARS
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THE FISHER HOUSE™ PROGRAM IS A UNIQUE PRIVATE-PUBLIC PARTNERSHIP THAT SUPPORTS AMERICA'S MILITARY IN THEIR TIME OF NEED.

"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

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



2. Costs: How to Make Cost Effective Web Sites

“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

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Domains Websites WordPress Hosting Web Security Online Marketing Email & Office Phone Numbers Promos

WordPress WordPress Hosting WordPress Themes WP Premium Support

Managed WordPress

WordPress Hosting made simple - and blazing fast.

- We handle the WordPress install, daily backups and software updates for you.
- Get started fast with pre-built sites and drag & drop page editor.
- Includes a free domain, email and award-winning 24/7 support.

[Get Started](#)

Basic	Deluxe	Ultimate	Developer
Perfect for personal sites or blogs.	Get more visitors with built-in SEO.	More websites. More storage. More security.	Up to 5 sites and packed with pro features.
As low as \$3.99/mo On sale - Save 55% \$8.99/mo when you renew ⁴	As low as \$4.99/mo On sale - Save 61% \$12.99/mo when you renew ⁴	As low as \$7.99/mo On sale - Save 60% \$19.99/mo when you renew ⁴	As low as \$13.99/mo On sale - Save 44% \$24.99/mo when you renew ⁴
Add to Cart	Add to Cart	Add to Cart	Add to Cart
1 website	1 website	2 websites	5 websites
10 GB Storage	15 GB Storage	30 GB Storage	50 GB SSD storage
~25,000 monthly visitors	~100,000 monthly visitors	~400,000 monthly visitors	~800,000 monthly visitors
sFTP	sFTP/SSH access	FTP/SSH access	SSH/SFTP access

Wordpress Theme: uDesign

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All Items WordPress Simple Site Builder HTML Marketing CMS eCommerce Muse UI Design Plugins More Search

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Item Details Reviews Comments Support

TRANSLATIONS:

UDESIGN

Top 10 Best Selling Theme!
47,000+ Users
Super Fast and SEO Optimized
Multiple Demos

Featured on "The 50 Fastest Themes" on **envato**

SEO Optimized U-Design Support Forum Multilingual Ready Visual Composer **WOO** COMMERCE

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Regular License **\$49**

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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

WPtouch Pro
Mobile Suite for WordPress

Themes ▾ Extensions ▾ Add-Ons Features Pricing Blog Account

Have a License for WPtouch Pro 3 or 4 already? [Login to renew or upgrade now](#) →

WPtouch Pro Pricing

Every license includes a full year of updates and professional support.

License Type	Price	Description
GO PRO	\$79.00	Go Pro and get started with our most popular combination.
BUSINESS / MOBILESTORE	\$189.00	If you're a small business or looking to sell online, this bundle is for you.
DEVELOPER	\$259.00	The package for serious WPtouch Pro use & development, includes 20 site licenses.
ENTERPRISE	\$359.00	Get everything WPtouch Pro has to offer on up to 50 websites.

Gravity Forms

GRAVITY FORMS

FEATURES ADD-ONS PRICING SUPPORT LOGIN

Gravity Forms is the Most Powerful, Extensible, and Professional Form Solution Available for WordPress

All of our licenses include Gravity Forms extensibility, scalability, reliability, security and the best support in the known universe!

License Type	Price	Per Year	Number of Sites	Forms
Basic License	\$59	per year *	1 Site	Unlimited Forms
Elite License	\$259	per year *	Unlimited Sites	Unlimited Forms
Pro License	\$159	per year *	3 Sites	Unlimited Forms

Over 50% of Web Traffic = Mobile

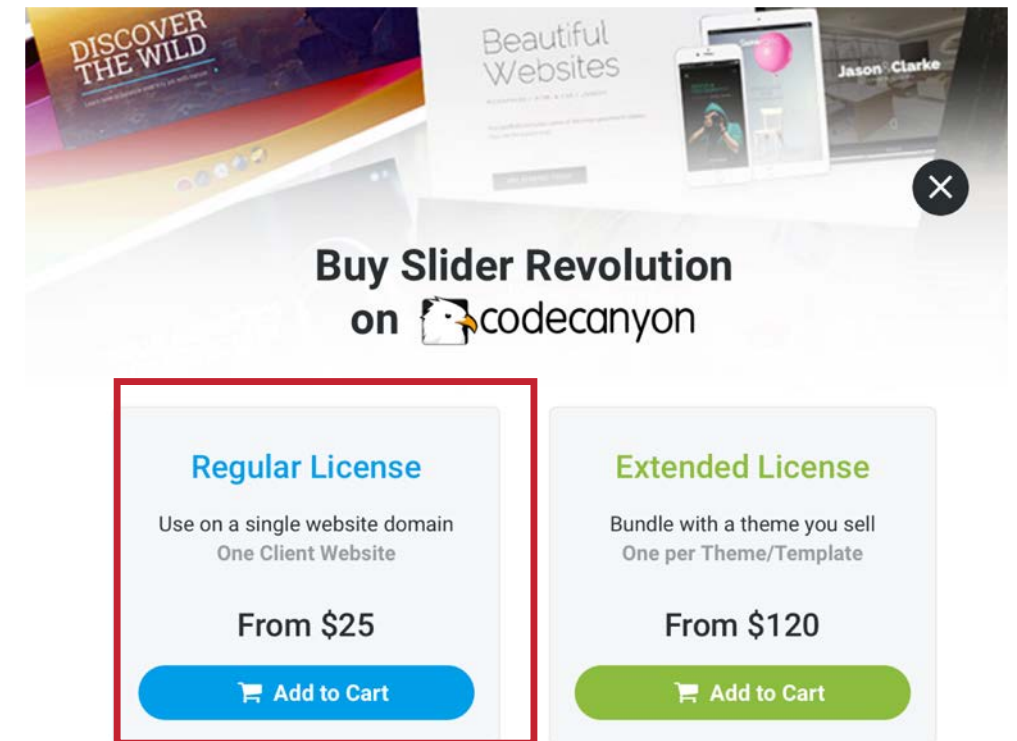
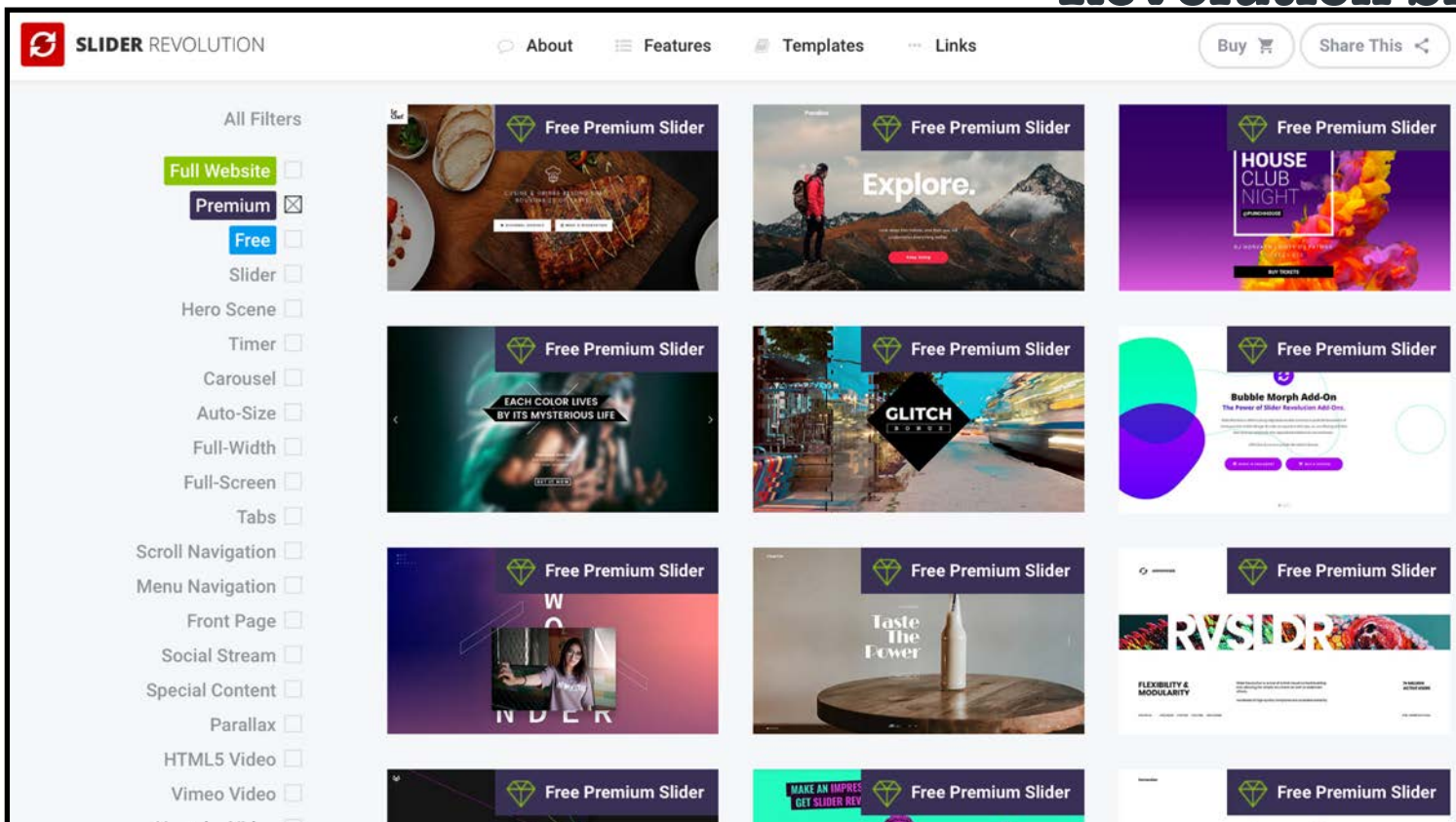
Mobile Theme + Forms Technology

= \$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)

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SSL Certificates SSL Certificates Extended Validation SSL Certificates Organizational Validation SSL Certificates SAN SSL Certificate Wildcard SSL Certificates Code Signing Certificate

Find out more about Google's *Not-Secure* initiative and [why it matters to you.](#)

SSL Certificates

Saving the internet, one green lock at a time.

If you don't have the little green lock from a trusted SSL certificate, Google Chrome will tag your site as *Not Secure*.

Want it done for you? Call +1 (480) 463-8314 to hear about our Managed SSL services.

Protect one website	Protect multiple websites	Protect all subdomains
UCC/SAN SSL	UCC/SAN SSL	Wildcard SSL
As low as \$59.99/yr	As low as \$135.99/yr	As low as \$279.99/yr
On sale - Save 20%	On sale - Save 20%	On sale - Save 20%
\$74.99/yr when you renew ⁴	\$169.99/yr when you renew ⁴	\$349.99/yr when you renew ⁴

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.<div>Phone: (585) 292-9870</div>

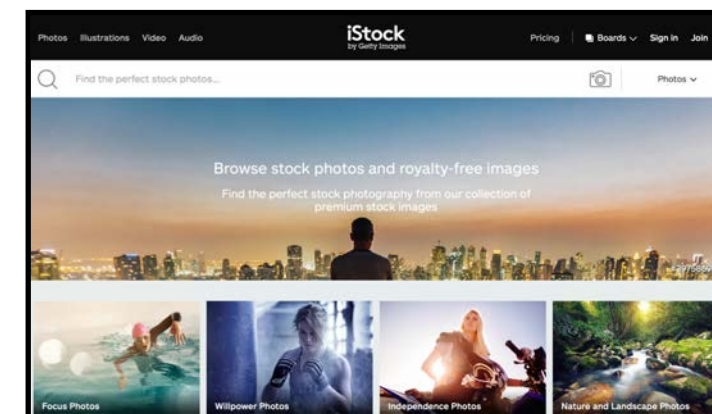
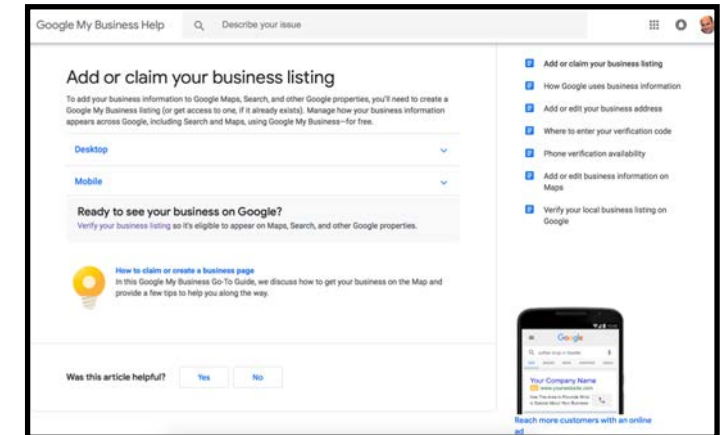
6.Images:

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

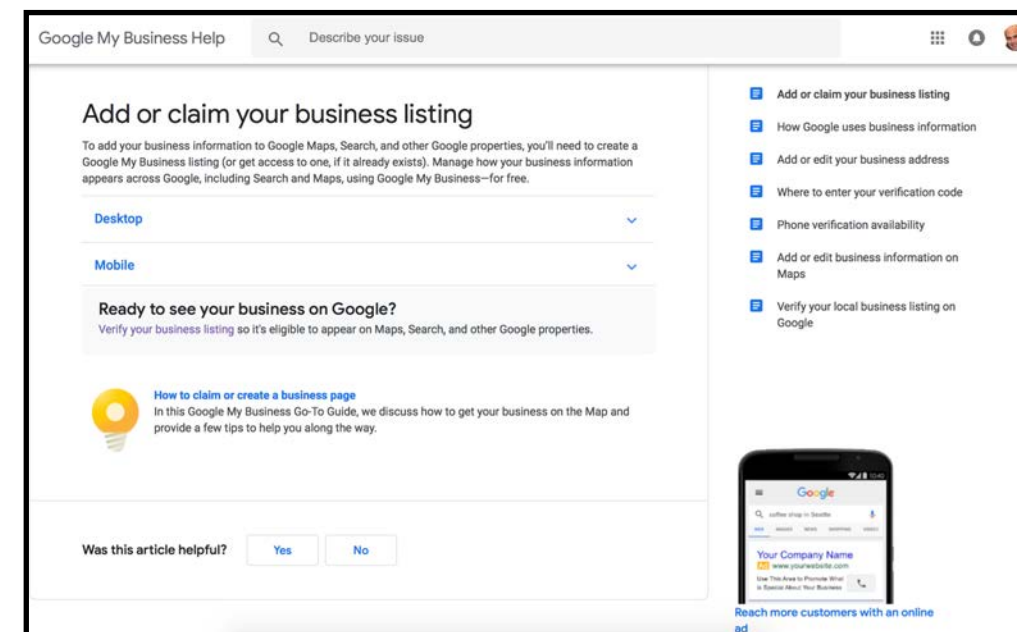
9. **Link Giving:** avoid giving links to ‘non-reputable organizations’.

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



3. Strategy: How to Develop a Content Strategy? What Are You Aiming to Accomplish?

*“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



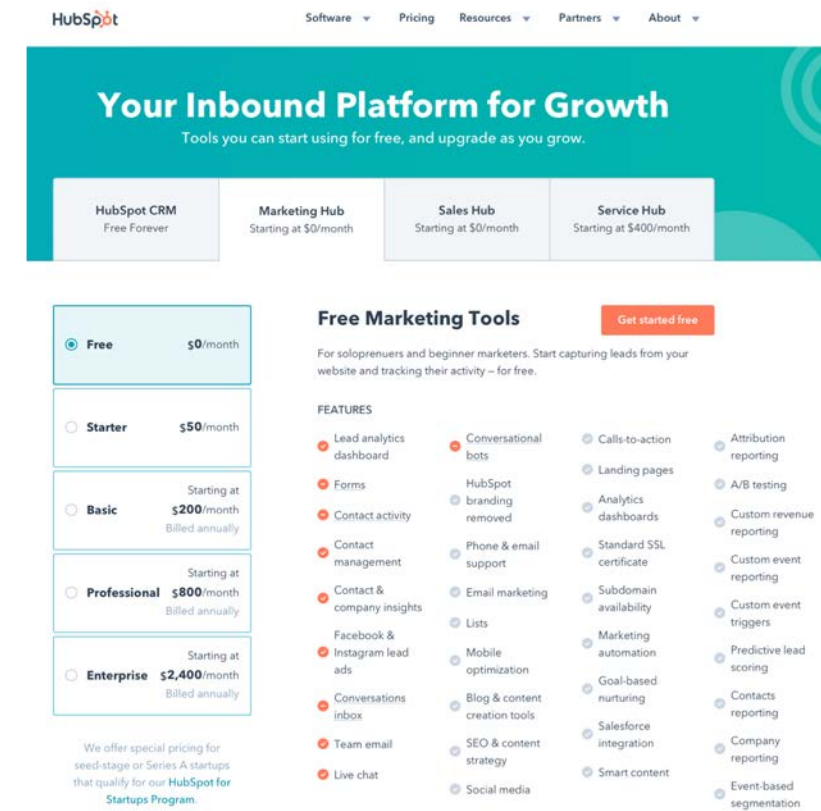
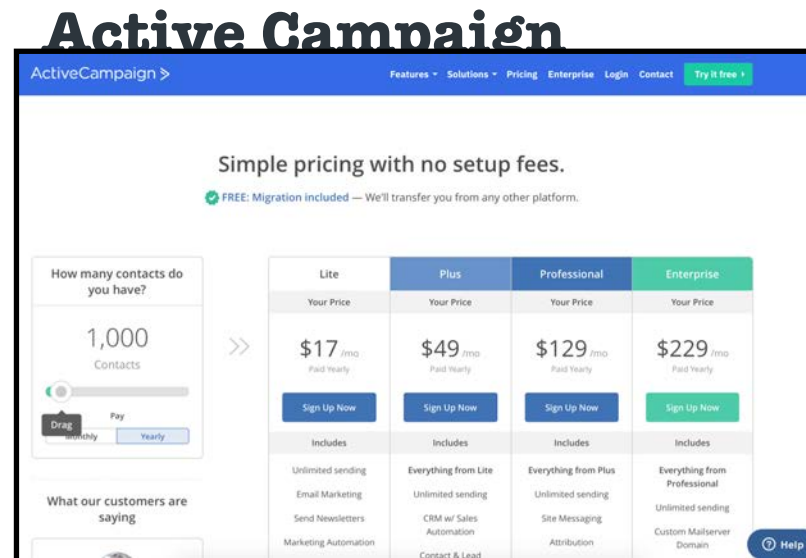
4. Automation: How to Implement Marketing Automation & Make Your Life Easier?

*“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

- **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

