



**United Way
of Dane County**

What you should know about Web 2.0

Many nonprofits have been asking themselves if they are being left behind by Web 2.0 technologies (whatever that means) and if they should care. Web 2.0 technologies are gaining mindshare for nonprofits as DANEnet and the UW TechShop connect nonprofits to web savvy students and as online fundraising became a focus of the last presidential race.

Come and explore with us the evolution of the Web from a nonprofit point of view.

DANEnet presents a second series of Nonprofit Technical Roundtables in partnership with United Way of Dane County. This series is part of the agency development services United Way provides through their Institute for Nonprofit Leadership & Innovation.

When: 8:00 am to 9:30 am

Where: Anderson United Way Center, 2059 Atwood Ave., Madison

What: This series will introduce participants to Web 2.0 technologies and discuss ways that these tools can be used by nonprofits to engage with clients, constituents and supporters.

Cost: \$10 per session \$30 for the series

Continental breakfast will be provided.

March 17, 2009	Web 2.0 for nonprofits (overview): What are social networking and other types of interactive web based technologies (Facebook, Myspace, Twitter, Flickr, Youtube and the rest)? Which of these tools make sense for your agency?
May 5, 2009	Written content - Getting the word out (and in): Social networking, social bookmarking, blogging, instant messaging, Twitter and other tools that allow you to share, post, publish, read, access and discuss written information.
July 7, 2009	Video and Images: Using photo and video sharing, tagging and collaborating tools.
Sept 1, 2009	Marketing in a Web-centric world: How do you tie together all these disparate tools into a coherent communication strategy?



What you should know about web 2.0 Registration Form

Please return this form, along with registration fee, to:

United Way of Dane County
PO Box 7548
Madison, WI 53707-7548.

Name:

Organization:

Address:

Date	Topic	Cost	
March 17, 2009	Session1: Web 2.0 for nonprofits	\$10	
May 5, 2009	Session2: Written content	\$10	
July 7, 2009	Session3: Videos and images	\$10	
Sept 1, 2009	Session4: Marketing in a web-centric world	\$10	
Series (4 sessions)		\$30	
		Total:	

Checks can be made payable to United Way of Dane County.

Session 1/Series Registration Deadline: March 6
Session 2 Deadline: April 21
Session 3 Deadline: June 23
Session 4 Deadline: August 18