

Steven D. Reece

From: Steven D. Reece <sdreece@matzevah.org>
Sent: Tuesday, February 7, 2012 15:52
To: Bruce and Jane Mussey; Daniel Compton; JoAnn Siegienski; Kevin Little; Robin Park; Slawek Laskowski
Cc: Chelsea Bennett; Elaine Brown; Monika Radkiewicz (Yahoo); Rachel McRae; Robin Park; Stephen Folker; Wes Plunk
Subject: Social Media Article

I continue to follow the aftermath of the Susan G. Komen “Pink Rebellion” and am forwarding to you an interesting article along these lines.

“ . . . the Pink Ribbon Rebellion demonstrated one thing Komen actually did right: it built a social network of activists bound together by a collective identity built on education, empowerment and interconnectedness. And this network, as we saw, doesn’t need Komen at its center – it is quite capable of taking on a life all its own” (from: http://ejewishphilanthropy.com/network-lessons-from-the-pink-ribbon-rebellion/?utm_source=Tue+Feb+7&utm_campaign=Feb+7&utm_medium=email).

The key here for us is what kind of social network are we building or wish to build?

Steven

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Steven D. Reece

From: Steven D. Reece <sdreece@matzevah.org>
Sent: Monday, February 6, 2012 10:58
To: Bruce and Jane Mussey; Daniel Compton; JoAnn Siegienski; Kevin Little; Robin Park; Slawek Laskowski
Cc: Chelsea Bennett; Elaine Brown; Monika Radkiewicz (Yahoo); Rachel McRae; Robin Park; Stephen Folker; Wes Plunk
Subject: eJewishphilanthropy Articles

Here are some interesting articles for us to read:

1. Online Giving:
http://www.nomensa.com/about/news-items/charities-fail-make-online-impact?utm_source=Mon+Feb+6&utm_campaign=Feb+6&utm_medium=email
2. Women Donors:
http://ejewishphilanthropy.com/modern-jewish-women-donors-a-new-paradigm/?utm_source=Mon+Feb+6&utm_campaign=Feb+6&utm_medium=email
3. Media/Communication's Strategy (issue of who controls the message):
http://ejewishphilanthropy.com/the-komen-fiasco-a-branding-and-pr-disaster/?utm_source=Mon+Feb+6&utm_campaign=Feb+6&utm_medium=email
4. Media/Communication's Strategy:
http://ejewishphilanthropy.com/mia-jewish-federations-media-strategy/?utm_source=Mon+Feb+6&utm_campaign=Feb+6&utm_medium=email
5. Grant Source:
http://ejewishphilanthropy.com/the-natan-fund-announces-2012-grants/?utm_source=Mon+Feb+6&utm_campaign=Feb+6&utm_medium=email
6. Grant Source:
http://ejewishphilanthropy.com/adelsons-on-list-of-u-s-most-generous-donors/?utm_source=Mon+Feb+6&utm_campaign=Feb+6&utm_medium=email

Of interest to me primarily is the Susan G. Komen Foundation's dilemma/debacle concerning who they fund or support. Their message has been politicized and blurred the focus of their mission/purpose. My question to us is who controls our message or who shapes the message about our mission/purpose or what we do in our mission/purpose? If we are not vigilant about our mission and how we communicate, someone or some organization may hijack it for their own purpose and advance their own agenda either knowingly or unknowingly. So, one item I see of great importance for us at this time is developing a communication's or media strategy.

Enjoy!

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Steven D. Reece

From: Steven D. Reece <sdreece@matzevah.org>
Sent: Friday, February 3, 2012 08:43
To: Bruce and Jane Mussey; Daniel Compton; JoAnn Siegienski; Kevin Little; Robin Park; Slawek Laskowski
Cc: Chelsea Bennett; Elaine Brown; Monika Radkiewicz (Yahoo); Rachel McRae; Robin Park; Stephen Folker; Wes Plunk
Subject: Communication Strategy

I am forwarding to you all an article about communication strategy. The content is not “user friendly” but the concept is especially important for us in how it is connected to the donor base and how it is connected to social media (Facebook and Twitter). Notice how the “Donate Now” button is clearly visible. I am getting most of this information from eJewishPhilanthropy and trying to alert you to some trends and important information for non-profits albeit from a Jewish perspective.

We will need to consider how we communicate with our potentially diverse donor base. We will be entering possibly a “highly controversial area of public debate,” so we need to consider not only how to “get our message out” but we also need to think about how we communicate with our donors. Here is the blurb and the link:

"This is what happens when a leading nonprofit jumps into a highly controversial area of public debate **without a communications strategy**, stays silent, and therefore lets others take over the public dialogue, perhaps permanently redefining the organization and its brand. Watch and learn, so you don't make the same mistake on whatever hot button issues your organization might be wading into."

Kivi Leroux-Miller, [The Accidental Rebranding of Komen for the Cure](#)

<http://www.nonprofitmarketingguide.com/blog/2012/02/01/the-accidental-rebranding-of-komen-for-the-cure/>

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