



Colin Delany

epolitics.com (USA)

How Digital Advertising Can Boost Your Online Fundraising

Masterclass

Speaker: **Colin Delany** epolitics.com (USA)
Date: **Wednesday 14 October 2015** – 14:30-18:00
Venue: The Crowne Plaza, Hodžovo nám. 2, Bratislava, Slovakia

14:00-14:30 >> **Delegate Registration for the Masterclass Program**
14:30-16:00 >> **Part 1**
16:00-16:30 >> **Coffee Break**
16:30-18:00 >> **Part 2**

Can digital advertising accelerate your fundraising program? Learn how organizations and campaigns are putting online ads to work to grow their donor lists, reach new audiences and convince people to give money.

We'll discuss channels including banner/display ads, video ads, Facebook advertising and more. We'll also talk about cutting-edge topics like Facebook Custom Audiences, addressable advertising and cross-channel fundraising. Learn how you can integrate digital ads into your fundraising program to boost your day-to-day results.

Learning outcomes:

- How online advertising can fit into a fundraising strategy;
- The essential online advertising channels and what they're good for;
- Using online ads to build your donor list;
- How targeted online ads can increase donations from your members;
- Using online ads to increase fundraising from other digital channels;
- Mobile advertising;
- Basic testing techniques to refine your messaging and strategy.

This Masterclass is mainly for intermediate fundraisers.

Colin Delany

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Colin is an 18-year veteran of online politics, a digital strategy consultant and the founder and editor of Epolitics.com, a website that focuses on the tools and tactics of Internet politics and online political advocacy.

As a consultant, Colin now works with advocacy organizations and political groups around the world to help them leverage digital tools to achieve their communications, fundraising, activism, advocacy and electoral goals.

Colin is a sought-after trainer and speaker on topics related to digital advocacy, social media, online communications and internet politics. He has given presentations at conferences from South by Southwest Interactive to Netroots Nation and at universities including Harvard and the London School of Economics. He was also honored as one of “Ten Who Are Changing the World of Politics and the Internet” at the 2010 World E-Gov Forum in Paris.

Delany is the author of several ebooks, including the digital campaigning guide “How to Use the Internet to Win in 2016” and “Learning from Obama”, the definitive overview of the groundbreaking 2008 online campaign for president. Besides Epolitics.com, he also writes the “Technology Bytes” column for Campaigns & Elections and is a Contributing Editor for the Digital Politics Radio show.

Delany began his political life as a staffer in the Texas Legislature, where politics is considered a contact sport. He later co-founded a targeted search engine for politics and policy during the dot-com boom. He is the former digital director of the National Environmental Trust and National Women’s Law Center.



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