

Orange Leap Shine Brighter Series Features Dawn Westerberg Speaking On 'Twitter for Nonprofits'

DALLAS, Texas, Nov. 28, 2012 (SEND2PRESS NEWSWIRE) – Orange Leap's monthly Shine Brighter Series of webcasts for nonprofits continues on Thursday, December 6, 2012, 2 p.m. EST, with "Twitter for Nonprofits" presented by Dawn Westerberg, president of marketing consulting firm Dawn Westerberg Consulting LLC (<http://dawnwesterberg.com/>).

"Twitter may be the most misunderstood and underused social media platform, but it is an incredibly powerful way to build relationships as well as amplify and accelerate your nonprofit's message," said Westerberg. "This session will explore the ways nonprofits can benefit from a regular Twitter presence."

Attendees will learn:

- * Who to follow and how to grow your followers;
- * The power of #hash tags for key words, events and chats;
- * Free tools for more efficient participation and helpful analytics;
- * How to use Twitter lists to key in on critical audiences such as donors, media, other nonprofits, and influences;
- * Bonus – how to get more online presence through your business partners.

There is no charge for nonprofits attending the session, but registration is required. Registration information can be found at <http://www.orangeleap.com/shinebrighter.shtml> .

Orange Leap launched the Shine Brighter Series in October and has featured experts from around the country on a variety of topics with the intent to provide valuable tips and strategies that nonprofits can use to fulfill their mission. This particular session on Twitter was developed in response to requests from attendees.

About Orange Leap:

Orange Leap (www.orangeleap.com) helps nonprofits raise more money with fewer resources by streamlining the fundraising process with innovative technology solutions and collaborative support. A cloud-based, Constituent Relationship Management (CRM) technology solutions company, Orange Leap effectively manages donor and constituent relationships; processes donations and tracks gift history; and automates fundraising and marketing communications. Based in Dallas, Texas, the company works closely with nonprofits that are focused on reaching and engaging a wide range of missions and constituencies.

News issued by: Orange Leap



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Original Image: https://www.send2press.com/wire/images/12-1128-westerberg_72dpi.jpg

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Original Story ID: 2012-11-1128-001 (8351) :: Orange-Leap-Shine-Brighter-Series-Features-Dawn-Westerberg-Speaking-On-Twitter-for-Nonprofits_2012-11-1128-001

Original Keywords: Shine Brighter Series of webcasts, Dawn Westerberg, cloud-based, Constituent Relationship Management, CRM technology solutions, Orange Leap, webinar, marketing, saas, Dallas Texas Orange Leap Dallas Texas DALLAS, Texas

Alternate Headline: Orange Leap monthly Shine Brighter Series of webcasts for nonprofits continues with 'Twitter for Nonprofits' featuring marketing expert Dawn Westerberg

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