

Instant Branding ...

Your Tobri Premier Non-Profit Membership allows your organization to **reach the highest number of potential supporters possible.**

You need to go where your supporters are, and they are increasingly spending a great deal of time on social networking sites.

Your Tobri Premier Non-Profit Membership enables your organization to reach a huge number of potential supporters and advocates.

Getting your name out there is incredibly important – studies suggest that people need to hear an organization’s name at least seven times before they trust and respect it enough to become a supporter.

Your target audience is becoming savvier when it comes to the using Tobri in their daily lives. If you want to **appear relevant and in-step with the latest advances in technology**, your potential supporters and advocates will want to see you on these Tobri as well.

Look like you “get it” ...

Your target audience is becoming shrewder about leveraging social media sites as an integral part of their daily lives. If you want to appear relevant and in-step with the latest advances in technology, your potential supporters will want to see you on Tobri as well. If you don’t have a presence, you appear as if you’re not very savvy.

Generate Traffic ...

By updating regularly on your Tobri Premier Non-Profit Membership with posts that link back to your site, you can **create additional traffic to all of your web sites.**

Tobri Premier Non-Profit Membership profiles frequently rank highly with major search engines.

Creating keyword-rich profiles around your organization can help generate traffic for both your social-networking sites and your organization’s Web site.

Using brand names and keywords in your profiles can help you to generate traffic for your other social media sites and company homepages.

Search engines like Google and Microsoft Bing are increasingly interested in indexing and ranking posts and other information from Tobri. Videos from Tobri can also be optimized for **indexing by the major search engines.**

Search Engines are employing real time content from your Tobri Premier Non-Profit Membership and search engines are collective in nature. Social network interactions from users help in determining the relevance of search results.

Communicate ...

Think of Tobri as **the most powerful form of Supporter/Advocate technology the world has ever seen.**

Your company's Tobri Premier Non-Profit Membership will allow you to **connect with your supporters in new and dynamic ways**, as you **collect you rich data and feedback** to help you grow and sustain your organization.

Take your message directly to your supporters ...

Your Tobri Premier Non-Profit Membership enables you to directly **engage your supporters in conversation.** Be sure to **build trust** by adding value to the community consistently over time.

Tobri has “give and take” built into it. While large corporations are paying people to give them feedback, you can **invite comments and opinions through your blog posts and fan pages.** Then, channel them into improving your services and your image.

When you listen and respond to your supporter's opinions, suggestions and even criticisms, they start to feel invested in you.

- The quality of relationships on social networks between organizations and their supporters is improving.
- The act of sharing and conversing motivates participation and exchange of information and gives users a sense of “belonging”
- Improved privacy settings enable users to strategically engage their personal and organizational audience

Instant Updates ...

Your Tobri Premier Non-Profit Membership profile is a great opportunity for you to **post regular updates on your organization's activities**, but also about important news and trends in your area.

This will catch the attention of new supporters interested in your programs and **increase your reputation as an leader** in the field. It's critical to post regularly if you want to increase your followers or fans and convert them to potential supporters.

- Potential supporters respond favorably to no-strings-attached advice and/or expertise from your organization.

- Engaging supporters and advocates via social media develops thought leadership and credibility
- Supporters are less likely to interpret shared experience as advertisements but rather, credible user experiences.

Utilize the Blogging and Micro Blogging Features via the Tobri News Feed ...

Blogging is one of the best ways to create fresh content around your brand

- With the creation of blog posts (unique landing pages), this allows visitors to easily share content across their social networks, which in turn **boosts page views and site traffic**
- Blogging is often a crucial strategy in **enhancing organic (free) search engine ranking**
- **Add personality** to the lifestyle of your brand and offerings

Sell Products and Services ...

Most organizations aren't aware that they can use Tobri for **funding**. Each time that you engage a potential supporter on the Tobri network you're exposing your organization to thousands of other possible connections through the friends and or followers of the person you engage. This could range from hundreds to thousands of people.

Your supporters are connected to your prospects and Tobri is a very **efficient marketing platform and a supporter prospecting tool**. When executed correctly, your Tobri Premier Non-Profit Membership will generate **organic, inbound prospects** through your current supporter base.

Service Your Supporters ...

Now that you've turned those prospects into actual supporters it's even more crucial how these new supporters perceive you and your brand. Failing to meet their expectations can actually damage your organization.

That's where your Tobri Premier Non-Profit Membership comes into play. From monitoring your online reputation to engaging with your customers to attracting potential customers, social media can assist you in helping **meet your supporter's expectations**.

Organization Profile pages do allow you to interact with all of your supporters but that's not ALL that can be done ...

One thing an organization can do is to turn their profile page into a resource page for their supporters. You can **share project information, organization information, and any special**

events you may be planning. The information being provided will allow your supporters to create a great connection with your organization.

Tobri Premier Non-Profit Membership enables your organization to **build loyalty** in powerful and dynamic ways that were never before possible. Your Tobri Premier Non-Profit Membership will increase supporter satisfaction, give you **easy access to real-time feedback on important issues**, and **drive down overall operating costs**.

Powerful in a Crisis ...

Provide live emergency updates to your supporters, because non-profit organizations are never more important than during times of crisis.

Since many people now turn to Tobri to voice their complaints and concerns, those that respond through the same media show both their followers and others who are watching the events unfold that they are interested in helping people quickly. It helps **add a positive light to a bad situation**.

Amazing Research Resource ...

Tobri is an **incredible tool for “listening” to your community and monitoring trends** in your target areas. The massive amounts of accurate and real-time information you can collect through the Tobri system can be leveraged in many ways. This allows you to **make real-time adjustments to your strategy** based on what people are doing right now.

Control the Conversation, Protect the Reputation, Own the Space

Regardless of what people are saying about you, it's important to know what they're talking about in general.

What motivates them? What are their issues?

In every organization, there are existing conversations going on. A social media strategy will allow you to get in on these conversations so that you can offer solutions, push buttons, and get people talking.

- Leading non-profit organizations have already incorporated social media practices as part of their corporate culture or have hired agencies to manage their growing social networks.
- Every industry has a unique approach to social media marketing, from brand enhancements to customer relations to promotional marketing.

Your New PR Hub ...

Having a Tobri Premier Non-Profit Membership allows you to better understand what current and potential supporters are saying about your organization or services. Through active social media monitoring, you have the opportunity to **address negative comments and correct false or inaccurate information about your organization.**

If you don't create official channels online, it's only a matter of time before your potential supporters do it for you and create their own profiles and communities around your brand. It's important to **claim your organization name** across all the major social media platforms.

Reputation management via social media can be a great way to **boost positive information about your organization to the top of search results** in an attempt to get negative results off of the list. So if your organization had a negative review placed on sites such as Rip Off Report or individual blogs, the best way to counter it is to have your Tobri profile ranking higher than that bad entry. It only takes ten strong, positive items to bump that bad one off of the first page.

Remarkable Resource Library ...

Your Tobri Premier Non-Profit Membership makes it easy to **create a reference library of any news / press releases / mentions of your organization.** This helps you keep track of all the talk about your company, as well as boost your visibility.

Additional Funds for All Your Non-Profit's Programs

With our Tobri Partner Program your organization can earn \$400 commissions by referring their members to sign-up with Tobri.

No selling or recommendation required!

All you need to do is invite people to join you for free on Tobri and if they upgrade to Business Premier membership, you will be earning \$400 for each person who upgrades.

And if you sign-up for the partner program we will be adding an extra \$25.00 partner sign-up bonus to your account just for joining our partner program.

<http://tobri.com/affiliate/>

All you have to do is make a single sale to collect your bonus.

Claim one of Tobri's Free Premier Non-Profit Memberships Today

Instructions for Organizations Requesting a Free Non-Profit Premier Account

There are only 1,000 memberships available.

1. Sign-up for your free personal account at:

<http://tobri.com>

2. Send the following information to Ken McArthur on Tobri or to kenmcarthurprivate@gmail.com:

- Authorization from your directors to create the account
- Contact information for your representatives
- Overview of your Mission and Purpose
- Number of Current Members
- If a U.S. Non-Profit Fax proof of your 501c3 status to 215-322-5977.
- Non-U.S. Charities should send appropriate proof of the legitimacy of your organization.

3. Grab your own referral links by signing up for our partner program at:

<http://tobri.com/affiliate/>

3. Start telling your supporters to join you at Tobri.

It's a wonderful place to be and you can start seeing \$400 checks soon!

All the best,



Ken McArthur
Tobri.com