Using Social Media in Fundraising

ONLINE COURSE AGENDA

WEEK 1:
- Readings
- Narrated Presentation
- Quiz
- Assignment: Evaluate Your Organization’s Website
- Assignment: Write a Blog Post
- Assignment: Discussing Your Work

WEEK 2:
- Readings
- Narrated Presentation
- Quiz
- Assignment: Creating a Peer-to-Peer Campaign
- Assignment: Facebook
- Assignment: Discussing Your Work

WEEK 3:
- Readings
- Narrated Presentation
- Quiz
- Assignment: Twitter
- Assignment: YouTube
- Assignment: Discussing Your Work

WEEK 4:
- Readings
- Narrated Presentation
- Quiz
- Assignment: Online Plan
- Assignment: Social Media Policy
- Assignment: Discussing Your Work