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Noteworthy eNews | June 2020



VIRTUAL PROGRAM
FIRST OF A TWO-PART WEBSITE SERIES!

Assessing Your Website

Tuesday, June 2, 2020
12:00 PM - 1:00 PM

Chances are, your organization needs more from your website than ever before. With more communications shifting to digital, out of need or convenience, your website must do more heavy lifting than you planned. But how do you know where to begin?

Join members of the [Almanac](#) team to discover a framework for evaluating your website in four critical areas: Audience, Brand & Messaging, Goals and Measurement. We'll review a website assessment worksheet for internal teams, do Q & A and discuss.



SPECIAL PRICING

\$5 Members | \$10 Nonmembers | \$5 Students

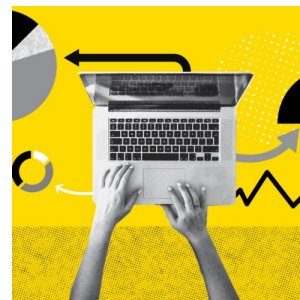
[Register](#)

VIRTUAL PROGRAM
SECOND IN OUR TWO-PART WEBSITE SERIES!

Getting the Most from Your Website Analytics

Tuesday, June 9, 2020
12:00 PM - 1:00 PM

Website analytics can help you track who is coming to your site, where they go once they get there and how they found you. Analytics can tell you if your social media is successfully sending visitors to your site and if donors know they can give online. Unfortunately decoding analytics reports is not as simple or straightforward as it could be, and good analytics depends on setting up measurable goals in the first place.



Join the [Almanac](#) team for analytics definitions, benchmarking and measurement ideas and general discussion about how you can get more from your website analytics.

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An Update from the Spectrum Conference Committee

The Spectrum Conference Committee would like to update our Nonprofit Marketers Network community on Spectrum 2020. We are planning the best way to bring you the conference on **October 20, 2020**, working with our partners at Webster University.

Registration is not yet open, but we will still offer a robust 'earlybird' registration timeline.

We will continue to update you as details are finalized. Thank you for your patience and support.

If you have any questions, please reach out to Ann Duffy, Vice President and Chair of Spectrum 2020, at ann.e.duffy@zoho.com.

Member Profile: Matt West

Matt West, MS, Creative Specialist, is responsible for managing the Neighbors Credit



Union brand while developing creative designs in print and digital.

Matt earned his BS in Marketing and MS in Management and Leadership from [WGU Missouri](#) (Western Governors University). He serves as Venue Coordinator for [Creative Mornings St. Louis](#).



[Learn more](#) about him and other members.

Shoutout to our Organizational Members!

Organizational memberships are \$250 for a year of professional development, networking and resources for up to five people in your organization.

Nonprofit Marketers Network-STL Organizational Members:

Big Brothers Big Sisters of Eastern Missouri
 Emmaus Homes
 Illinois Heartland Library System
 Immigrant & Refugee Women's Project
 LifeWise STL
 Lutheran Senior Services
 Missouri Botanical Garden
 Missouri Historical Society
 NCJW STL
 Operation Food Search
 Pallotine Renewal Center
 Parkway School District
 Presbyterian Children's Home & Services
 Ronald McDonald Children's Charities of St. Louis
 Saint Louis University
 St. Louis Public Library
 St. Patrick Center
 Sisters of St. Joseph of Carondelet
 YWCA St. Louis Head Start

Annual membership dues are:

- \$100 for an individual
- \$75 for a student
- \$250 for an organization (up to five members per organization)

[Join or renew](#) your membership today!

NMN members are eligible for special tuition rates in select undergraduate and graduate programs at **Webster University!** Webster's

online, weekend and evening programs fit your schedule and your ambition. You can study to complete a degree, advance in your profession or change your career path. [Invest in Your Future](#)

UNIVERSITY

Recognizing our Spectrum 2019 Gold Sponsors



Sponsorships enable us to continue to provide quality programming and networking opportunities for our members. Interested in joining the effort?

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