

Go! Air!

May 9, 2012

Welcome Series



Today's Topics

- Welcome Series
- Logistics – guide
- Open Q&A

YOU never get a *second* chance to
make a *first* impression





Quick brainstorm... First Impression of ALA

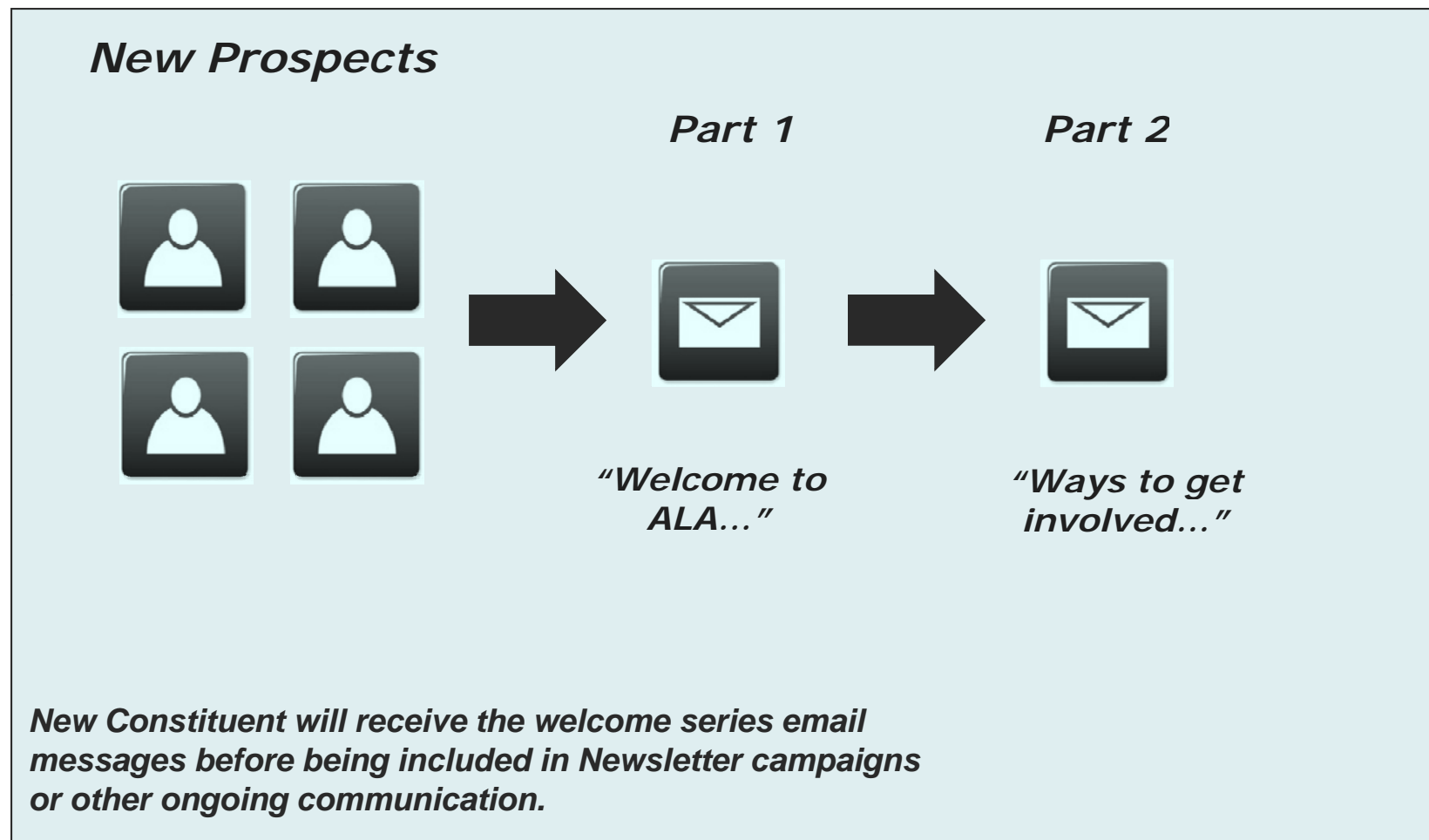
- What's the first thing you think about when **you** think about ALA?

- What's the first thing that you want your audience to think about / hear about / feel about ALA?

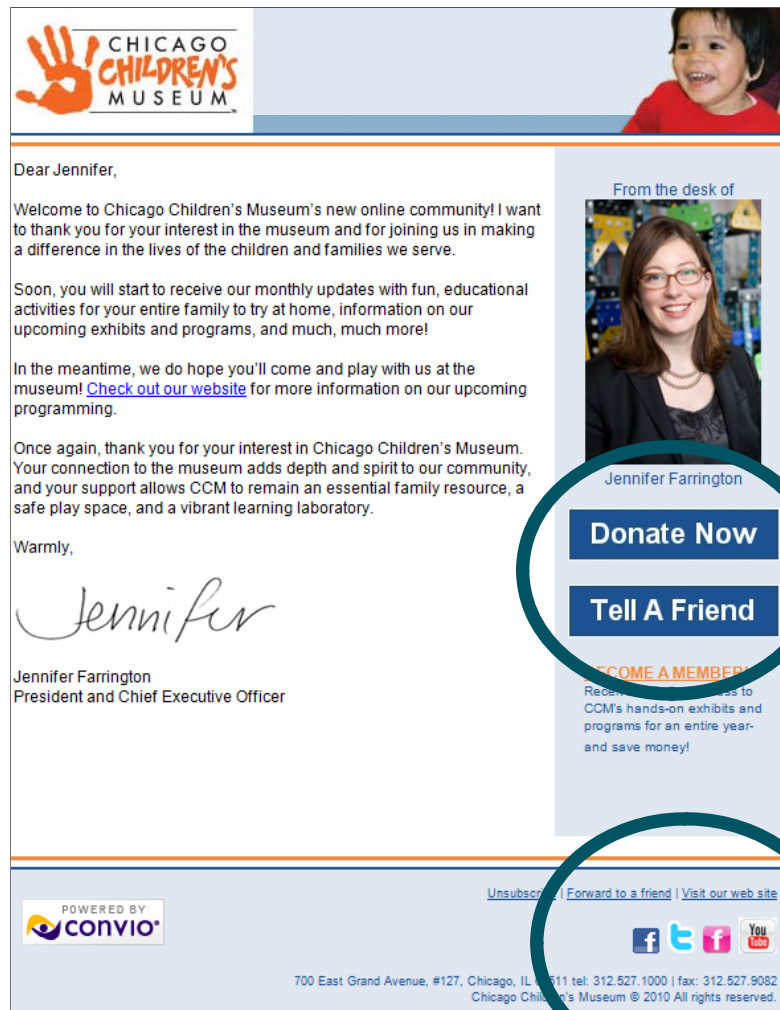
- When you boil it all down? What is ALA?
 - One statement that is ALA?
 - One sentence that is ALA?
 - One word that is ALA?

[illegible]

Welcome Series



The New Welcome Series



- **Automated series** make communications simple
- **Buttons** provide the opportunity for enthusiastic new constituents to take action

Welcome Series: HLSPCA

[Homepage](#) | [Forward to a Friend](#) | [Make a Donation](#)



Welcome to our online community!

Dear Taylor,

Thank you for subscribing to Heartland SPCA! With your support, you will help us save, protect and improve the lives of animals, while strengthening the relationship between pets and their human companions. Because of friends like you, Heartland SPCA makes a difference for more than 18,000 pets each year through the following services:

- Humane, compassionate sheltering of nearly 4,000 homeless animals
- Pet adoptions and lost pet reunions
- Comprehensive, affordable veterinary care for shelter animals and owned pets
- High-quality/low-cost spay/neuter services
- Broad community outreach and education programs
- Effective volunteer, foster, rescue and transport programs
- Trap, neuter and return for feral and free-roaming cats
- Targeted pet retention and behavior training programs
- Pet ID and licensing programs increasing return-to-owner rates
- Management and care of lost and stray pets for 12 Johnson County municipalities

As a new subscriber to Heartland SPCA's e-News, you can stay up-to-date with our latest news, events and opportunities to get involved. You can also follow us on [Facebook](#) and [Twitter](#) and ask your friends and family to do the same!

We look forward to sharing valuable news and information with you so that together we can be "Heroes for Pets. Partners for Life."

Warmest regards,

Courtney Thomas
CEO/Executive Director
Heartland SPCA



Courtney Thomas
CEO/Executive Director

TELL US MORE

We want to get to know you better! Please answer a few questions to help make sure you get the information you want about Heartland SPCA. [Complete profile »](#)

Donate

Tell A Friend

Heartland SPCA is a merger of Animal Haven and No More Homeless Pets KC. [The Story of Heartland SPCA](#)

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Welcome to our online community!

Dear Taylor,

Thank you again for joining Heartland SPCA's online community. You can help us save, protect and improve the lives of animals, while strengthening the relationship between pets and their human companions. Here are just a few ways you can be a part of Heartland SPCA:

- **Adopt:** give a homeless pet a forever home.
- **Medical Services:** make an appointment to spay/neuter, vaccinate or microchip your pet.
- **Volunteer:** give your time providing comfort and care for our pets or at HSPCA events.
- **Donate:** join a giving program, and give from our [wish list](#).
- **Share:** introduce your friends and family to our mission.

We need your help to tell more people about our important work! Choose your preferred way to "share" below, and spread the news that you joined Heartland SPCA's online community!



Thank you for your support. We look forward to hearing from you and getting to know you better as a member of our community!

Warmest regards,

Courtney Thomas
CEO/Executive Director
Heartland SPCA



Courtney Thomas
CEO/Executive Director

THANK YOU

We're excited that you are joining us as work to be "Heroes for Pets. Partners for Life." [Ways to get involved »](#)


Donate

Tell A Friend

Heartland SPCA is a merger of Animal Haven and No More Homeless Pets KC. [The Story of Heartland SPCA](#)

Welcome Series: ANGELS

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 **vitamin angels** | welcome

Welcome to our online community! [Share on Facebook](#)

Seventeen years ago I had an idea. I knew vitamins could make a difference in people's lives and that there must be a way to extend those benefits to people who didn't have access to the nutrition they needed.

Vitamin Angels was born.

At that time I didn't realize the dramatic effect that vitamins could have on children who are not receiving the nutrients they need daily in their diets. I had no idea that **vitamin A supplementation would be named the world's best investment** by top economists as a result of its extremely **high cost-to-benefit ratio**.


Since then our dedication and commitment to improving lives with essential nutrients has only grown stronger.

Today, Vitamin Angels is on track to reach over **24 million children** in 2011 with **vitamin A**, an intervention shown to **reduce child mortality by an average of 24%**. I have met mothers in the field who have shared how their babies are being born healthy and with higher birth weights as a result of the **multivitamins** Vitamin Angels' supplied during their pregnancies.


As a subscriber to Vitamin Angels' e-news, you will have the opportunity to learn more about the children and mothers you are helping Vitamin Angels reach worldwide and about **opportunities to get involved**. You can also follow us on [Facebook](#) and [Twitter](#).

We are glad you have joined us. Thank you for becoming part of this incredible effort. In three simple words, we invite you to **'Be an Angel'**.

Upwards!




Howard Schiffer, President



Howard Schiffer, President


[Donate Now](#)
[Tell A Friend](#)

Join Us.
Vitamin Angels reduces child mortality worldwide by connecting essential nutrients with infants and children under five.

POWERED BY 

[Unsubscribe](#) | [Visit our web site](#) | [Contact Us](#) | [Donate](#)
Post Office Box 4490 Santa Barbara, CA 93140 tel: 805-564-8400 | fax: 805-564-8499
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 **vitamin angels** | welcome

Welcome to our online community! [Share on Facebook](#)


Thank you for signing up to learn more about Vitamin Angels' work and how you can be a part of helping us reach children worldwide with essential nutrients! We need your help to reach even more children in need in the US and around the world. Here are just a few ways you can earn your wings:

Donate today. One dollar provides four children with the vitamin A they need for a whole year. It'll be the best dollar you ever spend!

Tell your family and friends! Let them know that their involvement can help save the lives of children around the world!


Host a fundraising event. Whether you walk, run or shave your head, ask friends and family to join you in your efforts to support Vitamin Angels' mission.

Spread the word. Use one of the links below to tell others why you support Vitamin Angels mission to reduce child mortality worldwide by connecting essential nutrients with infants and children under five.




Thank you again for your support.

Upwards!



Howard Schiffer, President.


P.S. Through January 1st, 2012, Vitamin Angels is celebrating 100 Days of Giving. Donations are being matched up to \$250,000 by our campaign sponsors. This is a perfect opportunity to donate or reach out to a friend and let them know their gift can have double the impact!




Howard Schiffer, President


[Donate Now](#)
[Tell A Friend](#)


A brighter future for Daniella.
Daniella has been receiving vitamin A at a community clinic south of San Salvador, El Salvador. Her mom told Vitamin Angels that since receiving vitamin A Daniella gets sick less often and has greater energy. Join us in providing children like Daniella the nutrients they need to live healthy, productive lives.



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 **LONG ASSOCIATION.**
Fighting for Air

 **convio**®

Today's Topics

- Welcome Series

- Logistics – guide

- Open Q&A

Welcome Series Guide

Organization Banner

Your logo/branding and image will go here, with a link to your homepage, tell-a-friend and donate.

Banner Dimensions: 595 px wide by 100 px tall

***If you choose to provide your own banner, it must meet the dimension requirements**

Thank you for your interest in [organization's name]. With your support, you will help us [organization's mission]. Because of friends like you, [organization's name] is able to:

- Bullet point 1
- Bullet point 2
- Bullet point 3

As a new subscriber to [organization's name]'s e-News, you can stay up-to-date with our latest news, events and opportunities to be involved. You can also follow us on Facebook and Twitter and ask your friends and family to do the same!

We look forward to sharing valuable news and information with you, and helping you identify ways to get involved -- so we can [insert description of your organizations continued efforts].

Warmest regards,



[Executive Director's Signature]

Executive Director
Organization Name

Your image here

Attach your resized image to your submission.
Should be no more than 200 px wide

Donate

Tell A Friend

Sidebar Headline #1

Aliquam sollicitudin, nisi non sodales semper, est ante facilisis nibh, at tincidunt nunc dolor quis velit. [Learn more »](#)

■ Fill in content for 2 messages

■ Guide to May 23

■ Posted in Community:

<http://community.convio.com/t5/Program-Documents/Welcome-Series-guide/td-p/45683>



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[Your mailing address here]



Today's Topics

- Welcome Series
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- Open Q&A

Next Steps

- Monthly Projects – due May 25
- Next Webinar:
Wednesday, May 23 at 11am CT (12pm ET)
- Next up: **Welcome Series Due Date – May 23rd**

Q & A
