



# Women in Development of Northeastern New York

Building networks, sharing best practices, and  
working collaboratively for our collective success.

## Do you speak Web 2.0? Can you afford not to?

**Tuesday, September 16, 2008    Registration Deadline: September 9, 2008**

Registration and Networking: 7:30 am-8:00 am • Program: 8:00 am-10:00 am

Wolferts Roost Country Club, 120 Van Rensselaer Blvd., Albany

Not new software or hardware, Web 2.0 is using the Internet to enhance collaboration and creativity. Why should you attend? You will come away with at least **three ideas** that will make your job easier, help you raise money, and help keep your website content fresh with little or no work – starting **immediately**. Learn how to maximize free tools, tell your story more effectively, conduct an online auction, raise money through grassroots/online fundraising, improve your website, communicate with constituents, use social networks, track data, advocate *and much, much more ...*

### This session will include:

- Introduction to Web 2.0 – if you have to ask what it is, you should come. You won't believe what you are missing!
- Learn why, the trends, and change in culture
- What's involved in a successful online auction
- Ample resources for online donation tools and how to build online communities
- Revisit your website – repositioning your nonprofit as “the source” for information
- Internal efficiencies – calendaring and group project management systems
- Plenty of examples on how it all works

### Our speakers:

- Aimee LaLiberte** Director of Development, Unity House, Troy New York  
**Andrew Marietta** Manager, CCSNYS Central NY Office  
 Creator & Chief Advocate, NY Nonprofit Executive Director Network Blog  
**Valerie Venezia** VP of Membership & Marketing, CCSNYS  
 Web 2.0 Consumer, Trainer, Google Fan & Intermittent Blogger

**For more information about this program contact [membership@widneny.net](mailto:membership@widneny.net)**

Yes! I would like to attend “**Do you speak Web 2.0?**” on Tuesday, September 16, 2008.

- Please reserve \_\_\_\_\_ spots for WID members (at \$20/member).
- Please reserve \_\_\_\_\_ spots for non-WID members (at \$35/non-member).
- I would like to become a member of Women in Development (\$60/annually).

### Please list the names of the people who will be attending this program.

Name \_\_\_\_\_  Member     Non-Member  
 Name \_\_\_\_\_  Member     Non-Member  
 Name \_\_\_\_\_  Member     Non-Member

### Please share your contact information.

Organization \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Daytime phone \_\_\_\_\_ E-mail \_\_\_\_\_

**Registration deadline is September 9, 2008.** Registrations made after this date will be assessed a \$5 late fee. Unpaid reservations will be invoiced regardless of whether someone is in attendance at the program. We thank you for understanding that WID must pay Wolferts Roost for every reservation made.

**Please send payment to:** Women in Development • P.O. Box 5871 • Albany, NY 12205 • [membership@widneny.net](mailto:membership@widneny.net)



Women in Development  
of Northeastern New York  
P.O. Box 5871  
Albany, NY 12205

## *WID* Program Announcement

**Save the Date!**  
**Tuesday, September 16, 2008**

**Women in Development of Northeastern New York Presents**

**“Do you speak Web 2.0?  
Can you afford not to?”**

### **About Women in Development of Northeastern New York**

Founded in 1994, Women in Development of Northeastern New York was established by 12 women dedicated to promoting women in the fields of development, organizational advancement, and other related fields. Today, the membership has grown to over 140 women in northeastern New York, western Vermont and western Massachusetts. WID of Northeastern New York is part of an informal national WID organization.

### **Among WID's many Membership Benefits**

- Listing and access to WIDNENY On-line Member Directory
- Seminars and workshops tailored to your needs
- Opportunities to meet and network with professionals sharing similar interests
- WID newsletter, published quarterly, providing information on WID members, activities, and job opportunities