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December 5, 2012

Speaking out for people with intellectual & developmental disabilities

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Reminders: Help VOR Grow!

Make a Lasting Impact with a Will Bequest

VOR, Social Media and You

Why WE – VOR, its members and subscribers – need social media

Why do WE need social media? **Simply, it is a low-to-no cost investment our shared advocacy growth.**

When asked, "Why don't nonprofits spend more money on social media? It's the one thing that could help them get donors," speaker Sarah Lefeber replied: "They would rather help clients than help their organization."

In VOR, we have spent 30 years fighting for what's right often neglecting our own growth in the process.

While, success does breed success and growth, the world of advocates who are directly touched by VOR's advocacy – families of loved ones with intellectual disabilities – is limited.

That does not mean that there are not a great many more people out there who would support VOR if they were aware our good and necessary advocacy – ***but these generous folks can't support what they don't know.***

That's where Social Media comes in. Consider these points, from Sarah Lefeber's article, "Why your nonprofit needs social media by 2013" (November 15, 2012):

"Social media was literally made for cause publicity. The #Kony2012 campaign got 57 million views in four days. Caine's Arcade? It

VOR.net: Your one-stop advocacy resource

raised $500,000 in four days.**Social media was made for this. Letting the public spread the word about things they care about is what it does best.** If you're not on social media, well… you're missing the boat on the biggest public relations opportunity – ever.

"Your client base is already here. Facebook has one billion active users. Your clients are reaching out, talking one another, sharing stories – and more than likely, already talking about you. If you want one central place where you can reach *everyone*… this is it."

The magic of Social Media are the connections that result in more connections, that result in more connections, and so on.

For our shared advocacy, please get connected!Twitter, LinkedIn, Facebook, YouTube – one or all – and most importantly, spread the word! **Encourage others to connect with and support VOR.**

To learn more, visit VOR's Social Media 101s on our website.

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