ESTABLISHING TECH POLICIES TO PROTECT YOUR NONPROFIT

THURSDAYS, MARCH 5-19, 2020

Course Partner Marketing Packet
Contact Colin Murphy
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INTRODUCTION

Thank you for partnering with Tech Impact Idealware on *Establishing Tech Policies to Protect Your Nonprofit*. To help us reach as many nonprofits who need our help as possible—and to help maximize your revenue share—we’ve put together this marketing packet to help you promote the course.

Inside, you’ll find:

- An overall description of the course, which you’ll also find on Idealware’s registration page (make sure to include this alongside any of your other trainings).
- Emails you can send to your list. (Note: We find that sending at least one stand-alone email to recruit participants makes a big impact.)
- A blog post you can share with your audience.
- Social media outreach, including Facebook posts and tweets for your organization’s Twitter feed.

We also encourage you to take the following actions to drive registrations:

- Contact local listservs, blogs, and organizations in your network to spread the word.
- Hang flyers at all relevant events (conferences, other trainings, marketing events, happy hours, and get-togethers).
- Raffle off free seats to your list.
- Provide other relevant content from Idealware in your blog or other communications.

This kit and related graphics can be found on our Course Partner Resource Page at [https://www.idealware.org/partner_resources](https://www.idealware.org/partner_resources)

Thank you again for your partnership and for helping provide nonprofits with the research and tools to make smart technology decisions. We’re excited for this opportunity to work with you. Let me know what else I can do to help.

Thanks for all you do.

Colin Murphy
ABOUT THE COURSE

Establishing Tech Policies to Protect Your Nonprofit
Thursdays, Feb. 6-27 | 1-2:30 PM Eastern
Price/Discount: $135/$108

Clear, concise policies governing the use of technology can help protect your nonprofit against the risks of scams, malicious software, and bad data handling practices. Do you have guidelines in place to ensure appropriate staff use of social media? Does your staff know what to do in the event of a natural disaster such as a flood, fire, or ransomware attack? How do you manage staff use of phones or computers that mix personal and work data?

If you don’t have written policies—and regular training to ensure that people understand them—your organization may face bigger risks than you think. Over three 90-minute webinars, we’ll walk you through the questions you should consider as you develop policies to protect your nonprofit.

Throughout this course, you will:
- Identify the risks your nonprofit faces and the level of risk with which you’re comfortable.
- Ask yourself important questions about what is and is not acceptable use of organization resources and tools.
- Learn to manage people and data to keep your organization safe from malicious attacks and honest mistakes.
- Walk through the pros and cons of whether staff members should use their personal devices for work.
- Consider the ways you can partner with your staff to protect organization data on personal devices.
- Review what you’ll need to do if your office experiences a major disaster such as flood, earthquake, or ransomware.
- Gain the knowledge you need to write smart policies to protect constituents, staff members, and your organization.

Presented by Expert Trainer Joshua Peskay
Joshua is Vice President of RoundTable Technology, a technology service provider in New York and Maine. He’s been helping nonprofits improve their use of technology since the early 1990’s and has worked with more than 1,000 organizations. He specializes in helping organizations be strategic about their technology and make smart choices about services, support, and management.
Course Schedule

All sessions take place Thursdays from 1-2:30 PM Eastern.

March 5: Acceptable Use and IT Security

Computers and office software are so familiar it's easy to assume that everyone knows what's OK and what's not. But that false sense of security can cause a lot of problems. This session will help you develop clear guidelines for what is and is not acceptable on organization devices and networks. We'll also provide IT security tips to guide your policy so that you're less likely to fall victim to ransomware and other malicious software.

March 12: Bring Your Own Device Policies

Nonprofits and staff members appreciate the convenience of being able to do work at home or on the road using a personal device. However, without good policies, the blurred lines between work and personal life can cause issues and put your data at risk. We'll discuss what to consider as you develop a policy for that's fair and protects your organization.

March 19: Disaster Recovery

The potential for disaster is everywhere. Hurricane, flood, tornado, earthquake—and those are just the big ones. What will you do if your systems are infected with ransomware or someone accidentally deletes important files? What about if your executive director or top IT staff leaves and takes all of their institutional knowledge (and passwords) with them? We'll walk you through the potential disasters and guide you through developing a plan that will help you get your organization back up and running as quickly and as safely as possible.

Important Information

Idealware will send the access code and dial-in information for the webinar to the email address you use to register. All registered participants will have access to recordings of each session. Participants who cannot attend any of the sessions due to scheduling conflicts will still have access to the course presentation decks and handouts.
Share the following emails with your list to announce the course and remind them it is upcoming.

**Initial Email**

**Subject: Are you prepared to face the risks?**

Dear (NAME),

In the age of ransomware, phishing scams, and increasingly catastrophic weather events, your data faces serious risks. Are you prepared?

Join us for *Establishing Tech Policies to Protect Your Nonprofit*, a three-week course that will guide you through the questions to ask and the decisions you will need to make to protect your organization. You will walk away with the knowledge you need to create policies that will help you respond to the unexpected.

In this course, you will:

• Identify the risks your nonprofit faces and the level of risk with which you’re comfortable.
• Ask yourself important questions about what is and is not acceptable use of organization resources and tools.
• Learn to manage people and data to keep your organization safe from malicious attacks and honest mistakes.
• Walk through the pros and cons of whether staff members should use their personal devices for work.
• Consider the ways you can partner with your staff to protect organization data on personal devices.
• Review what you will need to do if your office experiences a major disaster such as flood, earthquake, or ransomware.
• Gain the knowledge you need to write smart policies to protect constituents, staff members, and your organization.

Followup Email

Subject: Establish Your Tech Policies Before It’s Too Late!

Dear (NAME),

You can’t afford to put off writing proactive technology policies for your nonprofit. The risks your organization could face include scams, malicious software, natural disasters, ransomware attacks, or just bad data handling practices.

Sign up for Establishing Tech Policies for Your Nonprofit to gain the knowledge you need to write tech policies that prepare your nonprofit to handle the unexpected. This course will guide you through the questions you’ll need to ask to write smart policies for your organization.

Does your organization, one of its partners or affiliates, a board or staff member, or executive director have a blog? A promotional post can reach a different audience than your list or reinforce the message of the upcoming course. Use this post as is or customize it for your own needs.

Blog post TBD
SOCIAL MEDIA AND OUTREACH

Promoting the course on social media is a good way to build up an audience. Spaced out in the weeks prior to the registration deadline, these posts can get your followers interested.

We’ve also provided a callout you can use in emails, newsletters, or other communications, and you’ll find graphics for Facebook, Twitter, LinkedIn, Instagram, and email on the Course Partner Resource Page at https://www.idealware.org/partner_resources.

Callout

If you don’t have written policies governing the use of technology—and regular training to ensure people understand them—your organization may face bigger risks than you think. Join us over three 90-minute webinars as we walk you through the questions you should consider as you develop policies to protect your nonprofit. Learn more about Establishing Tech Policies for Your Nonprofit or sign up now: http://bit.ly/TechPolicies20

Facebook

1. Does your organization have guidelines around appropriate staff use of social media? Reserve your spot for our upcoming training, Establishing Tech Policies for Your Nonprofit, to explore this question and more! http://bit.ly/TechPolicies20


Twitter

1. Does your staff know what to do in the event of a natural disaster such as a flood, fire, or ransomware attack? Find out the answer during our upcoming training, Establishing Tech Policies for Your Nonprofit. http://bit.ly/TechPolicies20
