

S O C I A L M E D I A



O P I N I O N | A N A L Y T I C S | I N S I G H T | A C T I O N



THE VAN HORNE INSTITUTE

READY AT A MOMENT'S NOTICE CONFERENCE

April 2015

S O C I A L M E D I A



OPINION | ANALYTICS | INSIGHT | ACTION



THE VAN HORNE INSTITUTE

READY AT A MOMENT'S NOTICE CONFERENCE

**Asset Management
Dealing with Donations
Donn Lovett, Partner, Social Media ROi Inc**

S O C I A L M E D I A



O P I N I O N | A N A L Y T I C S | I N S I G H T | A C T I O N



THE VAN HORNE INSTITUTE

READY AT A MOMENT'S NOTICE CONFERENCE





READY AT A MOMENT'S NOTICE CONFERENCE

The Successes Calgary



- Calgary, June 19, 2013 - Flood
- Calgary, June 20, 2013 - Sunnyside
- Calgary, June 21, 2013 - Elbow
- Calgary, June 22, 2013 – Mission Possible
- 6,000 Volunteers
- 1,000+ Homes





READY AT A MOMENT'S NOTICE CONFERENCE

The Successes High River

- High River, July 01, 2013 - Arrive
- High River, July 03, 2013 – Set-Up
- High River, July 04, 2013 - Operational
- 21,000 Volunteers
- 3,000+ Homes



SOCIAL MEDIA



OPINION | ANALYTICS | INSIGHT | ACTION



THE VAN HORNE INSTITUTE

READY AT A MOMENT'S NOTICE CONFERENCE

The Failures

- July 2013 - Siksika Nation – Too Much, No Support
- August 2013 - Attempt to Set Up Foundation
- September 2013 - Failed Fundraising
- October 2013 - Too Much, No Support
- November 2013 - In Fighting
- December 2013 - Collapse/ Board Dissolves

S O C I A L M E D I A



OPINION | ANALYTICS | INSIGHT | ACTION



THE VAN HORNE INSTITUTE

READY AT A MOMENT'S NOTICE CONFERENCE

The Conclusions

Understand Your Purpose
Understand Your Capabilities

S O C I A L M E D I A



OPINION | ANALYTICS | INSIGHT | ACTION



THE VAN HORNE INSTITUTE

READY AT A MOMENT'S NOTICE CONFERENCE

Thank You