

## NEW educational opportunities for 2012

### ► Check out what's new at NPower this year

**FREE Google Analytics Brown Bag - Offered January 11, April 25, and July 11**

Measure the effectiveness of your website with Google Analytics. Learn how this popular website statistics service can help you determine if you're on target.

**FREE Choosing a Database Brown Bag - Offered January 25 and April 11**

Join our brown bag discussion to get clarity on your database options in terms of cost, features, and ease of implementation.

**FREE Twitter 101 Brown Bag - Offered February 1 and June 20**

Terms like "retweet," "hashtag," and "handle" throwing you for a loop? In Twitter 101 we'll take you on a Twitter field trip that will help demystify the tool.

**FREE Search Engine Optimization Brown Bag - Offered February 22 and July 18**

Learn the simple steps you can take to improve your website's content and exposure.

**FREE Social Media Intermediate Brown Bag - Offered March 7 and July 25**

Join us as we discuss how to put together a social media policy for your organization and share methods for measuring the success of your efforts.

**FREE Managing Potential Supporters Brown Bag - Offered March 14 and May 23**

Do you have a process in place to follow-up with potential volunteers, donors, and advocates?

**FREE Security and Privacy Brown Bag - Offered March 21 and June 6**

Learn the various ways websites and online service providers track their users and discover best practices in online security.

**FREE Social Media 301: Content Curation Brown Bag - Offered March 28**

During this brown bag we'll share examples from nonprofits that are creating meaningful social media engagement by curating content from across the Internet.

**FREE Facebook 101 Brown Bag - Offered May 9 and August 1**

Get a hands-on look at Facebook Pages that will help your organization get the most out of this emerging communication channel.

**FREE Cloud Storage Brown Bag - Offered May 16**

This brown bag will help demystify the concept of "the cloud" and demonstrate how cloud-based technology can help your nonprofit.

**FREE Programs for Nonprofits: Google and Microsoft Brown Bag - Offered April 18**

Learn more about Microsoft and Google's extensive offerings for nonprofits, including program criteria and the available free or low-cost resources.

**FREE Prevent Communication Overload Brown Bag - Offered June 27**

Join our interactive brown bag where we'll identify ways to turn overwhelming noise into manageable communication again.

**FREE Conquer Your Inbox Brown Bag - Offered June 13**

Learn five ways to reduce your Outlook inbox and increase productivity by taking advantage of advanced functions.

### ► Why work with us?

NPower focuses technology on mission in ways that advance both individual nonprofits and the sector as a whole. We are motivated by mission and inspired by possibility.

### ► Who's talking?

All of NPower's trainings are worthwhile. The instructors do a great job of addressing each participant's specific challenges.

- Julianna Ross  
*Communications Manager,  
Ronald McDonald House  
Charities of Western  
Washington & Alaska*

### ► Contact us

View details and register for these workshops via the training calendar on our website:

[www.npowernw.org](http://www.npowernw.org)

Twitter: @NPowerNW

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