



MARKETING

May 28, 2010

CC: All

All Society Conference Call Recording Available

The recording of the All Society Conference Call on Wednesday, May 12th is available for download on Sharepoint under the [HR section<Announcements](#)

This call kicked off our efforts to support World MS Day and focused around the global movement and how the Society is relentlessly driving toward a world free of MS. Hosted by Joyce Nelson, the call featured some of our partners in the worldwide movement including:

- Peer Baneke, CEO, MS International Federation
- Gavin Giovannoni, MBBCh, FCP, PhD, Barts and The London School of Medicine and Dentistry

Questions?:

Shawna Golden

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CHAPTER PRESIDENTS

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Update: The Society and Mobile Technology

Mobile technology is very appealing to marketers and fundraisers:

- 91% of the U.S. population are wireless subscribers (ctia.org, Dec. 2009)
- Primary communication channel that will continue to evolve and grow
- \$32M+ donated to American Red Cross for Haiti relief (redcross.org, Feb. 2010)
- Successful mobile campaigns on American Idol and Dancing With the Stars

Mobile communications and fundraising are quickly becoming vital tools to the success of nonprofit organizations worldwide. However, there are few established best practices and efforts, particularly in fundraising, and widely varying results have been experienced by nonprofit organizations.

To learn more about mobile technology and its potential to grow the MS movement, the Society began investigating in several key areas over the past year. [Please review this two-page mobile update](#) to read more about what the Society has learned so far – including pilot project updates, investments made, lessons learned and next steps – and what we have yet to learn.

Contact Information

For questions – please contact Beth Clark, Online Marketing Manager, at beth.clark@nmss.org or 303-698-6100 x15126.



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Website Design and Content Guidelines Update

Please review the recently updated [Website Design and Content Guidelines](#) on SharePoint. We will be highlighting one section of the document in a 3-part series of News Sheet updates. The following captures key updates and reminders for Video and related asset and usage rights.

Video on our Website

Types to Use

- The Society has adopted YouTube (youtube.com) as the official format and player for video on our Web pages.

Benefits of YouTube

- The Web is becoming more visual. This allows us to quickly move in line with that trend while providing quality content to our constituents.
- YouTube allows the organization flexibility as we move through a transitional stage to regional marketing.
- It allows us the ability to offer high-quality video at no cost with easy integration to our site by multiple content owners.
- YouTube creates greater visibility for our videos, including the ability for users to add them to their favorite videos on their own YouTube channels. Because it is one of the most visited and used sites on the Web, it makes sense for us to use its viral components. Videos can be linked to from a variety of social networking sites.
- It provides greater viewership of important content. It lives where people visit on a daily basis.
- YouTube allows us to track video views and a variety of other analytical data about our videos.
- YouTube allows users to comment on videos, providing feedback for the production of future video.

When to Use

- Embed or link to a video to enhance the content on the page. Do not rely solely on video as your content.
- Try not to embed more than one video per content page.

Usage Rights

- **ALL** images, video and music within the videos uploaded to YouTube and displayed on our site must be owned by the Society or posted with written permission given by the owner. This means that any commercial asset, such as a song from a recording artist, cannot be used without appropriate rights and permissions.

We are still working on various strategies associated with video and we will be reaching out for guidance and feedback as that work progresses.

For questions about the [Website Design and Content Guidelines](#), please contact Todd Culter at Todd.Culter@nmss.org