

# WE Belong

*Meaningful Blogs from Dames*

## Cleveland Dames Get Connected Through a New Chapter Blog



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Technology is a powerful tool in today's wireless world, where Dames are connecting through Facebook, LinkedIn and Twitter. Logging into the LDEI social community ([www.ldei.org](http://www.ldei.org)) is a great way for Dames and chapters to network and create valuable connections. Many chapters host their own unique websites, which can build better awareness for your chapter and provide a place for members to interact. A chapter website is also a place for members to support, inspire and get to know each other.

The Cleveland Chapter recently revamped their website to roll out a brand new blog in early March ([www.cleveland.ldei.org/blog.html](http://www.cleveland.ldei.org/blog.html)). It covers members' news, chapter events, and two brand new initiatives: a "Dame du Jour" member spotlight series and an "Excellent Adventures" series.

This new blog was the brainchild of the chapter's Social Media Committee, whose members include **Elaine Cicora**, **Shara Foldi** (committee chair), **Kim Hall**, **Maria Isabella**, and **Beth Segal**. They developed the concept, initiated its implementation, and maintain all online content.

The new "Dame du Jour" series was specifically developed as a chance for members to get to know one another better. Members were paired up and provided with a questionnaire. They were instructed to interview each other by a set deadline. Answers are then submitted to the committee and written up for the blog. The goal is to feature each of the chapter's 28 active members, with an accompanying photograph, within a year's time. After that, there are plans to continue showcasing the members' varied backgrounds and interests with other fun exposés.

The new "Excellent Adventures" series was developed as a chance for members to get together informally and to socialize on the months there are no chapter meetings scheduled. The adventures include happy hours, dinners, dessert, and art gallery hopping at mostly member- and women-owned businesses. Photos are taken and posted not only to the blog, but also on the chapter's Facebook page ([www.facebook.com/Les.Dames.Cleveland](http://www.facebook.com/Les.Dames.Cleveland)).

The Cleveland Dames say their new blog has been met with much enthusiasm and appreciation. Chapter President Bev Shaffer says the chapter has a diverse and eclectic mix of amazing talents. "Our new blog, social outings, and member spotlights are just some of the ways we get to know each other, learn from each other, network, and have fun!"

## HERE'S A LIST OF TIPS TO HELP WITH CREATING OR REVAMPING YOUR CHAPTER WEBSITE.

- On the home page, put your chapter front-and-center with a mission statement – even a line or two – for a clear understanding of why the organization exists.
- Provide in-depth information about your chapter's history, milestones and achievements, sharing positive evidence of growth.
- Provide information for different audience segments: supporters and donors, potential members, scholarship applicants and people learning about the organization. Create a special area with restricted content for the membership.
- Add a blog for up-to-the-minute news and activities and to help supporters get to know you.
- Add a "make-a-gift" button that links directly to the "giving form" where the donation amount and credit card information are entered. You can explain why your organization is worthy of support within the site.
- With the secure tools available for transmitting financial transactions, supporters and donors will find online-giving is easier and quicker.
- Include a resource section with links to LDEI, the various chapters and relevant websites.
- Add chapter contact information for visitors and icons that fit your social media profile like Facebook, Twitter and YouTube.
- Create a press-friendly area with relevant information on chapter activities. Press-ready photos, approved quotes, an event calendar and contact information can be included.
- List your chapter's web address on business cards, letterheads and newsletters. Like the Cleveland Chapter did, roll out your new site with a press release.