How to Assess Your Nonprofit's Brand

GAINING DIRECTION
FOR YOUR MARKETING

Presented by Howard Adam Levy

redroostergroup

Brand Evaluator

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TYPICAL NONPROFT BRANDING PROBLEMS

- How can we create more **awareness**?
- How can we diversify our **funding** sources?
- Our **name** is confusing or outdated.
- We don't have the internal **resources** to create professional marketing.
- Our **programs** are overshadowing our agency's brand.
- How do we take advantage of **social media**?
- How can we launch an **earned income venture**?
- How can we attract more more **unrestricted funding**?

BRAND
EVALUATION

- Is your **mission** relavant?

- Is your **strategy** sound?

- Does you **name, tagline** and **logo** work?

- Is your **website** functional?

- Are your **brochures** professional?

- Is your **email** targeted?

- Is your **social media** working?

- Is your **technology** integrated?

- Whether your message **resonates**.
- If your image is **professional**.
- How **consistent** your marketing is.
- Your brand's **strengths**.
- Your organization's ability to **produce** effective communications.
- How you use **technology**.

WHAT WILL YOU LEARN?

- Focus your brand and marketing efforts.
- Prioritize your marketing budget.
- Allocate staff appropriately.
- Monitor your marketing to learn what works.
- Achieve better results.
- Feel confident in your marketing.

MARKETING INVENTORY

Item	Audience	Purpose	Description	Production	Cost	Message	Result	Assessment
Fundraising Brochure	Individual donors	Solicit individual donations, primarily under $100	C-fold brochure	Digitally printed (full color) on both sides on dull coated text	$1,200	"Give kids a chance to succeed." Focuses on safe places.	Estimated $4,000 raised from the brochure since 2009	The return on investment is good, but it doesn't represent our mission or brand well. Need to get better photos of kids in action. Include other ways to get involved.
Organizational Brochure								
Solicitation Letters								
Direct Mail								
Presentations								
Annual Report								
Newsletter								
Invitations								
Sponsorship Info								
Event Invitation								
Website								
Email Newsletter								

Item	Configuration	Description	Main Message	Client's Comments	Assessment
Flyers					
1. General Flyer	2 pages, color	Front has membership benefits, back has testimonials, 3 photos	People turn to nonprofits every day. Where do nonprofits turn? To the —.	General overview of —. This is an updated and streamlined version of a more text-heavy predecessor. The front page of this flyer was developed (in-house) in 12/2009 for an ad in — publication.	The benefits can we reworded to appeal to members, strengthen descriptions and design. Needs to improve use of photos and overall branding.
2. Benefits Summary	1 page, color	List of member benefits	CATEGORIES: Expert Advice, Cost Savings, Advocacy, Professional Training, Connect with other Non-profits	Bulleted List of member benefits. Sometimes used on flipside of member enrollment form.	This should be combined with the general flyer as a membership brochure with application.
3. Savings Grid	1 page, color	List of affiliate programs with logos	Cost-Saving Member Benefits	List of cost-saving benefits and amount that could be saved	Combine into membership brochure
4. Why Join Flyer	1 page, color	Description of benefits in 3 areas	MEMBER BENEFITS SUMMARY: Cost-Saving Benefits, Legal and Management Help, Advocacy for the — Community	Created as a set of talking points for Chair of our board. Not often distributed in this form, but gives a good idea of our membership pitch.	We need to standardize the language for describing the programs and benefits and create one membership brochure.
5. Enrollment Form	3 pages, color	1 page for application, 3 pages for Major Group Code Descriptions	Lists group code descriptions	This is our membership application	Codes are used to describe all the sectors, but for this purpose, they only need to distinguish between the sectors, so these can be condensed.

MARKETING REVIEW

All the best benefits
in one place.

EXPERTISE

SAVINGS

ADVOCACY

Get help from top experts

Learn about critical issues from political leaders.

Gain knowledge to apply right away

Connect with colleagues to share ideas

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Member Communications & Renewal Notices					
6. New Member Welcome Letter	1 page, black	Simple welcome letter with list of 6 benefits	Your organization is now a member.	This is automatically sent to all new members, along with a membership certificate (not provided here).	Can be a lot more proactive in engaging the member: "You are joining 2,000 other nonprofit professionals in — together our voice can be heard," "start saving now, log on to — to see the list of benefits," etc.
7. Renewal Schedule	Spreadsheet	Delineates 6 steps for each quarter: 1. First Renewal Mailing Sent 2. Second Renewal 3. 1st Phone Calls 4. Third Renewal Mailing 5. Make 2nd Phone Calls 6. Individual Cultivation	(That the spreadsheet will keep us on track with our follow up)	Spreadsheet detailing our timeline for sending renewal notices/making renewal calls* and the 6-month cultivation letter.	This is largely an internal procedural spreadsheet, outlining the regular steps in the renewal process and the schedule for each in any given quarter. Add another communication in each cycle that reaches out again to members that had lapsed 2 cycles prior
8. Renewal Notice 1, 2	1 page, black	Renewal notice	Your membership expires on «EXPDATE». Renew now!	First and second notices are identical. First notice is mailed, 2nd one (friendly reminder) is both emailed AND mailed.	A "happy medium" communication that references member renewal along with some accomplishments is a good idea. (Current member renewal form attempted to capture some benefits at top, but clearly could be improved). I can work on something that has a full-page renewal form on the front (like the second page of the 3rd notice) and on the back spotlights several member benefits and some recent news from the Center. This can have a more of an informational feel rather than be a sales pitch for renewal.
9. Renewal Notice 3	2 pages, black	Letter and membership form	"your membership expired on 12/31/2026."	More of an appeal with a letter outlining benefits and form on the back (mailed).	Inconsistent message with the first letter. This one thanks the member, the first one warns them. It should be the other way around. Also, this would benefit from quotes from other members touting the benefits of membership. And why is the membership form different?
10. Renewal Notice 4 email	Email	Letter format	It almost seems like a different set of benefits is mentioned here (starting with Insurance, and calling out the Nonprofit HelpDesk).	4th notice goes out as a follow up to renewal calls.	This is very long for an email. This letter format would work well for the printed letter. I think the email should be more along the lines of the first renewal letter with the ALERT type message warning that membership is about to expire and requesting immediate action.

11. 6 Month Cultivation Letter	1 page	Letter format	Use your membership	Recently implemented; letter is still evolving. A half-year after renewing/joining, members receive this as a check-in and reminder about various resources available to them through membership. (We're hoping to make future versions more personalized. The idea is to do outreach when we're NOT asking something of them.)	Great idea.
"schedule indicates two sets of renewal calls, but for the past 2 cycles, we have only called once, after the memberships expired.				Would take a little analysis to see what % renew after each stage in the process, but it can be done. Only one call (up to now) basically in recognition of limited resource. If we don't connect, we keep trying. If someone says they can't renew, we try to work with them (installment payments, other accommodations/discounts for longer-term members, etc.). If they definitely can't/don't want to renew, they're logged accordingly and are left alone. We need to systematize an approach for waiting a respectable time and trying them again.	Why only one call? What are your membership renewal rates? Do you track them at the different stages to see what gets the most response?
12. Lapsed Member Letter (Generic)	2 pages (?)	Letter format	We know that every dollar counts, especially now.	Sent in late March to members who expired in 2008 or 2009.	Notice the member's name has the word The after their name. Need to address this in the database. // Perhaps we can make the line "Make every dollar count" a leading headline in some of the appeals. // I think we should consider how a membership brochure can be used. Listing the benefits in the brochure frees up space in the letter for a more personal, anecdotal appeal (quoting members, etc.)
13. Post-Conf Membership Request	1 page	Letter format	Offers discount for membership	Letter sent to non-member conference attendees from 2009, inviting them to join and receive a discount equal to the extra money paid for a non-member registration.	Good.

Item	Configuration	Description	Main Message	Client's Comments	Assessment
Email Communications					
These are sent to all (Approx. 2,300) subscribers to our email list using iContact. We are looking to establish a more regular e-newsletter schedule (2x a month) but this has not been implemented yet. We have also been sending out fairly regular e-blasts on Center news, policy news, noteworthy workshops, etc.					
January 2010	http://community.icr looks-to-2010 email newsletter		Here's what we've done.		Good information, but the formatting makes it a bit difficult to decipher. I think this needs to be organized around some main impact themes that relate to the mission and membership benefits.
February 2010 (non-newsletter e-blast)	http://community.icr update-proposed-changes-in-charitable-deductions-federal-state-jobs-news- email newsletter		Update on important issues affecting the nonprofit sector	Will send some sample "advocacy pitch language" that we've used in other communications. Some advocacy communications are action alerts, and others (like this one) are more informational. Alerts are more in the format of a traditional e-blast (not e-newsletter template); will forward an example.	Relates important information, but formatting can be better. Perhaps a different design for the Public Policy News emails. Also, we do not take a stance on these issues or recommend action. It seems like the value that you bring is not just in reporting on these issues, but in making sense of them for your audience, explaining the potential impact on them, and what they could / should do. Also, these can be tied into our advocacy membership role as an example of the "Your Center advocating for Your Non-Profit." or "Making sense of the issues."
March 2010	http://community.icr email newsletter		Update on important issues affecting the nonprofit sector	It's not evident from the link I sent you, but there is a "share" footer included by default in all of these emails. Will try to forward one so that you can see it. Definite agreement on the desire to improve the format.	Can create a more sophisticated email format that also has boilerplate info on us and links encouraging people to: Forward to a Friend, Join, Sign up for Email News Briefs, Become a Facebook Fan, etc.

Marketing Materials

Strategic Documents
- A Strategic Plan
- A Marketing Plan
- A Brand Manual
- Digital Asset Archive

Written Content
- Mission Statement
- Vision Statement
- Brand Attributes,

Personality & Values
- Boilerplate Language
- Grant Applications
- Directory Listings
- Online Listings

Logos
- Organizational Logo
- Division Logos
- Program Logos
- Sponsor Logos
- Other Logos

Typography
- Typefaces
- Typeface Usage

Colors
- Colors
- Departmental Branding

Stationery Items
- Email Signature
- Business Cards
- Letterhead
- Second Sheet
- Envelopes (various sizes)
- Memo Sheets
- Note Cards
- Mailing Labels
- #10 Envelope
- 9x12 Envelope
- Other Stationery Items

Business Forms
- Registration Forms
- Invoices, Statements, etc.

Organizational Collateral
- Organizational Folder
- Organizational Brochures
- Program Brochures
- Flyers
- Posters

Program Collateral
- Program Brochures
- Flyers
- Mailers / Inserts
- Posters

Membership Materials
- Membership Brochure
- Renewal Forms & Invoices

Fundraising Materials
- Fundraising Brochures
- Solicitation Letters
- Development Package
- Direct Mail
- Event Marketing
- Planned Giving Materials
- Sponsorship Information
- Fundraising Advertising
- Email Marketing

Publications
- Annual Reports
- Magazines, Journals
- Newsletters
- Other Publications

Email
- Email Newsletters

Event Promotion
- Invitations
- Flyers
- Email
- Online Registration

Presentations & Videos

Signage
- Exterior
- Interior & Bulletin Boards
- Sponsor Recognition

Uniforms
- Shirts
- Jackets
- Hats
- Name Tags
- Other

Vehicles
- Delivery Vehicles
- Vans & Trucks

Promotion
- Posters
- Online Marketing
- Premiums

Advertising
- Print Advertising
- Online Advertising
- Broadcast Advertising
- Outdoor Advertising
- Other Advertising

Social Media
- Facebook
- LinkedIn
- LinkedIn
- Twitter
- Flickr
- YouTube
- Other

Production Request
- Materials Request Form
- Print Quote Request
- Production Checklist

Evaluation Points

MESSAGE

- Is the message accurate? Is the content relevant?
- Is the language and tone appropriate for your organization's personality?
- Is the length of the text appropriate? Is the text easy to read?
- Does the item have features like subheadings and callouts?
- Are the calls to action clear?
- Is all relevant contact information / links to social media / newsletter sign included?

DESIGN

- Is the design professional? Is your brand well represented? Is your logo used consistently?
- Does the layout have a central focus and read the reader through the piece?
- Is typography consistent?
- Are the colors appropriate?
- Are the design and content consistent with your other materials?

IMPACT

- Does the item have human appeal, evoke an emotional response?
- Is production method and cost appropriate and well done?
  Is the item printed with good quality paper?
- Is the distribution method appropriate? Has the item been distributed to its target audience?
- Does the piece achieve its objective?

BRAND EVALUATION

1. Organizational Info
2. Identity
3. Website
4. Social Media
5. Events
6. Email Marketing
7. Donor Management
8. Fundraising
9. Membership
10. Technology
11. Monitoring

1. Organizational Information

Organization

- How is your organization structured? Chapters, Affiliates, etc.?
- Is your mission clear? Do your programs and decisions follow your mission?
- Does your organization have a Strategic Plan? A Marketing or Fundraising Plan?
- Do you know how much you spend on marketing during your fiscal year?
- How would you characterize your organization's ability to adapt to change?
- Can your board and your staff clearly articulate your mission?

Marketing

- Who determines your marketing and fundraising goals, priorities and budget?
- Who is responsible for creating and for overseeing your marketing?
- Do you have any defined procedures for creating your materials?
- What is done to monitor your marketing?

1. Organizational Information

Audience

- Who are your key stakeholders? Are they aware of your organization?
- What perception do they have of your organization?
- What motivates your donors to give to your organization?
- When was the last time you conducted a customer satisfaction survey?

Competitors

- What organizations is your organization confused with?
- Can you identify your competitors' strengths and weaknesses?

2. Identity

Name
- Does the name represent what your organization does?
- Does the name distinguish your organization from your competition?
- Does the name inspire confidence?
- Does the name allow you to expand services or geographic areas?
- Is the organization's name overshadowed by it programs?
- Does the name use any outdated or politically incorret terms?

Tagline
- Does the tagline convey your nonprofit's or program's impact or value?
- Is the tagline used on all print, online and verbal communications?
- Is the tagline short?
- Is the tagline memorable?

2. Identity

Logo
- Who are your key stakeholders? Are they aware of your organization?
- What perception do they have of your organization?
- What motivates your donors to give to your organization?
- When was the last time you conducted a customer satisfaction survey?

Brand Awareness & Perceptions
- Does everyone in the organization know the mission and tagline?
- Are the organization's values clearly articulated?
- Can your board and staff tell your story persuasively?
- Do potential donors have correct perceptions of the organization?

3. Website

Overview

- Does the site help your organization to accomplish your mission?
- Do you regularly compare your website your competitors' sites?
- Is it easy for users to find the information they are looking for?
- Does your website have a Content Management System to add content?
- Do all functions work the way they should?

Design

- Is the design engaging to your audience?
- Does the design of your site convey your organization's personality?
- Does the layout have a central focus and use space appropriately?
- Are colors used to convey your brand, aid in navigation?
- Are photos and graphics used to tell a story and elicit an emotional response?

3. Website

Content

- Does the site have all the necessary sections and content?
- Is the site structure sensible to a user?
- Does the content appeal to the needs of the audience?
- Does the copy convey your brand personality and tone?
- Does the copy avoid sector-specific jargon or assumptions?
- Are your annual report and audited financial statements available on the site?

SEO (Search Engine Optimization)

- Do you have an SEO (Search Engine Optimization) strategy?
- Do pages have page titles and SEO descriptions?
- Does that site have a consistent page naming strategy (URLs)?
- Have you used keywords effectively in your site?

3. Website

Features

- □ Advocacy Tools (Petitions and/or Letter Writing)
- □ Blog (Moderated?)
- □ E-commerce / Product Sales
- □ Event Calendar
- □ Event Registration
- □ Forum or Message Boards
- □ Interactive Maps
- □ Job Postings
- □ Member Log In
- □ Membership Renewal
- □ News Section
- □ Newsletter Sign-up
- □ Online Auction System
- □ Online Donations
- □ Photo Galleries
- □ Polling / Surveys
- □ Publications Archive
- □ RSS Feed
- □ Social Media Links
- □ Specific Landing Pages
- □ System
- □ Volunteer Opportunities
- □ Videos

4. Events

- What type of fundraising events do you have?
- How many? When are they?
- How do you handle the registration for the events?
- Do you have online registration?
- What system do you use?
- Does this system meet your needs?
- What are your online registration system requirements?
- What are the overall results of your events?

5. Social Media

- Do you have a social media strategy?
- What are your goals for using social media?
- Do you use social media platforms like Facebook, LinkedIn, Twitter, Flickr ?
- List the URLs for your social media platforms.
- Do your social media platforms and blogs get updated regularly?
- Who is responsible for managing your organization's social media presence?
- What is your greatest challenge in managing your social media?

6. Email Marketing

- What type (newsletters, e-blasts, event notifications etc.)?
- Do you have a template that allows you to customize emails?
- What are your goals for your email marketing campaign?
- Who is your target audience for your emails?
- How many email addresses do you have in your system?
- Are you happy with that? Is your list growing or shrinking?
- What system do you use? Does this system meet your needs?
- Are your lists segmented? If so, how are they segmented?
- Does the system track open rates and click through rates?
- Do you check those reports? How often?
- What are the overall results of your email marketing campaign?

7. Donor Management

Donor List

- Do you maintain a donor database?
- How are your donors segmented?
- Do you run reports to track the growth rates of your donor database?
- How often? Who does that?
- What is your donor retention rate? Other metrics?

Donor Management System

- Who maintains your donor records? How are they maintained?
- Do you have a Donor Management System? Which one?
- Is it integrated with your website or any other system?
- Does the system suit your needs? Why or why not?
- Does it give you the information you need?

8. Fundraising

- What are your fundraising goals?
- What type of fundraising do you do?
- What type of fundraising materials do you have (brochures, solicitation letters, event marketing, development packages, and email marketing)?
- How do you monitor your fundraising results?

□ Capital Campaign
□ Cause Marketing
□ Community Service Projects for Youth
□ Directed Giving
□ Endowment Campaign
□ Events
□ General

□ In Kind Contributions
□ Planned Giving
□ Retail Fundraising
□ Scholarship
□ Sponsorship
□ Young Professionals
□ Other

9. Membership

- How many members do you have (percent of entire market)?
- What is the composition or demographic of your members?
- What is you annual membership growth rate? Renewal rates?
- Can members join and renew online?
- When was the last time a membership survey was conducted?
- Who is responsible for membership?
- What membership marketing materials do you have?
- How effective are they?

10. Technology

- Are there any other systems or technology that your organization uses?
- How are all of these systems integrated?
- Do the appropriate people know how to use these systems?
- Do you have user guides for these systems?
- Who manages your technology? Who has the passwords and access information?
- Does more than one person have this access information?
- Is there a contingency plan for an emergency?
- Do you have service agreements for these systems?
- What applications do you use to design your brochures and marketing materials? PC or Mac?

10. Technology

- Who is your website Hosting Company?
- What is your website Content Management System?
- Who is your Email Provider?
- What is your Online Donation System?
- What is your Payment Gateway?
- What is your Donor Management System?
- What is your Event Registration System?
- What is your Email Newsletter System?
- What is your Online Auction System?
- What is your Social Media Management System?
- What is your Social Media Monitoring System?
- What is your Web Traffic Monitoring System?

11. Monitoring

Website Metrics

- Number of unique site visitors
- Source of traffic (which search engines, partners and affiliates)
- Website sources (which sites are sending traffic to your site)
- Number of page views
- Average time on site
- Bounce rates
- Number of people who signed up for your newsletter
- Amount raised through online donations
- Number of comments or reviews on blog posts

Email Marketing

- Number of emails sent out monthly

11. Monitoring

Email Marketing

- Number of emails sent out monthly
- Number of people on email list
- Number of new subscribers
- Open rate
- Click-through rate
- What links are clicked on (including headlines, text and images)
- Number of 'forward to a friend"
- Number of opt-outs

Building the Brand
for an International
Educational Organization

Pratham USA

Every Child In School and Learning Well

Pratham USA
Every Child In School and Learning Well

CHICAGO CHAPTER
Pratham USA

Pratham Canada

CHICAGO CHAPTER
Pratham USA
Every Child In School and Learning Well

Pratham Canada
Every Child In School and Learning Well

Pratham

X

X

X

X

X

BLACK

Pratham USA

Raise the Bar on HOPE

Better Dreams
Lead to a Better India

Pratham USA — SEATTLE CHAPTER News

Seattle Board Member visits Dharavi slums in Mumbai

Pratham Wins 2011 Skoll Foundation Award for Social Entrepreneurship

About Pratham

Raising The Bar On HOPE

PRATHAM USA 2001 ANNUAL REPORT

WE'VE BEEN RAISING THE BAR ON HOPE FOR 17 YEARS.

Educating India
Creating Large-Scale Impact Throughout India & Beyond

Pratham USA
Every Child in School and Learning Well

Why Pratham?

1 Addresses Root Problems
2 Efficient & Cost Effective
3 Scalable

Learning Support Classes

Children 6 and above
strengthen their reading and
math skills, so they can keep up
and stay in school.

Annual Status of Education Report (ASER)

700,000 households
are surveyed in 4 days by
25,000 volunteers to measure
academic achievement,
contributing to education reform
in India and other countries.

100 million kids in India can't read or write their own name

Pratham USA
Every Child In School and Learning Well

Achieving impact through a range of programs.

Whether it's engaging pre-schoolers in educational activities, or teaching kids through the use of technology, Pratham's programs inspire, empower, and achieve measurable results.

- **Read India**, our flagship program teaches reading, writing, and basic math skills to children ages 6-16. Read India l reached 33 million children between 2007-2010 and trained 127,000 volunteers and 282, 000 teachers.
- **Balwadi** provided 22,000 low-income pre-school children access to education.
- **Pratham Council for Vulnerable Children (PCVC)** removed 66,000 vulnerable young children from the work forced and helped prepare them for mainstream schooling.
- **Computer Aided Literacy** gave 113,000 children across 8 states access to school-based computer labs improving their basic learning levels through technology.
- **Annual Status of Education Report (ASER)** 700,00 households were surveyed over 4 days by 25,00 volunteers to measure learning levels and academic achievement across the country, helping to spur education reform.
- **Pratham Libraries** 1600,00 children borrowed books provided by Pratham in community libraries.
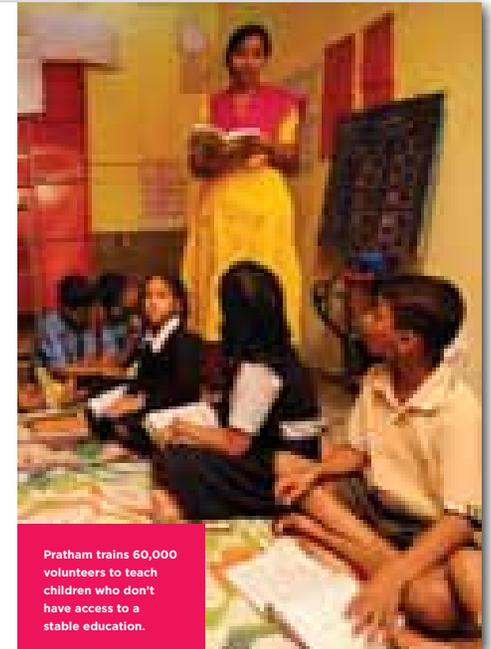
Pratham trains 60,000 volunteers to teach children who don't have access to a stable education.

Pratham is changing that.

As India's leading non-profit organization in education, we address the underlying problems. Working at the grass roots level and as an agent of change at the government level our programs are efficient, cost effective, and scalable.

Pratham transforms the lives of the next generation of children that will enter the global workforce. Our mission is to ensure that every child in India is in school and learning well, breaking the cycle of poverty.

PADAMA

Creating large scale educational change in India.

Pratham works with communities, parents, and governments in India to:

- Provide educational programs
- Create educational standards
- Advocate for educational reform
- Test innovative programs

Through programs that reach children throughout the educational continuum, from pre-school, primary and vocational schooling, Pratham opens the door to a world of opportunity and a brighter future.

THE JEWISH EDUCATION PROJECT
PIONEER NEW APPROACHES
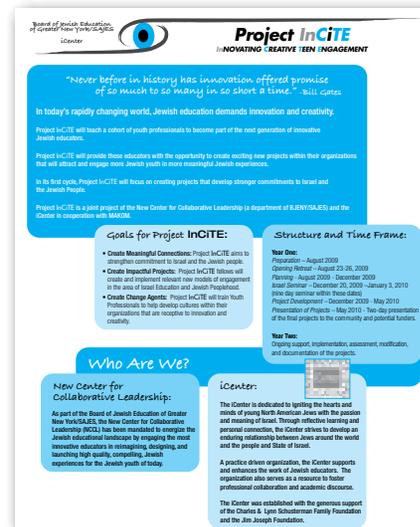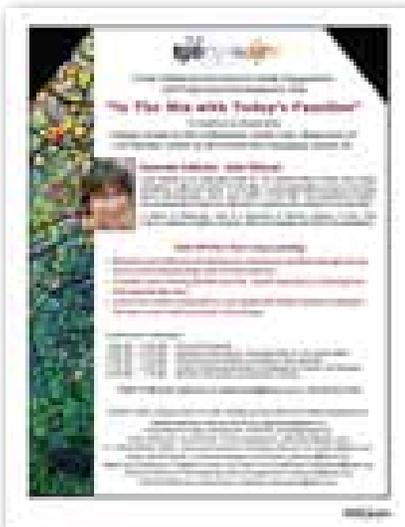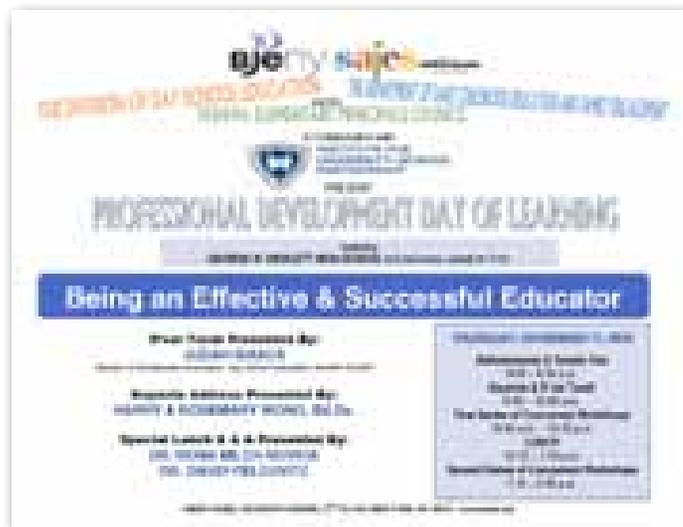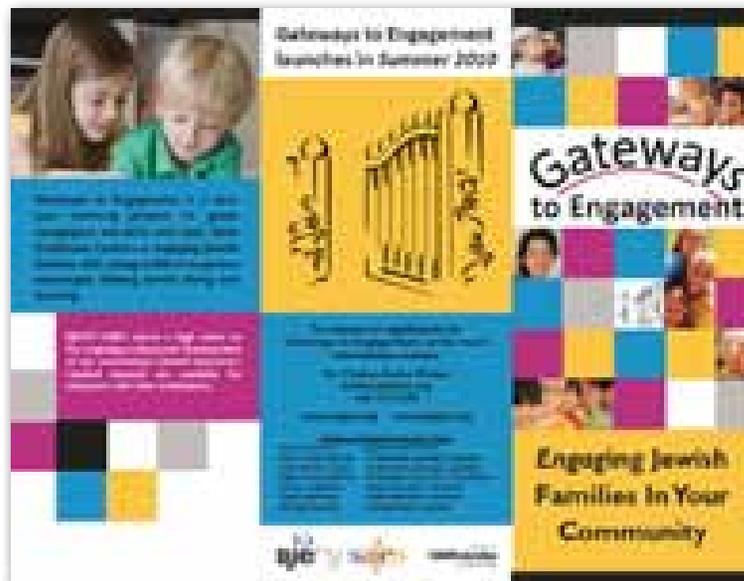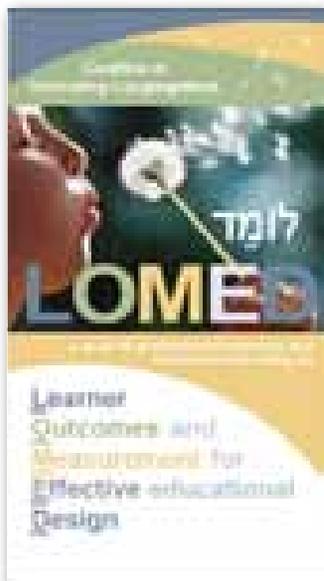
EXPRESS INNOVATION

LOMED לומֵד

CREATING HIGH IMPACT JEWISH LEARNING

EXPRESS INNOVATION
A GUIDE FOR HIGH IMPACT JEWISH LEARNING MODELS

LOMED לומֵד
HANDBOOK FOR POWERFUL LEARNING EXPERIENCES

GREY　　　TEAL　　　GREEN

Logos

Taglines

Music your way, straight ahead

WBGO – The Jazz Source

The Jazz Station!

"On air, online, on your mobile device."

Programs

redrooster group

Wake up your brand!

Howard Adam Levy, Principal
howard@redroostergroup.com
212.673.9353

redroostergroup.com > Blog

Pratham Social Media

Facebook

Name	Group/Page	Contact	Description	Link	Admins	# Members	Activity	Last Relevant Post	Message/Event
	Pratham Books	Page	info@prathambooks.o	Category: Non-P	http://www.facebook.com/prathambooks		1872 Likes	~10 wall posts	3/21/2011	Message, Even
1	Pratham (USA)	Group	www.pratham.org, ww	Category: Organ	http://www.facebook.com/Pratham...	Leena Grealy, Medha Chawla	753	5 events, 3 dis	9/20/2010	Events, Messag
2	Pratham	Group	info@prathamusa.org,	Category: Organ	http://www.facebook.com/...	Sushil Boraul, Yamin Kazi, Chap	500	8-10 wall posts	1/3/2011	Events, Fund ra
3	Pratham	Group	info@pratham.org, ww	Category: Organ	http://www.facebook.com/...	Promod Kashyap, Ripsen Thalla	109	8-10 wall posts	2/23/2011	Message, eMee
4	Pratham USA	Group	info@prathamusa.org,	Category: Organ	http://www.facebook.com/pages...	Mark Johnson	27	1 wall post	11/19/2009	Message
5	Friends of Pratham Houston	Group	FriendsOfPratham@g	Category: Organ	http://www.facebook.com/...	Jay Ajmer, Simran Rihal	146	5-7 wall posts	12/20/2010	Fundraising, Me
6	Pratham Houston Volunteers	Group	manasy.modi@gmail.c	Category: Organ	http://www.facebook.com/...	Meena Shah, Manasy M. Modi	71	1 event and 5-	1/29/2010	Events
7	Pratham@UH	Group	pratham.Uh@gmail.co	Category: Organ	http://www.facebook.com/group.php?gid...	Pranav Mantri, Abhijit Wanve	109	5-7 wall posts,	4/10/2010	Message
8	Pratham - Austin	Open Group	pratham.austin@gm		http://www.facebook.com/...		78	5-7 wall posts	week of March 14, 2	Message
9	Pratham Los Angeles	Group	chandhen@msn.com	Category: Organ	http://www.facebook.com/...	Dolly Singh, Reshma Tolani, Or	274	5-7 wall posts,	3/19/2011	Message, Even
10	Pratham Los Angeles	Group	la@prathamusa.org, w	Category: Organ	http://www.facebook.com/...	None	10	1 event, 1 rela	9/19/2008	Event
11	Pratham Young Professionals of Los Angeles / Orange County Chapter	Group	prathamusocc@gmail.c	Category: Organ	http://www.facebook.com/...	None	2	No activity		
12	Pratham Young Professionals of Los Angeles / Orange County Chapter	Page	prathamusocc@gmail.c	Category: Non-P	http://www.facebook.com/...		135 Likes	10-12 wall post	3/17/2011	Event
13	Pratham DFW Chapter	Group	dfwprathamd@yahoog	Category: Organ	http://www.facebook.com/...	Dilan Raj, Raj Azeez	88	1 event, 1 rela	9/19/2008	Event
14	Pratham Colorado	Group	www.prathamusa.org	Category: Organ	http://www.facebook.com/...	Mayur Saigal, Amreesh Thakur, A	6	1 relevant wall	6/9/2010	Message
15	Pratham Seattle	Group	seattle@prathamusa.c	Category: Organ	http://www.facebook.com/...	Chandbe Dalve, Gyanesh Akund	143	8 events, 11 th	11/16/2010	Message, Even
16	Pratham Seattle	Page		Category: Local	http://www.facebook.com/...		104 Likes	11-15 relevant	3/1/2011	Message
17	Pratham RTP	Page	Raleigh, North Carolina	Category: Non-P	http://www.facebook.com/pages/Pratham-RTP...		37 Likes	1-5 wall posts	3/15/2011	Message, Even
18	Pratham Young Professionals of	Page		Category: Non-P	http://www.facebook.com/...		262 Likes	15-20 wall post	3/15/2011	Message, Even
	Pratham Bay Area Chapter	Page		Category: Non-P	http://www.facebook.com/...		3 Likes	No activity		
19	Pratham Bay Area	Group	Pratham.bayarea.bao	Category: Non-P	http://www.facebook.com/...	Preeta Wanisapathao	8	2 discussions,	8/10/2010	Message, Even
20	Pratham Bay Area Chapter	Group	www.prathamusa.org	Category: Non-P	http://www.facebook.com/...	Pratham BayArea	3	No activity		
21	PRATHAM BOSTON	Page		Category: Non-P	http://www.facebook.com/...		184 Likes	11-15 wall post	3/19/2011	Message, Even
22	Pratham Charlotte NC	Group		Category: Organ	http://www.facebook.com/...	Sneha Shetty	19	No relevant ac		
23	Pratham DC	Page		Category: Non-P	http://www.facebook.com/...		80 Likes	11-15 wall post	10/07/2010	Message, Even
24	Pratham DC Metro Chapter	Group	pratham.metro@gmail.co	Category: Organ	http://www.facebook.com/...	Ravi Negi, Prashant PV Bose	44	photos, 1-5 wa	9/14/2010	Message
25	Pratham DC Young Professional	Closed Group	PrathamYP@DC@gm		http://www.facebook.com/...	Ravi Alexander	14			
26	Pratham DC Chapter	Group		Category: Organ	http://www.facebook.com/...		1			

Twitter

Name	@	# Following	# Tweets	Last Tweet		# Listed	# Followers	Link	Description of Twe
Pratham USA	@prathamUS	6	7		3/21/2011	0	4	http://twitter.c	Retweets, news
Pratham India	@Pratham_In	6	100		3/19/2011	16	347	http://twitter.c	News, updates, twee
Pratham Books	@prathambooks	2527	7476 03/29/2011 - 6 am		251	3070	http://twitter.c	Retweets, message
Pratham UK	@PrathamUK	29	188 03/29/2011 - 10 am		8	159	http://twitter.c	Message, news, upd

Hashtags
#pratham

LinkedIn

Name	Description	Region	Created on	Link	Contact	# Members	Website
Company Profile							
Pratham (India?)	no describes here listed			http://www.linkedin.com/company/8663		117 Employ	
Pratham USA	Fund-Raising Houston, Texas Area			http://www.linkedin.com/company...		1-10 Emplo	
Pratham Books	Publishing India			http://www.linkedin.com/company...		11-50 Emplo	
LinkedIn Groups							
Pratham (India?)	Type: Non-Pr		12/28/2007	http://www.linkedin.com/groups...	Arion Scott	315	http://www.prat
Pratham USA - Boston Chapter	Type: Non-Pr		8/20/2008	http://www.linkedin.com/groups...	Ashok Krishnan V.	21	http://www.prat
Pratham Yuva NY	Type: Non-Pr		5/20/2008	http://www.linkedin.com/groups...	Owner Rohan Panjwani, Manag	18	http://www.prat
Pratham - National Capital Region	Type: Non-Pr		5/27/2008	http://www.linkedin.com/groups...	PV Prashanti V. Basavaan	11	http://www.prat
Pratham Los Angeles	Type: Non-Pr		5/20/2008	http://www.linkedin.com/groups...	Owner Nikita Munshi, Manager	11	http://www.prat
				http://www.linkedin.com/groups...			http://www.prat
				http://www.linkedin.com/groups...			http://www.prat

YouTube

Channel	Channel Was Joined		# of Subscribers	# of Videos		Last Visit Date	Total Upload	Last Video up	# of Comments	Link
prathamusa	4456	8/10/2008		29		12 October 2010 (5 months ago)	11126	October 2010	None on the channel	http://www.you
PrathamUS	21	3/26/2010		1		8 October 2010 (5 months ago)	398	April 2010 (11	2 channel comments	http://www.you