



For more assistance connecting and communicating with your members using internet tools, please contact

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### More Free & Affordable Tools

Drupal.org	Build a resourceful and organized website using drupal's free templates for content-management websites.
Zoomerang.com or SurveyMonkey.com	Survey conference attendees, members, board members, committee members, and more!
Screencast.com and JingProject.com	Combine these two free tools to create online screencasts (right now, no longer than 5 minutes). Annual fees apply for higher usage rates (minimal fees).
Myspace.com and Facebook.com	If you want to connect with the students, create an account on these two sites and post bulletins and other messages for the students in a place they actually visit!
Cafepress.com	Sell camp memorabilia, association shirts, hats, etc... all for free! For a more elaborate shop, it's only \$50/year. Get your goods out there, make a buck or two.



Looking for someone to help you set up your state association website using Drupal?

Brian Knoblock  
 Lansing IT  
 bk@lansingit.com

Brian comes highly recommended from MASSP/MASC/MAHS. He has transitioned us into the age of technology with ease. His experiences with associations in Michigan are top-notch and he is available to help you in your state.



**Connect  
 to Your  
 Membership  
 for FREE  
 (or very very cheap!)**

NASSCED Winter Meeting  
 November 29-30, 2007  
 Roundtable Presentation

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# Easy E-Communication Tools

## PBwiki.com

If you know how to use a word document, trust me on this, you CAN USE A WIKI! This company's tagline is, "it's as easy as making a peanut butter sandwich!". Hence the company name, PBwiki!

Free to educators through pbwiki.com, you can create endless wiki's (public or private). What's a wiki?

Remember when you and a few others tried to collaborate on a document and you made edits, saved them, sent the document around, then when you got it back, you had to search for edits? NO MORE!

Now, by collaborating online, you can see real-time edits, make changes, see who else has changed things and what they've changed, share files, host a secure chat, view a common calendar, and so much more!

Use this tool to plan conferences with host schools, brainstorm on curriculum for camp, or as a central page to communicate with your Board of Directors (students and/or adults)!

**SAMPLES**  
[passiontoaction.pbwiki.com](http://passiontoaction.pbwiki.com)  
[rsvpmichigan.pbwiki.com](http://rsvpmichigan.pbwiki.com)

## CreateSend.com

How much does it cost to distribute your newsletter? Between the time to put together content, format the layout, get it ready to print, the cost of printing, paper and mailing, well, you get the idea!

Do you know who actually READS the newsletter? What about which articles are most read? Which addresses are incorrect? Most popular links?

### What if there was a way to send a newsletter for just ONE penny per person?

That's right. Not much you can do with a penny these days, but you can send a full-color, interactive newsletter to your members!

On top of that, you can actually see who is reading which articles, how often, etc...

This is something that will take some learning, yet if you know how to use Microsoft Word, you have Step 1 already accomplished!

To utilize this tool, we recommend you contact Brian Knoblock at Lansing IT (see back panel). He can help facilitate an account for you with CreateSend.

**SAMPLES**  
<http://tinyurl.com/2twqx5>  
<http://tinyurl.com/3xoxu8>  
<http://tinyurl.com/ywlkpm>

## del.icio.us

As the state director, you tend to carry more resources in your back pocket, up your sleeve, or in your basement. To help share internet resources, enter the del.icio.us site!

When you're browsing the internet and you come across a great resource that advisers in your state and/or students might like to explore, instead of just saving it to your own browser's bookmarks, save it on del.icio.us. Then when you share your del.icio.us bookmarks page with your members, they can quickly access websites you have marked as helpful or resourceful. And you have access to your bookmarks no matter where you are, as long as you have internet access!

Why should they spend hours searching the internet when you've already done it for them? This is a great member resource, and also allows you to grow your own bank of resources. You share with members, they share with you.

**SAMPLES**  
<http://del.icio.us/mascmahs>  
<http://del.icio.us/mymassp>

More Samples of some of our e-communication:

[screencast.com/t/8tuLZN4OP](http://screencast.com/t/8tuLZN4OP)

[cafepress.com/mascmahs](http://cafepress.com/mascmahs)

[myspace.com/mascmahs](http://myspace.com/mascmahs)