

December 2011/January 2012

SOCIAL MEDIA

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NSM CARES

For the past six years, NSM Insurance Group employees have contributed to the Annual Preston & Steve (93.3 WMMR) Camp Out for Hunger Food Drive benefiting Philabundance, which provides food to those in need throughout the year. This year's fundraising, which raised \$513 to purchase non-perishable food items, launched with a bake sale. Then a company-wide food drive ran for a week with all employees in full swing. All in all, NSM Insurance Group collected and donated 1,006 pounds — more than half a ton! — of non-perishable food items.

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Non-profits and Social Media *A necessary marketing strategy*

Non-profits looking to start using social media as a marketing tool will find a wealth of sound advice online, but putting the pieces together into a solid strategy — that's the real challenge. No one simple strategy will work for every nonprofit group. (In fact, trying to give step-by-step "one size fits all" directions for using social media is a lot like trying to teach a shy first-time party guest how to mingle with strangers.) Enough non-profits have broken the trail.

What non-profits are saying

Based on results of a survey conducted by the Non-profit Technology Network, social media is beginning to transform non-profits both in the way they work as well as their relationships with constituents. Non-profits are leveraging social media in their:

- **Marketing Communications:** Stake their brand claim before someone else does and provide valuable and interesting content to attract incremental new followers and earn the trust of the ones we already have
- **Member Engagement:** Create a deeper connection, with more kinds of engagement

Looking at how survey respondents use commercial social networks, the most popular role is for traditional marketing to promote the non-profit's brand, programs, events or services — with 92.5% of survey respondents indicating this role as the purpose of their presence on commercial social networks. The second most popular role is for fundraising (45.9%). Program delivery (34.5%) and market research (24.3%) via the social network are utilized, but less frequently.

Empower and support members

Member engagement is unique to the non-profit world—and one of the most important reasons for leveraging social media.

Over the past five years, The March of Dimes has used social media to nurture its online community, Share Your Story. It is one of the better examples of how non-profits can use social media to empower supporters without having to control it.

March of Dimes supporters came out in droves for a networked memorial service for a toddler named Maddie. The community raised tens of thousands of dollars for the March of Dimes in Maddie's memory as well as covering the funeral costs for the family. The organization did little to stage this event. The March of Dimes has embraced openness and inspired their stakeholders to feel empowered enough to take action on their own.

While many non-profits still have a long way to go, the implementation of social media in their campaigns is helping these organizations meet and exceed many different goals. While some groups may measure their social media success based on how much money they raise online, other non-profits may assess their wins according to how many new volunteers they recruit, or how much more dialogue is shared among the community.

To read the complete Non-Profit Social Benchmark Report, click here. [<http://nsminc.com/newsletters/NonprofitSocialNetworkSurveyReport.pdf>]

Source: *Social Media Today* [<http://socialmediatoday.com/socialmediacub/258900/how-social-media-impacting-non-profits>]



Recession's Effects on Corporate Giving Vary

Total corporate giving for a subset of 110 American companies rebounded to \$13 billion in 2010 from a trough of \$10.36 billion in 2008, but about 45 percent of companies gave less during the recession, while half gave more, and 5 percent held steady, a new report says. **READ MORE** [<http://www.philanthropyjournal.org/news/top-stories/recession%E2%80%99s-effects-corporate-giving-vary>]

Americans Optimistic about Holiday Giving

The giving spirit has struck Americans, with 71 percent of people surveyed by the American Red Cross saying they plan to donate the same amount or more to charity this holiday season than last, a new poll says.

And while 45 percent say they will travel less and will spend less on decoration, and 35 percent plan to cut their gift-buying budget, only 26 percent say they will donate less this year than last, says the Red Cross' Holiday Giving Poll, which was conducted by phone in September and October and generated 1,020 responses. **READ MORE** [<http://www.philanthropyjournal.org/news/top-stories/americans-optimistic-about-holiday-giving>]

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Holiday 2011 Volunteer Opportunities

Give thanks by giving of yourself this season

The holiday season is the perfect time to donate your time, services or goods to those who are in need. There are several opportunities for you to assist in making the holidays special for less-fortunate in your neighborhood. Volunteer duties range from crafting Christmas cards to adopting a family. Below is a list of organizations and charities that are in need of volunteer efforts of the community this holiday season.

Adopt-a-Family

Head Start is a program that provides preschool education to children from low-income households. This Christmas, individuals or community organizations have the opportunity to "adopt" a family and create a clothing, food or toy drive dependent on that family's personal needs. To learn more about the program, click here. [http://www1.usw.salvationarmy.org/usw/www_usw_cascade.nsf/ce952dea4507ee7780256cf4005d2254/e641fe1ec26712988025713f00823076?OpenDocument]



The Salvation Army

More than 3.4 million individuals of all ages volunteered their time, talents, and resources to assist The Salvation Army's work in FY 2010. Volunteers are critical partners in helping the Salvation Army fulfill its promise to America of "Doing the Most Good." Many of Salvation Army units across the country list their volunteer opportunities through Volunteer Match. To get involved, either visit the Salvation Army website [<http://www.salvationarmyusa.org/>] and search locations by zip code to find your local Salvation Army office, or go to Volunteer Match online. [<http://www.volunteermatch.org>]



Food Drives and Food Banks

Food drives provide a variety of ways in which volunteers can assist those in need. Phone bank volunteers register clients for food delivery via telephone. Food packaging volunteers stationed at the food bank box meals to feed families in need. Food drive collection volunteers are responsible for collecting and organizing food donated by the general public. And food delivery volunteers deliver pre-packaged items to specified locations on their route. Click here to go to Feeding America's Food Bank Locator to find a food bank in your area. [<http://feedingamerica.org/foodbank-results.aspx>]

Operation Write-Home

Support our nation's armed forces by sending blank handmade greeting cards to write home on, as well as cards of gratitude to encourage them. To join card makers nationwide or write to their heroes, click here. [<http://operationwritehome.org/index.html>]

Have You Heard

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Women's Giving Networks Gaining Prominence

When it comes to decisions about charitable giving, it's less like "Father Knows Best" or "Leave It To Beaver" and more like "Friday Night Lights" or "The Cosby Show." Women are at least equal partners — or the sole decision-makers -- among high net-worth individuals, according to a study released yesterday. **READ MORE** [<http://www.thenonproffitimes.com/article/detail/women-s-giving-networks-gaining-prominence-4263>]

Make Safety a Holiday Tradition

Useful tips from the ESFI

The holiday season is a particularly magical time of year for children. It's only natural for them to be drawn to the festive lights and colorful decorations that festoon homes and public places throughout the season.

Unfortunately, childhood curiosity combined with common holiday traditions can be a recipe for disaster.

Advance planning and a proactive approach to safety are essential to keeping family, friends, and guests safe during all of their holiday activities.

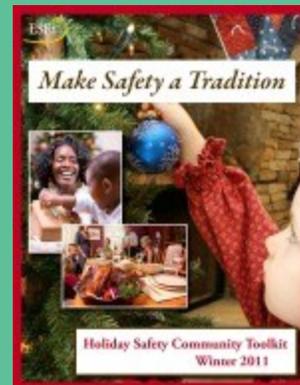
Planning made easy

Each year, the Electrical Safety Foundation International (ESFI) launches a holiday safety awareness campaign to encourage families and communities across the country to Make Safety a Tradition of the winter holiday season. The 2011 Make Safety a Tradition campaign encompasses all aspects of holiday safety, with the overarching theme of children's safety. The campaign's unique resources provide safety information to help families – with

members of all ages – “play it safe” and prevent holiday hazards related to decorating, cooking, fires, and more.

In this toolkit, you will find a collection of new and updated safety materials to help you Make Safety a Tradition of the holiday season. Included safety tip sheets cover all aspects of holiday safety, from cooking, decorating, and entertaining to post-holiday clean-up. You will also find a Holiday Entertaining Safety Checklist, information about the latest advances in home safety technology, and easy safety reminders for the whole family.

To download a courtesy copy of this 22-page, full-color, easy-to-use guide, click here. [http://nsminc.com/newsletters/ESFI_2011_Holiday_Safety_Community_Toolkit-Final-20Oct111.pdf]



Do Not Disturb...the Driver

Whether running a bank errand or driving a company truck to a service call, employees perform multiple work-related activities in a moving vehicle. Think about how many times a day you see an inattentive driver talking on a cell phone or attempting to send a text message or email. A survey conducted in 2010 found that 71 percent of people between the ages of 18 and 49 admit they text or talk on the phone while driving. Unfortunately, these tasks can often end in tragedy and affect the bottom line of your business.

What can employers do?

- Protect employees and your company's bottom line by implementing a driver safety program. Implement a company driver's policy that includes basic safe driving rules, cell phone policies, seatbelt requirements and other safe practices to eliminate or minimize drivers' distractions.
- Check employees' driving records before they are allowed to drive for the company to ensure they meet all established company standards. Follow up on driving records at least annually.
- Remind employees not to answer cell phones while driving. If they must make a call or send a text or email, they should do so once they are safely stopped.
- Use Texas Mutual's free resources on driver's safety to educate supervisors and employees. Or read the complete source article, Do Not Disturb the Drivers, by clicking here. [<http://texasmutual.wordpress.com/2011/07/06/do-not-disturb-the-drivers/>]