



Group User Introduction

October 27, 2008

Learn how your group can benefit from enhanced group management features on ShesConnected.com's National Women's Group Directory.

www.shesconnected.com



Introduction to ShesConnected.com

- Welcome to ShesConnected.com, an exciting new destination for today's busy woman.
- This presentation will:
 - Introduce you to ShesConnected.com .
 - Present the ShesConnected National Women's Group directory feature.
 - Explain the benefits of upgrading your listing and using the group management features on ShesConnected for your group.

Who are we?



ShesConnected.com is:

- a new women's community and national directory exclusively for active, involved women like you and your members.
- a great resource for your group to stay up to-date on group activities and events, communicate with one another, and share important information.
- a community where women can network with other like-minded women for personal, professional or social reasons.
- one simple online destination with everything you need for easily managing all the activities of your daily life—you can even create two separate profiles, one personal and professional!

Who are we?

Who uses ShesConnected?

- busy women of all ages.
- thousands of women's groups.
- average Household Income of \$75,000-\$100,000.
- college or University Education.
- most work full or part-time.
- actively involved in both professional organizations as well as personal activities.



What are the site features?

ShesConnected.com is the ultimate destination for today's modern woman.

ShesConnected.com provides:

- a community for women on-line.
- place to manage multiple on-line profiles.
- the way to simplify life.
- mobile web integration (coming soon).
- relevant content and information.
- National Women's Group Directory.



Groups



Articles



Events



Profiles



To Dos

ShesConnected User Groups

Welcome to the first ever National Women's Group Directory

- ShesConnected is excited to introduce you to our National Women's Group Directory. We have created a single destination for over 4000 women's groups across the country.
- Each group has their own homepage on our site, listing the basic information on their group, yours is included too!
- This directory provides women looking for new connections with an easy way to find them.
- Women's groups will benefit from the added exposure of the power of our community.

ShesConnected User Groups

Why Update your Group Page on ShesConnected's National Directory?

- As an important woman's group, you are already represented in our directory via our basic group page.
- ShesConnected provides powerful tools and resources that will help you improve the management of your group, and all for free!
- Whether your group is a neighborhood book club or a national political cause, with just a few clicks of the mouse, you'll get:
 - Easy-to-use online and mobile tools, content and resources.
 - Free listings for your group and all your events.
 - Maximum exposure for your group's cause.

ShesConnected User Groups



How can your group benefit?

- By updating your basic Group Homepage listing you will be able to create your own online, centralized location and URL for all your group's activities: planning, organizing, communicating and more.
- You and your members have immediate access to powerful features and tools:
 - Promote your group and upcoming events.
 - Plan and schedule group meetings and activities on a shared calendar.
 - Communicate with several members (or the entire group!) at once.
 - Track and assign to-do's for your organization.
 - Engage in group discussions and collect member input.
 - Document or celebrate group events and accomplishments by posting photos or videos.
 - Share articles, tools, meeting minutes and other important information relevant to your cause.

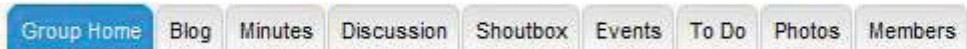
BEST OF ALL, IT'S EASY TO USE AND FREE!

ShesConnected User Groups

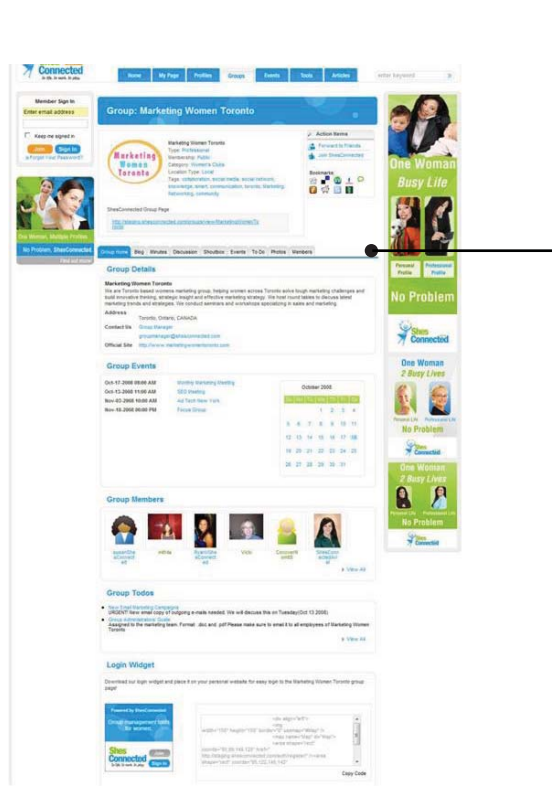
How does it work?

- ShesConnected.com works seamlessly with your existing website, we will provide a login on your site that will allow your members to go directly to your group homepage on ShesConnected.
- ShesConnected.com group homepages are easy to update and maintain –no programming required.
- You can customize the features to meet your current groups needs.
- You manage the privacy and access to the site. Only you determine who is permitted site access and who can see the content on your group homepage.

ShesConnected User Groups



Basic Group Listing



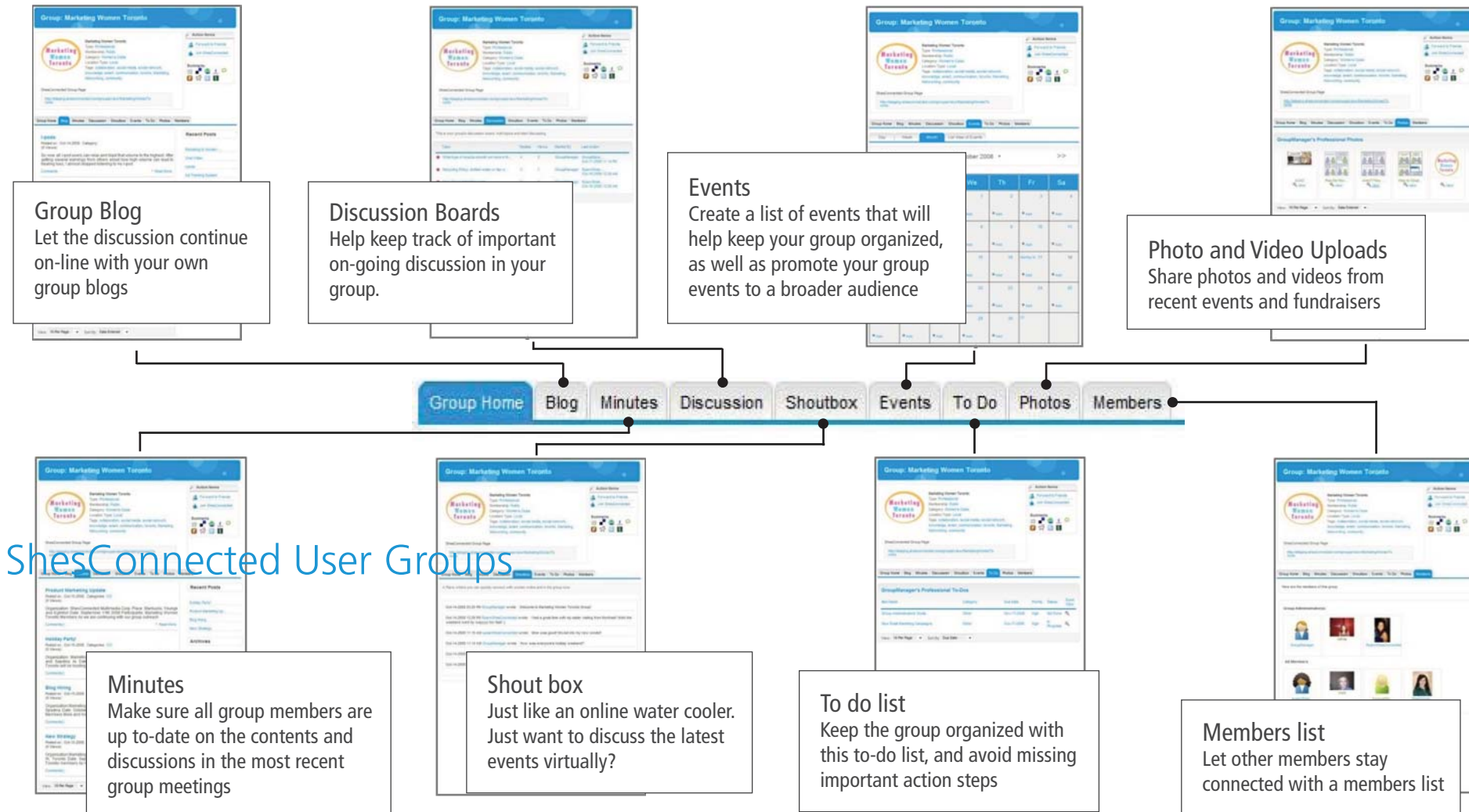
Group Homepage - with all features

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Features

- **Blog**
Let the discussion continue on-line with your own group blogs.
- **Minutes**
Make sure all group members are up to-date on the contents and discussions in the most recent group meetings.
- **Discussion Boards**
Help keep track of important on-going discussions in your group.
- **Shout box**
Just like an online water cooler. Just want to discuss the latest events virtually?
- **Events**
Create a list of events that will help keep your group organized, as well as promote your group events to a broader audience.
- **To do list**
Keep the group organized with this to-do list, and avoid missing important action steps.
- **Photo and Video Uploads**
Share photos and videos from recent events and fundraisers.
- **Members List**
Let other members stay connected with a members list .

Your Group can select any or all of the features below with just one click!



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ShesConnected User Groups

Who will be the Lead Administrator for your Group?

- In order to get the most out of your Group listing on ShesConnected.com, your group will need a lead administrator to update your group's homepage and manage it online.
- It's fast, easy, free and fun—with convenient and time-saving features, your group homepage will practically run itself.
- We have created an easy to use tutorial that will walk you through each stage of your page update, as well as a check list to confirm the features that you can use.

ShesConnected User Groups



Get Started Now

There's never been a more exciting time to join ShesConnected.com. As our community of women's groups grow, so can your group's exposure and membership.

- Generate interest and awareness.
- Reach millions of women.
- Grow your membership.

Call us at 877-400-3962

or send an email to groupmanager@shesconnected.com