

# TECHNOLOGY FOR CFUW CLUBS



*June 9, 2021*

*Speakers:*

*Amy Macleod, CFUW Edmonton*

*Rachel Deneault, CFUW national*

# Agenda

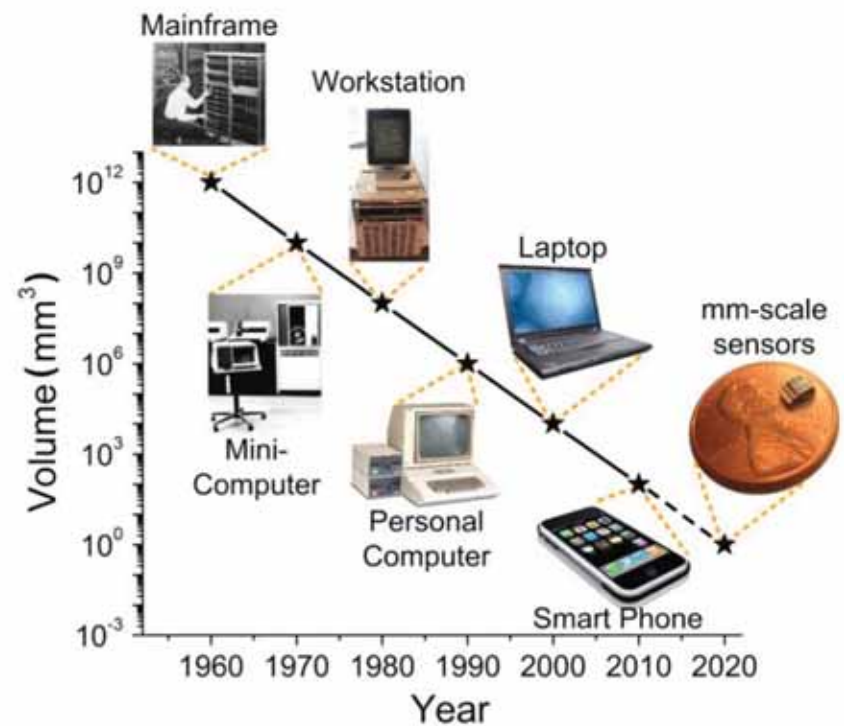
1 hour Webinar on a variety of topics on technology.

- |  |        |
|--|--------|
| • <b>Introduction</b>                                    | Amy    |
| • <b>Websites</b>  | Amy    |
| • <b>Social Media</b>                                    | Amy    |
| • <b>Graphics</b>  | Rachel |
| • <b>Virtual Meetings</b>                                | Amy    |
| • <b>Online Storage options</b>                          | Amy    |
| • <b>Online Newsletters</b>                              | Rachel |
| • <b>Online Surveys</b>                                  | Rachel |
| • <b>Online Payment options</b>                          | Amy    |
| • <b>Examples of combining these technologies</b>        |        |
| • run hybrid meetings                                    | Amy    |
| • to run a public event (Eventbrite & Zoom)              | Rachel |
| • to create online process for club bursary/scholarships | Amy    |
| • to conduct online auctions                             | Amy    |

# Introduction to Today's Technology

As of 2019: smartphones are 100,000x more powerful than the processing power of the computer that landed man on the moon 50 years ago

Computers were size of rooms and now small/portable



## Internet:

- a few connected nodes via a router, ARPANET managed by military

1969

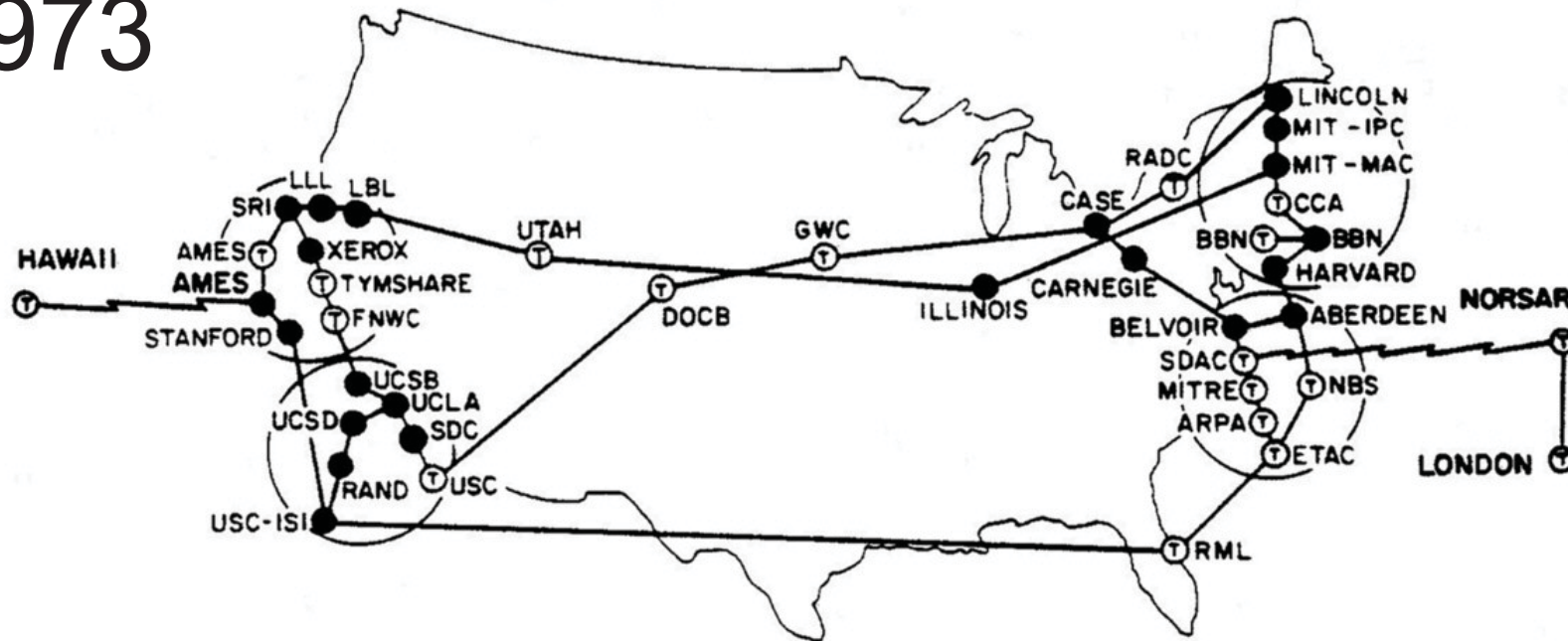


The ARPANET in December 1969

## Internet:

- satellite links connecting Norway and London, email invented in 1971
- File Transfer Protocol (FTP) used to send files (still in use today)

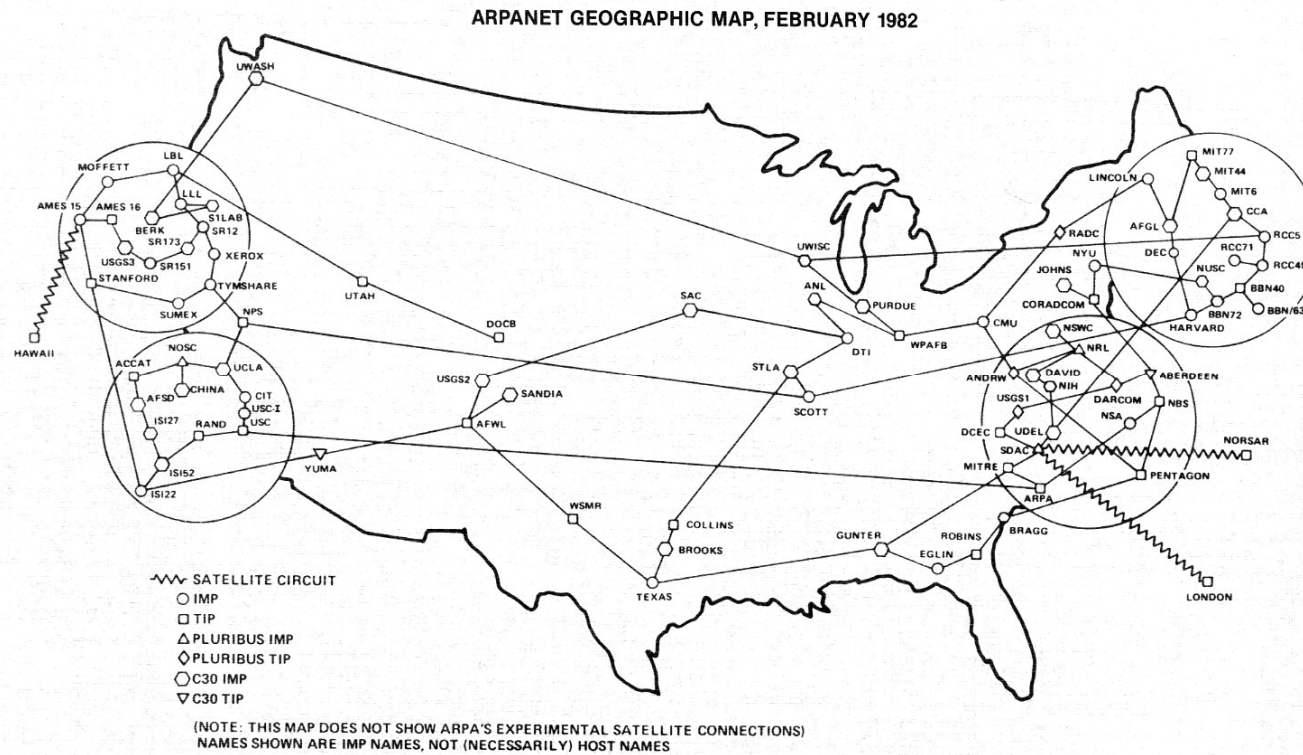
1973



# Internet:

- ~100 nodes, bulletin board system invented in 1980

1982



- Unmanageable as a single network so became a decentralized 'network of networks' all communicating with common standards

**CSNET MEMBERS**

- PhoneNet
- ARPANET
- ◆ X25NET
- \* Not Yet Online

**International Affiliates**

israel\*

**csnet**

# Becomes the INTERNET



## Internet:

- Backbone of the internet forms, ~6000 networks linked (1/3 overseas)

**NSFNET T3 Network 1992**

1986



Transfer Protocols link supercomputing centers



## Internet:

- still dominated by USA but many more countries joining

1993

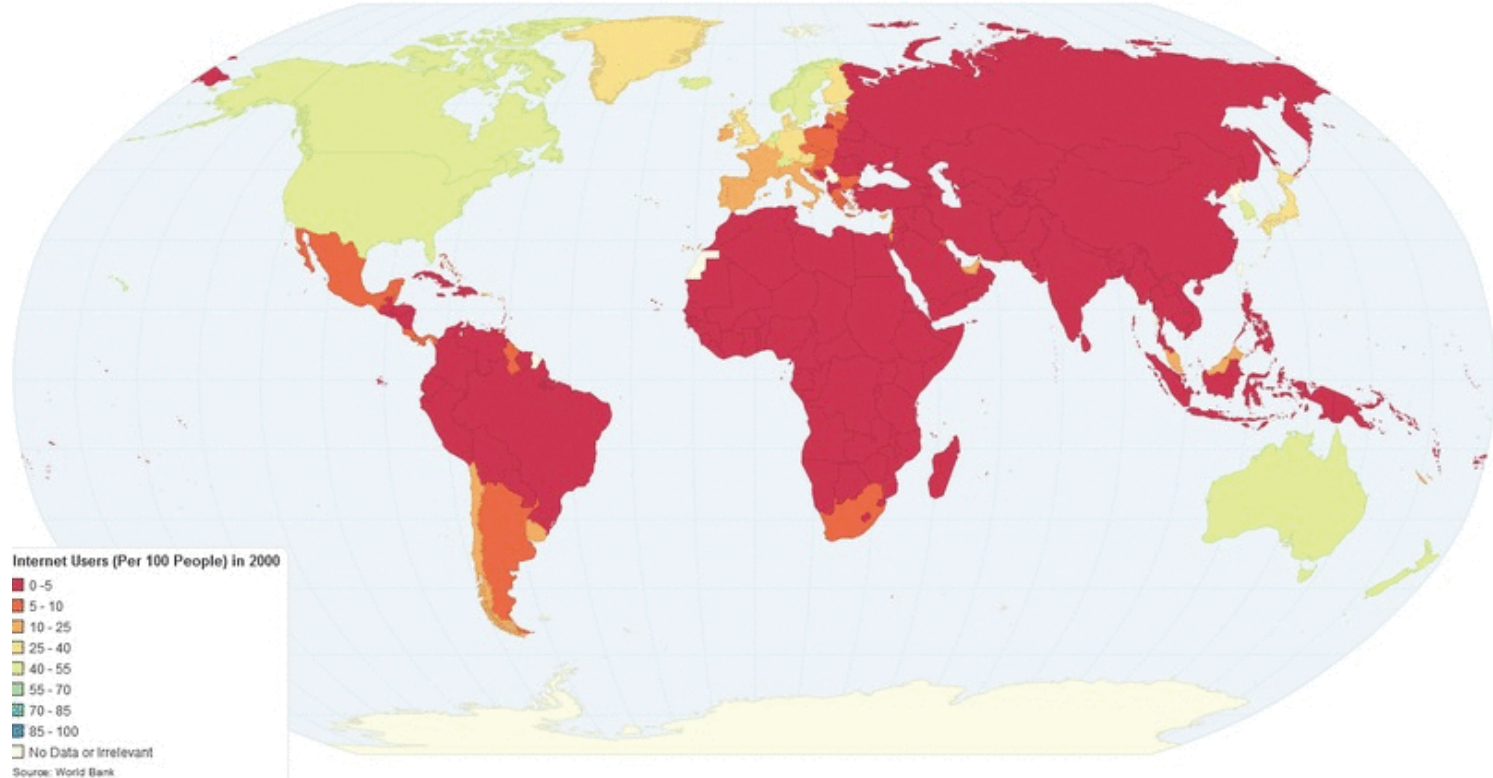


Now a global network

## Internet:

- IP addresses 216.146.46.10 but easier to use domain names (.com .org .edu; .ca = Canada, .uk = United Kingdom) 1994-2008 countries received domain name system names (DNS) = the directory system

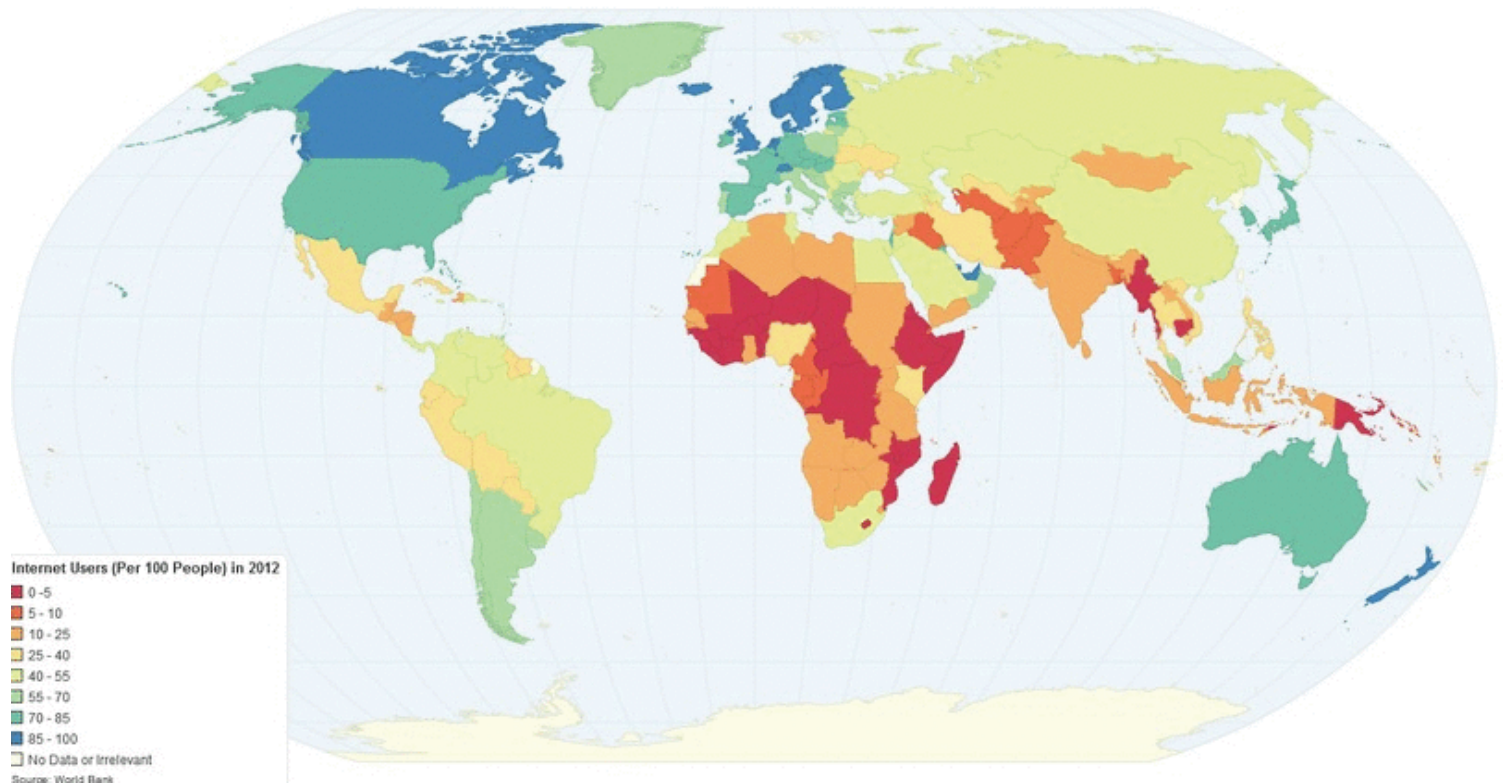
2000



## Internet:

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2012





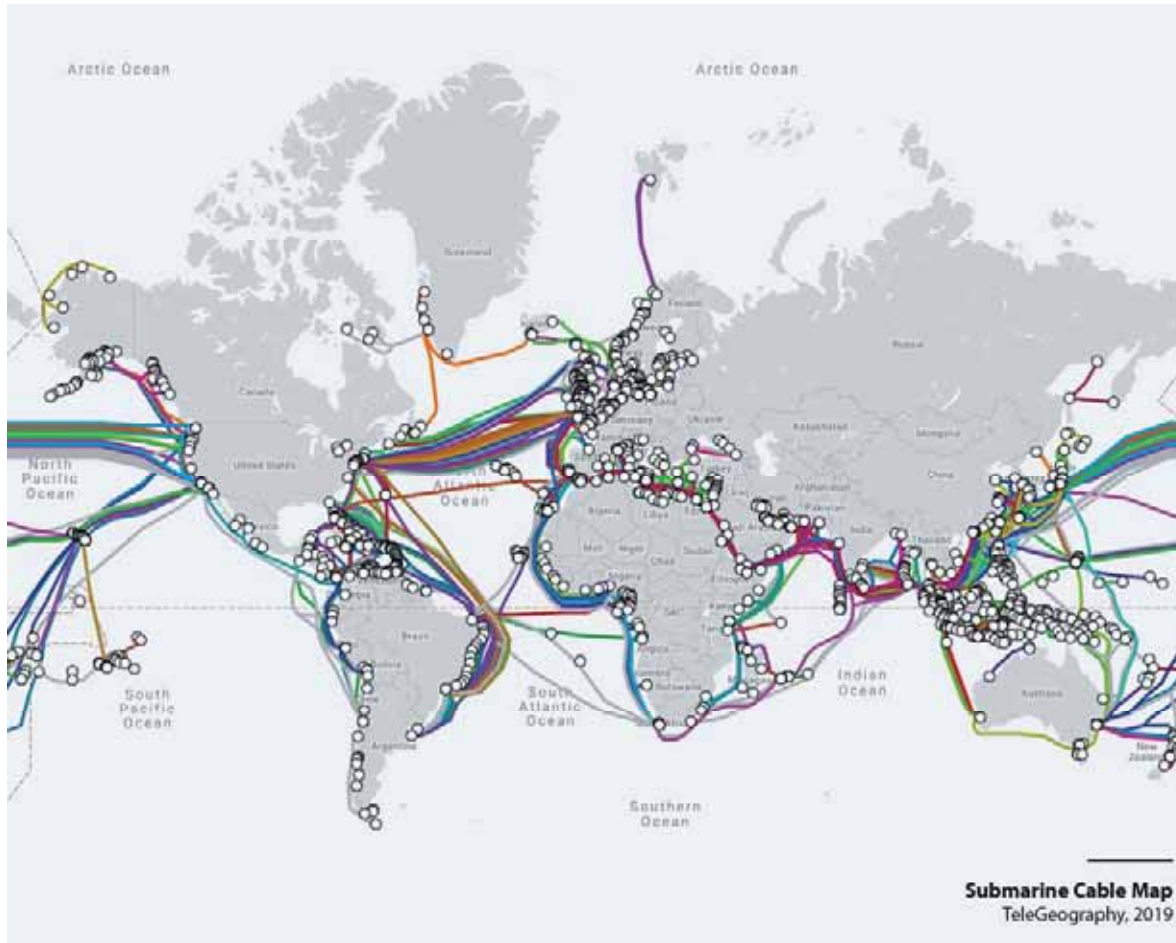
## Internet: aka 'the cloud'

- a global computer network (aka: data centers) ~40,000 different networks) that uses standardized communication protocols to 'talk' to each other



## Internet: aka 'the cloud'

- reliant on undersea cables to carry the information

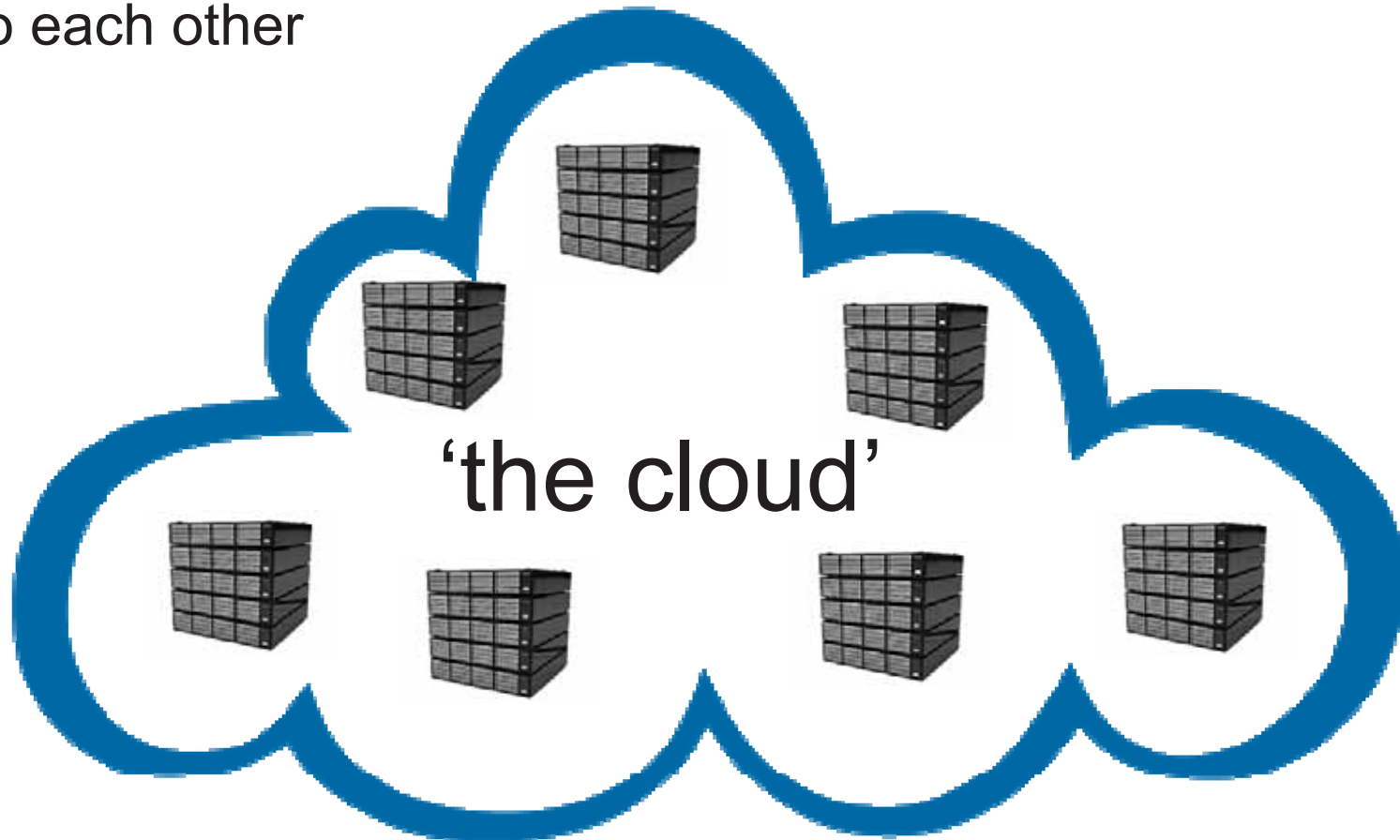


Cables can be broken by fishing trawlers, anchors, earthquakes, turbidity currents, and even shark bites.

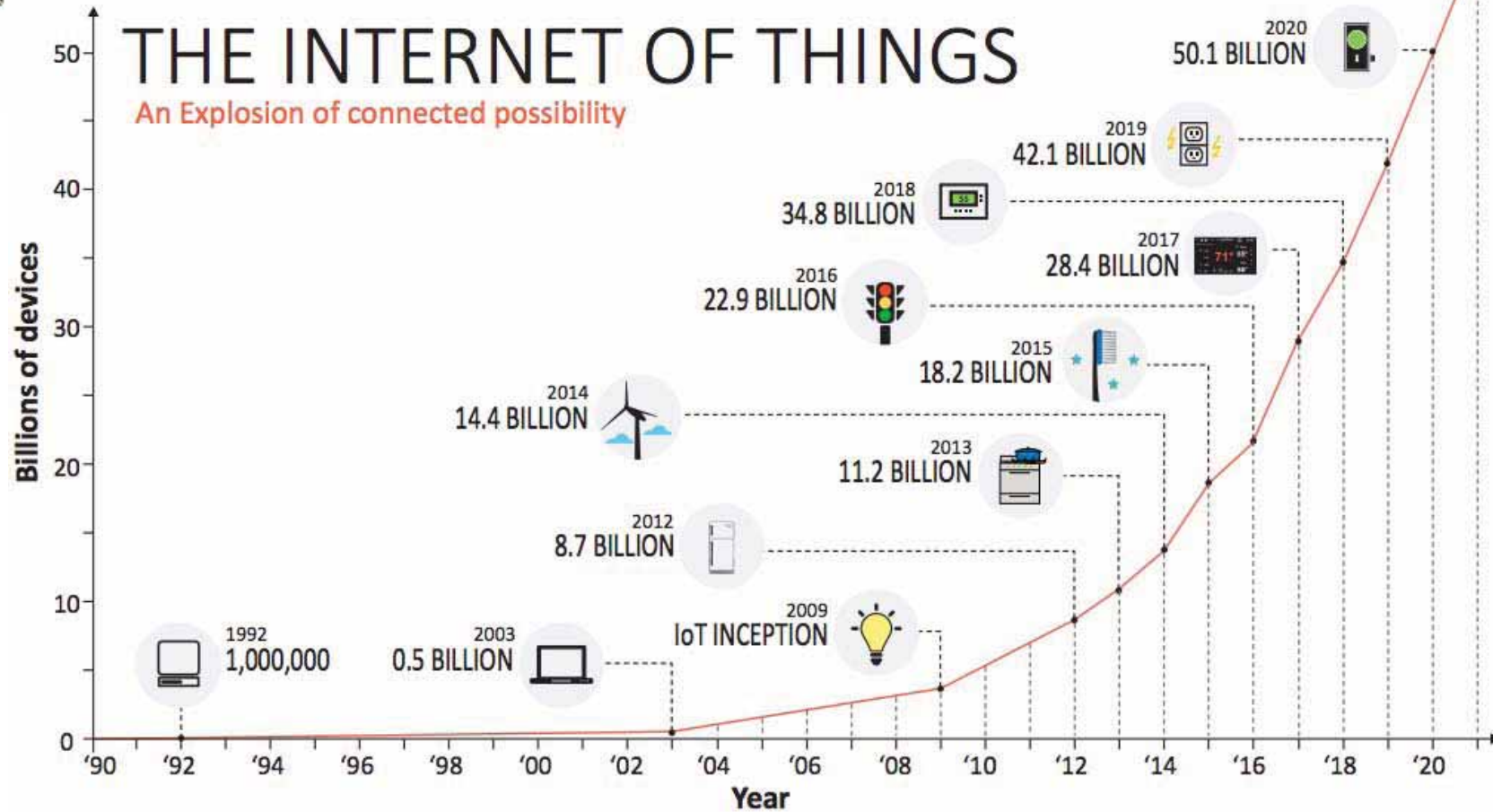
25 ships sole job is to fix cable cuts/bends

**Internet:** aka 'the cloud'

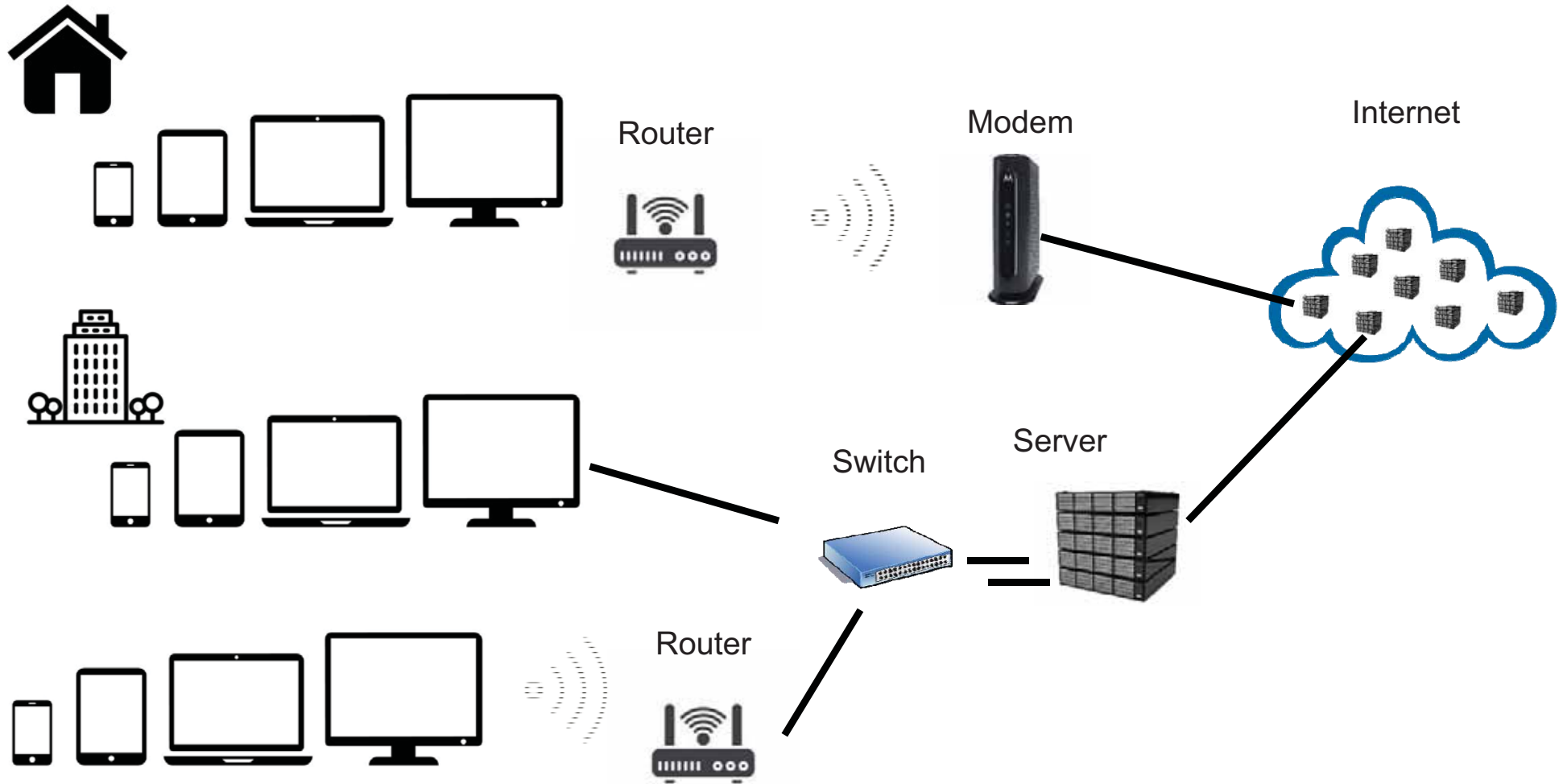
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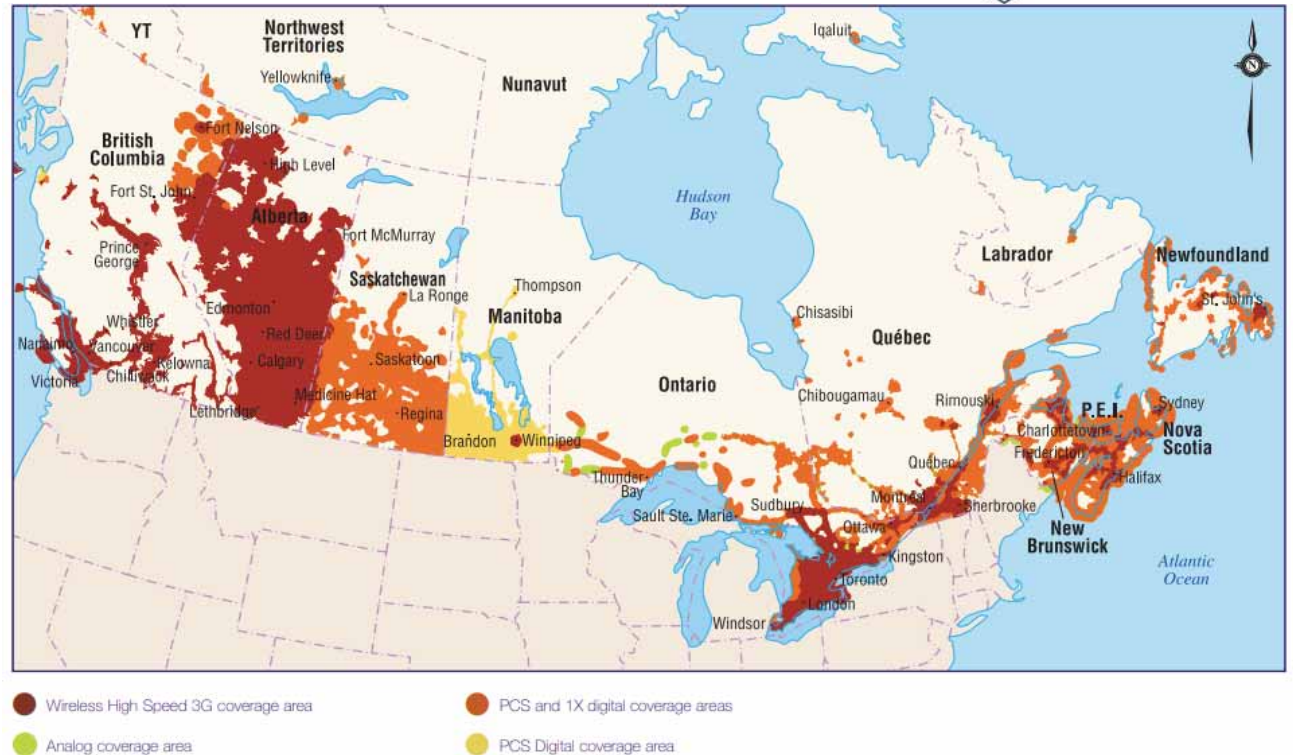
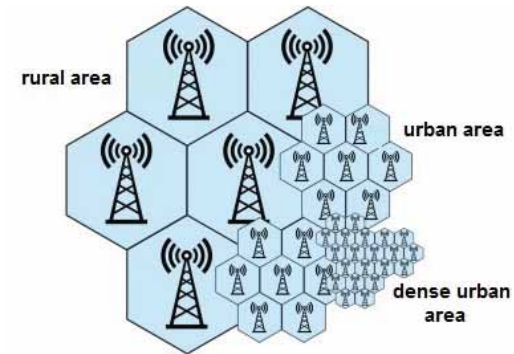


# Ways to connect to the Internet



# Ways to connect to the Internet

- Wireless (WiFi): radio frequencies
- Mobile: radio frequencies
- Dial-up: phone land-line

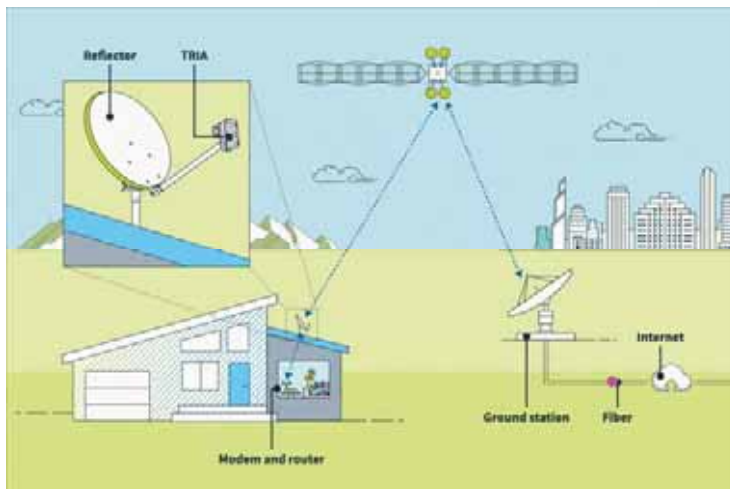
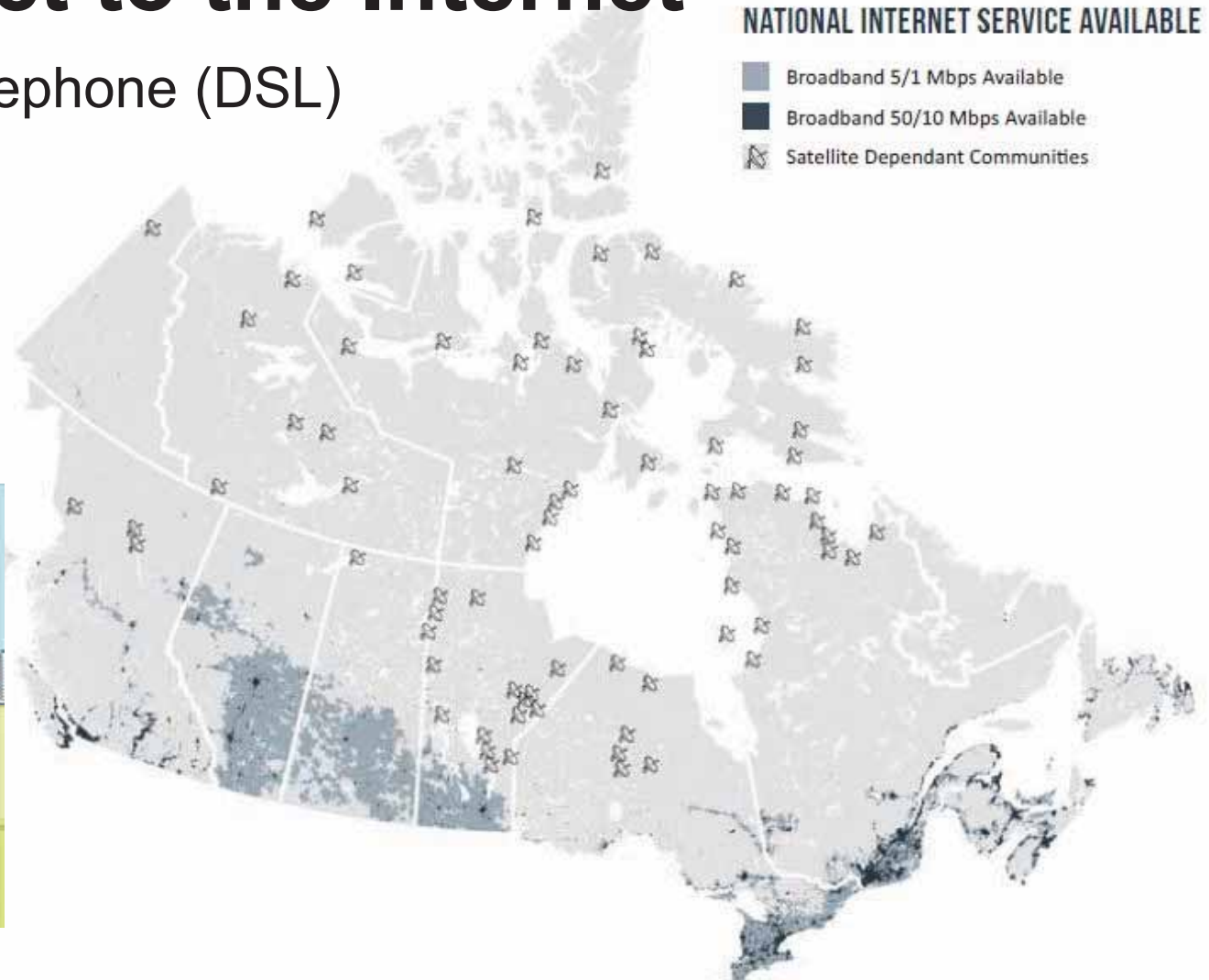


# Ways to connect to the Internet

- Broadband: cable or telephone (DSL)
- Satellite

## NATIONAL INTERNET SERVICE AVAILABLE

- Broadband 5/1 Mbps Available
- Broadband 50/10 Mbps Available
- ☒ Satellite Dependant Communities



# Website = a home for your club info

Domain	address of your house
Website	the house
Webpages	rooms in your house
Overall Design	architectural design
Theme / Color Scheme	interior design
Content	furniture/stuff
Maintenance	resident/maid that keeps it 'up'
Webhost	provides the land/utilities – pieces behind the walls
Internet/Cloud	road network to connect to everything
Browser	car to travel to different addresses

# Website = a home for your club info

To Create a Website need to do 4 steps

## 1. Pick a Domain Name

- **.com** : generally used for commercial business
- **.org** : intended for non-profit organizations
- **.ca** : tends to be used by businesses in Canada
- Free Domain?
  - username.wix.com/yourwebsite
  - yourwebsite.weebly.com
  - yourwebsite.wordpress.com

\$10-20/year

<http://www.cfuwsudbury.com/>

<https://www.cfuworillia.org/>

<https://cfuw-georgetown.ca/>

## 2. Find a Web Hosting Company

## 3. Pick a Web Design

## 4. Prepare Your Content



# Website = a home for your club info

To Create a Website need to do 4 steps

1. Pick a Domain Name

2. Find a Web Hosting Company \$5-25/per month

- Service to post a website on the internet (provide a server your website 'lives' on)
- Many sell domains so you can get both in the same place
- Packages depend on traffic and/or memory/storage space used
- Packages can have additions like email services
- e.g. WIX, FatCow, DreamHost, GoDaddy, Weebly
- Free Webhosting? most webhosts have a free level
  - tends to have small storage
  - can have free webhosting + paid domain or free domain
  - some hosts give free hosting services to registered charities

3. Pick a Web Design

4. Prepare Your Content

# Website = a home for your club info

To Create a Website need to do 4 steps

1. Pick a Domain Name
2. Find a Web Hosting Company
3. Pick a Web Design
  - Software: \$Free - \$20/month
    - webhosting companies often linked to web design software that can be used to create a website (e.g. Wix, WordPress, Weebly, Webflow), stand alone software has cost one-time or monthly (e.g. Dreamweaver)
4. Prepare Your Content, Upload, Maintain Content
  - Labor: \$Free - \$1000 startup+monthly fees

# Website = a home for your club info

Accessibility – make your site available to those with disabilities by making sure photos have ‘alt tags’ etc.

- accessibility wizards analyze site and show where deficiencies



The screenshot displays a Wix website editor interface. The main preview area shows the CFUW Alberta Council website. The header features the CFUW and FCFDU logos with the tagline "THE POWER OF WOMEN WORKING TOGETHER" and "LA PUISSANCE AU FÉMININ: ENSEMBLE POUR RÉUSSIR." Below the header is a navigation menu with links: About, Meetings, Events, Take Action, Scholarships, All clubs, and Links. The main content area includes a paragraph about CFUW's mission, a large circular logo with a maple leaf and the text "CFUW FCFDU", and a section titled "2020 - 2022 Alberta Council Executive" with the name "Regional Director: Amy Macleod". On the right side, an "Accessibility Wizard" panel is open, showing a list of detected issues. The first issue is "Main Heading", which is highlighted. The panel also shows a search bar and a "Set Main Heading" button.

Wix Site Settings Dev Mode Hire a Partner Help Upgrade

Page: About

cfuw fcfdu THE POWER OF WOMEN WORKING TOGETHER LA PUISSANCE AU FÉMININ: ENSEMBLE POUR RÉUSSIR. Alberta Council

About Meetings Events Take Action Scholarships All clubs Links

Page

CFUW is a non-partisan, voluntary, self-funded organization with over 100 CFUW Clubs, located in every province across Canada. Since its founding in 1919, CFUW has been working to improve the status of women, and to promote human rights, public education, social justice, and peace.

CFUW is the largest affiliate of Graduate Women International (formerly the International Federation of University Women), the leading girls' and women's global organization run by and for women, advocating for women's rights, equality and empowerment through access to quality education and training up to the highest levels.

CFUW in Alberta began in Edmonton in 1909 and expanded to Calgary in 1923. There are five clubs in Alberta; Edmonton, Strathcona, Calgary, Calgary North and Lethbridge.

Our clubs welcome all women who support the purposes, mission and values of CFUW. [Find a club near you](#)

2020 - 2022 Alberta Council Executive

Regional Director: Amy Macleod

Accessibility Wizard

Step 1: Fix detected issues

All Pages:

Visual Indicators

Page: About

Main Heading

Choose the text element that best describes what this page is about.

2020 - 2022 Alberta Co...

Set Main Heading

Alternative Text


Heading Definition

Heading Definition

Heading Definition

Page: 2021CFUWAgm

https://www.cfuw-ottawa.org



CFUW-OTTAWA

Home

Why Join CFUW Ottawa?

About Us

Meetings

Membership

Issues and Advocacy

Study, Interest and External Outreach Groups

Events

Newsletter

Scholarships and Donating

News and Announcements

Advertising

Contact Us

## Welcome to the Canadian Federation of University Women (CFUW)-Ottawa

*(For all women who support the mission of CFUW to strive to promote equality, social justice, fellowship, and life-long learning for women and girls)*

Canadian Federation of University Women (CFUW) - founded in 1919  
Graduate Women International (GWI) - founded in 1919

CFUW-Ottawa, founded in 1910, is dedicated to women's and girls' education and rights and provides opportunities to members to socialize, educate and advocate.

At our **General Meetings** hear expert Speakers on educational, political, social and cultural issues with a focus on equality for women and girls

Opportunities for fun, friendship, learning as part of **External Outreach Groups**

Study and interest groups for a wide range of interests including outdoor activities, indoor games, cuisine, book clubs, art, public affairs, music, and much more.

Supporting university and college students through **scholarships** and awards

CFUW-Ottawa Schedule of Club Activities 2020-2021

### JOIN US

We will not be meeting in large numbers in person until it is safe.

CFUW-Ottawa is committed to finding ways to keep our members connected, while maintaining social distancing, during this pandemic. Please be assured that we are continuing to follow Public Health Guidelines, but also recognizing the varying comfort levels of our members regarding in-person meetings.

Due to the uncertainty surrounding public gatherings, it is important to regularly check this website for updated information and also to contact group convenors. Some groups may meet online but some may not, and some may be put on hold. Click [here](#) for a link to information for the various groups.

For information on using ZOOM please see the ZOOM tab in the Member-Only section of this website.

In order to keep our members safe, please stay updated on recommended COVID-19 health measures via the following link:

Upcoming events

2021-22 Season Overview Info Night!  
20 Sep 2021 7:00 PM • TSD

News and Announcements

WALK TO KAREL ADVOCACY PROGRAM  
27 Nov 2021 5:30 PM • Barbara Seabrook

WALK TO KAREL - 104 ST. JAMES ST. at  
Nov 28 with 6-11 students across 10  
CHURCH ST. & on JARVIS THE BATHING  
15 Nov 2021 5:00 PM • Barbara Seabrook

GWI 2021 - PowerPoint International  
Women's Day 2021 and Globe & Mail  
Video - The Secret Link Between Men  
and Women  
10 Nov 2021 11:10 PM • Barbara Seabrook

GWI 101 PowerPoint Presentation and  
GWI 2020 Year at a Glance  
01 Feb 2021 11:19 AM • Barbara Seabrook

GWI 101 Close Touchall Communication  
from Mar 23rd, 2020  
11 Jun 2020 4:44 PM • Barbara Seabrook

How to Host Online Using ZOOM  
19 Nov 2020 1:04 PM • Barbara Seabrook

https://www.cfuwkw.org

CFUW KITCHENER-WATERLOO

Home What We Do Join Us News About Us Contact Members' Area

THE POWER OF WOMEN WORKING TOGETHER

We are a vibrant, welcoming group of around 200 women of all disciplines and ages, sharing activities, camaraderie and fun, while promoting human rights and advancement of girls and women through scholarships and advocacy.

## What We Do

**Speaker Meetings**  
Meetings are held monthly September to May, and include guest speaker presentations. Topics are diverse, current, educational and thought-provoking.  
[Learn More](#)

**Advocacy**  
All members have the opportunity to join the Advocacy Committee. We use our experience, enthusiasm and expertise to bring about positive change.  
[Learn More](#)

**Interest Groups**  
Groups get together, usually monthly, for socializing and learning - from book clubs and cultural outings to lunch and dinner groups and games.  
[Learn More](#)

**Scholarships**  
We fundraise every year to provide annual scholarships to local students at the secondary and post-secondary education level.  
[Learn More](#)

## Latest News

Dr. Kenneth McLaughlin ...

Fix Long-Term Care Con...

Long Term Care survey r...



https://www.uwepgmb.com

UNIVERSITY  
WOMEN'S  
CLUB


HOME ABOUT MEMBERSHIP EVENTS & COURSES GROUPS VENUE BOOKINGS CONTACT

## Bringing women together to learn, share, grow, and thrive.

Through advocacy, scholarships, continuing education, community outreach, and enriching social activities, the UWC Winnipeg nurtures an environment that encourages our members to live their best lives.

JOIN US

## GET TO KNOW US AT OUR NEXT PUBLIC EVENT.



### We'd love to meet you.

Due to Covid-19, we are not currently holding any in person events.

www.cfuwstjohns.org

CFUW ST. JOHN'S CLUB

## Canadian Federation of University Women CFUW-ST. JOHN'S

HOME ABOUT US MEMBERSHIP INTEREST GROUPS IN THE COMMUNITY MEETINGS BOOK SALE SCHOLARSHIPS

### Welcome!

The St. John's club of the Canadian Federation of University Women (CFUW St. John's) consists of approximately 110 women, throughout the City of St. John's and the surrounding area, who meet regularly for learning, enjoyment, friendship and fun.

We are active in supporting higher education for women and in advocating for the rights of women and children. We welcome women who share our vision in the pursuit of education and human rights.

We have something for everyone. We invite you to explore our website to discover what interests you. Here is our latest [Annual Report](#).



#### IMPORTANT NOTICE

THE GREAT BIG BOOK SALE HAS BEEN POSTPONED UNTIL FURTHER NOTICE.

#### INTERNATIONAL DAY FOR THE ELIMINATION OF VIOLENCE AGAINST WOMEN

November 25th is the International Day for the Elimination of Violence against Women and it is the beginning of 16 days of activism that end on December 10th, International Human Rights Day.

**What are the forms of violence against women? How can you get involved in its elimination?**

According to the United Nations: Violence against women and girls (VAWG), one of the most widespread, persistent and devastating human rights violations in our world today, remains largely unreported due to the impunity, silence, stigma and shame surrounding it. In general terms, it manifests itself in physical, sexual and psychological forms encompassing:

# **Social Media**

If a Website is your Club Home, Social Media is the newspaper you use to disperse information about your house/business






# Social Media

- Social media needs to be part of your communication plan.
- Webpage is a home for your club, social media is one way to get information out to the public.
- We have a niche that is appealing and sought out but need to be there to be found.
- Social media = computer-mediated technology that facilitates creation and sharing of information and ideas

# Social Media Options



# Social Media Options

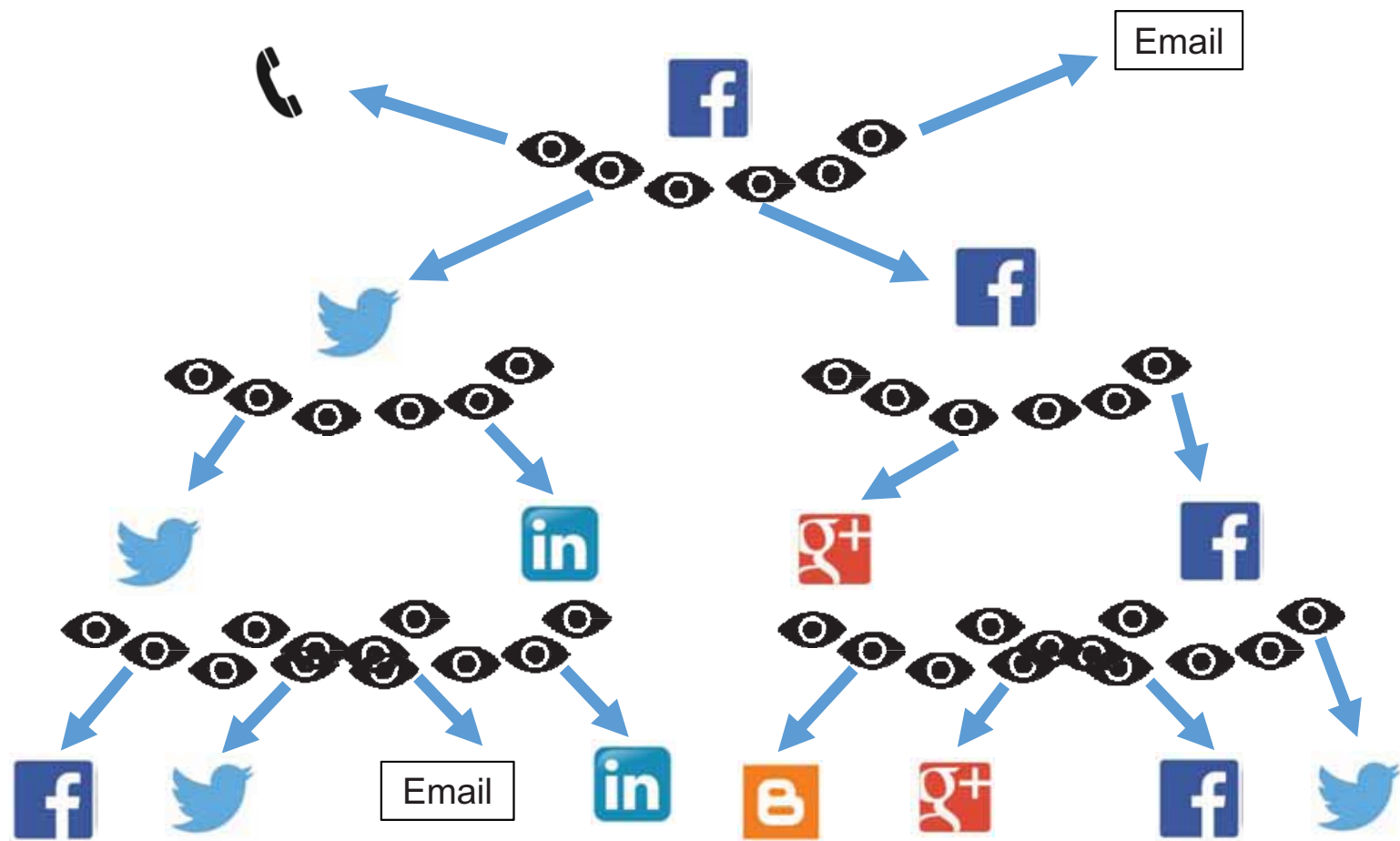
Symbol			
	Facebook	Twitter	LinkedIn
Year	2004	2006	2003
What	Updates Photos, Videos	Updates Photos, Videos	Business & Professional Networking
Num Users	1.3 Billion	646 million	200 million
Open to	13 and older	All ages	18 and older
Internet Users	79%	24%	29%
M:F	48:52	50:50	58:42
18-29	88%	36%	34%
30-49	84%	23%	33%
50-64	72%	21%	24%
65+	62%	10%	20%

# Statistics

- 97% of non-profits are on Facebook
- Picture worth 1000 words
- Posts with a photo have 36% increase in clicks and 41% increase in retweets

# Advantages

- Accessible: Computer, Smartphone
- Timely: people check them often
- Open to engage anyone with internet





# Disadvantages

- Need internet (via computer or smartphone)
- Not everyone is on social media
- Once posted, it is out there and even if you delete it can live on. (e.g. screenshots)
- Spam can be posted
- Someone can decide they don't like your post and troll you, ie. post inflammatory, extraneous, or off-topic messages

# Using Social Media for Events

## Twitter

- Designate a hashtag # for your event, encourage attendees to post about the event using the # (before, during, after the event)

## #WalkToKabul



**MLUWC** @MLUWCWestIsland · Mar 15

#mluwc supporting GWI Netherlands and CFUW-Ottawa [#walktokabul](#)  
[#walktokabul2021](#)



#WalkToKabul

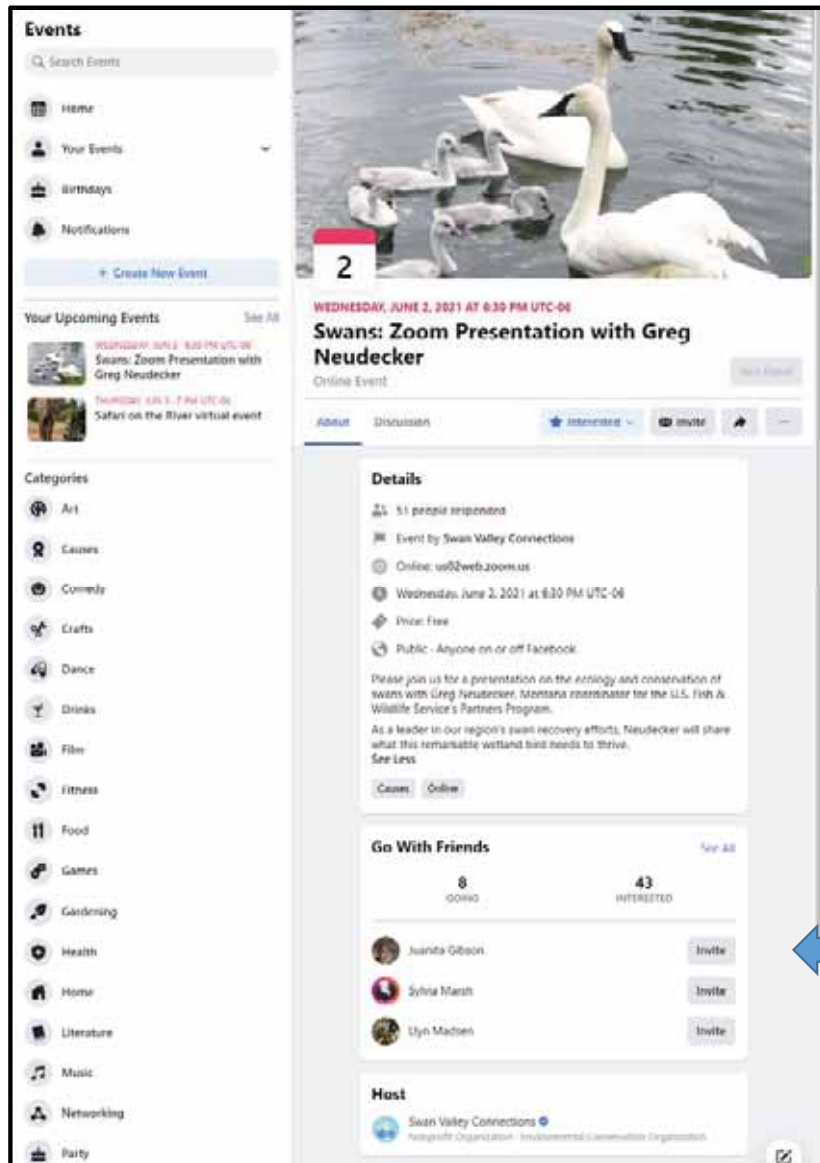


**Afghan Embassy Ottawa** @AfghanistanInCA · Apr 1

An ongoing special virtual walk entitled "Walking to Kabul" organized by the CFUW-Ottawa is raising awareness about the rights of Afghan women and girls in the ongoing peace process.  
For more details, click on this link:  
[facebook.com/AfghanistanInC...](https://facebook.com/AfghanistanInC...)

[#WalkToKabul](#)





## FACEBOOK EXAMPLE:

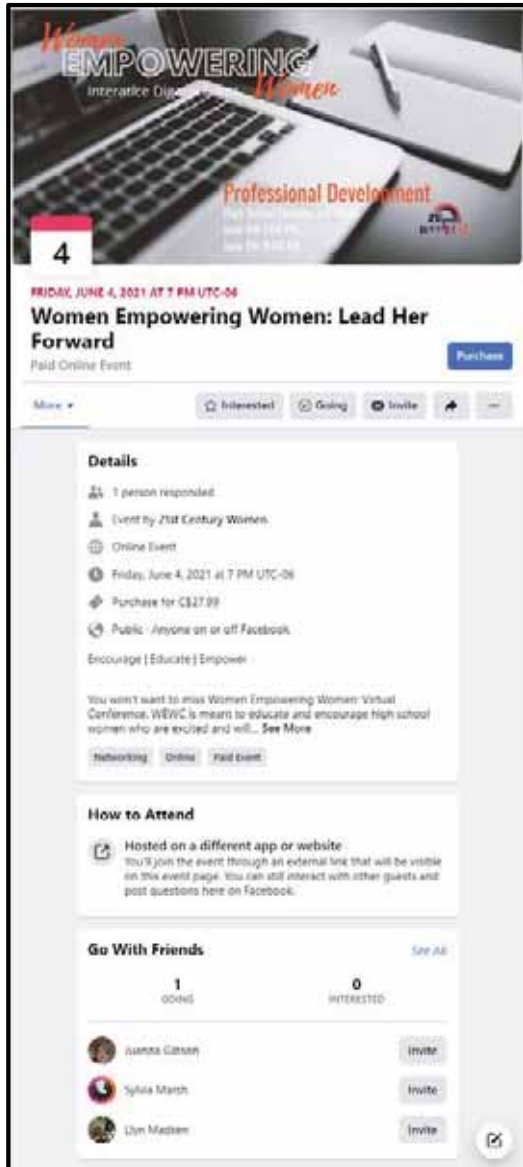
Large photo at top

People can click they are 'Going' or 'Interested' (this shows up in your Friends newsfeed)

Summary of event including a space to add text

Can directly invite any of your friends you think might be interested

Lists the Host organization FB page

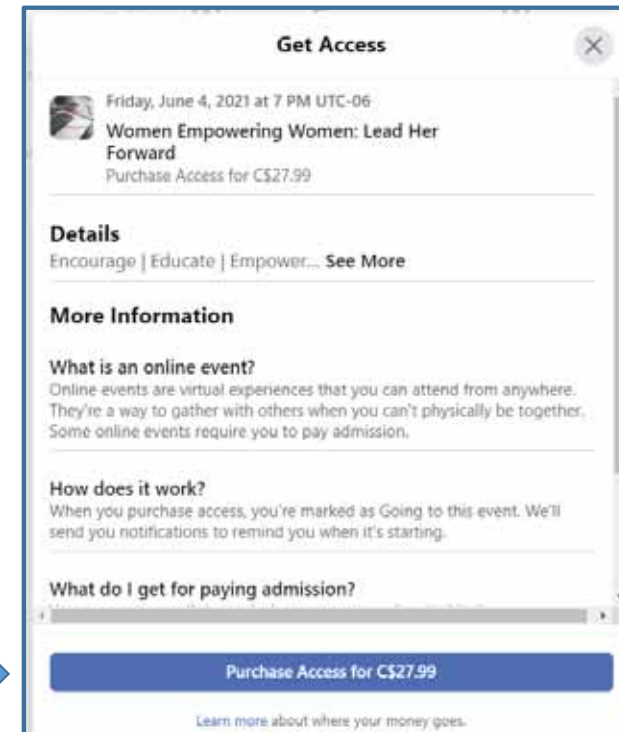


**EXAMPLE:**  
Event with tickets being sold

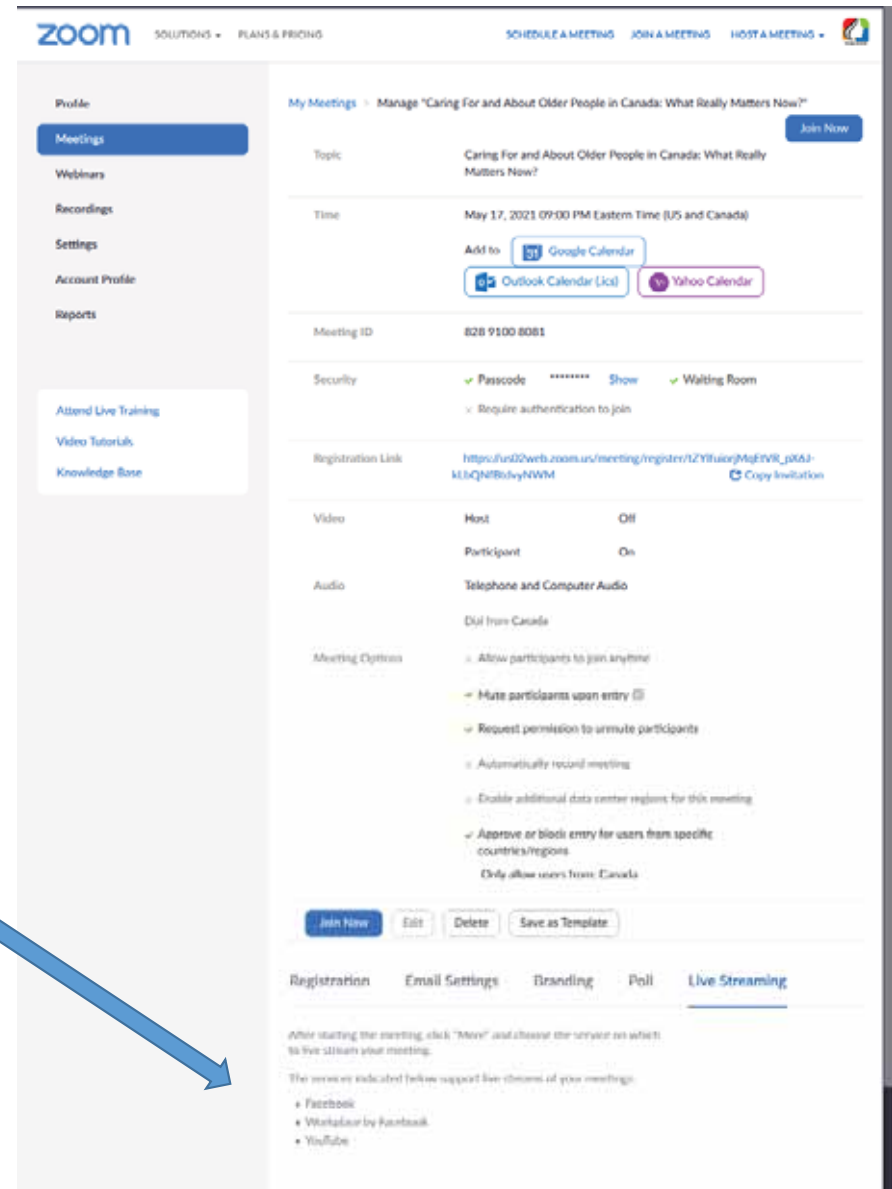
Click button to  
purchase a ticket  
(set up a payment account that FB  
can pay out to bank/PayPal)

Facebook Pay processes the payment

Can have your event 'Facebook Live'  
Can do this in combination with another platform



- Can make a zoom meeting livestream to Facebook and/or Youtube



The screenshot displays the Zoom web interface for managing a meeting titled "Caring For and About Older People in Canada: What Really Matters Now?". The left sidebar contains navigation options: Profile, Meetings (selected), Webinars, Recordings, Settings, Account Profile, and Reports. Below these are links for Attend Live Training, Video Tutorials, and Knowledge Base. The main content area shows meeting details: Topic, Time (May 17, 2021 09:00 PM Eastern Time (US and Canada)), Add to (Google Calendar, Outlook Calendar (Lics), Yahoo Calendar), Meeting ID (828 9100 8081), Security (Passcode, Waiting Room), Registration Link, and Video/Audio settings. The Meeting Options section includes checkboxes for allowing participants to join anytime, muting participants upon entry, requesting permission to unmute participants, automatically recording meetings, enabling additional data center regions, and approving or blocking entry for users from specific countries/regions. At the bottom, there are tabs for Registration, Email Settings, Branding, Poll, and Live Streaming (selected). The Live Streaming tab shows instructions for starting the meeting and a list of supported services: Facebook, Workplace by Facebook, and YouTube.



- Global self-service ticketing platform ; Wide range of events
- 2019: 4.7 million events in 180 countries advertised on the site
- Free events can be listed for free (no fee account)
- Service fee on events where tickets are sold
  - 2.5% Payment processing fee + fee (2.0%-3.5%) for type of account (different level of service, eg reserved seating, tickets can be sold on your site)
- Two ways of handling fees
  1. Pass on Fee to attendees: e.g. 100 tickets x \$100 = payout of \$10,000  
Attendee pays \$107.10 per ticket
  2. Organizer Absorb Fee: e.g. 100 tickets x \$100 = payout of \$9,301  
Attendee pays \$100.00 per ticket



eventbrite

CFUW ST. CATHARINES

# Virtual Garden TOUR

JUNE 19 - JULY 11, 2021

\$11.62

[Tickets](#)

Date and time

Fri, Jun 18, 2021, 10:00 PM -  
Sun, Jul 11, 2021, 9:30 PM MDT

Location

Online event

Refund policy

No Refunds

Tags

Online Events Online Tours Online Home & Lifestyle Tours

#gardening #fundraising #scholarship #virtual #fun

#garden\_tour #st\_catharines #100th\_anniversary

#fun\_homes\_tour #gardening\_expert

## EXAMPLE: CFUW St Catherines Event

Cost: \$11.62  
(\$10 ticket + \$1.62 service fee)

Eventbrite processes payments

Can add photos

Can add lots of text

Can add web link

Add tags to help the system show your event to public searching for events

Since 1975, CFUW St. Catharines has raised funds through our annual signature event - a House Tour - plus other Club activities. This year, we transitioned our fundraising campaign to a Virtual Garden Tour to address the challenges posed by the pandemic. We are grateful to our partner, Niagara College, for making this year's fundraising event possible online.

We mark our 100th Anniversary with a spirit of optimism and generosity, the legacy of the work our foundation began in 1921. Learn more about us at our website: <http://www.cfwestcatharines.org/>

Donations to our Charitable Fund support women's scholarships and agencies supporting women and children in Niagara. St. Catharines Charitable Fund, Reg. #0000030365 (NR000)

Tags

Online Events Online Tours Online Home & Lifestyle Tours

#gardening #fundraising #scholarship #virtual #fun

#garden\_tour #st\_catharines #100th\_anniversary

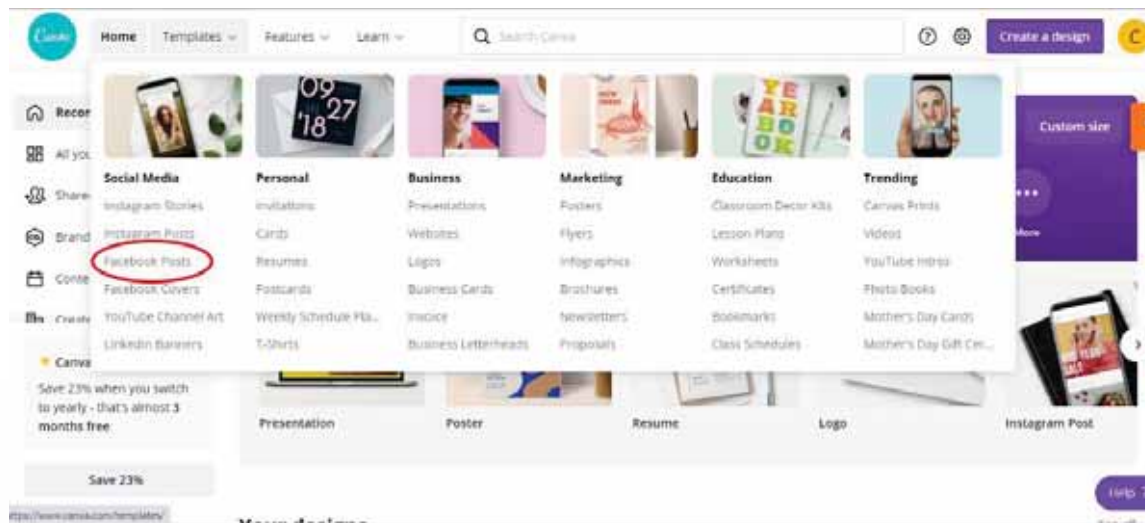
#fun\_homes\_tour #gardening\_expert

## Graphics - Canva

- A quick and easy way to design graphics and pictures for your Social Media page is through the website Canva.
- Canva offers a free subscription to create simple designs.
- To use Canva go to [www.canva.com](http://www.canva.com) and click sign-up in the top right corner and follow the steps to create an account.



- Canva has pre-made designs you can select from and edit to make designs with your Clubs content.
- For example if you were creating a Facebook post you would select it on the site as shown below.



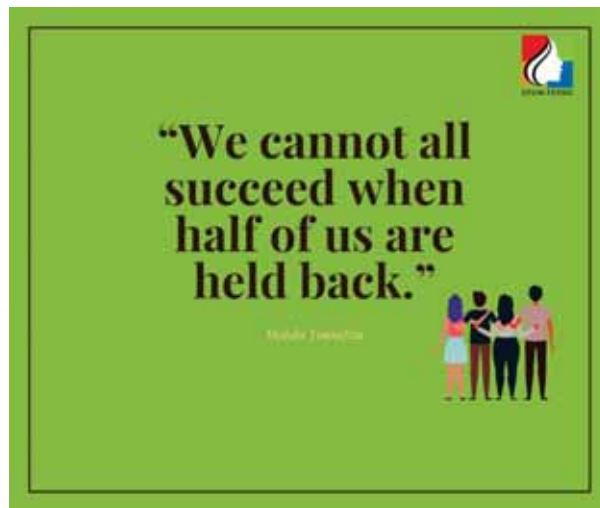
- You will then be brought to a page with different designs you can choose from as seen below and follow the steps from there.



- There are workshops online that can help you learn the site in just 10 minutes!

<https://bit.ly/3fD2wKA>

- Here are some examples from CFUW National's Facebook page using Canva.
- When designing the post, Canva has an option to upload an image. This is where you could upload CFUW's logo to your post.



## Graphics - Other Options

- Other options you can look into that are similar to Canva are Desygner & Adobe Spark.

desygner





# Online/Virtual Meetings

- Many of you have become familiar with online meetings via Zoom

## PROS

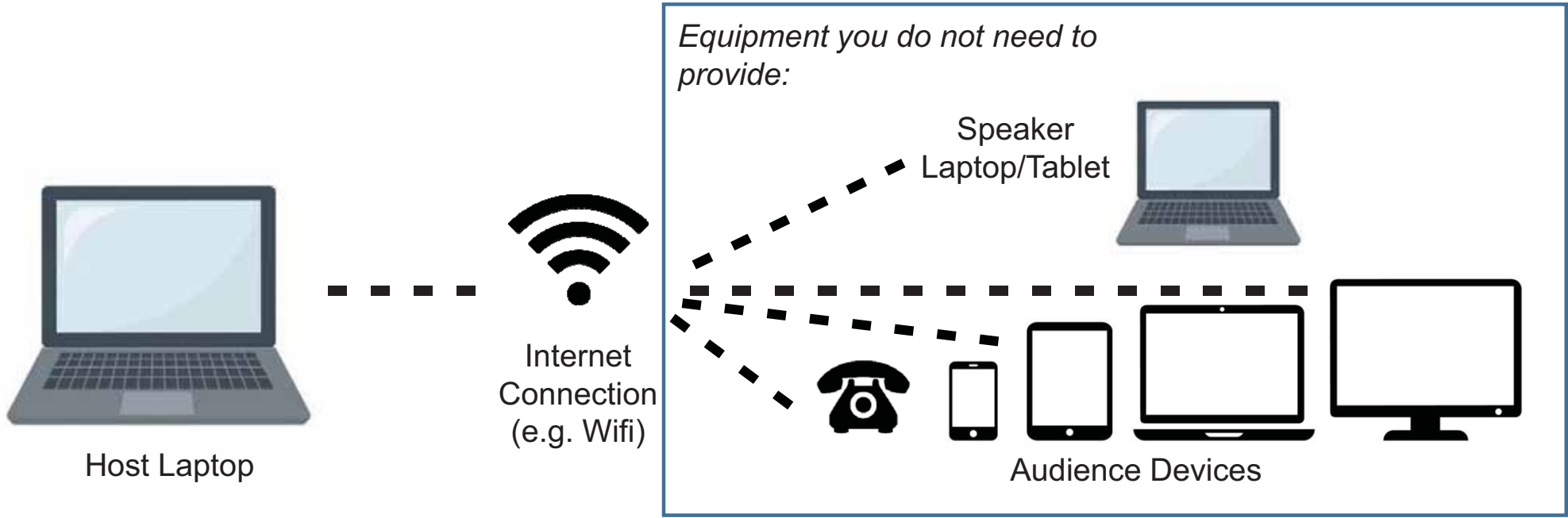
- No venue rental, can reduce expenses
- Provide access to members that do not drive, weather concerns, have child-care concerns, work long hours (no time to commute to venue)
- Allows speakers and member attendance from anywhere in the world with a connection (e.g. 'snowbirds', traveling)
- Attendees can do other things (mind a child, eat, etc) at the same time as viewing and listening to speakers
- Easily recorded

## CONS

- No Personal Contact
- Requires WiFi & a Device
- Non members can easily come to meetings
- Harder to have side conversations
- Unintended interruptions (family, pets, phone calls)
- Communications can become more difficult during discussions (overtalking others by accident, can be difficult to view all attendees to see hands up/etc, hard to read body language)
- Virtual Meeting Fatigue (limit to meeting length)
- Need a person that can run the online meeting as the host/IT support

**Technology for Virtual Meetings - Requires internet access (Wifi, Ethernet, Mobile data, etc),  
and meeting platform (e.g. Zoom)**

**Equipment: Laptop/Tablet/Smartphone**



Connect Host laptop/computer your internet and open your meeting platform (e.g. Zoom) which will manage your audience  
Send out the meeting connection details to your audience and speaker prior to the meeting

# Hybrid Meetings

- The combination of in-person and virtual meetings

## PROS

- Accommodate members that want the in-person experience and those that want to attend online/virtually.
- Provide the pros of those that need the virtual and those that like the in-person coordination.
- Allows speakers from anywhere in the world with a connection
- Allows those that feel 'under the weather' to still attend while keeping in-person attendees safer from the spread of viruses

## CONS

- Can be more expensive (venue and IT costs)
- Can be hard to coordinate between audiences
- Need a person that can run the online meeting as the host/IT support in conjunction with the in-person technology and facilitate participation by both audiences

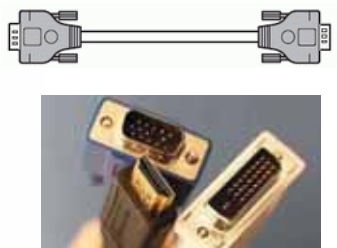
## Technology for In-Person Meetings with an In-Person Speaker

**Equipment: Laptop, cable, projector, projector screen**

(all provided by you or none depending on venue and speaker equipment available)



Host or Speaker  
Laptop



Host or Venue's  
Equipment



Connect computer to back of Projector via cable (HD or VGA or DVI) or connect via bluetooth/wifi

Note: different laptops/tablets have different ports and there are adapter cables (ie different ends)

to accommodate those consider the distance from the laptop to the projector

- next to it? Then short cable is fine, however, note that the speaker may need a presenter remote (so they can

click through their slides far away from the computer) or someone will have to move through their slides

- farther away? (eg. At the podium) consider purchasing a long cable (eg 100ft)

**Additional Recommended Equipment: Microphone, Speaker(s)**

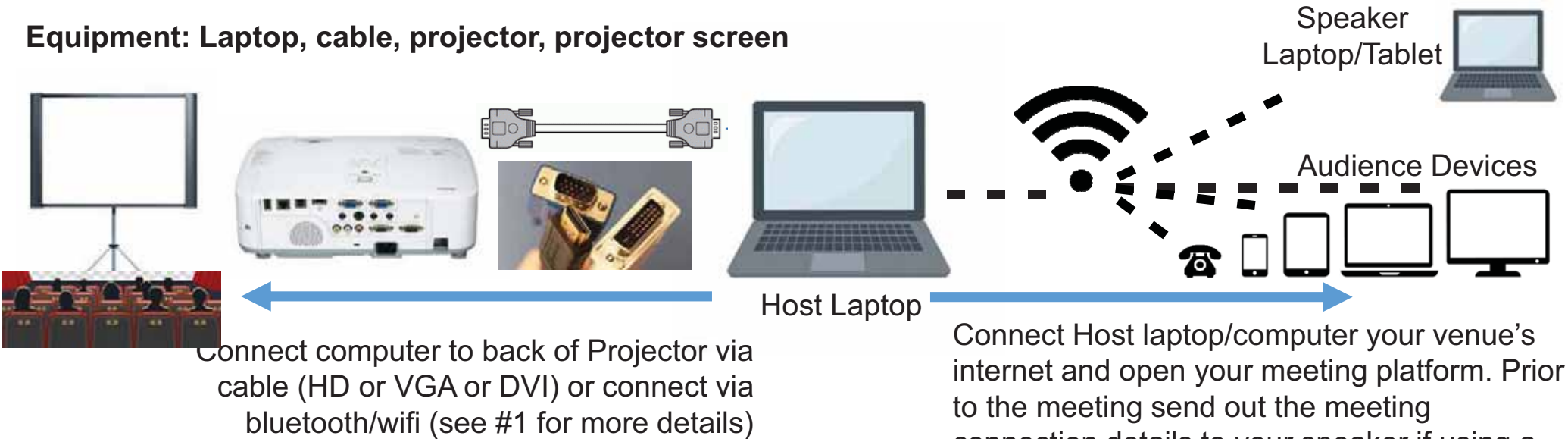
**Optional Equipment: Presenter Remote**

# Technology for In-Person Meetings with a Virtual Speaker

- Requires internet access (Wifi, Ethernet, Mobile data, etc) and meeting platform (e.g. Zoom)

This would require a combination of the technology for #1 and #2 (read about them first)  
The difference here is you can use a one-to-one meeting platform (e.g. Skype, Facetime) or a larger meeting platform (e.g. Zoom) to connect with your speaker and then project the meeting window via the projector to the screen. With a meeting platform (e.g. Zoom) this presentation could also be delivered to a virtual audience in addition to the in-person audience

**Equipment: Laptop, cable, projector, projector screen**

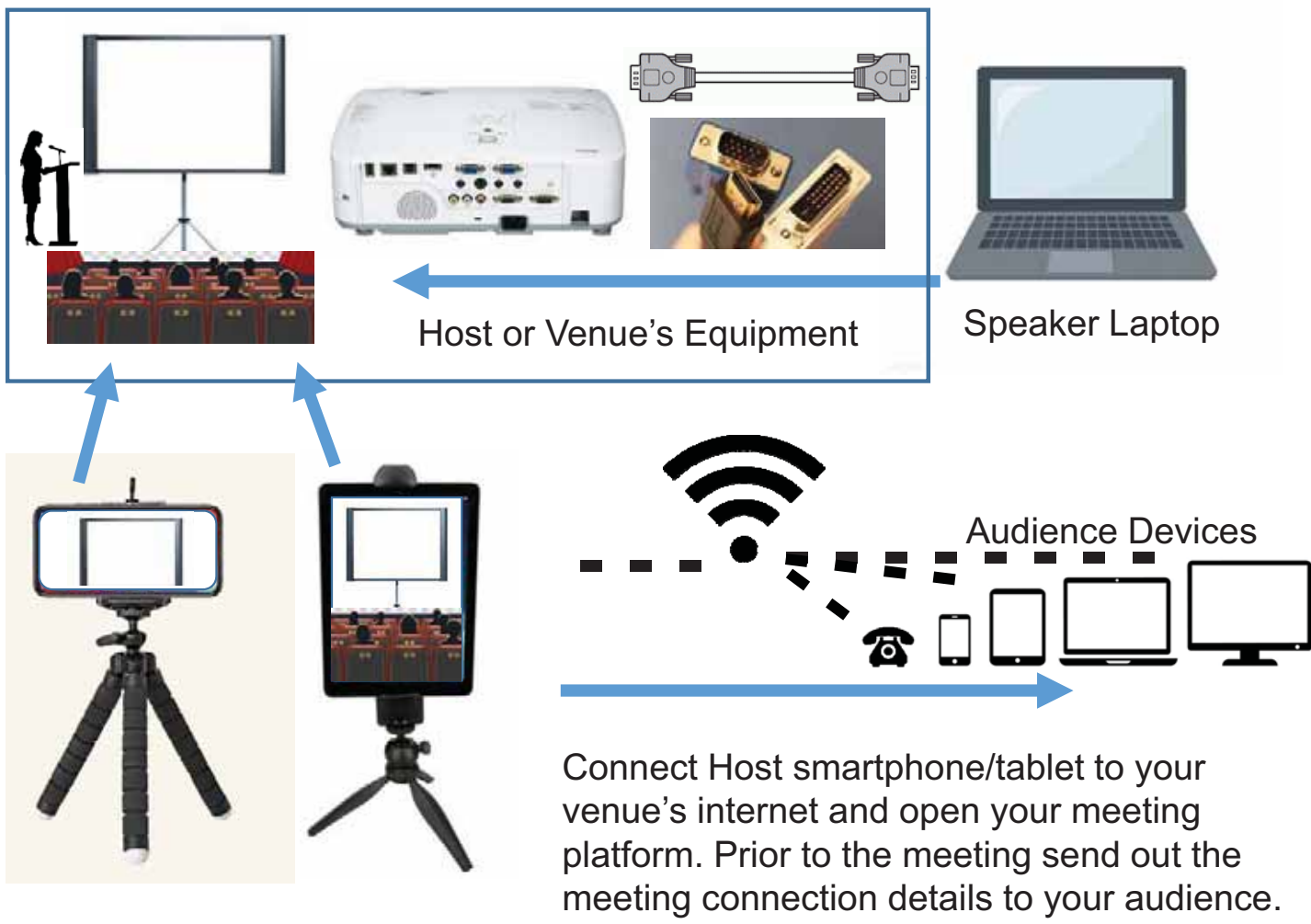


**Additional Recommended Equipment: Microphone, Speaker(s)**

**Technology for Hybrid Meetings - One Device: smartphone or tablet**

usual in-person setup for a speaker with a presentation is to set up the room with our projector and screen (see #1)

- ADD: smartphone/tablet
- Video: set up smartphone/tablet to point at the projector screen
  - Audio: smartphone/tablet microphone for speaker audio (this could be problematic depending on noise in room/any noise from projector/how close to speaker it is)
  - Audio (alternative): connect long audio cord from phone to venue audio system /microphone
  - Audio (alternative): connect a separate/second microphone to device





# Using CFUW Nationals Zoom Account

- To request a booking fill out the form [here](#) and email it to Rachel at [cfuwgen@rogers.com](mailto:cfuwgen@rogers.com)
- Please note that national office only has the capacity to help with Zoom bookings and assistance - not the other platforms mentioned in this presentation.



# Online/Virtual Storage

Free - \$2-100/month depending on storage size & number of users

## PROS

- Easy sharing and collaboration of files without meeting in person

## CONS

- Requires WiFi & a Device
- Need a person that can manage the online storage as the IT support or executive members with skill/knowledge to use

Examples: [free level of storage 5-15GB]

- Attached to email account: Google Drive, iCloud, OneDrive
- Stand-alone: Dropbox, Box, Sync.com

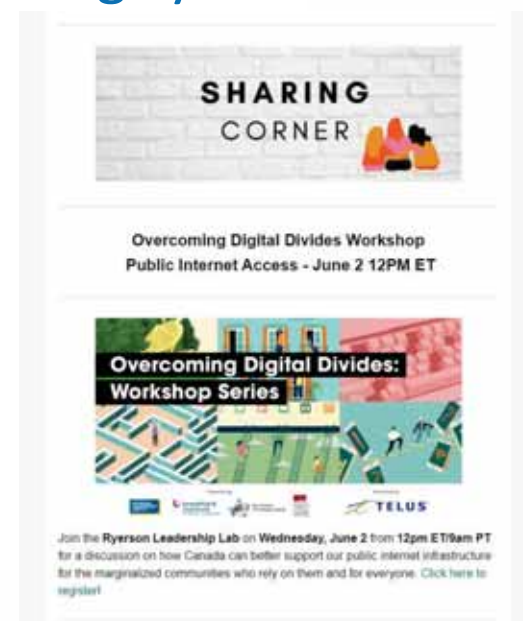
# Online Newsletters - Mailchimp



- CFUW National Uses a platform called “Mailchimp” to send out our Club Action Newsletters.
- Mailchimp offers a free marketing plan for beginners which includes up to 2,000 contacts and 10,000 sends per month.
- Mailchimp offers design templates that make the sending out of your newsletter as seamless as possible.
- Here is a tutorial on how to learn Mailchimp in just 16 minutes:  
[https://www.youtube.com/watch?v=Wf-mw\\_cAn2c](https://www.youtube.com/watch?v=Wf-mw_cAn2c)



- Newsletters give you an opportunity to share important information with your Clubs. Here are some things you can include:
  - Important updates from National
  - Club events and webinars taking place
  - Community events your Club has been involved in
  - News and updates about the Club and its members
  - And so much more



# Surveys

Surveys can be a great tool for gathering information about your Club or for voting purposes. There are a few different options of things you can use.



**SurveyMonkey** Survey Monkey offers a free platform. The basic plan allows you to create and send a survey with up to 10 questions, allowing you to receive 100 responses from those who have responded. For a plan with more features, it starts at \$27.00 a month.

Survey Planet offers free unlimited surveys, questions and responses.



**surveyplanet**



Google Forms is free cost and there is no capacity to how many questions you can ask or responses that you can collect. You will need to sign up for a free Gmail account.



# Online/Virtual Payment

- Used to make purchases and transfer money person to person

## PROS

- Do not need any special cards or accounts (can use their credit cards, bank account)
- Instant transfer of funds
- No cheques required (Canada cheque usage has dropped 30% in last 5 years; many younger demographics do not have cheques – they only use electronic payments)
- Readers can be attached to a phone/tablet to accept payments in-person

## CONS

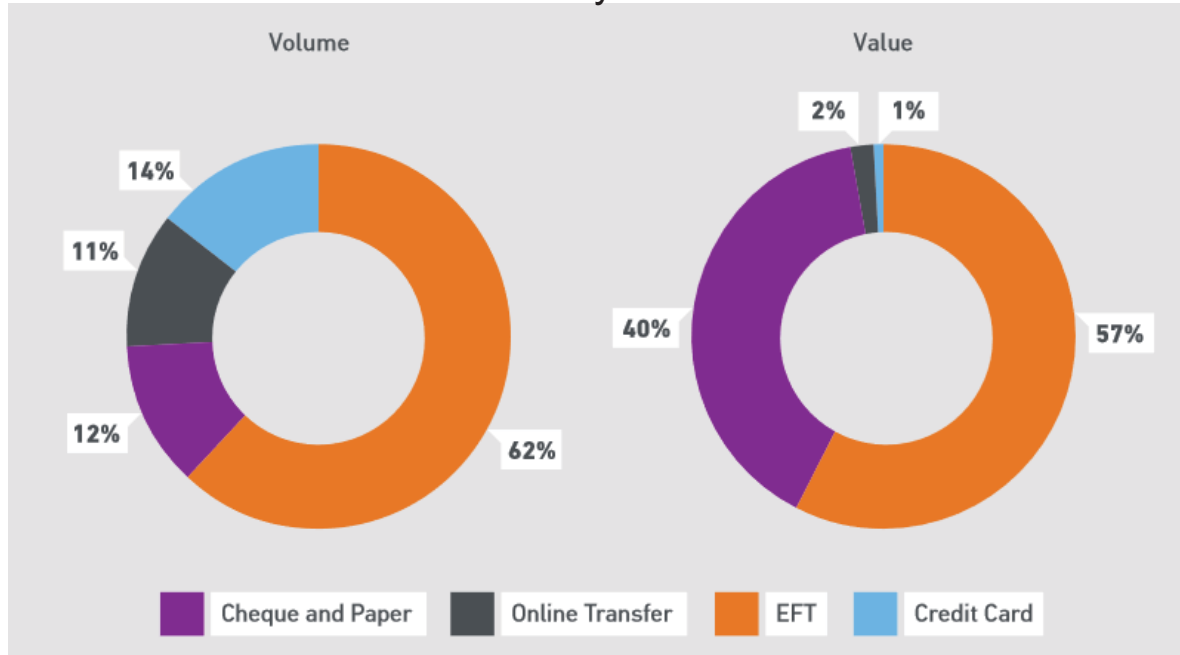
- Most options require fees for services (monthly or per transaction)
- Possibility of account information/account being hacked
- May need an additional bank account that allows transfers in/out by electronic means

- Purchases are encrypted for security
- Some options have discounted transaction rates for non-profit organizations and charitable organizations



# Online/Virtual Payment

2019 Remote Payment Methods



## Example of Remote Payment Option



### Payment Options

Please choose your payment option here.

☒ Credit Card



☐ PayPal



☐ Wire Transfer



### Payment by Credit Card

Please enter your credit card details below.

\*Card Number:

\*Expiration Date:

Month

Year

\*Security Code:

\*Cardholder Name:

## Examples

- Free: Bank E-Transfer
- Free from bank, 3% for CC: Google Pay, Venmo, PayPal

# Combining Technologies

# Meetings/Event

## **Website**

List your event on your website

## **Social Media**

Before: advertise your event via social media

During: post notable points from speaker etc

After: post about event, photos, accomplishments

## **Graphics**

Create graphics to create a visual attraction to your event on your website, social media, flyers, etc

## **Virtual Meetings**

Use technology to facilitate as many attendees as possible

## **Online Storage options**

Store graphics, flyers, documents for event

## **Online Newsletters**

Send information about your event to your members/  
mailing list with an engaging newsletter

## **Online Surveys**

Have important issues to vote on/discuss for your meeting,  
can use online surveys before/during/after your meetings

## **Online Payment options**

Charge fee for attendees for fundraiser, non-members, etc



## Graphics (Flyer)

## Virtual Walk Through of Homes

## Online Donations



Mayo & Associates  
BMO Wealth Management  
BMO Nesbitt Burns

Presents

# Homes for Scholarships

## Sunday

June 6<sup>th</sup>  
2 - 4 PM

cfuwhometour.ca

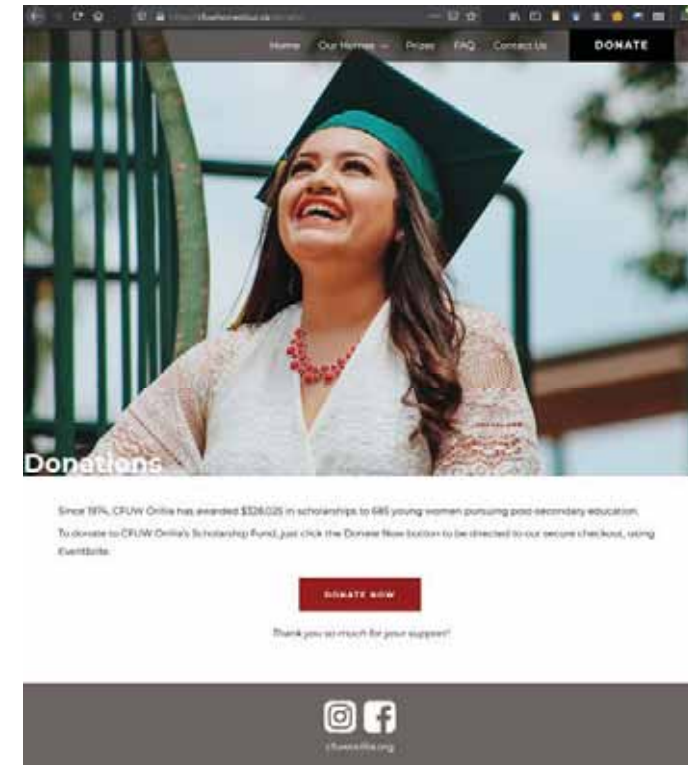
Canadian Federation of University Women (CFUW)  
Orillia Homes Tour...OPENING DOORS TO LEARNING

HOMES FOR SCHOLARSHIPS

CFUW ORILLIA

*This year's Homes Tour is going virtual!  
Explore our five beautiful homes and learn seasonal  
entertaining tips from Local Experts, all from the  
comfort of your own home.*

5 HOMES | 5 LOCAL EXPERTS | DOOR PRIZES | VIP PACKAGES & MORE

Home Our Homes Prizes FAQ Contact Us DONATE

## Donations

Since 1974, CFUW Orillia has awarded \$326,025 in scholarships to 648 young women pursuing post-secondary education. To donate to CFUW Orillia's Scholarship Fund, just click the Donate Now button to be directed to our secure checkout, using Eventbrite.

[DONATE NOW](#)

Thank you so much for your support!

cfuworillia.org

# Combining Technologies & Eventbrite

- Eventbrite can be a useful tool if you are looking to advertise your event or if you are planning to charge a price for the event.
- Go to [www.eventbrite.com](http://www.eventbrite.com) and follow the steps to create an account & set-up an event. Instructions can be found here. <https://bit.ly/2RSzQo3>





## Attendee Event Page

A virtual venue for your event  
Use this attendee-focused page to share access to your online event and other exclusive content with ticket holders.

[Learn more](#)



### Add live video

Add webinars, livestreams and meetings to your online event page. Select the settings icon (⚙️) to restrict who can join your event, and when. [Learn more](#)



### Add additional details

Share any important details with your attendees before they join the event.



- Once your event has been set up, you can connect your eventbrite event with your Zoom invitation. Go to the online event page in your event set-up. As shown you will select “Connect Zoom”
- From there, the people that registered for the meeting will receive an email with the Zoom meeting link.

# Bursaries/Scholarships Online

<b>Website</b>	List your application period on your website, link to your application form
<b>Social Media</b>	Before: advertise your scholarships via social media After: post about winners of awards
<b>Graphics</b>	Create graphics to create a visual attraction to your award on your website, social media, flyers, etc
<b>Virtual Meetings</b>	Use technology to facilitate application reader meetings and conduct interviews with applicants
<b>Online Storage options</b>	Store graphics, flyers, documents for award
<b>Online Newsletters</b>	Send information about your award application period and winners to your members/ mailing list
<b>Online Surveys</b>	A survey can be turned into an award application form
<b>Online Payment options</b>	Charge fee for applicants (if applicable)
<b>Email</b>	Setup specific emails for receiving the documents (applications/transcripts/reference letters)

## Website

## Social Media

### CFUW Edmonton



Home About Us Events Membership Meetings Academic Awards Reports Interest Groups Newsletter Links Contact Us

#### Bursary Awards

In 1971, CFUW Edmonton established a needs-based bursary program for female students attending the University of Alberta.

The CFUW Edmonton Bursary Committee annually awards bursaries, including the **Elsie Mitchell Newland**, **Frances McConnell** and **Margaret Brine** named bursaries, to University of Alberta women.

In early September the application is posted and completed applications are due in October. In November CFUW Edmonton members read applications, interview female students from the University of Alberta, and award approximately \$24,000 to multiple applicants. Awards ranged in value from \$300 to \$3,500.

Last year, we awarded a total of \$26,700 to 19 applicants. Awards ranged in value from \$300 to \$3,500, with the Margaret Brine Bursary awarded to a PhD student in Nursing, the Frances McConnell Bursary awarded to a Master of Arts student in Community Engagement and the Elsie Mitchell Newland Bursary awarded to an Education After Degree student.

**STUDENT BURSARY APPLICATION 2020 period is now closed.**

#### Upcoming Events

##### CFUW Bursary Award

General Meeting  
June 11 - 8:00 PM

##### CFUW Education

September Meeting  
September 10 @ 7:00 PM - 8:00 PM

##### CFUW Education October

General Meeting  
October 10 @ 7:00 PM - 8:00 PM

##### CFUW Education

November General Meeting  
November 10 @ 7:00 PM - 8:00 PM

##### CFUW Education

December Holiday Social  
December 8 @ 6:00 PM - 8:00 PM

##### CFUW Education January

January 10 @ 7:00 PM - 8:00 PM



CFUW Edmonton @cfuwedmonton · Sep 14, 2020

Since 1971 CFUW Edmonton has annually awarded **bursaries** to University of **#Alberta** **#women**. In 2019 we awarded \$26,750 to 19 applicants. Applications for the 2020 **#Bursary** program are now open. **#yeg** **#education** **#student** **#university** **#scholarship** [cfuwedmonton.org/academic-award...](http://cfuwedmonton.org/academic-award...)



University of Alberta  
Department of Education  
Bursary Award Program

#### 2020 Female Student Bursary

##### Bursary Criteria:

Applicant must be a female student who is registered full time in both fall and winter terms at the University of Alberta in a graduate or undergraduate degree program. A student completing her studies at the end of December 2020 is also eligible.

Undergraduate applicant must have completed a minimum total of 60 credits transferred to, or earned at, the University of Alberta.

Applicant must be able to document a significant break in her education (minimum cumulative total of two years) not including summer sessions.

Funding will be given for unusual or emergency situations that are not considered part of normal financial planning for your academic year.

##### Application available at

<http://cfuwedmonton.org/academic-award/bursary-award/>

For more information e-mail: [bursary@cfuwedmonton.org](mailto:bursary@cfuwedmonton.org)

**Application deadline: OCTOBER 10, 2020**



Canadian Education of University Women (CEUW) Niagara  
June 10, 2020

Congratulations to all the scholarship winners and ladies to CFUW Aurora Newmarket for sponsoring the program!



CFUW Aurora Newmarket

A perfect day to begin making visits to the 2021 scholarship winners with a big cheque and team spirit in tow. So rewarding to meet these young women and their families. See More



Amy Macleod

Admin · September 14, 2020 ·

Since 1971 CFUW Edmonton has annually awarded bursaries to University of Alberta women. In 2019 \$26,750 was awarded to 19 applicants. Applications for the 2020 Bursary program are now open. <http://www.cfuwedmonton.org/academic-awards/bursary-awards/>



University of Alberta  
Department of Education  
Bursary Award Program

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For more information e-mail: [bursary@cfuwedmonton.org](mailto:bursary@cfuwedmonton.org)

**Application deadline: OCTOBER 10, 2020**

3

2 Shares Seen by 25

Like

Comment

Share



Write a public comment...



## Survey Application Form

## Email & Online Storage

## Online Meeting

Questions/Inquires  
[bursary@cfuwedmonton.org](mailto:bursary@cfuwedmonton.org)

Google Form Survey for  
Application form info &  
Submission of application  
documents  
[bursaryapp@gmail.com](mailto:bursaryapp@gmail.com)

Google Drive holds  
application documents &  
can share with all readers

Zoom Meetings used for  
1) Reader Meetings/Evaluations  
2) Applicant Interviews

The screenshot shows a Google Form titled "2020 Bursary Form" for the "CANADIAN FEDERATION OF UNIVERSITY WOMEN EDMONTON — ACADEMIC AWARDS FUND STUDENT BURSARY APPLICATION 2020". The form is divided into five sections: Section 1 of 5 (Introduction), Section 2 of 5 (Personal Information), Section 3 of 5 (Educational Information), Section 4 of 5 (Personal Reference), and Section 5 of 5 (Submission of your Bursary Application). The introduction section includes instructions to complete and submit the form, email supporting documents to [bursaryapp@cfuwedmonton.org](mailto:bursaryapp@cfuwedmonton.org), and a link to the form. It also states that incomplete or late applications will not be considered. The submission section includes a statement of authorization and a declaration of truth.

# Silent Auction

## **Website**

List your auction on your website, information or use to list auction items as well

## **Social Media**

Before: advertise ; During: encourage bidding;  
After: amount raised

## **Graphics**

create a visual attraction to your event on your website, social media, flyers, etc ; photograph all your auction items

## **Virtual Meetings**

Can end silent auction during a meeting

## **Online Storage options**

Store graphics/photos, flyers, documents for auction

## **Online Newsletters**

Send information about your event and request donations from your members/ mailing list with an engaging newsletter

## **Online Surveys**

Can use for auction item donations so donators can fill in information about each of their item donations

## **Online Payment options**

Winners can pay for the silent auction items

## **Auction Platform**

Displays items & take payment (optional) if items are purchased via the platform, gives you statistics on bids

## Website



Charitable Trust of CFUW A/N

# ON-LINE SILENT AUCTION

Begins February 14 at 8 AM - Ends  
February 15 at 8 PM

[See the Auction Items](#)

The Charitable Trust of the Canadian Federation of University Women of Aurora/Newmarket provides education awards to young women of northern York Region. Your participation in our first on-line silent auction will help fund awards for secondary and post-secondary students in 2021.

### Pre-auction Browsing – February 11-13

Browse the exclusive list of auction items. Share the list with family and friends. These items would make lovely gifts.

### HOW TO SUBMIT BIDS

- You can submit a bid from your phone, tablet, or computer.
- If you are the first bidder, your bid needs to be at least the amount of the listed Starting Bid.
- Payment options include cash, e-transfer, or cheque.
- Interac e-transfer to CFUW Aurora Newmarket at [ctcfuw@gmail.com](mailto:ctcfuw@gmail.com).
- Cheques made payable to The Charitable Trust of CFUW Aurora/Newmarket Inc.
- Winners will be contacted by email.
- NOTE – Payment due when the items are picked up.**

For more information, please contact Fuhia Cantarutti [fuhia.cantarutti@gmail.com](mailto:fuhia.cantarutti@gmail.com).

Many thanks to our donors

## Social Media



Cheryl Ambrose shared a photo.  
August 10, 2019 · 🌐



CFUW AGM 2019

Charitable Trust Fundraiser

### You are invited to visit the Centenary Boutique

We have a variety of wonderful items available which have been contributed by delegates and members. Please come by and have a look. We will be located in the Selkirk Ball Room in the convention centre of the hotel.

You will find art work, handcrafted items, stationery and unexpected items to purchase as gifts for friends and family or to take home as a reminder of the 100<sup>th</sup> Anniversary. There will be an assortment of merchandise especially created for the 100<sup>th</sup> Anniversary.

Please note that the online auction for the Bruce Head paintings will continue in the Boutique.

We will be accepting donations on Thursday, August 15<sup>th</sup> from noon – 6 pm  
and during boutique hours on Friday, August 16<sup>th</sup>

### Centenary Boutique hours:

**Friday, August 16<sup>th</sup>: 8:00-11:00 am and 2:30 – 5:00 pm**

**Saturday, August 17<sup>th</sup>: 10:00 am – 3:00 pm**

All events and auction items must be picked up before noon and 3 pm on Saturday, August 17

We look forward to meeting you in Winnipeg!

*Funds raised at the Boutique go to support the CFUW Charitable Trust and post-graduate fellowships for women. Consequently, only cash or cheques can be accepted. There is an ATM in the hotel lobby.*

CFUW FCFDU - Canadian Federation of University Women

August 7, 2019 · 🌐

Access the CFUW Charitable Trust Fellowship online art auction for Bruce Head paintings: <https://www.32auctions.com/CFUWCT>

👍 4

1 Share

👍 Like

💬 Comment

🔗 Share



Chess4Charity @Chess4Charity · Jun 7

Check out this auction item "the STACK" Hardwood Chess Board  
[32auctions.com/organizations/](https://32auctions.com/organizations/) via @32auctions



"the STACK" Hardwood Chess Board

Auction item "the STACK" Hardwood Chess Board hosted online at  
32auctions.  
@ 32auctions.com



California Women Lawyers @CWL\_tweets · Sep 7, 2013

Preview for the silent auction at the @CWL\_tweets Annual Dinner!  
#CWLAD



👍 1

🔗 1

👍

🔗

🔗



## Online Auction Platform

[Help](#)
[Login](#)

**CFUW Charitable Trust Fellowship Auction**

[Home](#)
[♥ 0](#)
[👤 0](#)
[📁 0](#)
[All Items \(6\)](#)

[Donate](#)

### About Our Auction

The CFUW Charitable Trust has supported graduate study, literacy and creative arts through awards and fellowships since its founding in 1916.

Each year we assist women university graduates, the future of our country, to further their post-secondary education. The Trust raises money to support annual fellowships, awards and grants for Canadian women doing advanced graduate study and research in science, math, engineering, home economics, education, visual arts, music, humanities, and social sciences.

The funds raised from this auction will be used to support these women.

### About Canadian Federation of University Women

Who we are

Canadian Federation of University Women (CFUW) is a non-partisan, voluntary, self-funded organization with 82 CFUW Clubs located in every province across Canada. Since its founding in 1916, CFUW has been working to improve the status of women and to promote human rights, public education, social justice, and peace.

Every year, CFUW and its Clubs award close to \$1 million to women to help them pursue post-secondary studies. CFUW also provides funding for literary and creative arts awards. CFUW Clubs provide life-long learning opportunities and fellowship to its members. There are over 100 lecture series, 200 book clubs and 75 hours groups offered by CFUW Clubs. CFUW Clubs are involved in community outreach on such initiatives as working to prevent violence against women, child poverty, early learning, and child care.

CFUW holds special consultative status with the United Nations (ECOSOC) and belongs to the Education Committee of the Canadian Commission for UNESCO. CFUW regularly sends a delegation to the United Nations Commission on the Status of Women. CFUW is the largest affiliate of Graduate Women International which represents women worldwide.

[Learn More](#)

### View All Items

**RAISED**  
**\$1,800.00**  
GOAL: \$3,000.00

**60.0%**  
To Goal

Share [f](#) [t](#) [in](#)

Have a question about our auction? [Contact Us](#)

### Featured Items

**Auction Item #4**  
Original Auction by House of...

**\$250.00 CAD**

[Help](#)
[Login](#)

**Blessed Sacrament CWL Silent Auction - Fall 2020**

[Home](#)
[♥ 0](#)
[👤 0](#)
[📁 0](#)
[All Items \(31\)](#)

All Items (1-31 of 31)

Ended: Nov 19, 2020 - 9:00pm EST

You are not logged in. Would you like to [login now?](#)

**1.4 litre Crockpot**  
**\$32.00 CAD**  
value: \$40.00 CAD  
bids: 0

**3-Tier Etched Glass Candle Holder**  
**\$25.00 CAD**  
value: \$15.00 CAD  
bids: 0

**Avon Beauty Basket**  
**\$40.00 CAD**  
value: \$50.00 CAD  
bids: 12

**Bag, Scarf, Bracelets**  
**\$45.00 CAD**  
Buy Now: \$100.00 CAD  
value: \$130.00 CAD  
bids: 0

**Bath Basket**  
**\$17.00 CAD**  
value: \$30.00 CAD  
bids: 0

**Beverage Gift Cards**  
**\$115.00 CAD**  
value: \$125.00 CAD  
bids: 13

**Breville Waffle Maker**  
**\$90.00 CAD**  
Buy Now: \$100.00 CAD  
value: \$100.00 CAD  
bids: 10

**Carl Jung Inspirational Quote**  
**\$20.00 CAD**  
value: \$30.00 CAD  
bids: 0

**Christmas Party Basket**  
**\$35.00 CAD**  
value: \$50.00 CAD  
bids: 0

**Collectibles**  
**\$35.00 CAD**  
value: \$50.00 CAD  
bids: 0

**Cookies & Soup**  
**\$44.00 CAD**  
value: \$60.00 CAD  
bids: 11

**DaySpring Card Holder**  
**\$7.00 CAD**  
value: \$20.00 CAD  
bids: 2



Want to learn more?

We are putting together a technology course!

- Course will include lessons on each of the topics in this webinar (take all of them or just one).
- Each lesson will be on-demand (pre-recorded) so you can pause/rewind and follow the detailed information and step-by-step instructions to add technology to your club activities.