



Yesenia Sotelo

Digital Skills Trainer & Web Developer

Yesenia Sotelo has been building and growing nonprofit websites since 2001. As a digital skills trainer, she helps nonprofit staff do their best work by providing them with the right online tools and the right strategies for their organization’s capacity and culture. She serves as an approachable, expert resource that can answer all your questions about web technology, strategies for online fundraising, data security and anything that could affect your organization’s online presence.

YESENIA SOTELO’S TRAININGS...

Empower nonprofit professionals with the digital skills that are most relevant to their career & their organization

FEATURED BY



TESTIMONIALS

I really appreciate Yesenia's efforts to help non-profit communications managers like myself be even better at our jobs. It has made a clear difference in my work—I feel more confident when it comes to our website and beyond. I now have the tools and (growing) knowledge to make effective decisions and improve our organization's digital presence.

LAUREN B.

The way Yesenia breaks down information makes it easily understandable. We spent many hours on something else that wasn't nearly as helpful as the few hours we spent with Yesenia. She targets nonprofits and takes into consideration the things that are important to us.

REBECCA W.

SUGGESTED TOPICS

Turn Website Visitors into Supporters

When it comes to nonprofit websites, there is a common strategy that sets the most successful sites apart from the rest. The most successful websites are implementing four key strategies - strategies that your non-profit can use too! Learn how to use your website to raise more money, build up your email list or get more people to your events.

In this training you will learn...

- What your website should (and should not!) say
- The two most important parts of any nonprofit website
- How to get website visitors to do what you want
- The tool that will tell you whether you're making the right updates

Google Analytics

Say goodbye to being overwhelmed by the information in Google Analytics. There's a treasure chest of information in your site's analytics, and you can learn how to unlock it. Whether you've had Google Analytics installed on your site for months or you're just getting started, this course will help you finally master the analytics that are most applicable to your nonprofit website.

In this training you will learn...

- A framework for getting started with website analytics
- Six key terms that are most applicable to your website
- How to identify areas that need improvement

WordPress for Nonprofits

Are you struggling to figure out WordPress for your nonprofit website? Save yourself a lot of time, money and frustration by attending this training. You will learn tips to get you started as the WordPress manager for your nonprofit.

In this training you will learn...

- How to update existing content on your website
- How to add new pages, posts and files
- Why your WordPress site is different than others
- Important (and common!) mistakes to avoid

SAMPLE VIDEO



SmartCause Digital YouTube Channel

<https://www.youtube.com/user/smartcause>

Google Analytics Training (Live)

<http://wordpress.tv/2014/07/20/yesenia-sotelo-use-google-analytics-to-improve-your-wordpress-website/>

RATES

PAID

- Between 1 hr and 1.5 hrs
- Audience size of 100 or more registered attendees
- Audience consists of nonprofit professionals from departments such as communications, marketing, fundraising
- \$300 per webinar training
- Includes materials for students such as slides and interactive workbook
- Includes permission for your organization to share recording with your community
- Includes permission for your organization to charge admission to the training
- Does not include permission for your organization to sell training recording once registration is closed

FREE

- Between 1 hr and 1.5 hrs
- Audience size of 100 or more registered attendees
- Audience consists of nonprofit professionals from departments such as communications, marketing, fundraising
- Includes a SmartCause Digital pitch such as an email opt-in or sales offer

NONPROFIT CLIENTS INCLUDE



ABOUT YESENIA SOTELO

Yesenia Sotelo has been building and growing nonprofit websites since 2001. Yup, that's 14+ years of experience in nonprofit digital.

At each of her nonprofit staff positions, she was excited to do her best work and help her organization. But, she also felt overwhelmed by all the online channels and she felt under-resourced because she didn't have the tools or the time to implement her ideas.

Now, she draw upon her time as a staff member at the Constitutional Rights Foundation of Chicago, the ACLU of Illinois and Heartland Alliance to:

- Apply her experience in fundraising to build websites that raise more money,
- Apply her experience in communications to build websites that explain a mission/issue,
- Apply her experience in advocacy to build websites that inspire action and
- Apply her experience in information technology to build websites that are secure and current with online tech.

Yesenia is deeply invested in digital strategies for nonprofits, and in nonprofits as a whole. She has served as a board officer of EverThrive Illinois and as an executive co-chair of the Young Nonprofit Professionals Network of Chicago.

CONTACT YESENIA

To invite Yesenia Sotelo to your event, send an email message to info@smartcausedigital.com.

Please include the following information:

- Your name
- Your organization
- Demographic information about your audience
- Desired training topic
- Suggested training date and time
- Choice between paid or free option, and the associated requirements