

February 8, 2019

Hello, faithful bUnekers!

Some of U have been with us from before we printed our first issue and others are newcomers to the movement. Most of U fall in the middle. Every *single* one is vital to our mission.

Speaking of our mission, who knows what it is? Who knows where to find it? It's on our website, along with much more information! This screenshot shows:

- **Our mission: Working today to improve tomorrow**
- **Our tagline: Sharing great stories about amazing people & ideas**
- **Our motto: b inspired | be enlightened | be authentic**



We've held two live premieres of **Coffee or Tea Show** and each time we picked up a few more authentic subscribers, though we need thousands more. U can help by promoting this so we can gain the attention of paying sponsors. Please, be sure to join us each time and invite your friends! The chat is always fun.

2019 b The Change Awards

The deadline for the **2019 b The Change Awards** is March 1. This is open to any volunteer in any nonprofit, anywhere in the world. We have a local focus, but we also want to encourage people from around the world to participate. All the details are on the Home Page. U are welcome to nominate someone from another organization or share the information with them.

Do you know where we find our stories?

Most of them come from research, but some come from recommendations. As we grow, more people contact us to be featured. We're doing our best to include as many requests as possible, mindful that

the stories we share must be vetted to be sure they are truly great stories about amazing people and ideas. Many of our articles come from connections made through social media. If U find someone who might fit, please send me the contact info.

Even with our wide range of stories, we won't cover every one that comes our way.

We've turned down about half a dozen in the few months we've been publishing. Like gorgeous shoes that pinch our toes, they don't all fit properly.

Thanks to an impromptu brainstorming session with Cami Miller, our Queen of Arts, and Lynn Kinnison, our phenomenal woman of many talents, we came up with a method to help us determine which leads to follow. When you talk to people who want to be featured, ask:

1. What is the focus of the story?
2. How will this inspire, educate or motivate our readers?
3. How is a charity or nonprofit organization involved?
4. How will this help improve the world?
5. Will you cross-promote?

Their answers will tell you if they have a legitimate mission and message to share or if they're just looking for free publicity.

Now, a word about free publicity. We offer a free ad to anyone who participates in our contest each month and we've been disappointed with the results. Do U know anyone with a business or who works with a nonprofit? Be sure to share our promotion with them. It's super simple and it really is free. It's valued at \$625!

- They need to follow us on at least one of our platforms.
- Following/subscribing on additional platforms gives extra "points."
- Comments/tags/shares all count as additional points.
- Details are in every issue.
- Ads can be used to announce business opportunities, promote events or even say Happy Birthday.

By now, you've heard about our Team Only page, but everyone hasn't yet found their way to it.

What's the big deal about this page?

- It's just for U!
- ALL of our social media links for **bUneke** and **Coffee or Tea Show** are right at the top of the page.
- You'll find the most current issue of **bUneke Magazine** there.
- Our calendar of events is where you'll find local and global events listed. Some are just for awareness and others are for your participation. Many are team-only exclusives.
- Photos of U! We have headshots of our awesome team members. This will help U recognize fellow bUnekers on social media and when you meet at an event.
- We've included information about being a bUneke ambassador. Did U know we are **ALL** ambassadors? Do you know the many ways ambassadors can help the organization grow? Our

extensive list will help. If U know people interested in volunteering who may not know what they can do, share this list with them.

- Downloads! Downloads! Downloads! We have helpful documents for our sales professionals, writers, members of our cast and crew and other volunteers. Take advantage of these downloadable documents to learn more about your charity.
- You know I love to write. I know you don't always have time to read every word. If you're swamped, all my letters are on the Team Page and you can download them at your convenience. This is the easiest way for me to fill you in, but U can always reach out with a call, email or text if U want to know something about your charity.
- Believe it or not, there's even more on our Team Page!

Let's get U there!

The invitations Jennifer sent will expire. If you have not yet joined our team-only page, email jennifer@buneke.org. Once you do, be sure to check your spam/junk folder and respond as soon as you get the invitation. Jennifer will send you the user name and it's up to you to select your own password when you log in.

Things you can do virtually

One of the things anyone can do on the TEAM page, from anywhere in the world, is help us choose the direction of our next MudLOVE fundraiser. We've extended the deadline for voting, but you **must** go to the Team Page to do this.

We're also holding a TEAM-ONLY **contest!** U can win a **FREE** MudLOVE bracelet for yourself or someone U love! This is valued at \$15+! Details are on the Team page and on the Shop page.



We will hold other contests, use this area for polls and quizzes and make special announcements about **bUneke** and **Coffee or Tea Show**. Don't be the last one to find out what's going on with your charity!

Also, don't forget how much we appreciate what you're already doing for this organization. U are an awesome human!

Without U, we'd only be neke and who wants that?

Mary

PS: Thanks to everyone who tells me when U notice a typo in our posts or the magazine. I love that U are paying attention!