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## Interview with @Dayngr of eMOM



### Twitter Stars Interview with @Dayngr

**markdavidson:** I want to feature on Twitterstars.com how you are using Twitter to support American troops. Iød like for our interview to serve as a guide to what can be accomplished with a single account on Twitter.

**Dayngr:** Bless your heart. Thanks!

**markdavidson:** I read a blurb in your timeline about how you are now at 30% of your goal for Operation Soldier Care. My purpose for Twitterstars.com is to inspire people to use Twitter as a tool to do great things. Letø just chat like we would if we were on Twitter. Please feel free to give me any background information about how you are using Twitter to support our troops abroad.

**Dayngr:** Well, let me tell you a little about [eMOM](#). Our website is [eMailOurMilitary.com](#). Basically, we support the troops via email, postal mail, and care packages.

**markdavidson:** Which is awesome!

**Dayngr:** I thought it was pretty cool. I wanted to do something after 9/11 but I couldnø just drop everything and run to NY to volunteer. Through Twitter weøve teamed up with companies like [Qipit](#), [Utterz](#), and [BabbleSoft](#) to help support our troops.

**markdavidson:** Ah see, thatø the story Iøm looking for! Thatø perfect!

**Dayngr:** [Guy Kawasaki](#) has donated his books to our troops along with [Matthew Ebel](#) donating his music. All this made possible through Twitter.

**markdavidson:** Yeah, thatø the exact kind of thing Iøm looking for. I want Twitter Stars to be about community. Also, I like the idea that Twitter is being used to affect social change for the betterment of other people.

**Dayngr:** That has been my experience.

**markdavidson:** Social Media is a great tool, Iøm hoping we are using it right and it looks like you are!

**Dayngr:** Last year we raised over 1000 for care packages to the troops, mostly using Twitter! Podcasters have volunteered to create promos for us and we also have podcasters that use those promos during their shows.

**markdavidson:** So tell me about how you use Twitter.

**Dayngr:** To raise awareness, build a support community, raise funds, and partner with great companies, people, and organizations. Take a little peek at this: [Serving Our Country Through Social Media](#).

Iøm not afraid to market myself or my organization to others. I ask for exactly what Iød like. If I want to work with them to get their music to the troops I ask, etc.

**markdavidson:** Trish, this is great! You are doing something really important and special here.

**Dayngr:** Flattery will get you everywhere! \*Wink\*

**markdavidson:** lol. So, Iøm told! But itø also the truth! And you started this in 2001? By yourself?

**Dayngr:** Yes!

**markdavidson:** How many people do you have now? Is it still just you?

**Dayngr:** We have 7 key volunteers who work with us to get the behind the scenes stuff done. Me and one volunteer in the office and thousands of civilian and military members. Oh and one virtual assistant we found on Twitter.

**Dayngr:** Before I forget too, here's a great example. We had some issues with a web team we'd hired. I send out a tweet and asked if there were any designers out there. We got tons of responses and @illig offered his services through his company [Brainstormbrand.com](http://Brainstormbrand.com) at no cost to us! He and his team are redesigning our site right now. Here's a link to all the folks who've featured us, most are from Twitter:

<http://emailourmilitary.blogspot.com/search/label/Featured>

**markdavidson:** What's the process from start to finish? How does it all work?

**Dayngr:** So you ask, how does it all work? The site/service you mean? But of course Darling!

Service members register for support and are matched with civilians who have registered to support them. When a service member registers they include some basic info like hobbies and interests and age, etc. We try to match them with someone close in age or region or with the same likes, etc. Then they communicate on their own as often or as little as they like. We have a wide range of activities for everyone to support our troops regardless of age or how much time they have.

**markdavidson:** That's great. What press have you been featured in and do you have links?

**Dayngr:** Here is most but I don't think we have everything up yet:

<http://www.emailourmilitary.com/media-popup.html>

**markdavidson:** It's amazing what someone can accomplish with a Twitter account! I'm going to embed your ChipIn widget and re-post the details of your August drive to raise funds for skin care packages on behalf of our troops.

I know a lot of people are skeptical about what can be accomplished by using social media. Trish is actively demonstrating a highly effective use of social media to affect a positive change in people's lives. I encourage others to model what Trish is doing with her Twitter account and add their own flavor to the mix.

I've always felt that conversational media sites are no different than using a telephone or email as a communication tool except for one key difference. A telephone is useless without a list of numbers to call. An email account is useless without a database of email addresses. With a social media site like Twitter, there's an entire network of people built right into the system.

Having spent a number of years in phone sales, I'm no stranger to call reluctance. Social media tools like Twitter help to remove the psychological barriers that exist with other forms of communication. Anyone with an idea like Trish's can immediately begin changing people's lives, developing relationships, and enjoy the process while doing so.

I've embedded a ChipIn widget for [eMOM](#) below. Please feel free to ask @Dayngr questions about how she's used Twitter to raise funds to buy care packages for our troops or about [eMOM](#). If you have a charity and you are using Twitter to raise funds, I encourage you to leave a link in the comments section. I will not consider it to be spam and I may even consider interviewing you for Twitterstars.com.



<http://www.flickr.com/photos/emom/>

Thank you @Dayngr for leading by example. I appreciate your time and giving me the opportunity to interview you.



## Operation Soldier Care - August 18th Deadline

We're in the final week of our Operation Soldier Care project. Operation Soldier Care is a collaborative summer project between eMail Our Military (eMOM) and Mary Kay Sales Director, Nancy Sutherland to get sun care and skin care packages to our troops dealing with the desert heat in places like Iraq and Afghanistan. You can read more about this project on the [eMail Our Military Blog](#) or add your dollars toward purchasing care packages for our troops!




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This entry was posted on Wednesday, August 13th, 2008 at 9:28 pm and is filed under [Star Interview](#). You can follow any responses to this entry through the [RSS 2.0](#) feed. You can [leave a response](#), or [trackback](#) from your own site.

## 15 Responses to "Interview with @Dayngr of eMOM"

1.  [Nancy Sutherland](#) Says:  
[August 14th, 2008 at 6:05 am](#)

Thank you for the wonderful interview with my new twitter family member, Trish. We have gotten so close from putting together this project for the troops I feel like she is my sister! My husband is a retired Army officer who works full time with me in my business. Since summer is traditionally not quite as busy for us with people on vacation, etc. we thought that it would be a great time to do something unexpected for the troops who are serving in a very harsh climate. Because of others like you who help to get the word out it is becoming quite the buzz on the internet. Thanks for the Chipin too!

Nancy Sutherlands last blog post..[Rate Yourself- Pretend That YOU Are Your Customer](#)


2.  [Trish](#) Says:  
[August 14th, 2008 at 7:01 am](#)

Thanks Mark for the great write up and for taking the time to honor eMail Our Military (eMOM) with this interview and a spotlight on TwitterStars.com.

I'd also like to add that I can be found twittering for the troops and eMOM at @MailOurMilitary, though most people know me through my personal account @Dayngr.

Thanks again for all you do within our twitter community!


Trishs last blog post..[eMail Our Military Welcomeø Dave Huston to the eMOM Team](#)

3.  [Dave Huston](#) Says:  
[August 14th, 2008 at 7:56 am](#)


Great interview, Mark! 😊

For those interested, I'm also on the eMOM team. You can find me on Twitter too: @davehuston


4.  [Robert](#) Says:  
[August 14th, 2008 at 8:10 am](#)
- Trish is doing an incredible job. We meet via twitter ( @RobertFowler )and have become good friends and are working on several ideas together to help get the word out.  
 Twitter does rock. Cool site you have here Mark 😊  
 Roberts last blog post..[RobertFowler: howdy all! just installed new modem, was having major problems last few weeksí seems to have taken care of the gremlins](#) 😊
5.  [Trish](#) Says:  
[August 14th, 2008 at 8:15 am](#)
- Great to see so many folks commenting too!
6.  [Phyllis Zimble Miller](#) Says:  
[August 14th, 2008 at 8:42 am](#)
- I met Trish and Nancy through Twitter and Iøve been working with them on Operation Soldier Care. Twitter is an amazing tool for both getting the word out to the public and communicating quickly and privately when involved in a project such as this one.
- If anyone wants more inspiration to help with this project, read my post at <http://tinyurl.com/5wtace> about one combat soldier. Here are a few of his words:  
 Iøve learned what a truly remarkable thing it is to be a combat veteran. Now I want to live an exceptional life for those who never left the desert.
- Phyllis Zimble Millers last blog post..[A Soldierø Story of His War on Terrorism](#)
7.  [Merredith](#) Says:  
[August 14th, 2008 at 4:10 pm](#)
- Thank you so much for doing this. We feel lucky that my brother-in-law, Steve, returned safely from Iraq ô but so many others still need our support, there and in Afghanistan.
- I have a post on my blog right now about Social Media and the power to do good; Iøam adding a link to this page as well.  
<http://bit.ly/socialmedgood> (<http://alittleclarity.wordpress.com>)
- Thank you SO much again,  
 @Merredith
- Merrediths last blog post..[Cancer, Social Media, and the Meaning of Small Things](#)
8.  [Aruni](#) Says:  
[August 14th, 2008 at 4:41 pm](#)
- Great interview! Iøve really enjoyed getting to know @Dayngr on Twitter and working with her to help our troops by offering free subscriptions to Babble Soft!
- Trish is awesome! 😊  
 Arunis last blog post..[The Trouble With Checking Emails](#)
9.  [Cancer, Social Media, and the Meaning of Small Things ø Alittleclarity's Weblog](#) Says:  
[August 14th, 2008 at 4:45 pm](#)
- [...] And I will create a separate page to link to people who are waging these battles. You can decide whether to help. Iøam starting with Lisa and Tricia. And, though itø not about cancer ô eMOM. [...]

10.  [Dayngr](#) Says:  
[August 14th, 2008 at 4:59 pm](#)

Fantastic replies! Keep them coming!


11.  [Heather Gardner](#) Says:  
[August 14th, 2008 at 7:48 pm](#)

Excellent interview and great cause! You always think to yourself "how can I help out?" It's nice to see folks like you doing something so wonderful! .. yes, you got me, I'm donating via the ChipIn widget next.  
Great job and thank you!

12.  [Conrad Hametner \(aka @hametner\)](#) Says:  
[August 15th, 2008 at 10:31 am](#)

I have greatly enjoyed working with Trish through eMailOurMilitary and chatting with her on twitter where we met through @conniereece and @mikechapman. Twitter is such a great tool for connecting people. When we add people like Trish, who are willing to step up and take action, to the twitter community we can accomplish great things! Thanks for your dedication to our troops.

Conrad Hametner (aka @hametner)s last blog post..[The Power of Visual Expression \(Part One\)](#)

13.  [Bonnie Sayers \(autismfamily\)](#) Says:  
[August 15th, 2008 at 8:47 pm](#)

I printed out the application. Thinking this will be good for my 13 yr old who is homeschooled.

14.  [Mark Davidson](#) Says:  
[August 16th, 2008 at 3:03 am](#)

Thanks Trish. 😊

I struggled for 10 months trying to figure out a direction and focus for Twitterstars.com. When I first registered the domain name a year ago, I didn't foresee Twitterstars.com evolving into a blog that could help support the efforts of an important project like eMOM.

As I re-read your interview, the comments people have left above, and see all the re-tweets people have made in support of eMOM, it gives me such a good feeling inside to have had the opportunity to interview you.

Thank you so much for allowing me to contribute in this small way to eMailOurMilitary and for elevating this blog with the good work you are doing.

M

15.  [Trish](#) Says:  
[August 16th, 2008 at 8:36 am](#)

Mark,

You are such an important part of the twitter community and TwitterStars is helping people who really didn't know about each other connect. Maybe once a month you could seek out people and organizations making a difference through twitter. It would be a great way to encourage community involvement and help make a difference in the world. Keep up the great work!

Trishs last blog post..[eMail Our Military Welcomes Dave Huston to the eMOM Team](#)

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