



Advancement 2.0

Online Strategies in a World of “Exponential Change”

*CASE Online Strategies Conference
October 30th, 2008*

Vinay Bhagat, Founder & Chief Strategy Officer, Convio, Inc.

Key Messages

- Efficient fund generation ever more critical
- Must build strong constituent relationships
- Online marketing can be a foundation for overall advancement strategy
- Shift from broadcast and appeal to strategic engagement and empowerment
- Integrated, multi-channel approach required

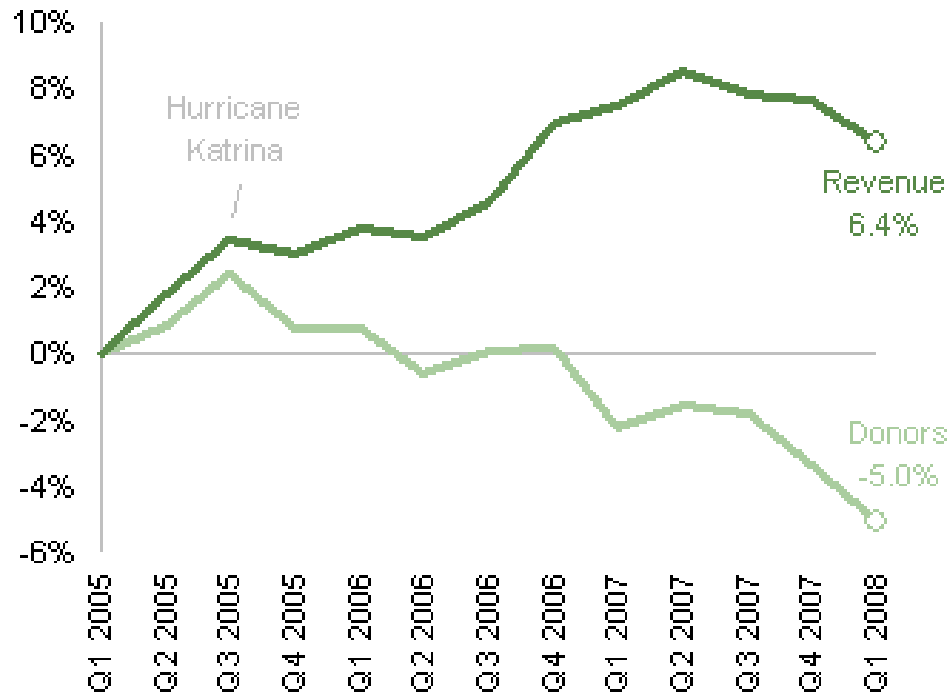
Agenda

- Key data
- Online marketing best practices
- Integrated multi-channel marketing
- Major donors and the Web
- Implications for HE advancement

Direct Mail is Waning In Effectiveness

Three Years of Index Revenue and Donor Trends

Rolling 12-Month Median Change
Compared to Q1 2005

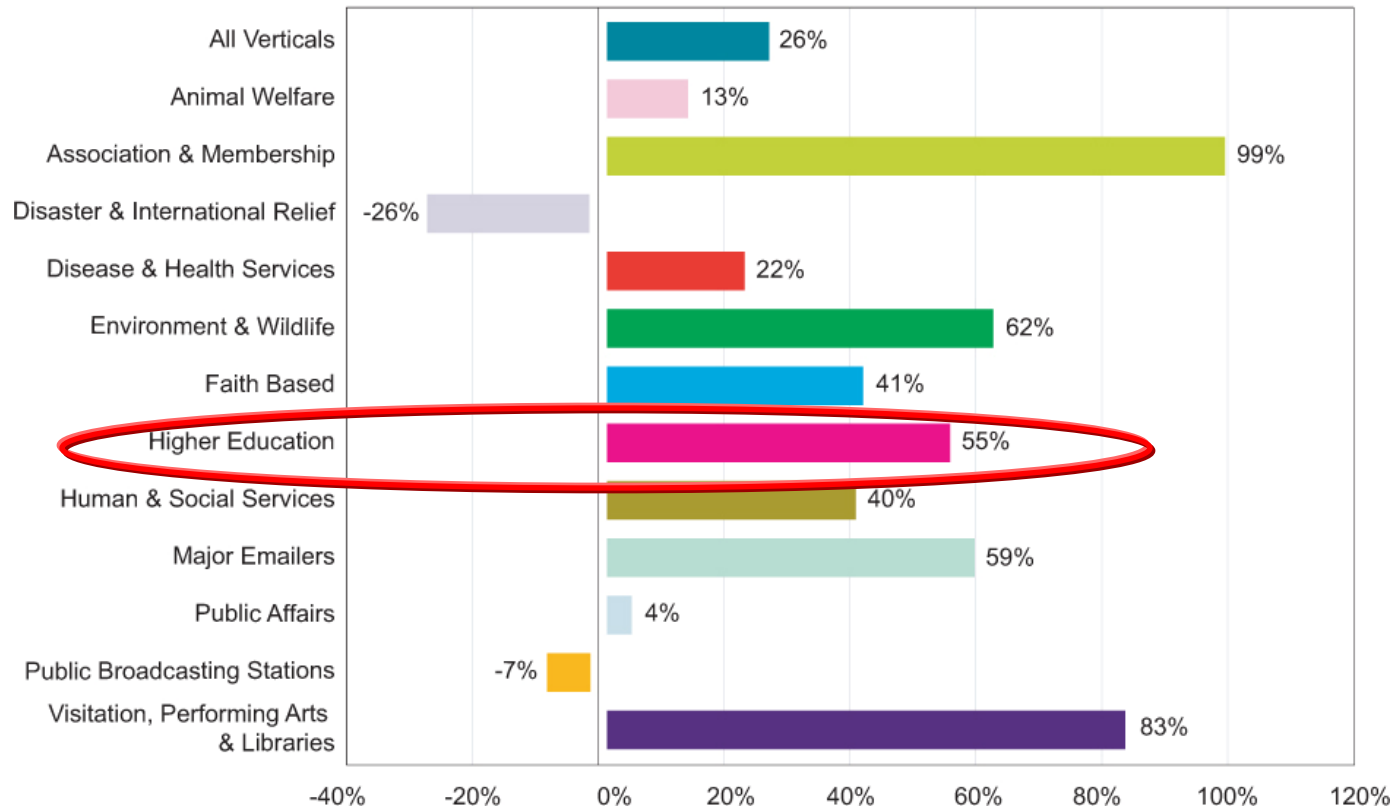


Source: Target Analysis Study of Major Nonprofit Mailers

- Until now, increases in revenue per donor compensated for donor declines, allowing overall revenue to continue to grow
- In Q2 however, continued revenue per donor growth could not make up for the donor decreases and prevent overall revenue from declining

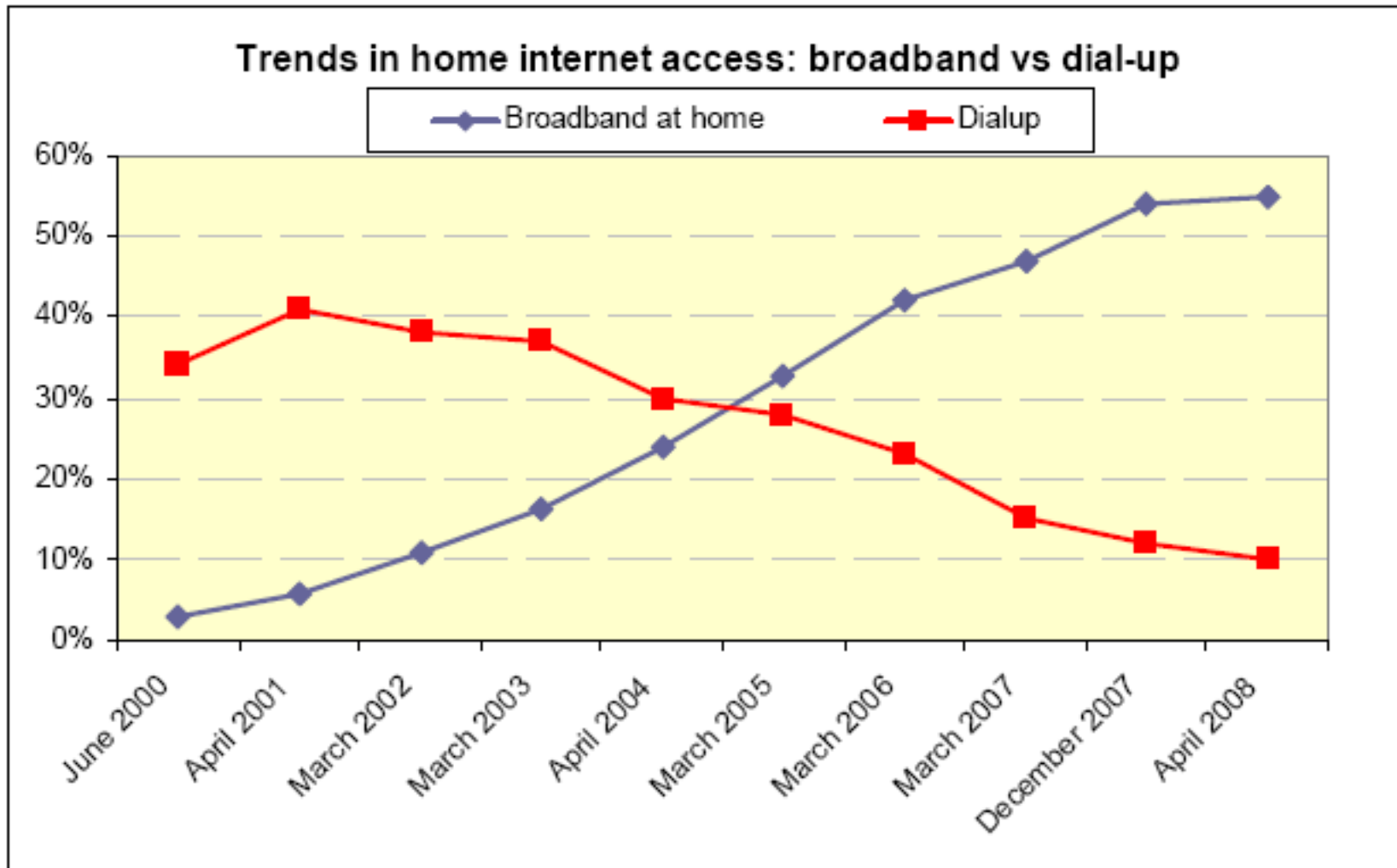
Online Fundraising Continues Strong Growth

Online Revenue Year-Over-Year Growth Rate by Vertical
Median Total Revenue for July 2006 - June 2007, n = 170



- Fifty-one (51) percent of online consumers say that despite the economic situation they plan to donate online during the 2008 holiday season
- Nearly 7 out of 10 plan to donate the same or more online in 2008 than in 2007

Online & Broadband Becoming Ubiquitous

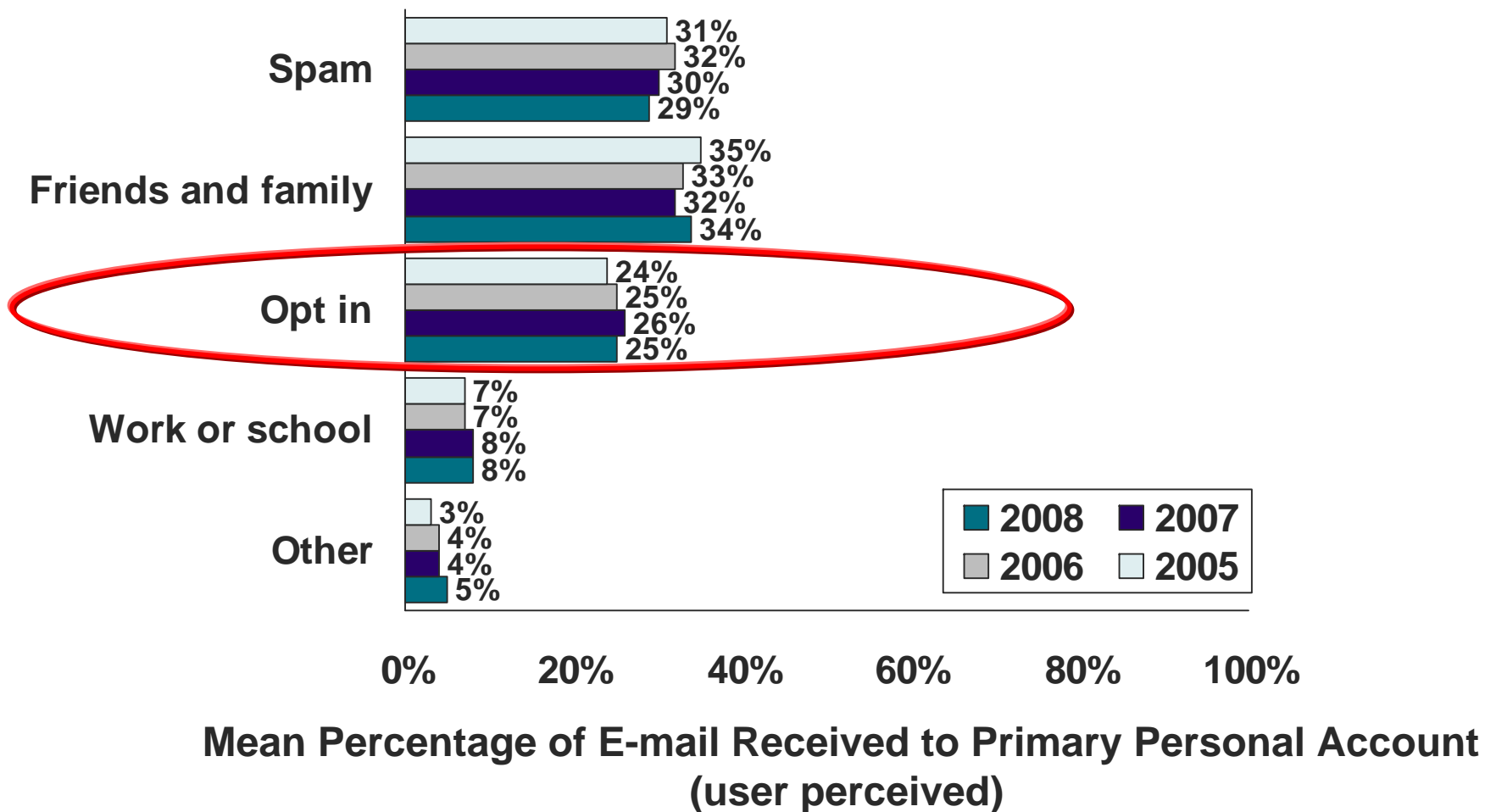


Source: Pew American Life Project

Is email still effective?

Getting Your Message Through

Potential Glass Ceiling Looms as Opt-in E-mail Share Stabilizes



Question: Approximately what percentage of e-mail you receive in your primary personal e-mail account comes from the following?

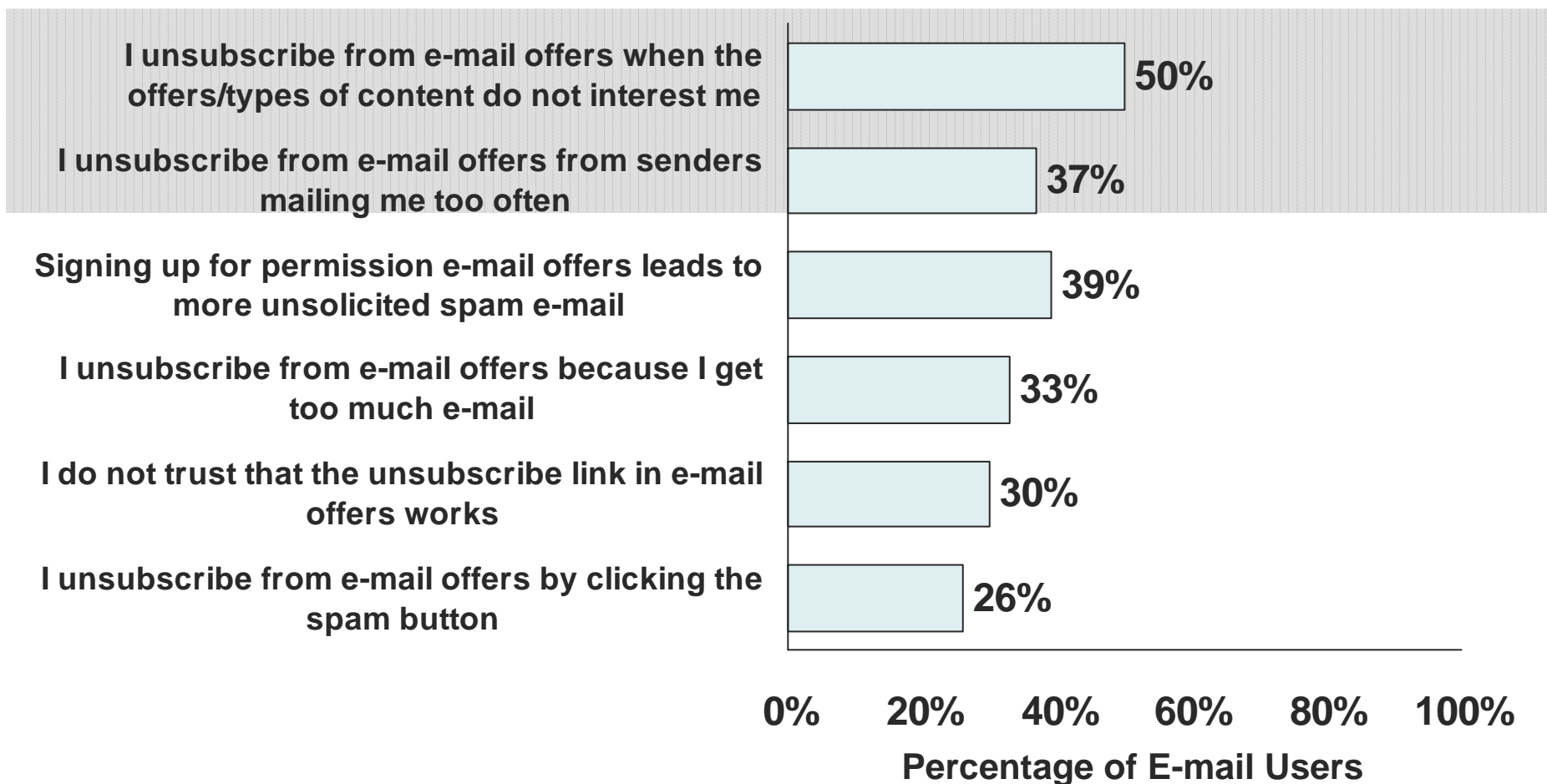
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Convio Confidential Information

Source: JupiterResearch/NPD Consumer Survey (4/08), n = 2,427; JupiterResearch/Ipsos Insight Consumer Survey (9/07), n = 2,454; (9/06), n = 2,147; JupiterResearch/Ipsos Insight Individual User Survey (6/05), n = 3,944 (e-mail users, US)



Relevancy/ Permission Marketing Critical

Irrelevant E-mail and Frequency Drive Churn and Skepticism in the Channel



Question: Which of the following statements about promotional offers you receive (not including unsolicited spam e-mail) do you agree with? Select all that apply.

Value of Segmentation

For-profit Industry Data:

Audience Size	Segmented		Not Segmented	
	Opens	Clicks	Opens	Clicks
< 5K	50.50%	11.70%	5.60%	0.60%
5K – 10K	48.80%	9.00%	3.90%	0.30%
10K – 50K	28.50%	7.60%	4.00%	0.50%
50K – 100K	13.40%	4.00%	3.70%	0.80%
> 100K	13.10%	1.10%	3.50%	0.20%
Averages	30.86%	6.68%	4.14%	0.48%

© 2005 MarketingSherpa, Inc.

Source: Topica for MarketingSherpa, October 2005

Nonprofit Example:

2007 - Not Segmented

Audience: 67,325

Open Rate: 17.07%

Click-through Rate: 0.19%

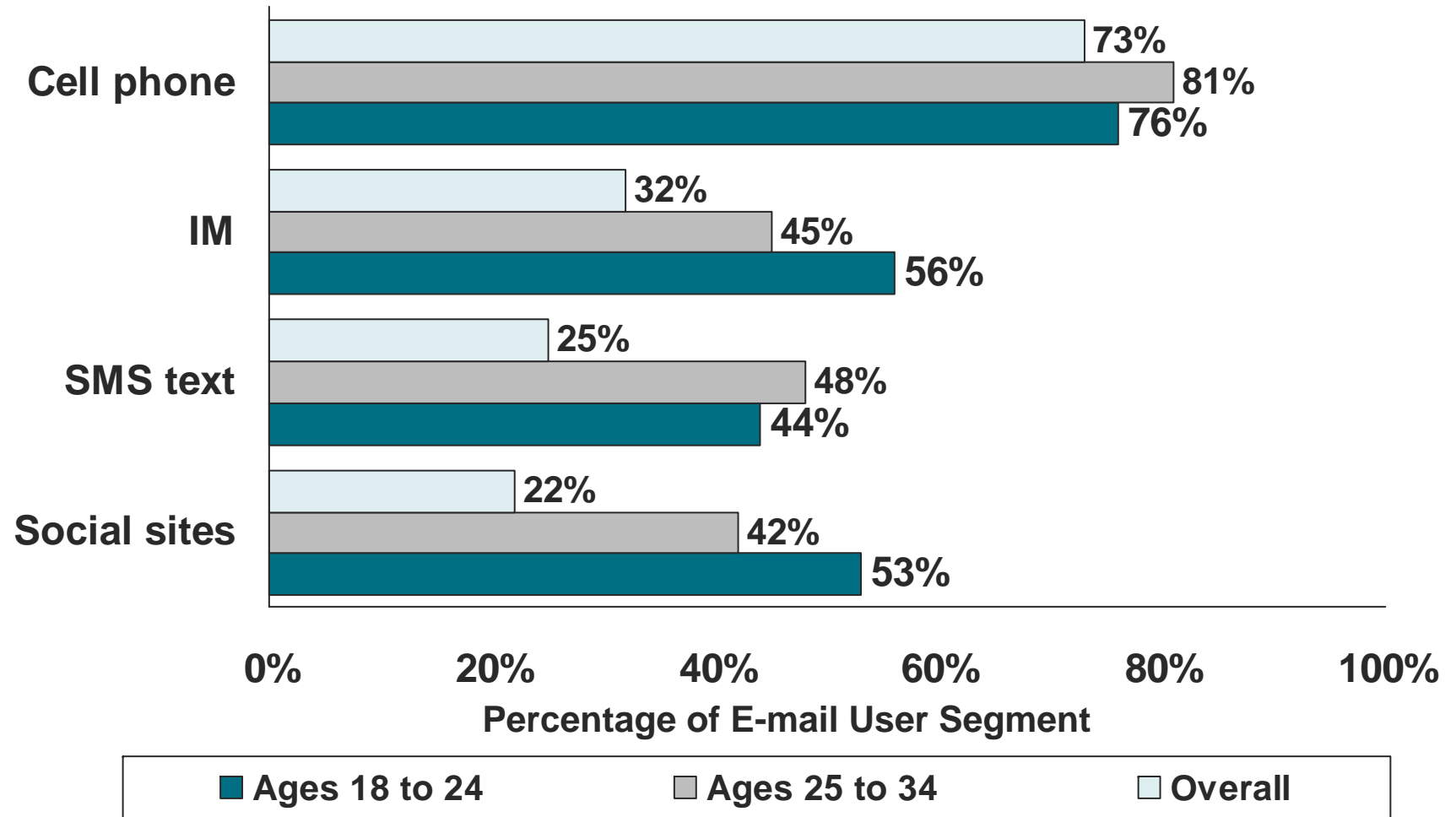
2007 - Segmented

Audience: 15,891

Open Rate: 26.77%

Click-through Rate: 2.08%

Competition with Other Channels



Question: For personal communications, which of the following have you used during the past year instead of using e-mail? Select all that apply.

Source: JupiterResearch/NPD Consumer Survey (4/08), n = 2,427 (overall e-mail users, US), n = 273 (e-mail users from ages 18 to 24, US), n = 517 (e-mail users from ages 25 to 34, US)

What's happening with social media?

Social Networks: High Penetration/ Traffic



facebook

- 110m active users (Jun 08)
- 39m U.S. unique visitors Aug 08
- Avg. time per person 1:38:27
- Sessions per person – 10.5
- > 50% of users outside college
- Fastest growing demographic is 25+



myspace.com
a place for friends

- >110m active users (Jan 08)
- 59m U.S. unique visitors (Aug 08)
- Avg. time per person 1:47:55
- Sessions per person – 8.31

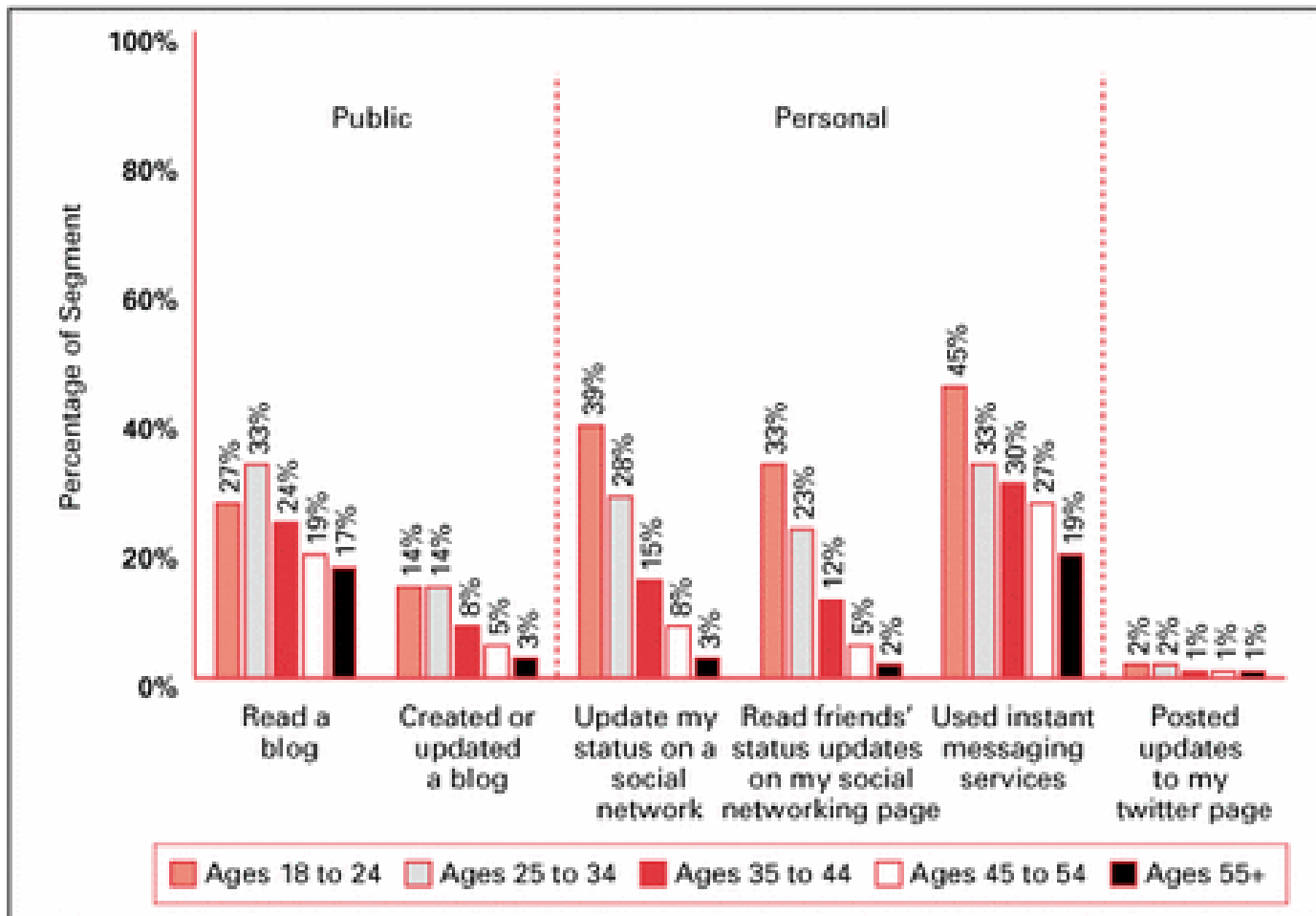


LinkedIn

- 30m users
- 11.9m unique visitors (Aug 08)
- Avg. time per person 0:11:29

Source: Nielsen

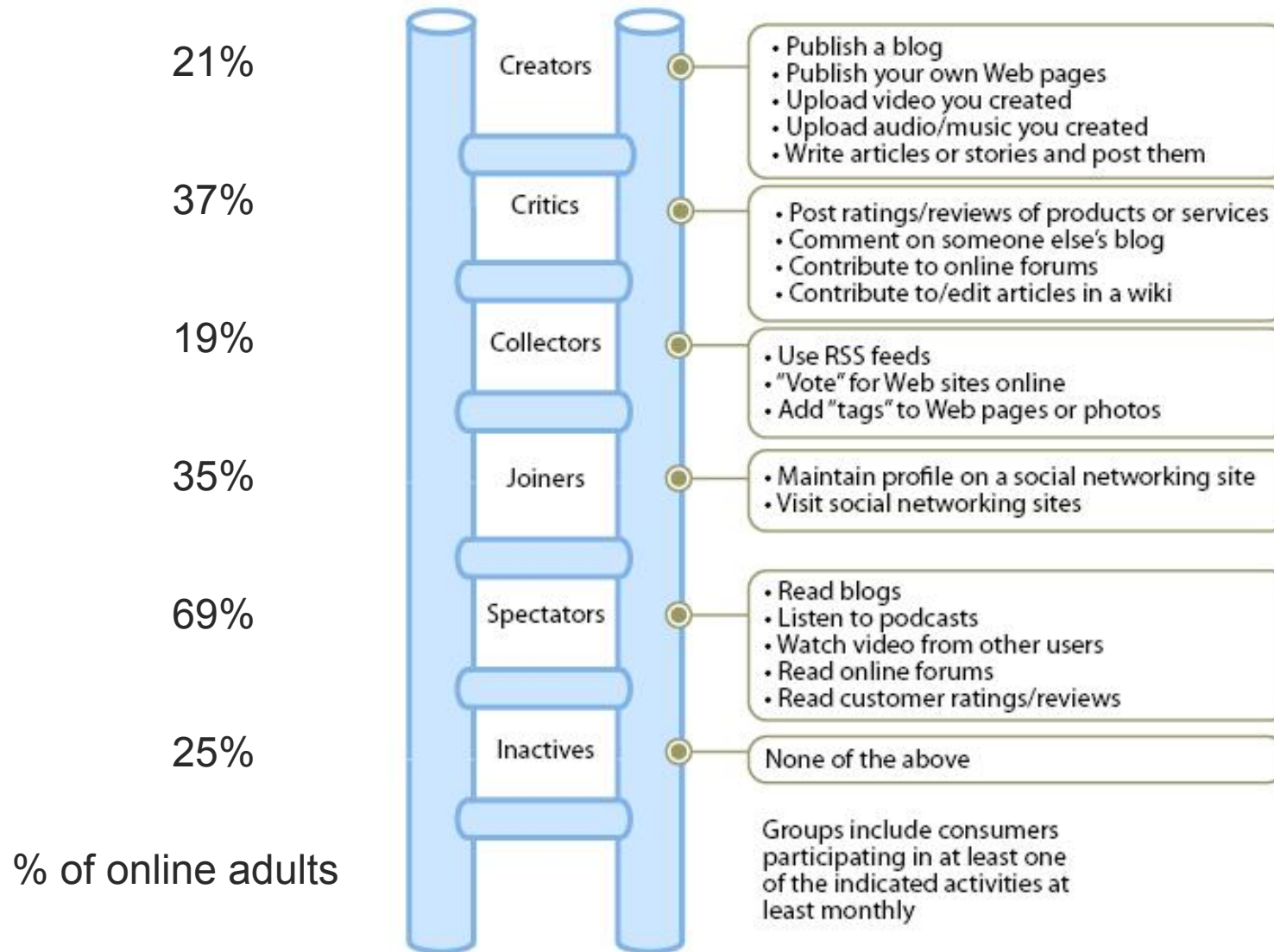
Age Demographic Differences Still Exist



Percent of all people in segment (not just online users)

Source: Jupiter Research

Technographic Differences



Campaign 2008 – What can we learn?

College Grads Highly Engaged Online

The percentage of all adults who use the internet, email, or text messaging to get news about politics or to exchange their views

Gender	
Male	50%
Female	43
Age	
18-29	58
30-49	56
50-64	41
65+	20
Annual Household Income	
Less than \$30,000	28
\$30,000-\$49,999	47
\$50,000-\$74,999	56
\$75,000+	70
Race/Ethnicity	
White, non-Hispanic	47
Black, non-Hispanic	43
Hispanic (English-speaking)	50
Education	
Less than HS	19
HS grad	32
Some college	56
College grad	69

- 46% used the Internet to get news about campaigns, share views and mobilize others
- 35% have watched online videos related to the campaign
- 10% have used social networking sites
- Half of those under 30 with social network profiles use social networking sites to get or share information about the candidates and the campaign
- 8% of Internet users have donated to a candidate online

Younger Voters Moved By Internet

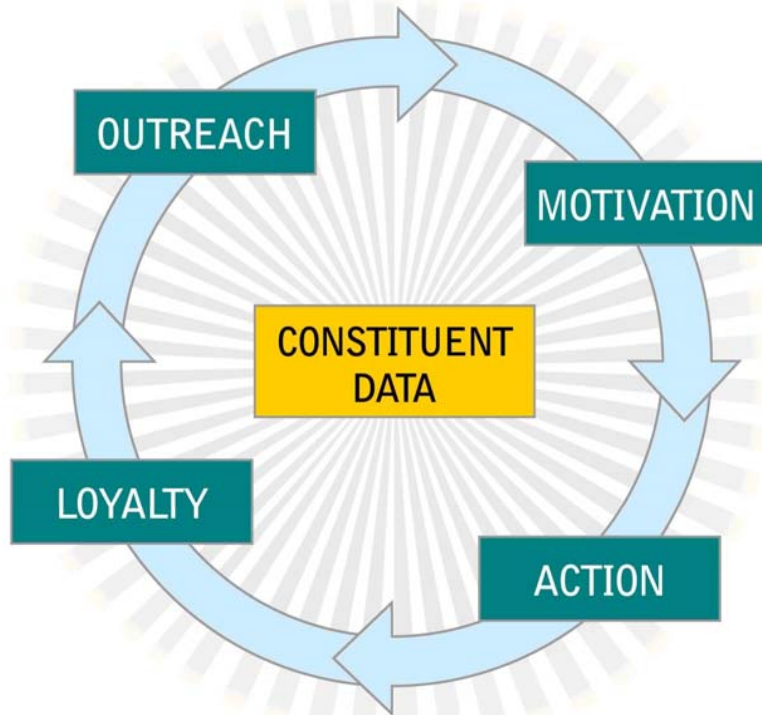
Younger Internet Users See the Good Side of the Internet				
<i>The percent of internet users in each age group who agree with these statements...</i>				
	18-29	30-49	50-64	65+
The internet helps me feel more personally connected to my candidate or campaign of choice	38%	29%	21%	18%
I would not be as involved in this campaign as much if it weren't for the internet	32	22	16	14

Source: Pew Internet & American Life Project Spring 2008 Survey, N=1,553 internet users. Margin of error is ±3%.

Online Marketing Best Practices

Lessons from Outside Higher Ed

eCRM: Online Constituent Relationship Mgmt



1. Optimize email capture in all venues constituents are
2. Optimize the welcome process
3. Learn what's important to them
4. Communicate according to interests and prior support
5. Engage/ involve – through multiple channels
6. Present tangible support opportunities
7. Empower alumni to fundraise for you peer to peer

Email Capture

The image shows a screenshot of a Facebook page for the ASPCA. The page is titled "Take the Pledge to Fight Animal Cruelty" and features a form for users to pledge their support. A red circle highlights the form area. The form includes a checked checkbox for the pledge statement: "YES, I support the ASPCA in its steadfast commitment to end animal cruelty. I will do all that is possible to help the animals in my community live happy, healthy lives." Below this, there are input fields for "First" and "Last" name, "Email", and "ZIP / Postal Code". There is also a "Remember me" checkbox. To the right of the form is an image of a German Shepherd and a small dog. The page also includes navigation links like "Home", "Settings", and "Logout", and various advertisements on the right side.

AMERICAN BIBLE SOCIETY
Sharing God's Word with the World

HOME BIBLE RESOURCE CENTER SHARE BUY BIBLES GOOD NEWS MINISTRY RESOURCES ABOUT ABS
GIVE

Facebook | Adopt an ASPCA Pet - Windows Internet Explorer
http://apps.new.facebook.com/aspcapets/?pagename=fb_register&J5servSessionIdr011=j6p0dr99p1.app25b8s_src=facebc
grassroots enterprise

Welcome to the new Facebook

facebook Watkins Hamlett Friends Applications Inbox (12) Home Settings Logout Search

ASPCA Adopt or Gift a Pet Invite Friends Personal Page

Take the Pledge to Fight Animal Cruelty

YES, I support the ASPCA in its steadfast commitment to end animal cruelty. I will do all that is possible to help the animals in my community live happy, healthy lives.

Your Info:

* Name: First Last

* Email:

* ZIP / Postal Code:

Remember me.

To that end, I pledge to:

Learn to Recognize Animal Cruelty.

Report Animal Cruelty.

Set a Good Example for Others.

Fight for the Passage of Anti-Cruelty Laws by Joining the ASPCA Advocacy Brigade.

[Take the Pledge](#)

Advertise

Get your power back
You2Gov
You2Gov allows you to show the government that you are the owner, not the other way around!

Know When You're Googled
ZABASPHERE
Know When You're Being Searched!
Find out when you're being searched on the web! Register now for a free ZabaSphere and know when someone is searching you. Very cool!


More Ads

Email Capture Via Text Messaging

Text Message registration through a mobile phone — The constituent is first asked to text a 'Keyword' to a 'Short Code' provided by the organization. After the constituent is opted-in, Convio partner Mobile Commons sends back a text message requesting the constituent's email address. After receiving the email address, Mobile Commons sends it back to Convio to register the constituent in the organization's online program.



Beginning Engagement At Sign-Up



REDUCE YOUR CARBON FOOTPRINT.

WHO WE ARE | WHAT WE DO | PLACES

Welcome, WWF Supporter!

Thank you for signing up to receive your commitment to conservation.

In order to make it easier for you, we have created a WWF Supporter Center website. We've built this secure control of how WWF communicates opportunities to make a difference.

USER NAME: mbeeby@convio.
PASSWORD: _____

[Log in today](#) to:

- * Take action to help save our planet
- * Review and update your contact information
- * Manage your e-mail preferences
- * Change your user name and password
- * Manage your interests
- * Read *FOCUS*, WWF's award-winning magazine
- * ...and more


[Need help logging in?](#)

We recommend you change your password [now to change your password or any other information](#).

Log in often as new functionality is added. [bookmark your WWF Supporter Center](#).

Sincerely,
World Wildlife Fund

World Wildlife Fund is the largest conservation organization in the world. WWF has worked to save and address global threats such as climate change, deforestation, and species loss. Known worldwide by its panda logo, WWF has nearly 5 million supporters worldwide.



REDUCE YOUR CARBON FOOTPRINT

WHO WE ARE | WHAT WE DO | PLACES | SPECIES | SCIENCE | CLIMATE | ACT NOW

search site

[LOGOUT](#)

WWF Web site. On this page, you can find information about WWF. As always, we thank you for your use of the resources on this page to get the most out of your WWF membership.

Personal Profile

I would like to receive email about the following selected topics

Expand All Collapse All


Email Interests	Description
<input type="checkbox"/> Conservation Action Network	WWF's Conservation Action Network, email alerts that let you speak out for wildlife and wild places. By joining this list, you agree to take at least three actions online each year and you become a member of WWF at no cost.
<input checked="" type="checkbox"/> E-Newsletter	WWF's E-newsletter, a monthly email packed with conservation news, victories from the field, and ways to engage.
<input type="checkbox"/> Travel	Travel, WWF's monthly e-newsletter featuring opportunities to travel with WWF.

I would like to see content on the web site related to the following selected topics:

Expand All Collapse All

Website Interests	Description
<input type="checkbox"/> Endangered Places	Choose which places interest you the most.
<input type="checkbox"/> Endangered Species	Choose which species interest you the most.
<input type="checkbox"/> Global Threats	Choose which threats to the environment interest you the most.

Special Interests



*If ice continues melting at its current rate, polar bears could become extinct by the end of this century.
photo: WWF-Carson / Howard BUFFET*

QUICK CLICKS

- [Change your username](#)
- [Change your password](#)
- [Update your email preferences](#)
- [Renew your membership](#)
- [Update your personal information](#)


TAKE ACTION

Take Action: [Act now to save life on Earth!](#)

[U.S. Activists: Save Deep Sea Wilderness](#)

[U.S. Activists: Protect Endangered Species from Coal Mining](#)


[U.S. Activists: Stop Imports of Illegal Wood](#)



Donate Now

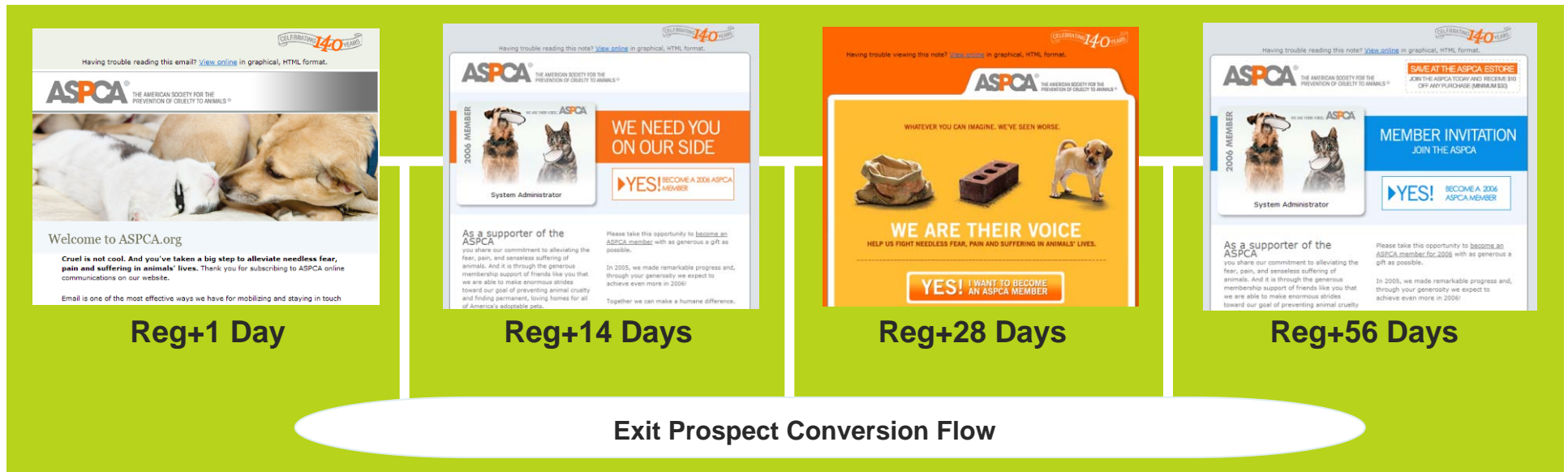
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Optimizing Conversion: Welcome Series

- The ASPCA Prospect Conversion program consists of an automated four-email series consisting of fundraising asks
- Response rate for four email online conversion series: 0.89% (compared to a 0.10% response rate for a typical one-time email appeal)
- Cumulative 12-month conversion rate of online acquired prospects with integrated six piece direct mail component: 5%



Targeted/ Personalized Emails

The Nature Conservancy **February**
SAVING THE LAST GREAT PLACES ON EARTH **great places**
SAVING THE LAST GREAT PLACES ON EARTH **NETWORK**

NATURE.ORG TELL A FRIEND DONATE

Dear Mandy,

Welcome to the February issue of *Great Places*, the e-mail newsletter of The Nature Conservancy. In this issue, uncover the exciting news of a historic land deal in the Adirondacks, get discounts on Nature Conservancy merchandise and send that special someone a Valentine's Day greeting card.

Colorado

©Harold E. Malde

Join us in the field
 The Nature Conservancy of Colorado is offering twenty-three amazing naturalist workshops at our premier preserves in the Yampa and San Luis Valleys. Offering experiences in birding, painting, astronomy, rafting, fly-fishing and more, these trips are designed to explore the natural beauty of Colorado. There's something for everyone.

[Learn more >>](#)

©The Nature Conservancy

Protecting the Adirondacks for Future Generations
 104,000 acres of forest in the Adirondacks - an area seven times the size of Manhattan - have been protected thanks to an innovative deal between The Lyme Timber Company and The Nature Conservancy. "The Adirondacks have long been a haven of serenity and beauty for visitors from around the world," said Henry Tepper, director of The Nature Conservancy's New York chapter. Discover the highlights of this new great place with photos, a map and more.

The Nature Conservancy **February**
SAVING THE LAST GREAT PLACES ON EARTH **great places**
SAVING THE LAST GREAT PLACES ON EARTH **NETWORK**

NATURE.ORG TELL A FRIEND DONATE

Dear Sangeeta,

Welcome to the February issue of *Great Places*, the e-mail newsletter of The Nature Conservancy. In this issue, uncover the exciting news of a historic land deal in the Adirondacks, get discounts on Nature Conservancy merchandise and send that special someone a Valentine's Day greeting card.

Maryland

©Alan Eckert Photography

The Chesapeake Bay Initiative
 The Chesapeake Bay is the nation's largest and most productive estuary—and it is under tremendous pressure. To ensure that the Conservancy's conservation efforts here have the maximum positive impact, the organization recently launched the Chesapeake Bay Initiative.

[Learn more >>](#)

©The Nature Conservancy

Protecting the Adirondacks for Future Generations
 104,000 acres of forest in the Adirondacks - an area seven times the size of Manhattan - have been protected thanks to an innovative deal between The Lyme Timber Company and The Nature Conservancy. "The Adirondacks have long been a haven of serenity and beauty for visitors from around the world," said Henry Tepper, director of The Nature Conservancy's New York chapter. Discover the highlights of this new great place with photos, a map and more.

Engagement: Asking For Input




The screenshot shows the Defenders of Wildlife website. At the top left is the logo, a circular emblem with a wolf silhouette and the text "DEFENDERS OF WILDLIFE". To the right is the site title "Defenders of Wildlife" in a serif font. Below the title is a navigation bar with links: "Home", "Support Us", "Take Action", "Adopt Now", and "eNews Signup". On the right side of the header is a photograph of two wolf pups sitting on a log. The main content area is titled "2009 Defenders Calendar Vote". Below the title is a paragraph: "Help us choose the cover photo for our 2009 calendar, which will be sent to 1.5 million people... and seen by many more. The winning entry will appear in homes, doctor's offices, office cubicles and classrooms around the country." There are three photo options, each with a caption and a credit line:
Option A: A photograph of a gray wolf standing in a tundra. Caption: "A: Gray Wolf surveying the tundra, Denali National Park, Alaska". Credit: "Photo (c) Thomas Mangelsen".
Option B: A photograph of a timber wolf pup in a forest. Caption: "B: Timber Wolf pup in forest undergrowth, Minnesota". Credit: "Photo (c) Jim Brandenburg".
Option C: A photograph of a timber wolf resting on the forest floor. Caption: "C: Timber Wolf resting on the forest floor, Minnesota". Credit: "Photo (c) Jim Brandenburg".
Below the photos is a poll question: "*1. Which picture should be our cover photo?". There are three radio button options:
A: Gray Wolf surveying the tundra, Denali National Park, Alaska (Photo: Thomas Mangelsen)
B: Timber Wolf pup in forest undergrowth, Minnesota (Photo: Jim Brandenburg)
C: Timber Wolf resting on the forest floor, Minnesota (Photo: Jim Brandenburg)
Below the poll is a second question: "2. To verify your vote, please enter your information below." with input fields for "First" and "Last" names.

Engagement Outside Your Website

facebook James Young Friends Applications Inbox Home Settings

ASPCA
 Invite Friends | Personal Page

Adopt an ASPCA Pet Sign the Pledge





Adopt a... Help us promote the dogs and cats at the ASPCA Adoption Center! By adopting animals to show on your profile, you are helping us spread the word and find them homes. To help us out even more, please invite your friends and family to help us promote these furry critters too!


Adopt


Adopt an ASPCA Animal!


Page 1 of 2 | << First | < Previous | Next > | Last >>


Ava
 Send Me!



Bella
 Send Me!


Benny
 Send Me!


Bentley


Bloomberg

ADOPTABLE DOG




MYM
MEET YOUR MATCH™
CANINE-ALITY™
A PROGRAM OF THE ASPCA

MYM Canine-ality: Busy Bee

That Means I'm...
Naturally playful, curious and trusting. Take me for a long walk every day; give me something to do! After my job's done, we can curl up in front of the fire in the evenings.

[Learn more about Meet Your Match Canine-ality...](#)




Name: AVA

Breed: Pit Bull Mix
Color: White
Gender: Female
Age: 6 years

Frequently Asked Questions

Are these dogs and cats available for adoption?
Yes! Please visit www.aspcanyc.org for a complete and instructions on how to adopt. Our adoption center is located at 92nd St.

Why have some of my adopted dogs and cats disappeared?
When the dogs and cats are adopted in real-life, we remove them from our Facebook. This allows us to add new dogs and cats help out the new dogs and cats by adopting or gifting.



Win a Free \$500 Gift Card
With 50 Beautiful Photos

Email Appeal Testing: Email

Wolves will no longer be safe in our most wild places, if the Forest Service has its way. [Please help support our efforts to stop them.](#) (For a limited time, one of our most generous donors will even match your donation dollar-for-dollar!)



Dear Sandy,

Wolves would no longer be safe in our most wild places, if the Forest Service has its way. Under a new proposal, **wolves could be chased down from planes or all-terrain vehicles. Baited traps could shoot toxic gas into their mouths, causing a painful, horrible death.**


[Your donation can help stop this harmful proposal -- and thanks to a dollar-for-dollar match, you can double the impact of your donation.](#)

We're launching a new campaign to stop the Forest Service's ill-advised plan, and you can help. **Thanks to a generous donor who has offered to match your contribution, each dollar you give between now and August 30th will have twice the impact to protect our wolves and other wildlife.**

The Forest Service's plan to make it easier to kill wolves and other carnivores would upset the natural balance in the most remote and wild places we have left.

And it would put Wildlife Services -- an agency with a grim track record -- in charge. **In 2004 alone, they killed more than 37,000 animals through aerial gunning.**

We have to stop this proposal. [Double your gift NOW! Your](#)



✓ YES! I would like to **double** the impact of my donation to help save our wolves! Please **match my gift dollar-for-dollar**:

- \$35 = \$70 with match
- \$50 = \$100 with match
- \$100 = \$200 with match
- \$500 = \$1000 with match
- Another Amount** doubles with our dollar-for-dollar match!

DONATE NOW

Thanks to a generous donor, your contribution will go twice as far to help wolves -- [Double the impact of our donation today!](#)



Dear Sandy,

We've received word from a generous donor that he will match your contribution dollar-for-dollar in the next two weeks. **That means every dollar you give goes twice as far to save our wolves and other wildlife!**

[Double your gift NOW! Help us reach our goal of \\$25,000 -- that's \\$50,000 with the match -- by August 30th.](#)

This matching gift couldn't come at a better time. We're launching a new campaign to **stop the Forest Service's harmful proposal that would make it easier to kill wolves and other carnivores in our wilderness areas -- areas designated to be wild and free of human influence.**

Wolves would no longer be safe in our most wild places. **Baited traps could shoot toxic gas into wolves mouths, causing a painful, horrible death. They could be chased down from planes or all-terrain vehicles.**

And the agency that would be charged with the killing operations -- Wildlife Services -- has a grim track record. **In 2004 alone, they killed more than 37,000 animals by aerial gunning.**

[Between now and August 30th, you have a great opportunity to help us stop this harmful proposal with this dollar-for-dollar donation match. Double the impact of your](#)



✓ YES! I would like to **double** the impact of my donation to help save our wolves! Please **match my gift dollar-for-dollar**:

- \$35 = \$70 with match
- \$50 = \$100 with match
- \$100 = \$200 with match
- \$500 = \$1000 with match
- Another Amount** doubles with our dollar-for-dollar match!

DONATE NOW

[Help us reach our goal of \\$25,000 -- that's \\$50,000 with the match -- by August 30th.](#)

Wolf copy focus: 0.17% donation rate Match copy focus: 0.13% donation rate

- **Wolf-focused tone increased donation rates by 29% in one segment**

Multi-part Email Campaigns

- Multi-series campaigns don't have to be fancy
If you do not have time to create different messages, simply resend the original email again.

For example, a sustainer campaign resend in 2008 yielded 28% more in revenue.

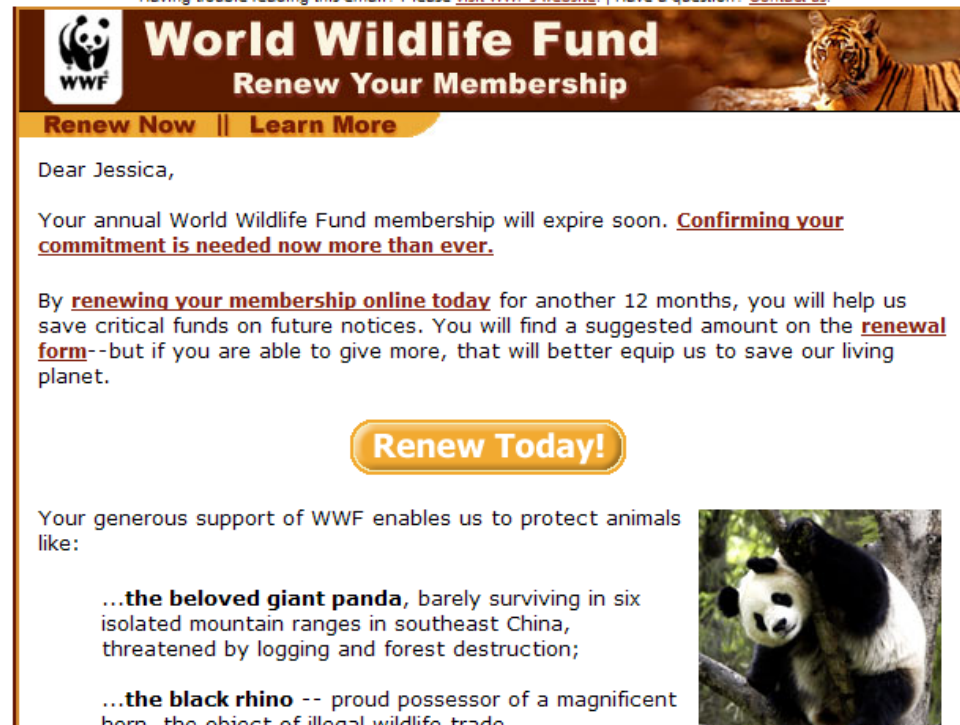
A July WWF renewal resend increased revenue by 79%:

- Original email subject:
"Please Renew Your WWF Membership"

- Resend email subject:
"Reminder: Renew Your WWF Membership"

Your World Wildlife Fund membership will expire soon.
[Renew your membership now](#) and help us save critical funds on future notices.

Having trouble reading this email? Please [visit WWF's website](#). | Have a question? [Contact us](#).



World Wildlife Fund
Renew Your Membership

[Renew Now](#) || [Learn More](#)

Dear Jessica,


Your annual World Wildlife Fund membership will expire soon. [Confirming your commitment is needed now more than ever.](#)

By [renewing your membership online today](#) for another 12 months, you will help us save critical funds on future notices. You will find a suggested amount on the [renewal form](#)--but if you are able to give more, that will better equip us to save our living planet.

[Renew Today!](#)

Your generous support of WWF enables us to protect animals like:

- ...**the beloved giant panda**, barely surviving in six isolated mountain ranges in southeast China, threatened by logging and forest destruction;
- ...**the black rhino** -- proud possessor of a magnificent horn, the object of illegal wildlife trade.



Making Fundraising Tangible

America's Second Harvest
The Nation's Food Bank Network
Ending Hunger.

FURNITURE • APPLIANCES • ELECTRONICS
RAC
Rent-A-Center
COMPUTERS

FILL AMERICA'S FRIDGE!

5 million lbs. of food for the hungry!

In the land of plenty, there's no reason more than 35 million Americans should go hungry! You can help get much-needed food to struggling families by helping *Fill America's Fridge!*

Normally, every \$1 you give **MULTIPLIES 30 TIMES** to get food and groceries to families in need. **That means it only costs \$5.25 to feed a family of four for a whole week.** Now, thanks to a \$125,000 matching gift from Rent-A-Center as part of a four-year \$500,000 commitment to help end hunger that same \$5.25 will feed them for two weeks!

Here's how:
Choose how much you would like to give for each of the kinds of foods below. Then click the calculator and see how your gift multiplies to help hungry families!

Enter the amount you'd like to give:

\$

Dairy Products

\$

Meat Products

\$

Fruits & Veggies

\$

Breads & Grains

Fill the Fridge!

What your gift will do:

Feed a family of four for

0 weeks

That is

0 meals

0 lbs. of food

\$0 worth of food

All from your \$0 gift!

Click here to GIVE NOW!

Optimizing Ask Strings

- Get the full picture and integrate across channels
Figure out how your donors behave both on- and offline and understand how your interactions with them effect behavior
- Use dynamic ask strings for renewals based on each donor's giving history



Gift Information

*Select Your Gift Amount:

- \$141.00
- \$143.00
- \$144.00
- \$146.00
- Other

Select a Premium

*Premium Selector:

- Two Polar Bear Bags
Two eco-friendly bags--shipped to you in late November



Gift Information

*Select Your Gift Amount:

- \$101.00
- \$102.00
- \$103.00
- \$104.00
- Other

Select a Premium

*Premium Selector:

- Two Polar Bear Bags
Two eco-friendly bags--shipped to you in late November

Constituent Empowerment

Jewish National Fund

United States
484-897-0000

Donation Opportunities
In Your Area
The Work We Do
About Us

Log into your JNF Account

Help Me go to Israel...

Make a Donation

Total Money Raised

Goal: \$800.00
Achieved: \$913.00

Make a gift!

Fundraising Honor Roll

Mom, Dad & Ferri

Rendy Landsman

Hi, welcome to my personal Alternative Spring Break (ASB) to Israel page!

With your help, I will be spending my spring break not on vacation, but doing volunteer work in Israel. I am raising money for my Alternative Spring Break trip to Israel, while contributing to Jewish National Fund's Northern Renewal Campaign, a worthy cause at the same time!

Here's how you can help me get to Israel on ASB this March:

Each tax-deductible contribution that you generously give on my behalf, will be used to reforest and rebuild Northern Israel. Once I raise a minimum of \$800, I will be going to Israel with the Jewish National Fund to take part in projects that are part of the Northern Renewal Campaign.

Operation Northern Renewal will focus on reforestation, upgrading parks and recreation sites, developing tourism, preparing land for agriculture and providing research and development, working on preparedness (more fire trucks, accessible hydrants and equipment storage), the purchase of a firefighting airplane, year-round camps for children, a housing loan program to encourage families to move to the north, funding of Hagey Sayarut, Israel's elite youth movement, and volunteer activities.

Since 1901, JNF has been the caretaker of the land of Israel, on behalf of its owners--Jewish people everywhere. The money you donate will help rebuild forests, parks, and communities in Northern

Help me fight animal cruelty!

DONATE TO THE ASPCA TODAY

78%

Goal: \$1,000.00

Achieved: \$785.00

facebook Home Profile Friends Inbox Vinay Bhagat Settings

ASPCA Adopt or Gift a Pet | Invite Friends | Personal Page

Vinay Bhagat

How You Are Helping - Summary

1 actions in support of ASPCA
0 friends inspired to support the ASPCA
0 donations in support of the ASPCA
Take action now!

How You Are Helping - Details

You added the application at September 20 6:46pm.

Dogs and Cats You Have Adopted

[My Adoptions Details](#)

How Your Friends Are Helping

Noel Nail Beebe added the application at October 6 11:00am.

Sachin Wadhawan added the application at July 30 11:55am.

Victoria Miller added the application at July 26 9:23am.

Kate Hussein Merriman added the application at July 17 9:26am.

Patrick Dillon added the application at July 11 11:11am.

Tad Druart added the application at June 30 12:56pm.

Lisa Mings added the application at June 30 11:36am.

Tommy Spann added the application at June 30 10:17am.

Brad Duff-Hudkins added the application at June 26 4:47pm.

Kent Gilliam added the application at June 26 3:41pm.

Take the Pledge Against Animal Cruelty!

Friends Who Support the the ASPCA

James Young

David Hart

Tommy Spann

Tad Druart

Sachin Wadhawan

Matthew Mielcarek

Kate Hussein Merriman

Corey Puchorodsky

Peter Genuardi

Patrick Dillon

Noel Nail Beebe

Kent Gilliam

Lisa Mings

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Multi-Channel Marketing

Multi-Channel Marketing: The Need



← Direct mail and telemarketing



← Email and Web



← IM, text messaging, social media

Integrated Approach Maximizes Results

- Coordinate the timing of on- and offline appeals
Example: Integrated tiger appeal preliminary results show 40% better response rate

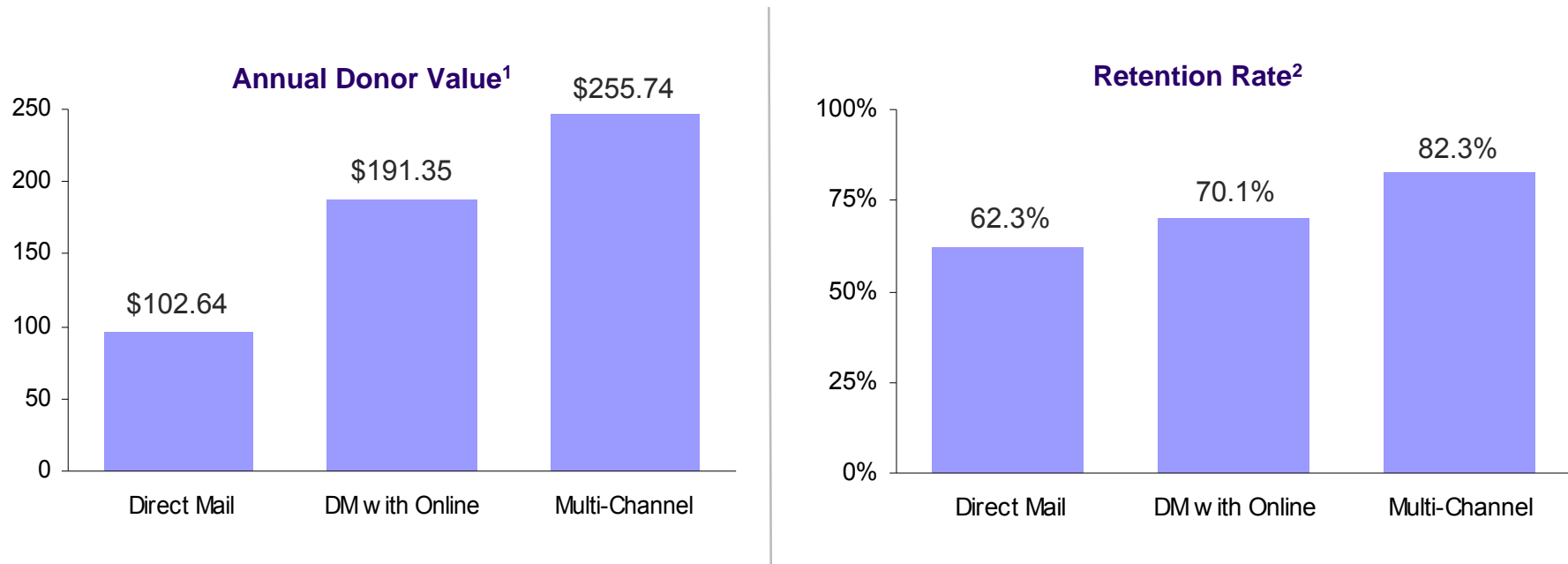
Offline appeal and envelope

Online appeal, included envelope image

Online appeal, included envelope image

And Lifetime Donor Value

- Online engagement improves annual donor value and retention rates even if donors continue to give via the mail
- If donors give online as well, annual value and retention rates are further enhanced



Sources:

1. Convio/ Strategic One White Paper: Integrating Online Marketing (eCRM) with Direct Mail Fundraising: Adding a New Communication and Donation Channel Increases Donations; total contributions over 12 month period, excluding \$10k+ gifts for SPCA of Texas in 2005
2. Ibid. Comparison of retention rates for multi-year donors, SPCA of Texas 2005

Very Integrated Campaign Example

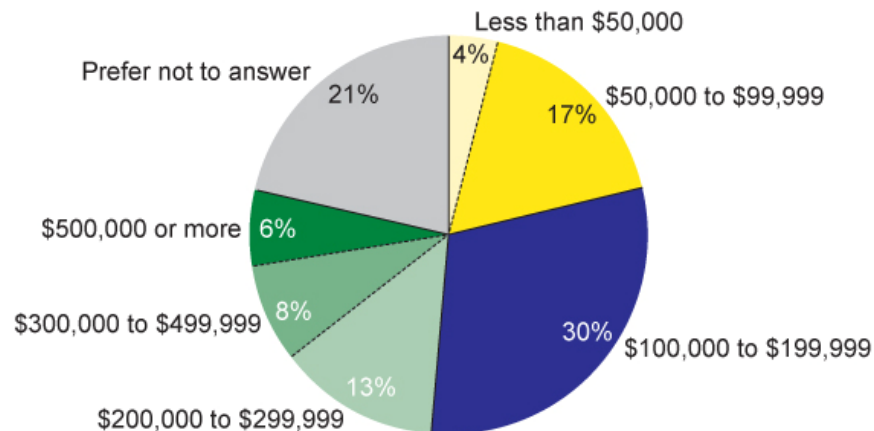
	Dec 17-23	Dec 24-30	Dec 31-Jan 6	Jan 7-13	Jan 14-20	Jan 21-26	February	March
HRC.org	Home Page Feature; Thermometer Up on Pages	Home Page Feature	Home Page Feature (focus on video)	Home Page Feature	Home Page Feature	Lightbox Takeover		
Standalone Emails	Email #1 – Launch (12/17)	Email #2 – Personal note from Joe (12/30)		Email #3 – Focus on Politics (1/8)	Email #4 – 1 Year out from Inauguration (1/20)	Email #5, #6, Deadline (1/24, 1/28); Partners asks		
Other Emails	E-News Feature (12/19)	Holiday Card (12/24)	Resolve Video (1/1)		Huckabee Action on Year to Win theme (1/16)	E-news post-campaign report		
Web 2.0	Initial Post, Thermometer Up	Post re: Holiday card	Post re: Video	Web badge push	Post re: Results so far	Post re: Deadline		
HRC BackStory	Initial Post, Thermometer Up	Post re: Holiday card?	Post re: Video		Post re: Results so far	Post re: Deadline		
Mobile Text			Last chance to give in 07 text? (12/31)			Deadline Reminder? (1/25)		
Direct Mail	Renewal 0 begins returning Envelope Closers		Ren 1 Drops Membership Card & Sticker				Ren 2 Drops Carbon Copy Package	Ren 3 Works Annual Workplan
Telemarketing							TM 1 TM Responsive	TM 2 General File

The Role of Online Marketing with Major Donors: Wired Wealthy Study

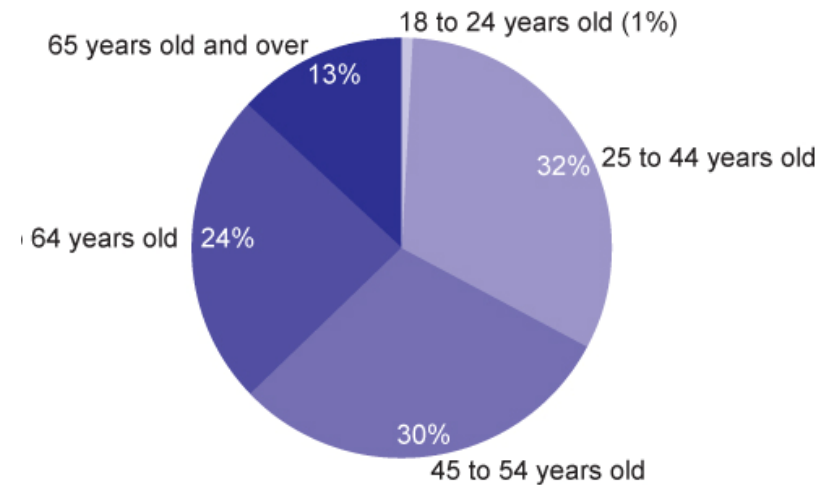
Demographics

- 51% have completed 2-3 years postgraduate work or more
- 38% professionals; 15% retired
- 90% Caucasian

Total Annual Household Income (all respondents)



Age (all respondents)

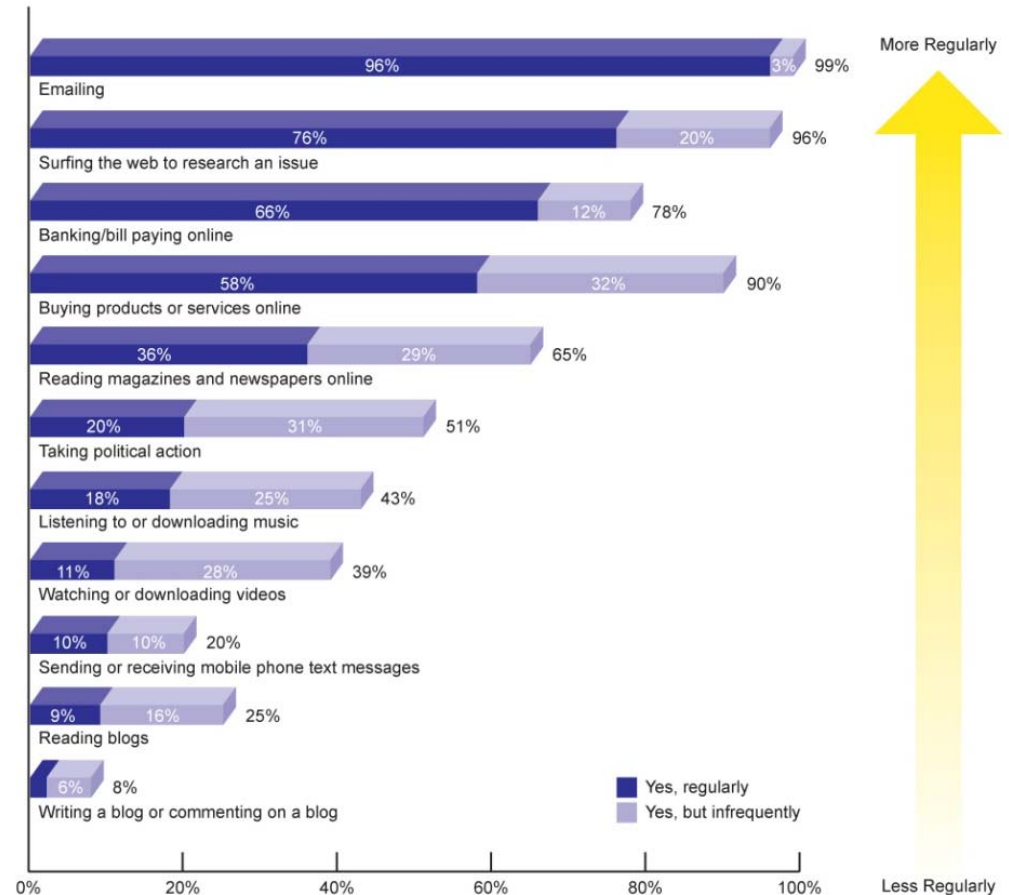


Demographic questions: Q33-39

Online Interactions

- 90% buy stuff online (58% regularly)
- 78% banking and bill-paying online
- 65% get news online (36% regularly)
- 51% have taken political action online
- 43% download or listen to music (18% regularly)
- 39% view videos (11% regularly)
- 39% view videos (11% regularly)
- 25% read blogs (9% regularly)
- 20% use SMS (10% regularly)
- 8% comment on a blog (2% regularly)

Activities Respondents Engage in Online
(all respondents)



Online habits questions: Q29-30

Wired Wealthy Donor Clusters



Relationship Seeker (29%)

Most likely to respond to opportunities to connect emotionally with your organization online.

Casual Connector (41%)

The largest of the three clusters, question after question this group appears to “split the difference” in terms of attitudes and preferences.

All Business (30%)

Does not appear to be looking for a relationship or emotional connection.

Cluster Analysis

Relationship Seekers

Relationship Seekers 29% (n. 995)	
Avg. Age	48 yrs old
Avg. total gift (self-reported)	\$11,401/year
% Have given online	86%
% Prefer online	56%
% Prefer mail	23%
% Visit charity web site regularly (once a month or more)	16%
% Read most charity emails (75% or more)	42%
Activities done online regularly:	
% Read blogs	13%
% Take political action	35%
% Social network (approx.)	42%
% Watch or download video	18%

“It feels like there are so many challenges in the world...And I know we are never going to be done, but just give me something to hang my hat on, something to say, ‘yeah, this has made an impact.’”

“I do get lots of emails from all these organizations and if it’s got interesting content about their work, I’m happy to get them. You pick and choose.”

All Business

“As soon as you find organizations that try to keep individual profiles of their donors and cater to them, send their information to me.”

“I consider myself a very passive donor...many of the organizations it's simply a monetary donation - don't worry I'll be back next year - and that's really the extent that I want the relationship to be...so what could they send me that would turn my head? I don't know.”

All Business 30% (n. 1022)	
Avg. Age	53 yrs old
Avg. total gift (self-reported)	\$12,698/year
% Have given online	75%
% Prefer online	46%
% Prefer mail	37%
% Visit charity web site regularly (once a month or more)	1%
% Read most charity emails (75% or more)	9%
Activities done online regularly:	
% Read blogs	6%
% Take political action	7%
% Social network (approx.)	12%
% Watch or download video	7%

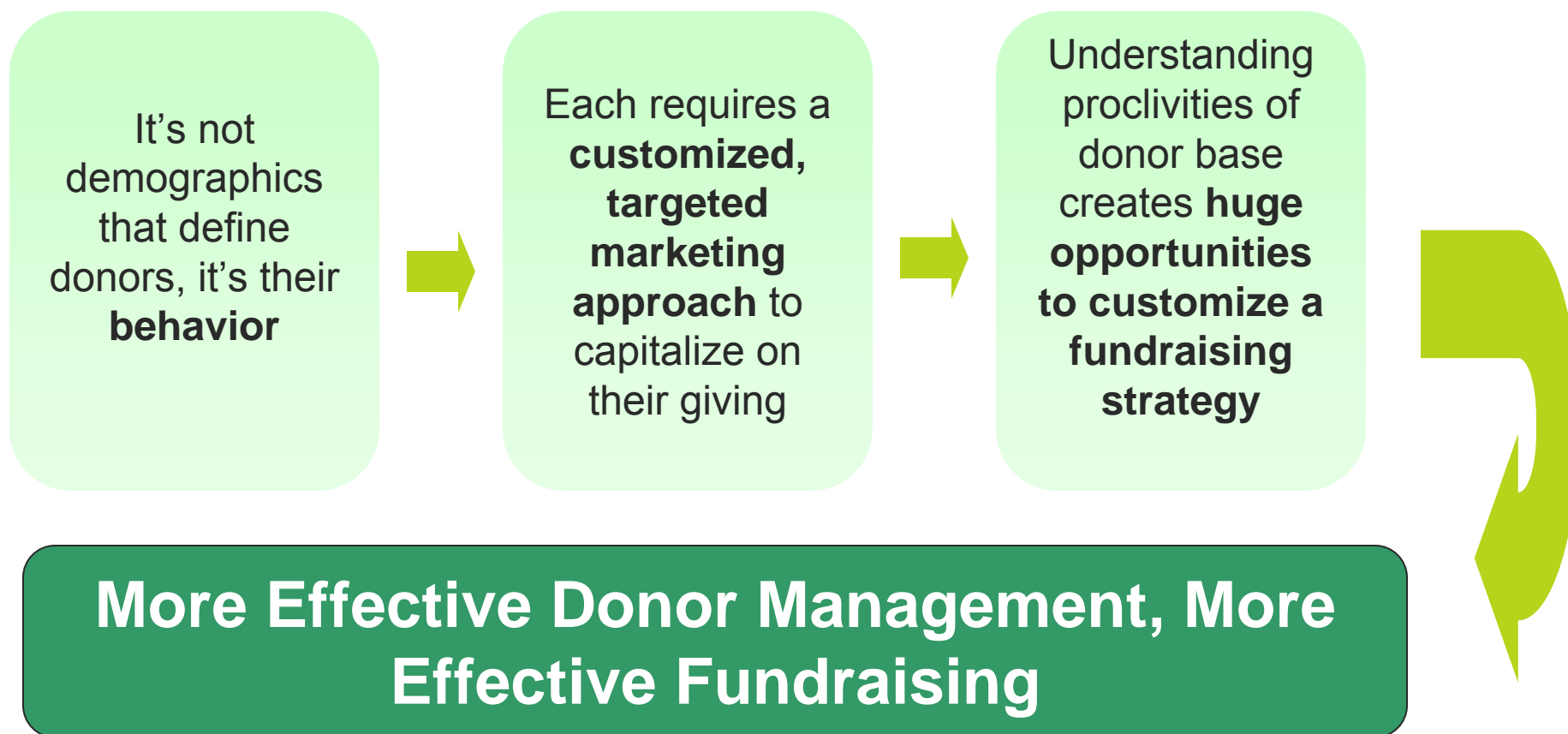
Casual Connectors

Casual Connectors 41% (n. 1426)	
Avg. Age	50 yrs old
Avg. total gift (self-reported)	\$9,212/year
% Have given online	80%
% Prefer online	50%
% Prefer mail	30%
% Visit charity web site regularly (once a month or more)	6%
% Read most charity emails (75% or more)	27%
Activities done online regularly:	
% Read blogs	8%
% Take political action	18%
% Social network (approx.)	19%
% Watch or download video	8%

“I do like learning more about what [the charities] are doing because I feel like that keeps me connected with it and allows me to understand how my dollars are really going to be effective for them.”

[When researching a charity] “We’ll usually go to the charity’s web site first and say, ‘ok we’ve heard this little snippet in the news about them – what are they actually doing?’ ...If the information on the web site is something we are interested in, then I’ll go and I’ll look to see, is their administrative costs appropriate?”

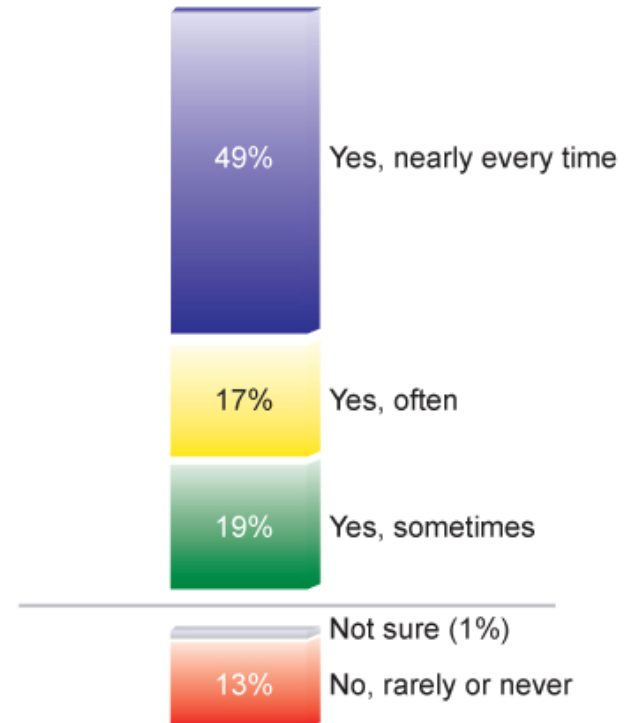
What does this mean?



Web Sites and Giving

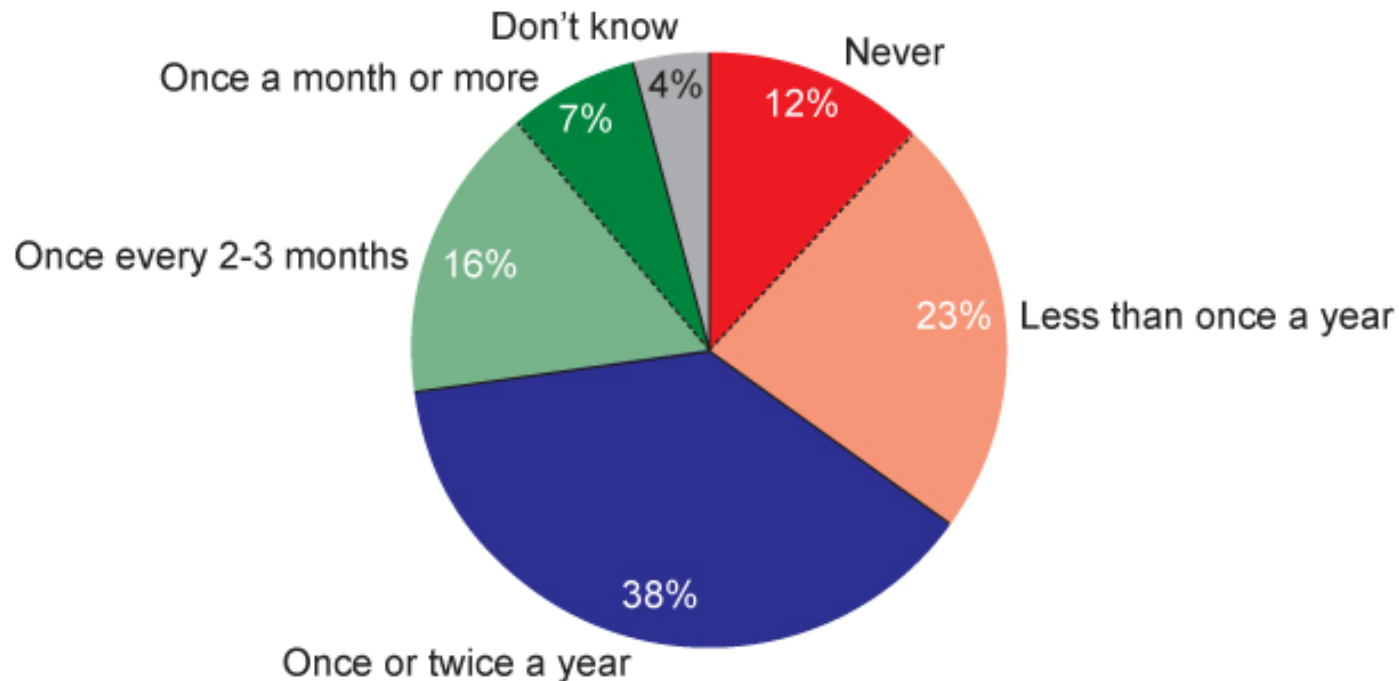
- Web sites are an important decision-making tool

Tendency to Visit Web Site Prior to Making a First Gift *(all respondents)*



Not a lot of bites at the apple...

Frequency of Visiting Web Site After Making a Gift *(all respondents)*



Email Attitudes and Behaviors

	Total	Relationship Seekers	Casual Connectors	All Business
% Agree Strongly:				
I always open and glance at emails from causes I support	23%	40%	24%	5%
I like email updates that show how my money is being spent	22%	39%	23%	3%
Most charities send me too much email	21%	13%	16%	36%
I used to read more of the emails I get from causes and charities than I do now	13%	13%	11%	14%
Charity emails do a good job of making me feel connected to the cause	9%	19%	8%	0%
Charity emails are generally well written and inspiring	8%	16%	7%	1%
Charity emails that address me by my first name are too familiar	8%	4%	6%	16%

Donors want more control

“Instead of just checking a box that says ‘Never’ [referring to email opt-out box], they could actually grade it and say ‘only contact me once or twice a year, exceptional events.’ At the moment it’s either email me or don’t email me.”

What effect, if any do the following have on your inclination to make an additional donation in the future? (Q11sum2)

A lot/somewhat more:

	Total	Relationship Seekers	Casual Connectors	All Business
The charity permits me to tell them how often to email me	73%	79%	76%	65%
The charity permits me to control the information I receive , so I only hear about the subjects I care about	71%	77%	73%	62%

“Upon becoming a new donor, I wouldn’t mind filling out a brief survey that sort of assesses my interest in the organization, like why I’m interested in them. So that they can do targeted emails, and so they know more about who their donor base is so they can create web information that addresses those interests.”

Emails Most Likely to Make Donors Happy

- Tax receipt
- Annual renewal notice
- Financial update/progress report
- And for some of your donors:
 - ▶ Action alerts
 - ▶ Success stories “how public radio made a difference.”

“What I would like which they don’t all do and I find it very irritating - they don’t send an end of year statement for tax purposes...I just have to keep all these bits of paper.

It would just be so much better if at the end of the year...they would send me one receipt, which they don’t do.”

“Very Valuable”	Relationship Seekers	Casual Connectors	All Business
Action alerts	53%	33%	7%
Success stories	43%	27%	1%

Email questions: Q18sum1, Q9sum2

Five Things to Start Doing Tomorrow

Action		Result
Assess your email calendar	➔	Get an “all business” and “relationship seeker” perspective
Plan four pure cultivation emails	➔	Enables potential donors to contact/reach you
Plan a survey to assess recipient interests and preferences	➔	Identifies relevant subject matter/channels for messages
Explore creation of a tax receipt in January 2009	➔	Communication that pleases most donors
Overhaul your newsletter; Move primary control to fundraisers	➔	Ensure a donor-centric communication

Five Things to Plan for In 2009

Action		Result
Create preference center, tiered email options	→	More targeted messages to supporters, increase % read
Evaluate usability, Overhaul donor info on website	→	Stronger case for giving on your website
Psychographic Profile Donors	→	Better understand donor dynamics and needs
Expand options for relationship seekers, especially video	→	Increase engagement with most engaging group
Create a permanent feedback loop with donors, including advisory panel	→	More touchpoints = more engagement = better relationship

Conclusions for Higher Ed

- Clear business case for increased online investment
- Imperative to be thoughtful about email capture, engagement, segmentation, and fundraising
- Strategy should encompass social networks and text messaging as well as DM/TM integration
- Critical to define what activities/engagement best occur in public social networks vs. private
- Measure ROI not solely by online dollars but by online engagement. Online engagement lifts annual donor value and supports major gifts fundraising