



Integrated Campaigns

How to make your online and offline efforts work together



TXT Your Session Evaluation!

TXT ntc142
to 69866

Or complete online at <http://nten.org/ntc-eval> or on a paper evaluation available in the session room.



Each completed session evaluation enters you to win a FREE 2010 NTC Registration!

Mobile Commons

Why are you here?



What is it?



A Whole New Level



Panelists



Nick Allen
DonorDigital
nick@donordigital.com



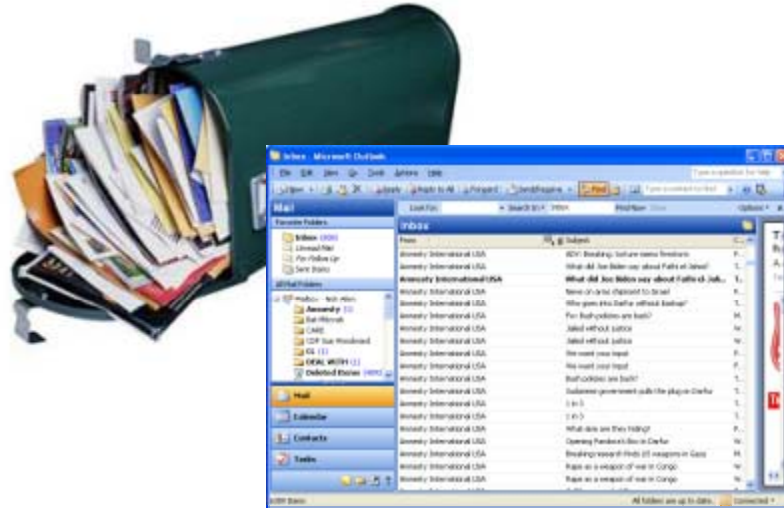
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National Trust for Historic
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Big Duck
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Tompkins Spann
Convio
tspann@convio.com



The value of multi-channel donors

Data from
donorCentrics™ Internet Giving Collaborative
Benchmarking Report (December 2008)

presented by Nick Allen



ONLINE FUNDRAISING • ADVOCACY • ADVERTISING



Online revenue and donors as % of totals (most successful)

- Donors: 15%
- Revenue: 17.5%



Why bother?

- Use more touch points, get more \$
- Figure out how donors like to communicate
- Invest in retention and long-term value



Demographics: online v. mail

- Younger
 - Online: 35-64
 - Mail: 65+
 - 14% online donors 65+
 - Online sweet spot: 50s

- Higher household income

- Gender
 - Gender ratios similar online and off
 - Men give more than women
 - Online women give more than offline men



Offline, online, both

- Offline v. online average gifts
 - \$79 v \$154
 - \$79 v. \$148
 - \$52 v. \$74
- Offline v. online multi-channel donors
 - \$212 v. \$302
 - \$192 v. \$258
 - \$115 v. \$157



Online to mail.....

- Online-acquired donors giving by mail or phone: 15-25%
- Mail-acquired donors giving online: 6-7%



Retention, conversion

- Mail donors give more if they have e-mail address on file
- Longer a donor giving by mail, less likely she will also give online
- Longer a donor on file, more revenue/year, both channels
- Multi-year retention rates a little lower for online



Multi-year retention: # sources

- Offline donor, 1 source: 66%
- Offline donor, 2+ sources: 81%
- Online donor, 1 source: 59%
- Online donor, 2 sources: 75%

Sample organization, Target Analytics
donorCentrics Internet study, Dec. 2008



Multi-year revenue per donor migration, 2007-08

Donors giving online and offline 2007

- 2008 offline only: \$386
- 2008 offline and online: \$561
- 2008 online only: \$453

Preservation Nation

NATIONAL
TRUST
FOR
HISTORIC
PRESERVATION*

Helping people protect, enhance and enjoy the places that matter to them. [Learn More](#)

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Join today and your gift will be matched

DOLLAR FOR DOLLAR

[Join Today](#)



STORY OF THE DAY

Portland Debates Fate of Modernist
Memorial Coliseum




[A Guide for States](#)

The economic crisis poses both threats and opportunities to preservation at the state level

HOW YOU CAN HELP

- ▶ [Join](#)
- ▶ [Renew Your Membership](#)
- ▶ [Make a Donation](#)



Challenge: Develop online membership renewal pathway integrated with 9-part traditional direct mail package

Goals:

- Increase renewal income
- Increase retention rate
- Lower costs
- Foster additional membership communications channels
- Learn about how members would respond to online appeals
- Increase affinity of all donors to online activities
 - Get offline donors used to and comfortable with Preservation Nation even if they didn't renew online

eRenewal Series

- 9-part email series to dovetail with direct mail drops
- Condensed language
- Carry over images from direct mail package
- Renewal language and images imbedded throughout website and targeted to individuals in renewal cycle

NATIONAL TRUST FOR HISTORIC PRESERVATION

www.PreservationNation.org

Renew Your Membership Today!

Dear Donna:

I hope you have enjoyed the first year of your National Trust for Historic Preservation membership. As your membership comes up for renewal, I want to take this opportunity and alert you that you'll be receiving mail soon. This mailing will include information on the horizon for the National Trust for Historic Preservation.

The National Trust for Historic Preservation's efforts to help America continue to move steadily forward and charting bold new courses in the 21st century.

By renewing your membership, you are enabling our efforts to help people protect historic places and bring them back to life. From the Tomb of the Unknown Soldier in Arlington, Virginia, to the Pui Tak Center in Chicago, we are working in the most storm-ravaged neighborhoods. We hope your membership support as we chart new courses to help our country.

National Trust for Historic Preservation volunteer helping to rebuild New Orleans.

One of the many ways your membership dues are at work. To continue this vital work, please renew your membership today.

RENEW TODAY

Contact the Membership team at membership@ntrp.org

11 Dupont Circle, N.W., Washington, DC 20036-2117
tel: 800.315.6847 fax: 202.588.6085
www.PreservationNation.org <http://www.PreservationNation.org>

National Trust for Historic Preservation. All rights reserved.

Forward this message. Change your email preferences.

Timing

	Timing	Message
R1	4 months prior to renewal	Your membership expires soon; Split messaging b/n multi-year & 1 st year members; expiration date published
R2	3 months prior to renewal	Impact reminder
R3	2 months prior to renewal	Benefits reminder
R4	1 month prior to renewal	Magazine reminder
R5	Month of renewal	Deadline: renew by certain date to not receive more mailed notices
R6	Month after expire	Monthly options available
R7	2 months after expire	Mission reminder
R8	3 months after expire	Critical needs reminder
R9	4 months after expire	

Challenges

- Limited % of emails for off-line donors
- Less than 25% of email house file as donors
- Many of emails gathered through data-synch—would they respond to online approaches? How would they react?
- Direct mail program very established and successful.
- Management distrust of online delivery mechanisms
- Who would implement? Direct mail team? Membership? Fundraising?
- Would members adopt?
- Limited understanding of what online members expected

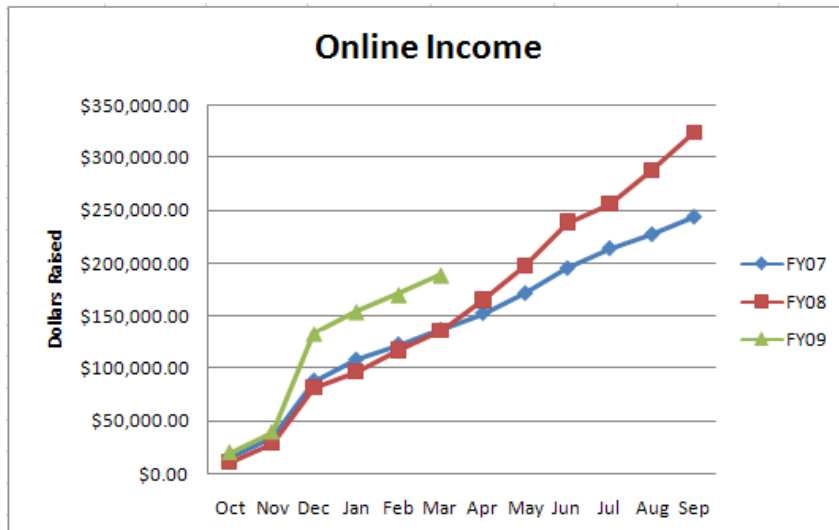
Opportunities

- Decrease hard costs
- Increase online engagement
- Tap into momentum of new website and presence among members

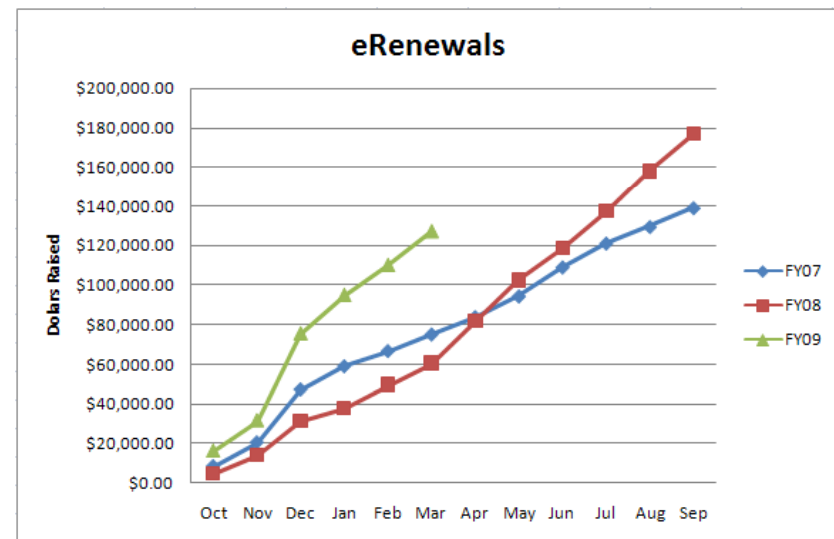
The Team

- Management: risk/uncertain outcome
- Fundraising team: coordinate asks & messaging in offline series (i.e., emphasized need for dynamic ask strings); drive offline members to give online, increasing registrations
- Offline data managers: agree to support via monthly selects; comfort with timeline
- Engagement staff: build & send messages; testing; group uploads; reports
- Consultants: best practices, industry experiences/approaches, condensed language, send schedule, blending with other communications packages

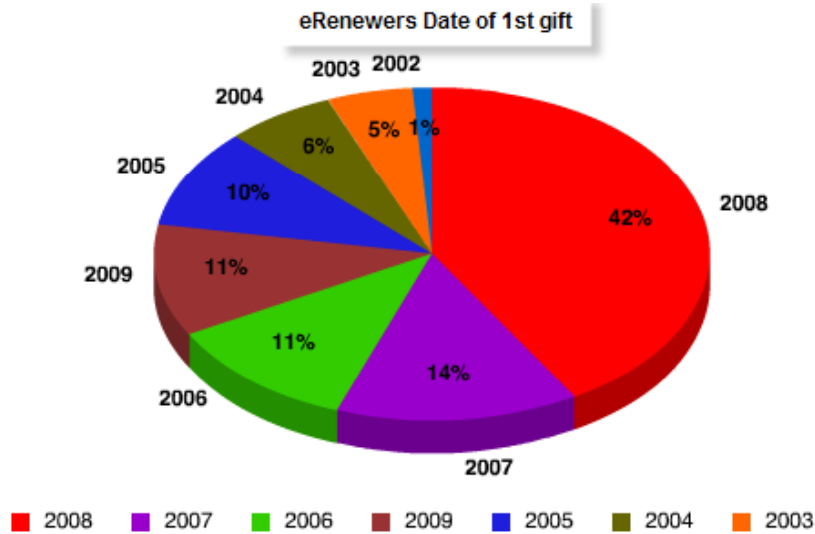
Results



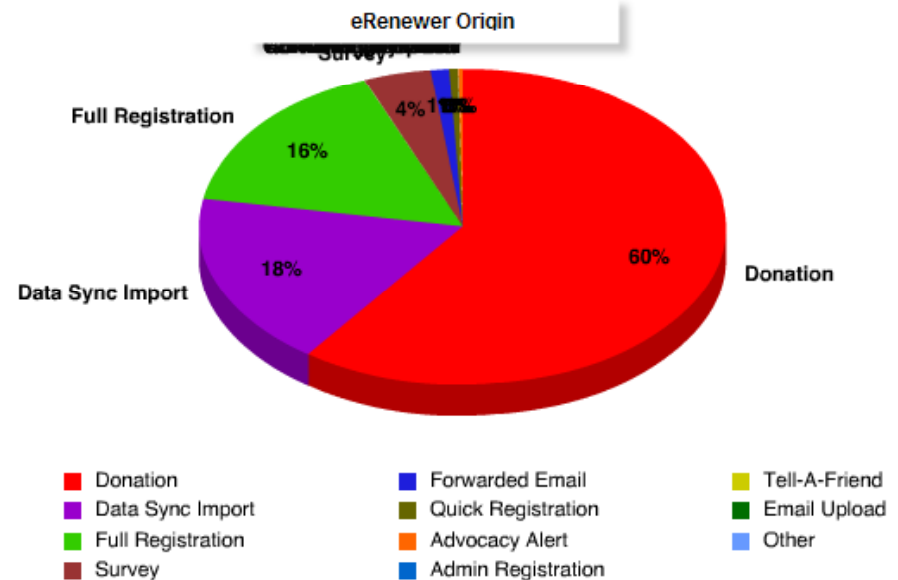
- Implemented March 2008
- Immediately drove eRenewal income above prior year levels
- eRenewals continue to drive online revenue and growth



Results



- Strong adoption rate
- Historic donors responding enthusiastically
- Data sync donors adopting online process
- Online constituents confirming online preferences



Results

	Open	Click	Action
eRenewals	28.31%	4.69%	2.6%
NTHP eNewsletter	25.58%	5.14%	0.14%
Convio benchmarks	20%	2.0%	0.13%

- Strong email responsiveness

Taking it to the next level

- Refresh series
 - Freshen images/some content
 - Testing rotation of asks
 - Testing pitch and messaging of asks
- Incorporate new online-only features
 - Increase personalization of asks
 - Add expire dates

Bigger/Better Integration

- Catalyst for organizational shift to online fundraising
 - Support to invest in email append
 - Secured additional 12,000 emails for existing members
- Driving more sophisticated online engagement
 - Mission-connected engagement campaigns
 - This Place Matters
 - Partners in Preservation

This Place Matters



THIS PLACE MATTERS



View the places that matter all across the country -- and [add your place](#) to our Map!



- Integrate multiple platforms: social networking, email, partner collaborations
- Engagement effort that makes preservation accessible to all;
- Multiple membership acquisition channels: online acquisition and snail mail
- Affiliate group organizing
- Future opportunities: Magazine story

Partners in Preservation

AMERICAN EXPRESS
Partners in Preservation
Greater Boston Initiative

log in

NATIONAL TRUST FOR HISTORIC PRESERVATION

Congratulations to the 25 historic places selected to participate in the Greater Boston Partners in Preservation program.
Vote daily April 14 – May 17.

Edgell Memorial Library (200

About
Learn more about American Express Partners in Preservation

Explore
Discover the heritage of Boston

Welcome to the Greater Boston Homepage for the American Express Partners in Preservation Program.

Help American Express and the National Trust for Historic Preservation give away \$1 million in preservation grants to

CAST YOUR VOTE
Tell us which care about m

- Voters fed into engagement pathway campaign for membership and sustained online engagement
- Acquisition: email rotations, direct mail and telemarketing
- Next steps in place for immediate cultivation
- Blended with offline promotion campaigns by sites

Lessons Learned

1. Start with lower risk to make the case to leadership for higher profile initiatives
 - Be prepared for the bar to move following success
2. It takes a village to support the program
 - And it may take time to convince your villagers to give it a try
3. Learn from your results
 - Be willing to test assumptions, move forward from analysis

bigduck

smart communications
for nonprofits



Sarah Durham

- active blogger
- tweets @ bigducksarah
- host of Nonprofit Jungle podcast





The Pledge to End Duchenne

Every boy deserves to climb higher, walk farther, breathe deeper, and live longer.

- I will support researchers until treatments exist that benefit all young men with Duchenne.
- I will advocate on behalf of families affected by Duchenne.
- I will help connect the Duchenne community.
- I will raise awareness about Duchenne.
- I will join Parent Project Muscular Dystrophy in the fight to end Duchenne.

Name (please print) _____

Email _____

I pledge to end Duchenne in honor of _____



- Quantity: 2,000
- Final size: 4.25" x 6"
- 2/2 color
- Stock: Cougar opaque #80 cover
- Wafer seal, vertical perforation,
- score & fold
- Mail fulfillment
- Total cost: \$3,220.80



1. iPetition
2. Petitions on Ning
3. Democracy in Action
4. Care 2 petitionsite





LEADING THE FIGHT TO END DUCHENNE | **Parent Project Muscular Dystrophy**

Dear Friends,

Join us in the fight. [Sign the Pledge to End Duchenne today.](#)

Although we've made great strides — funding promising new research, promoting advocacy, connecting a supportive community, raising awareness, and broadening life-extending treatment options — a Duchenne muscular dystrophy diagnosis today still devastates.

We pledge to continue to fight until every family affected by Duchenne can turn to a life-saving treatment. Show your support and [add your name to the Pledge to End Duchenne](#) today at www.EndDuchenne.org.

Together we can end Duchenne. Together we will end Duchenne.

Thanks for your ongoing involvement,



Kimberly Galberaith
Executive Vice President
Parent Project Muscular Dystrophy

The Pledge to End Duchenne

Every boy deserves to climb higher, walk farther, breathe deeper, and live longer.

- I will support researchers until treatments exist that benefit all young men with Duchenne.
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Sign the Pledge

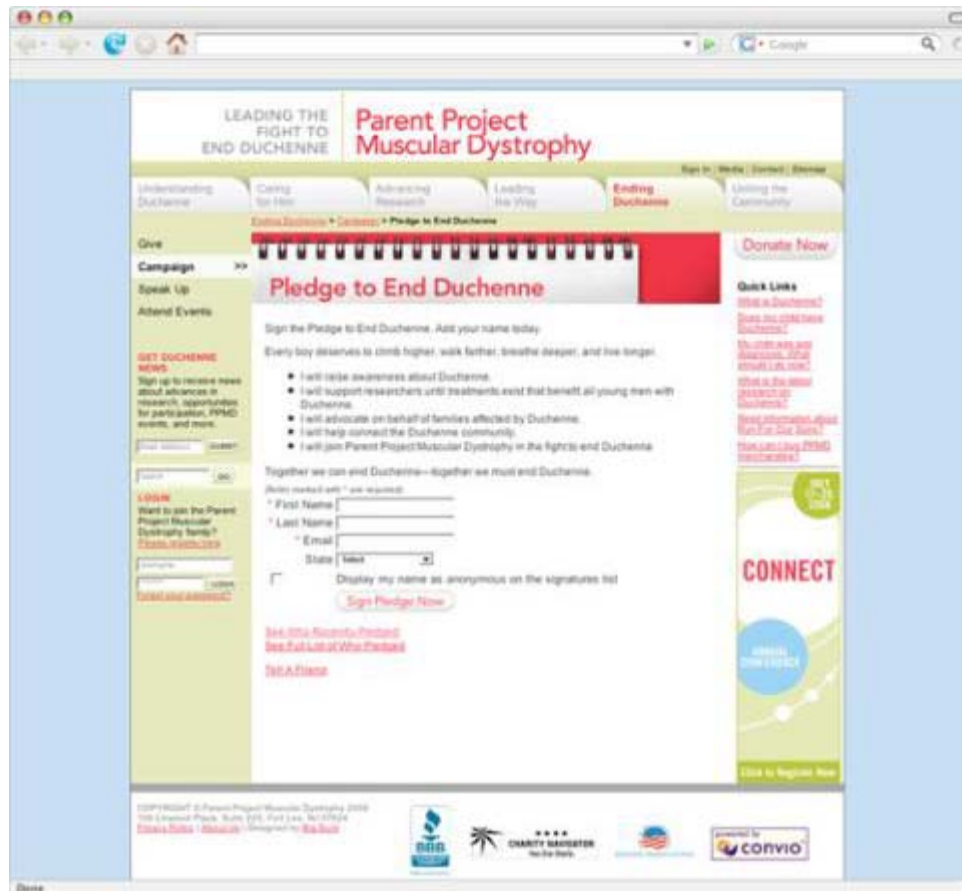
Tell your friends

Our Mission: To improve the treatment, quality of life and long-term outlook for all individuals affected by Duchenne muscular dystrophy through research, education, advocacy and compassion.

© Parent Project Muscular Dystrophy 2008 — All Rights Reserved.
156 Linwood Plaza, Suite 220 Fort Lee, NJ 07024

Help us end Duchenne. [Donate today.](#)
[Forward to a friend.](#) Was this e-mail forwarded to you? [Subscribe today.](#)





Parent Project Muscular Dystrophy > Fundraising > Sign the Pledge Webpage



Pledge to End Duchenne

Below are others who are pledging to End Duchenne

[Click here to return to the End Duchenne Campaign](#)

Signatures | Total: 3,039

- Page
- [<< first](#)
- [< prev](#)
- 1
- [2](#)
- [3](#)
- [4](#)
- [5](#)
- [next >](#)
- [last >>](#)

#	First Name	Last Name	State
1	ryan	fischer	NY
2	Joanne	Brown	OR
3	Christine	Piacentino	NY
4	Katherine	Sciolto	NY
5	Liz	Brandwood	NY
6	Dan	Gunderman	KS
7	Sonny	Mui	NY
8	Scott	Moe	MA
9	Farra	Trompeter	NY
10	kristen	Blair	NY
11	Ron	DeBiasse Jr.	NJ
12	Pat	Furlong	OH
13	Constance	Sciolto	NY
14	Mary	High	OH
15	Tanya	Fleming	TX
16	Helen	Polimeni	NJ
17	Cara	Manzi	NY
18	Pat & Mike	Flynn	WA
19	Andrea	Mercado	NY
20	Dedra	Herald	OH
21	Elizabeth	Draper	NC
22	Erin	Kelso	CO
23	Patty	Sherman	CA



LEADING THE FIGHT TO END DUCHENNE | **Parent Project Muscular Dystrophy**

Dear Friends,

Hundreds of you have signed the [Pledge to End Duchenne](#). Now it's time to take the next step and have a little fun.


Join our [End Duchenne photo campaign](#) today. It's a chance to be creative, while also raising awareness for Duchenne. Best of all, it's easy. Here's what you need to do:

- 1) Get the sign.**
[Click here to download our sign](#) (it's a PDF). Print out as many as you want.
- 2) Take your photo.**
Fill in the blank on the sign and take your photo. [Take a look at some sample photos](#) for inspiration. [Invite friends, family, colleagues, and others](#) to play along.
- 3) Send us your photo.**
Email your photo to EndDuchenne@ParentProjectMD.org and see selected photos at ParentProjectMD.org.
- 4) Enjoy the photos.**
We hope you'll enjoy participating in our photo campaign. [View featured photos on the PPMH website](#).

Get started today and show your support. Raising awareness is vital to our success in the fight to end Duchenne, and this is a great way to demonstrate the strength of our community and our determination to make a real difference.

We must end Duchenne. And together, we will end Duchenne. Thank you for everything you do. Best,


Kimberly Galbraith
Executive Vice President
Parent Project Muscular Dystrophy



Create Your Sign



flickr You aren't signed in [Sign In](#) [Help](#)

[Home](#) [The Tour](#) [Sign Up](#) [Explore](#) -

Search the group's pool [Search](#) -

PP MD **End Duchenne** [Group Pool](#) [Discussion](#) [19 Members](#) [Map](#) [Join This Group](#) [Slideshow](#)

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LEADING THE FIGHT TO END DUCHENNE | **Parent Project Muscular Dystrophy**

Dear Friends,

By now, you've signed the [Pledge to End Duchenne](#) (if not, please join the thousands who have). And perhaps you've uploaded your picture to the [photo campaign](#) (there's still time for that, too). Both actions show how when we work together we can raise awareness about this devastating disorder. But raising awareness is just one part of ending Duchenne.

More than ever, we need your help to further Duchenne research. Over the years PPMO's investment has acted as a catalyst, moving research to new levels. You can play a vital role in advancing this critical research. We'd like to invite you to [join S.T.I.R.](#) Parent Project Muscular Dystrophy's monthly giving program dedicated to funding research. Through S.T.I.R. you'll demonstrate the power we have when we work together.

For as little as \$10 a month, you can join our growing family of S.T.I.R. donors who help us advance the research that helps boys live longer. That's what S.T.I.R. is all about: Striving To Impact Research (S.T.I.R.).

The monthly donations received through S.T.I.R.

- Increase funding for critical Duchenne research;
- Leverage funding from the federal government into Duchenne research programs;
- Help create a standard of care so that everyone living with Duchenne has the best possible resources available.

Fighting Duchenne is not a one-person job. We have strength in numbers, and the more individuals that enroll in S.T.I.R. the greater our impact. Together, all of these donations can add up to help us end Duchenne.

Thank you for all that you do. Together, we can end Duchenne. And together, we will end Duchenne.

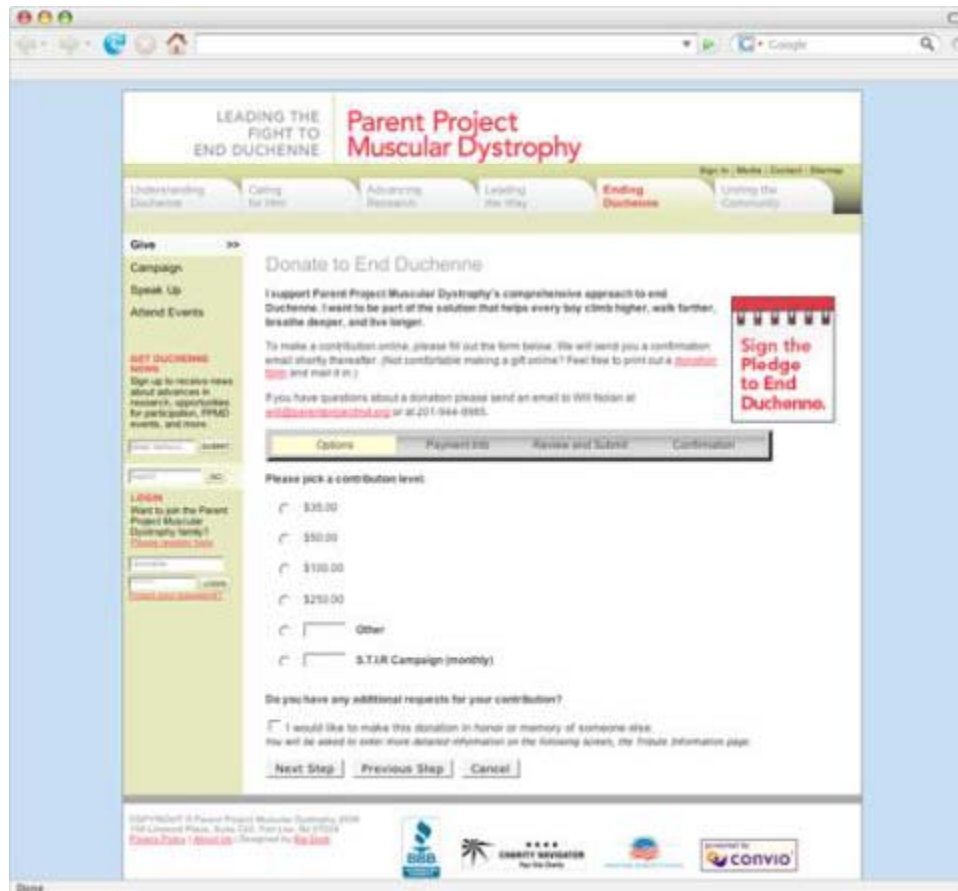
Best,


Kimberly Galbraith
Executive Vice President
Parent Project Muscular Dystrophy



Join S.T.I.R. for a free gift





Parent Project Muscular Dystrophy > Fundraising > Sign the Pledge Donation Webpage



LEADING THE FIGHT TO END DUCHENNE | **Parent Project Muscular Dystrophy**

Dear Friends,

Your response to our calls to end Duchenne has been astounding.

More than 2,700 of you have signed the [Petition to End Duchenne](#). You can [view the signatures here](#), and if you haven't yet, [invite your friends and family to sign](#).

Almost 200 photos have been uploaded to the slideshow on our website. Funny, moving, and awareness-grabbing, the [photos are here for your viewing pleasure](#). Keep submitting photos, and don't forget to get your friends involved.

We've seen a 15% increase in membership to our monthly giving program since our invitation a couple of weeks ago. You can still [impact research by enrolling in S.T.I.B. now](#). If even just a few of you donate a little bit each month, it can add up to a big investment in research to end Duchenne.

We are consistently in awe of — and always grateful to — our amazing, engaged community. You are the passion that will help end Duchenne.

Thank you for everything that you do. Together we can end Duchenne. And together, we will end Duchenne.

Best,



Pat Furlong
Founding President & CEO
Parent Project Muscular Dystrophy



	Date Sent	# Received	Open Rate	Clickthrough Rate	# of Responses	\$ raised	Avg gift
#1	7/2/08	6,274	30%	16%	2,938 signatures	\$561	\$42.17
#2	7/16/08	6,326	30%	10%	270 photographs	\$500	\$250.00
#3	7/30/08	7,514	27%	5%	40 new/upgrades; 15% increase in monthly revenue	\$1,607	\$40.18
#4	8/20/08	7,361	33%	11%	---	\$20.00	\$20.00



	Total
Postcard signatures	200
Online petition signatures	3,043
Pictures uploaded	300
New sustainers	Up 16%

Last Slide



Workshop

- Think of a successful campaign from last year
 - Fundraising, Advocacy, Awareness, Recruitment
- What was the campaign issue in focus?
- Why was it successful?
- How did you promote it?