



MOVE PEOPLE

The Next Decade in Online Marketing

Donor Behaviors and Expectations

Kenneth Kuhler – Senior Account Specialist



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Guess what is the fastest growing demographic on Facebook?



Women over 65.....

Facebook US Audience Growth, Last 120 Days

Age	Female	Male
55-65	175.3%	137.8%
45-54	165.3%	165.8%
35-44	154.0%	138.7%
26-34	70.7%	60.5%
18-25	14.0%	12.7%
13-17	9.2%	9.1%
Overall	42.5%	36.4%

The Bigger $12\frac{1}{2}$ " Expanded Picture



"20/20" means Perfect Vision



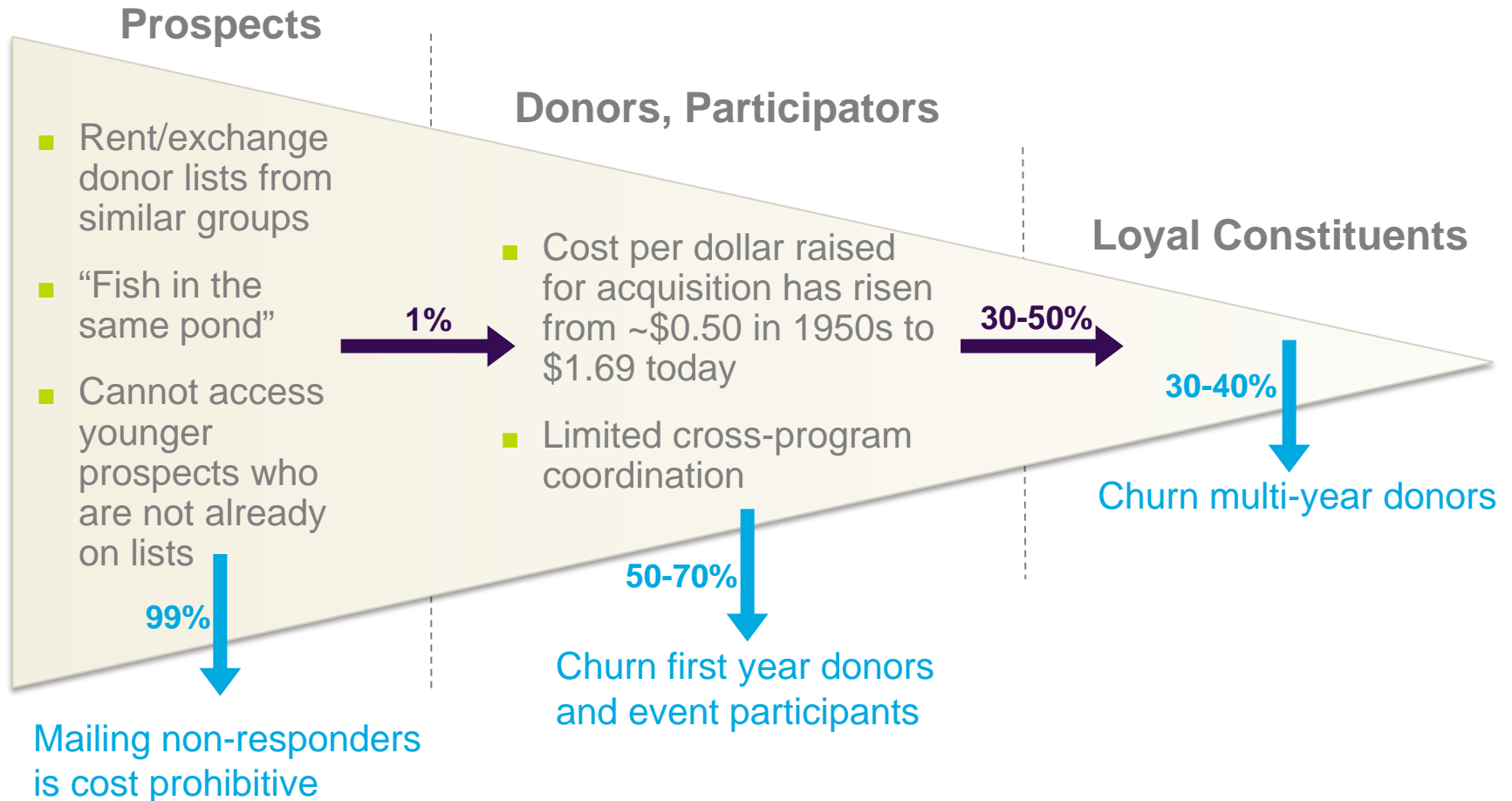
Pioneer

Agenda

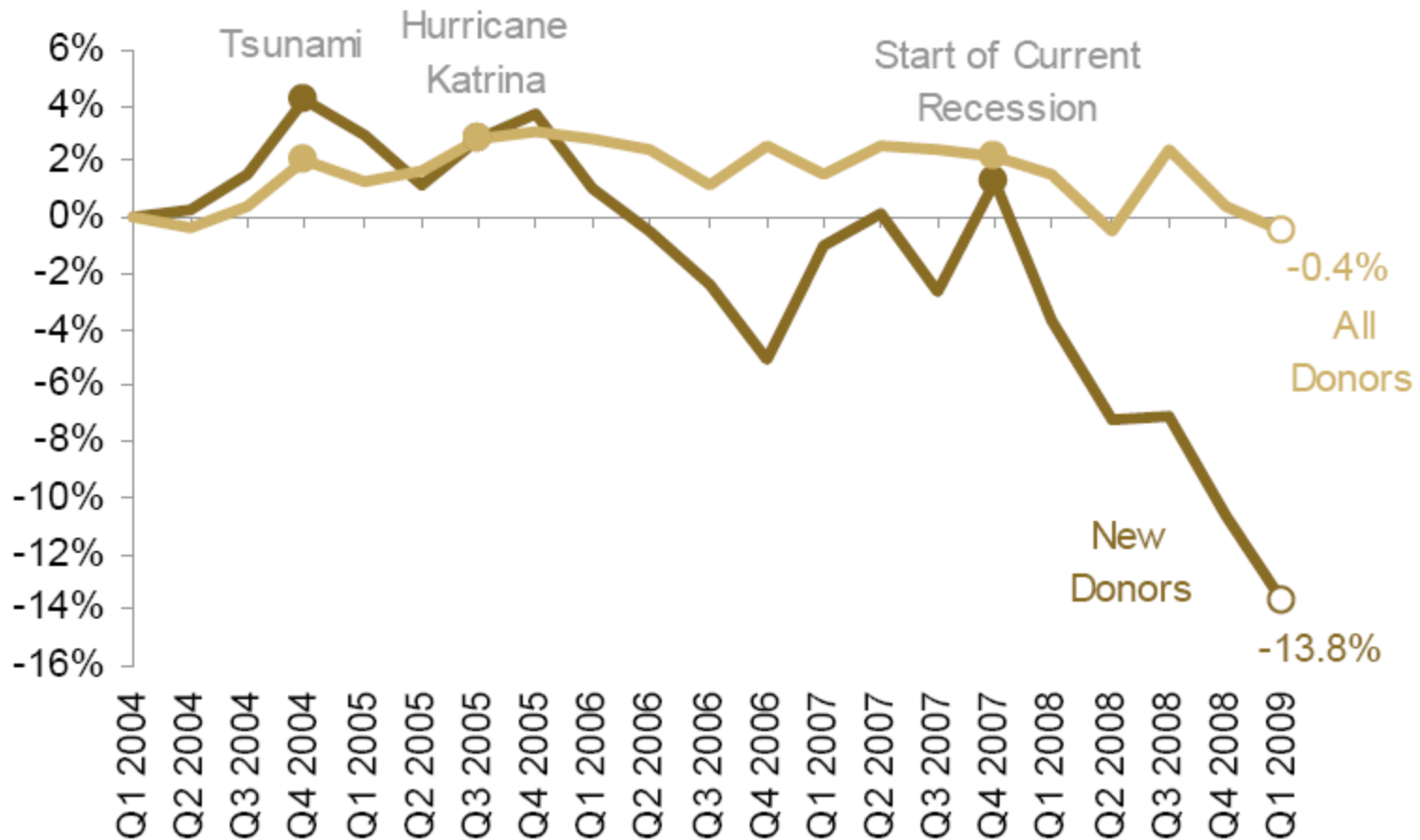
- Introduction
- Research
 - The Next Gen Donor
 - Acquiring New Donors
 - Retaining Them
- Case Study: Ontario Association of Food Banks Story

The Next Gen Donor

Traditional Direct Response Model



Finding & Retaining Donors



A Strategic Approach: eCRM



How is eCRM Different?

A cost effective, scalable approach to building relationships and driving income



The Next Generation of Giving



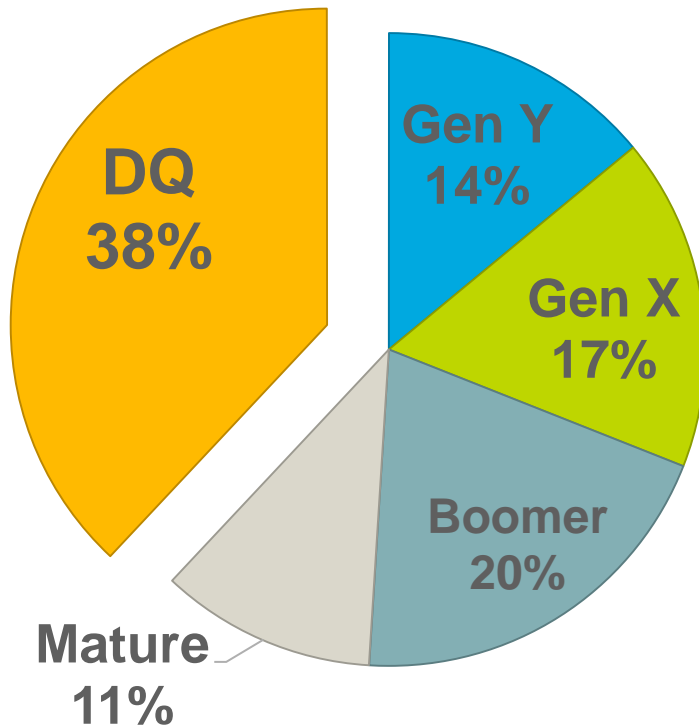
Project Background

- The “Next” Wired Wealthy study
- To identify contrasting charitable habits across Gen Y, Gen X, Baby Boomers and Matures
- Stress the importance of optimizing fundraising efforts beyond Mature demographic
- Data from 3 focus groups and an online survey of 1526 donors that had given at least \$1 in the past year to charity

The Donor Universe

Survey Context: Donated to Nonprofit/Charitable Cause within Year

(US Adult Population: 227.7 million)



THE GENERATIONS



Gen Y (b. 1981-1991) 31.06 million Americans; 54% give



Gen X (b.1965-1980) 39.53 million Americans; 52% give



Baby Boomers (b. 1946-1964) 45.17 million Americans; 66% give

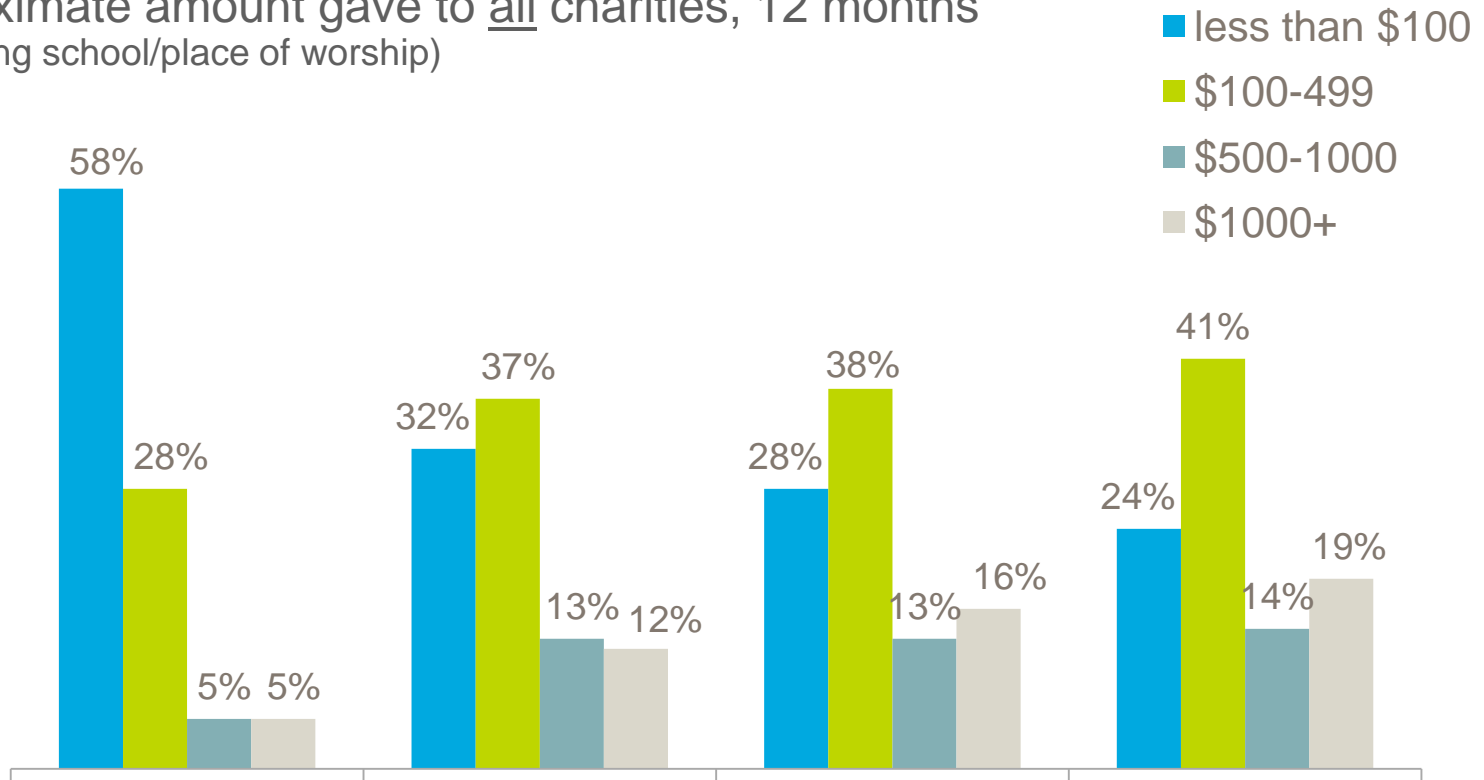


Matures (b. 1945 or earlier) 25.41 Americans; 77% give

**62% qualified
141 million donors**

Giving Amounts

Approximate amount gave to all charities, 12 months
(excluding school/place of worship)



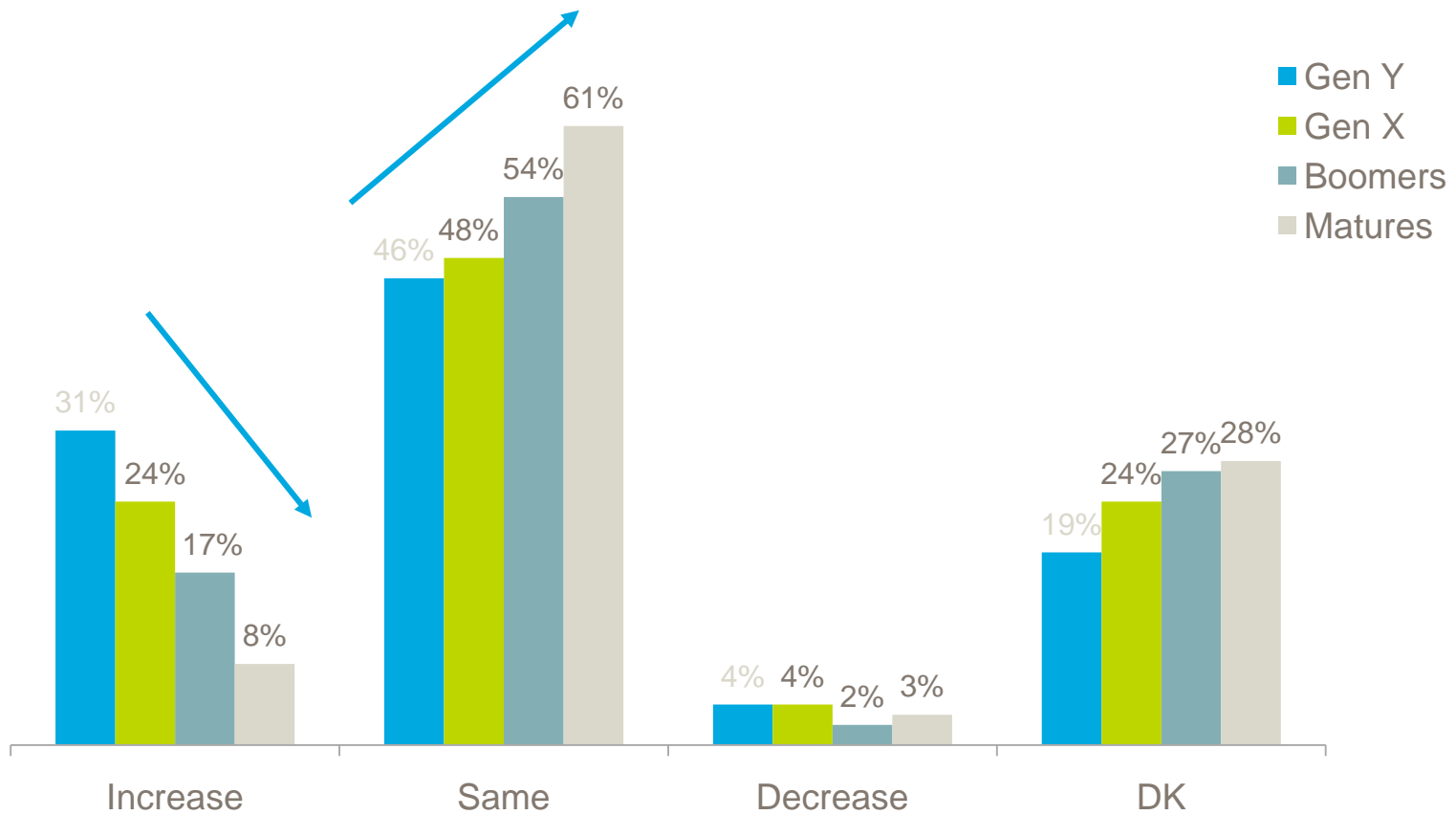
	Gen Y	Gen X	Boomers	Matures
Avg \$ (est):	\$341	\$796	\$901	\$1066
Avg \$ top charity:	\$161	\$272	\$211	\$280
Average # charities:	3.6	4.2	5.2	6.3

Q4. ©2010 Convio, Inc. | Page 15
 Q6. Approximately how much do you give in **total** each year to **all** charitable or cause-oriented organizations, excluding your school and place of worship? Blue numbering in the table on the right indicates significance at the 95% confidence level



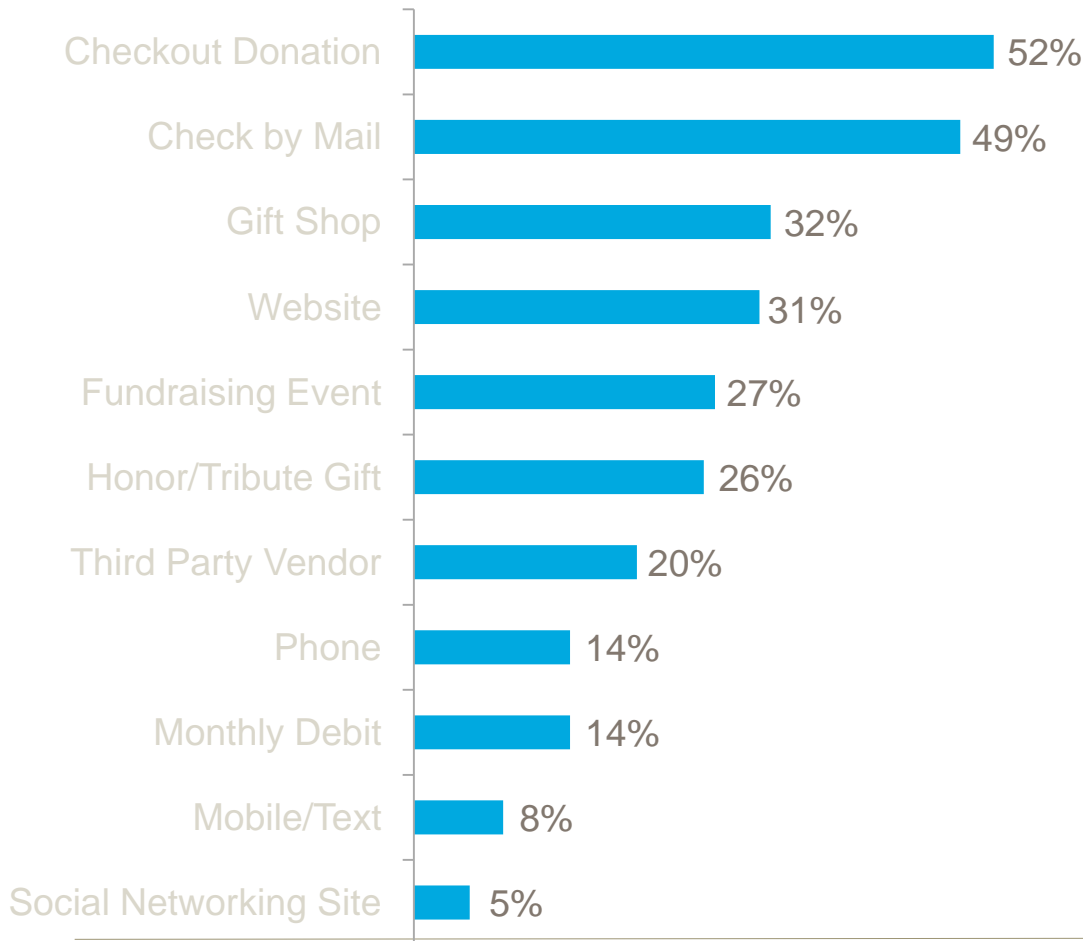
Giving Plans

Likelihood to increase/decrease/maintain donations to top charity next year



Giving Channels Overall

% who say have donated in this way in last 2 years (total)



	GEN Y	GEN X	BOOMERS	MATURES
Checkout Donation	48%	57%	52%	48%
Check by Mail	26%	43%	54%	77%
Gift Shop	28%	35%	32%	30%
Website	29%	35%	31%	25%
Fundraising Event	22%	28%	28%	31%
Honor/Tribute Gift	22%	22%	27%	35%
Third Party Vendor	25%	27%	17%	12%
Phone	8%	10%	16%	25%
Monthly Debit	11%	17%	14%	11%
Mobile/Text	14%	13%	4%	2%
Social Networking Site	9%	6%	4%	2%

Q7: Which of the following giving methods have you used in the past 2 years (select all that apply). Bold numbering in the table on the right indicates significance at the 95% confidence level

Recap Key Takeaways

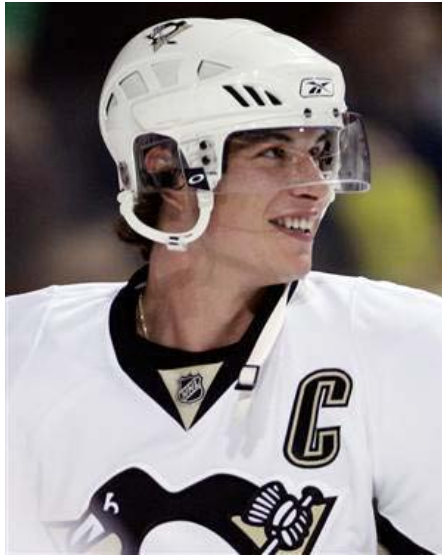


Acquiring New Donors

1. Identifying Prospects

Quick Poll

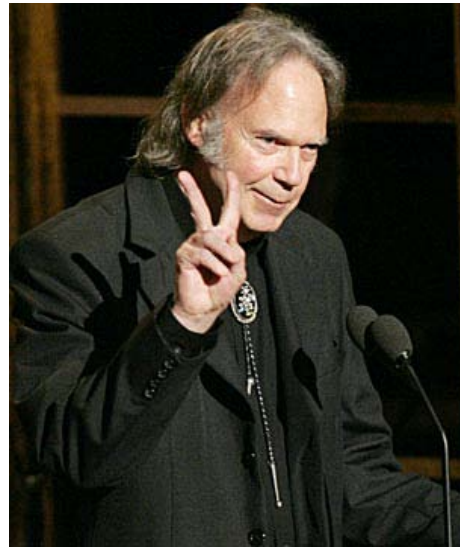
Which of the following prospective donors is more likely to have visited your website last month?



A. Sidney Crosby



B. Mike Myers



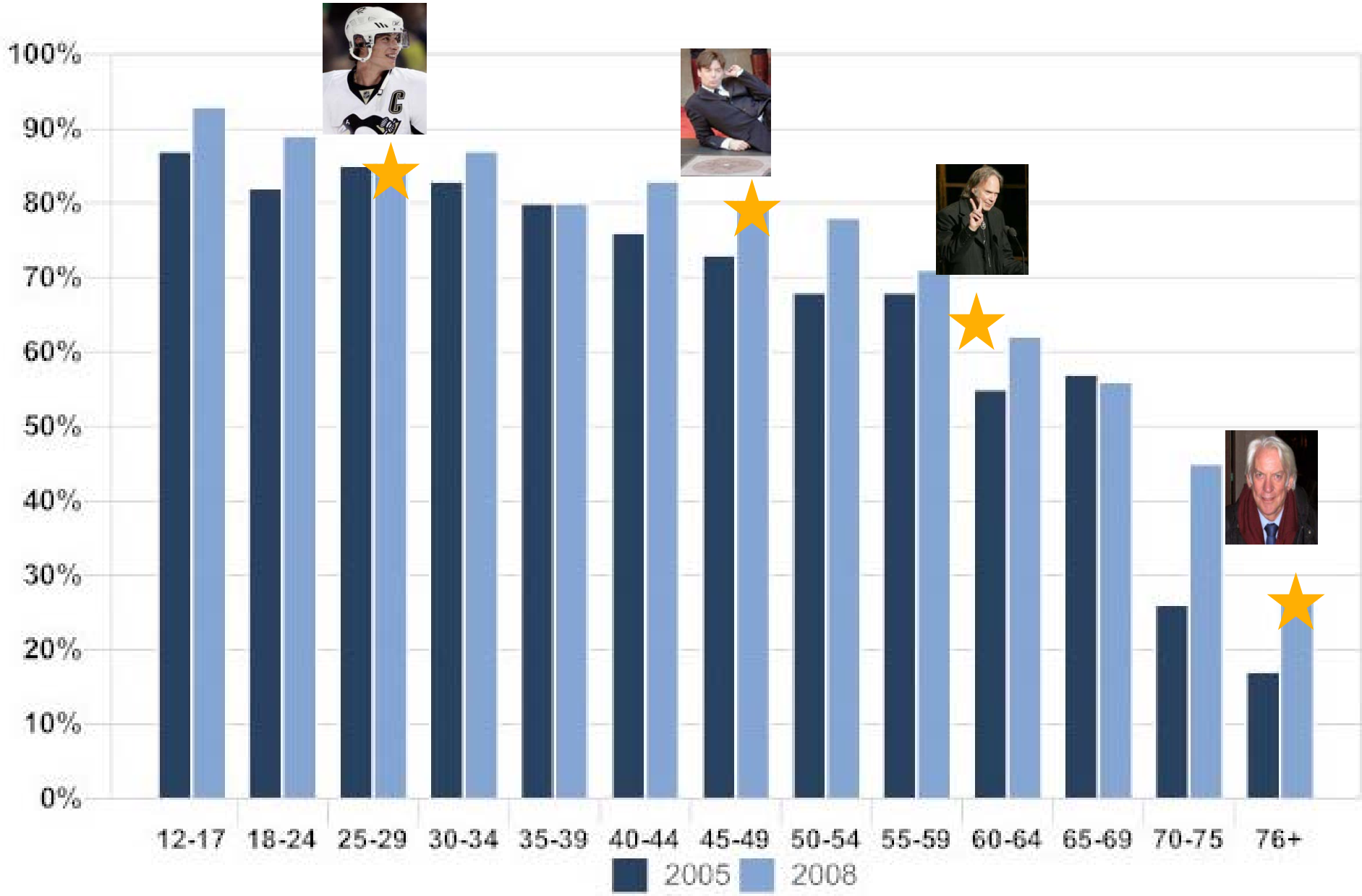
C. Neil Young



Donald Sutherland

Online by Age

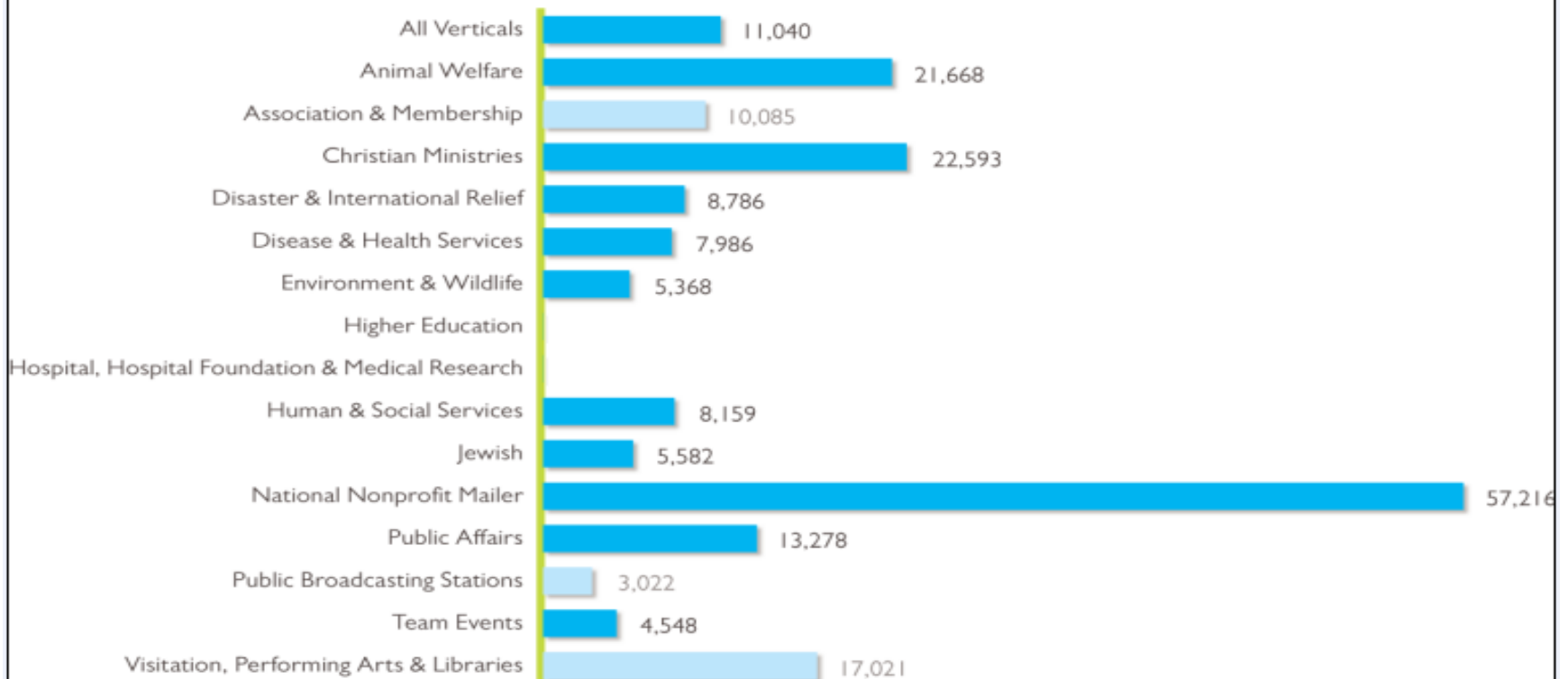
Source: Pew Internet & American Life Project
<http://www.pewinternet.org/>



Monthly Website Unique Website Visitors

Monthly Unique Website Visitors

Monthly Visitors 2009 (Fully Hosted on Convio Sites Only), n=166

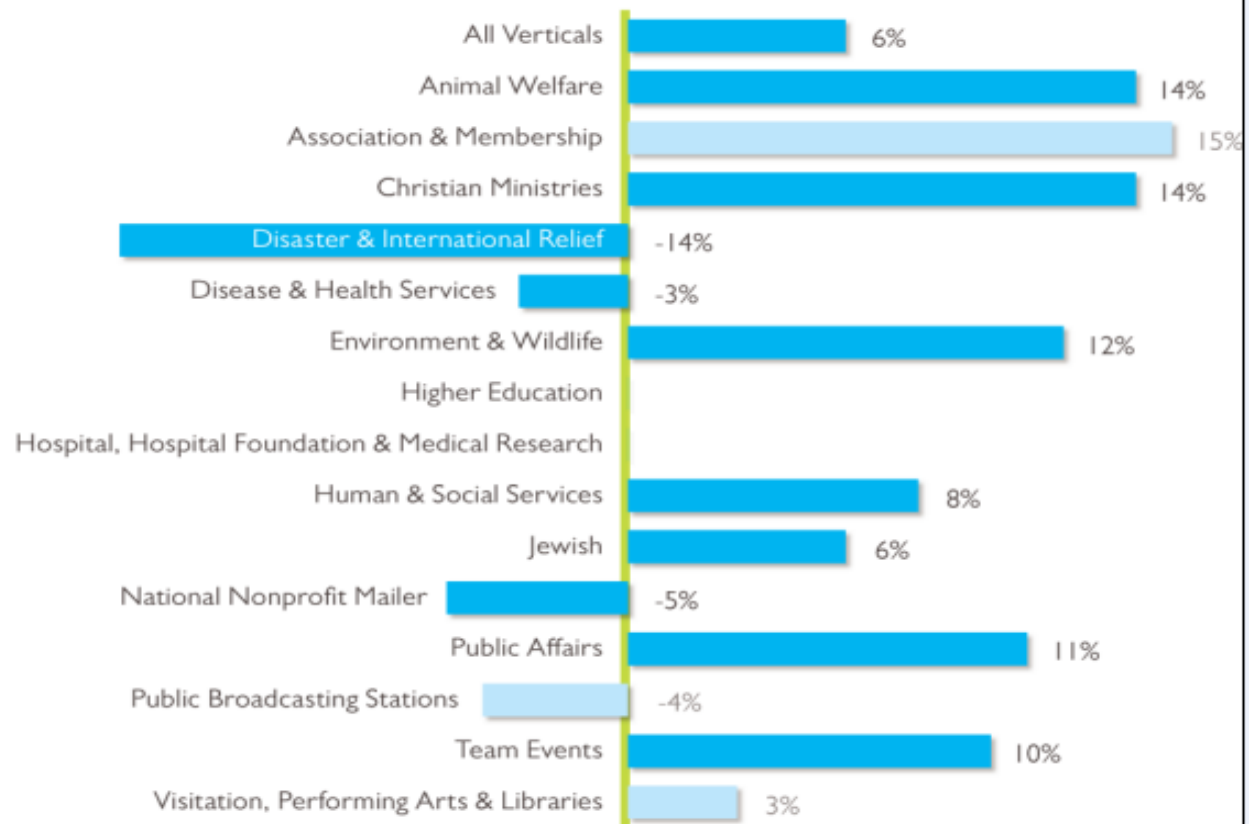


*Light blue denotes sample size fewer than 10 organizations.

Monthly Web Traffic Growth Rates

Website Traffic Growth

Change in Median Monthly Average Website Visitors 2008 to 2009, n=166

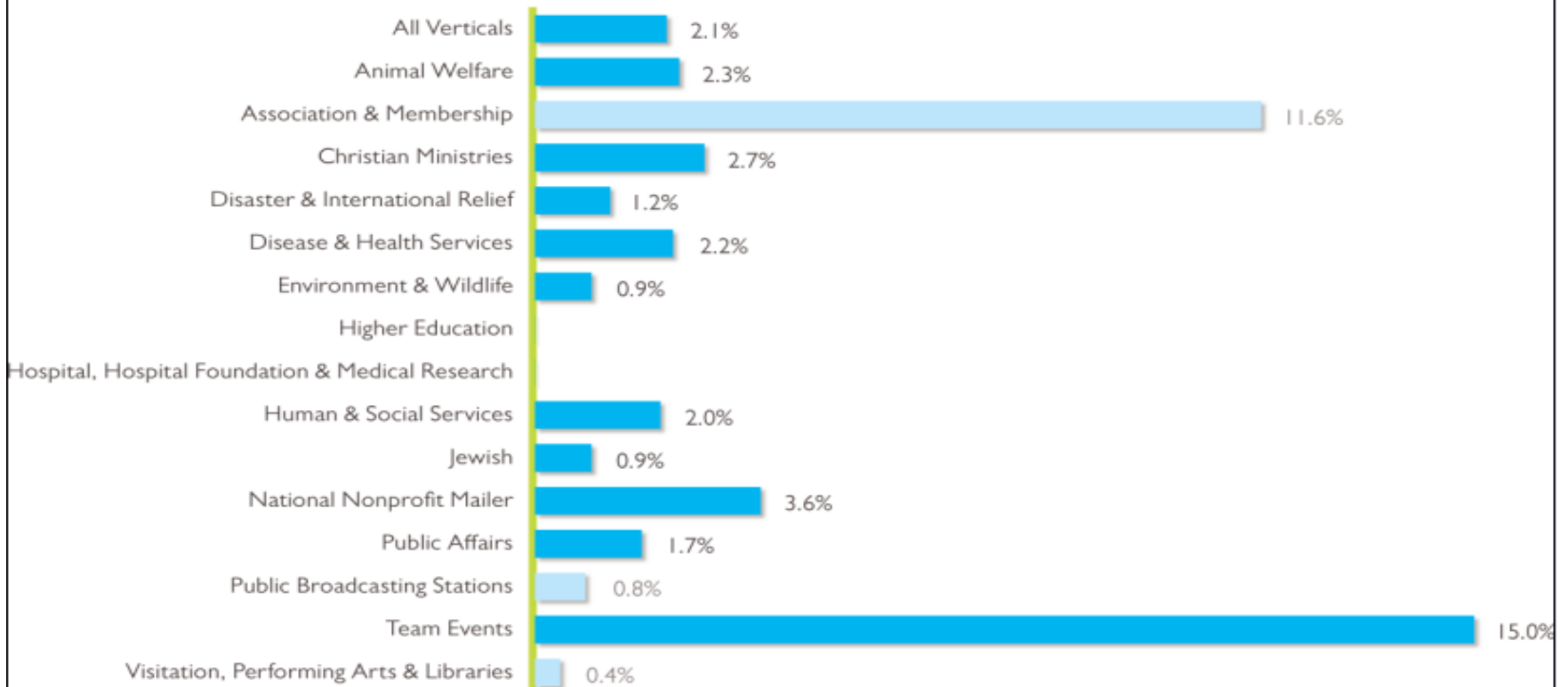


**Light blue denotes sample size fewer than 10 organizations.*

Convio 2010 Benchmark Industry Report Conversion (Email Acquired)

Website Traffic Conversion Rate

Median Site Registration 2009, n=166



*Light blue denotes sample size fewer than 10 organizations.

List Acquisition

The screenshot shows the website for the Paralyzed Veterans of America (PVA). At the top, there is a logo of a person in a wheelchair and the text "PARALYZED VETERANS OF AMERICA". To the right of the logo are links for "Login" and a search bar. Below the logo is a navigation menu with links for "Home", "News", "Membership", "Publications", "Español", "Store", "About PVA", and "Donate Now".

On the left side, there is a vertical list of topics: "Spinal Cord Injury", "Spinal Cord Diseases", "Research & Education", "Disability Rights", "Veterans Benefits", "Medical Services", "Veterans Issues", "Legal Issues", "Accessible Design", "Sports & Recreation", "Support PVA", and "Email Sign-Up".

The main content area features a large banner for "PVA PUBLICATIONS" with the tagline "Knowledge that changes lives". The banner includes images of three book covers: "Yes, You Can!", "Accessible Home Design", and "ON THE MOVE". Below the banner is the text "Help us get our veterans the information and services they need" and a "DONATE NOW" button.

Below the banner is a section titled "News Features" with a partial view of a poster and headline: "They became part of America. Veterans Day Poster & headline:". Below this is another "DONATE NOW" button.

On the right side, there is a vertical column of call-to-action buttons: "SIGN UP to receive our eNewsletter", "DONATE in Honor or in Memory of a loved one", "DONATE NOW", "Free & Low Cost PUBLICATIONS", and "The 2009 Congress on Spinal Cord Medicine and Rehabilitation" with the dates "September 23-26" and a "More Info" link.

Two large yellow arrows point from the right side of the page towards the "SIGN UP to receive our eNewsletter" and "Free & Low Cost PUBLICATIONS" buttons.

Identify benefits to attract warm prospects

List Acquisition

- Spinal Cord Injury
- Spinal Cord Diseases
- Research & Education
- Disability Rights
- Veterans Benefits
- Medical Services
- Veterans Issues
- Legal Issues
- Accessible Design
- Sports & Recreation
- Support PVA

Email Sign-Up



Online Labels

Get Your Free Patriotic Address Labels



At this time, we are only able to offer address labels to residents of the United States.

1. Please enter your information as you would like it to appear on the address labels (email will not appear on labels):

Title:

* First Name:

* Last Name:

Email:

* Street 1:

Street 2:

* City:

* State / Province:

* ZIP / Postal Code:

- Yes, I would like to receive e-mail from Paralyzed Veterans of America
- Yes, I would like to receive postal mail from Paralyzed Veterans of America
- Remember me. [What's this?](#)

In exchange for benefit, seek permission to communicate



[Process Label Order & Make a Special Donation](#) [Reset Answers](#) [Skip Survey](#)

Website Before....

Jewish National Fund

Donation Opportunities
In Your Area
The Work We Do
About Us

Celebrate Israel at 60 with JNF!

JNF, for ISRAEL forever.
888-JNF-0099

Make a Donation

Take pride in our past and be part of our future.

<p style="text-align: center; font-weight: bold; font-size: 0.9em;">Blueprint Negev</p> <p style="font-size: 0.8em;">It's not a mirage, it's our vision. Click here to learn how JNF is bringing life to the Negev Desert.</p>	<p style="text-align: center; font-weight: bold; font-size: 0.9em;">Environmental Leadership</p> <p style="font-size: 0.8em;">Click here to learn about JNF cutting-edge environmental work in Israel.</p>	<p style="text-align: center; font-weight: bold; font-size: 0.9em;">Travel & Tours</p> <p style="font-size: 0.8em;">Let JNF bring you home to Israel. Click here to learn about upcoming JNF missions or to plan your own trip.</p>	<p style="font-size: 0.8em;">Click here to</p> <p style="font-size: 1.5em; font-weight: bold;">PLANT TREES</p>
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Jewish National Fund is the caretaker of the land of Israel, on behalf of its owners - Jewish people everywhere.

Search the JNF site:

Go

[Log into your JNF Account](#)

SIGN UP FOR OUR E-NEWSLETTER

JNF Store

Featured Product

The Testaments of Israel

Photographic Book



- Blueprint Negev
- OP Northern Renewal
- Planned Giving
- Speakers Bureau
- Projects in Israel
- Alternative Spring Break
- Advocacy and Education
- College Activism

What's New at JNF

Thursday | September 11, 2008

Support Ammunition Hill

Honor a Jewish soldier who served or serves in the military of any country. Purchase a plaque in the Wall of Honor at Ammunition Hill, site of the 1967 battle that was the key to the reunification of Jerusalem. Posted on September 8, 2008 [read more >>](#)

Unprecedented Water Crisis in Israel

Israel is facing "the worst water crisis in 80 years," said Uri Shani, director of the Israel Water Authority. Research on the uses of recycled water, and reservoir construction are the immediate solutions. [Click here to Donate](#) | [Click to watch video](#) Posted on August 3, 2008 [read more >>](#)

Sderot to get Israel's Largest Indoor Playground

JNF is building Israel's largest indoor playground for the residents of Sderot. [Click here](#) for more information and to donate. Children can help too! [Click here](#) for information on JNF's Let Us Play! program. Posted on August 2, 2008 [read more >>](#)

National Conference 2008

Sign up now for National Conference 2008. Conference will take place September 14-15 at the Ritz Carlton Hotel in Phoenix, AZ. Go to www.jnf.org/nc now! Posted on August 1, 2008 [read more >>](#)

JNF-KKL to Provide Agricultural Training for Survivors of Rwandan Genocide

To aid young survivors of the Rwandan Genocide of 1994, JNF-KKL will provide agricultural training at the Agahozo Shalom Youth Village to help hundreds of children orphaned as a result of the genocide. Posted on July 30, 2008 [read more >>](#)

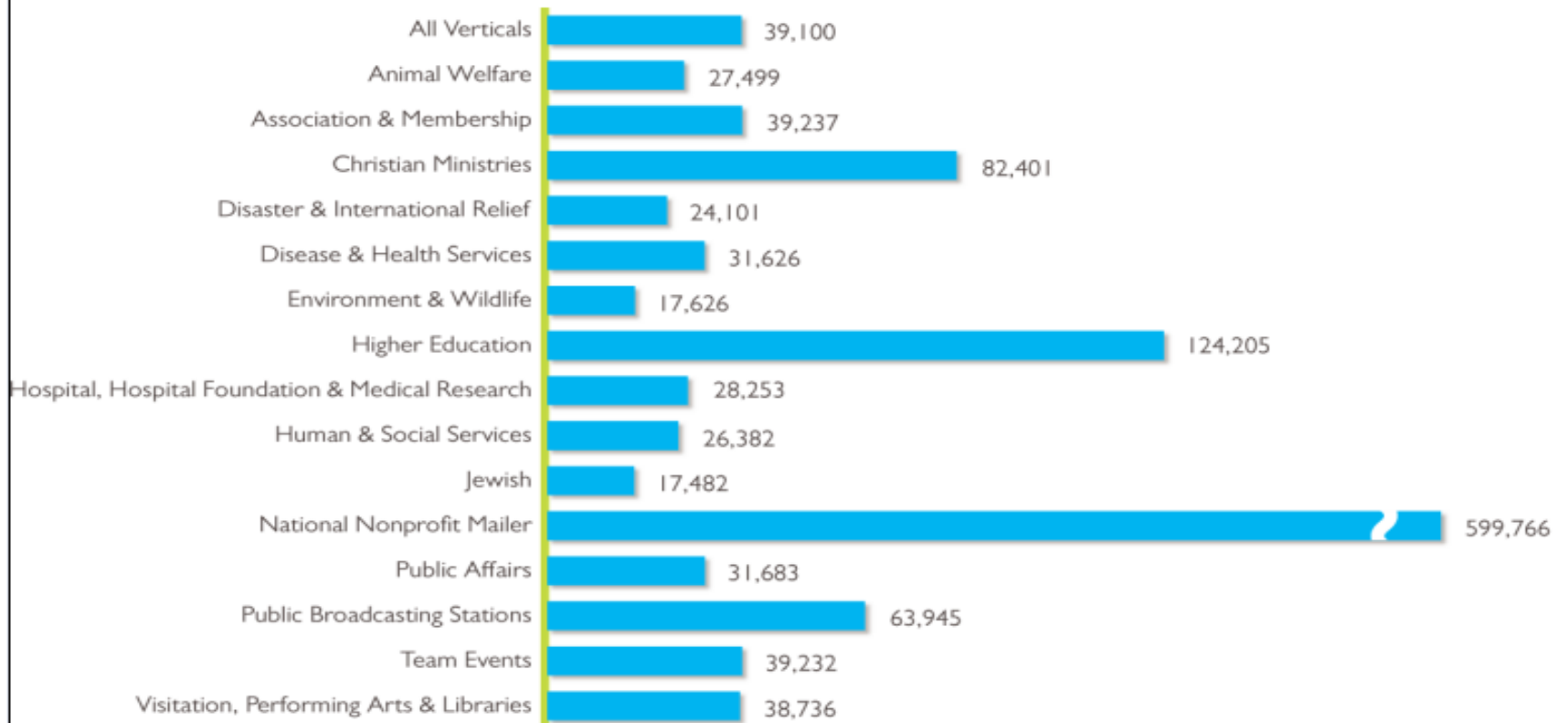
Website driving organizational goals

The screenshot displays the Jewish National Fund (JNF) website. At the top left is the JNF logo with the tagline "JNF, for ISRAEL forever." The main header features the text "Jewish National Fund Caretakers of the land of Israel for over a century" and a silhouette of a family. A navigation bar includes links for "ABOUT JNF", "THE WORK WE DO", "SUPPORT OUR WORK", "GET INVOLVED", and "DONATE". A search bar and "RESIZE TEXT" options are also present. The main content area is divided into several sections: "Our Projects In Israel" with a list of categories like Water, Forest & Ecology, Education, Security, Community Development, Research & Development, and Tourism & Recreation; a large banner for "On Behalf of JEWISH PEOPLE Everywhere" with a "Learn about how you can help" link; "Blueprint Negev" and "Featured Video" sections; "Whats New" with subheadings and placeholder text; a "DONATE TODAY" button; a "Story from Israel" section; "Plant A Tree" and "Find JNF in Your Area" sections; and a "Featured Product" section. The footer contains social media icons, a "powered by convio" logo, and contact information for the JNF National Office in New York, NY.

Convio Benchmark Email House-file Size

Total Email File Size

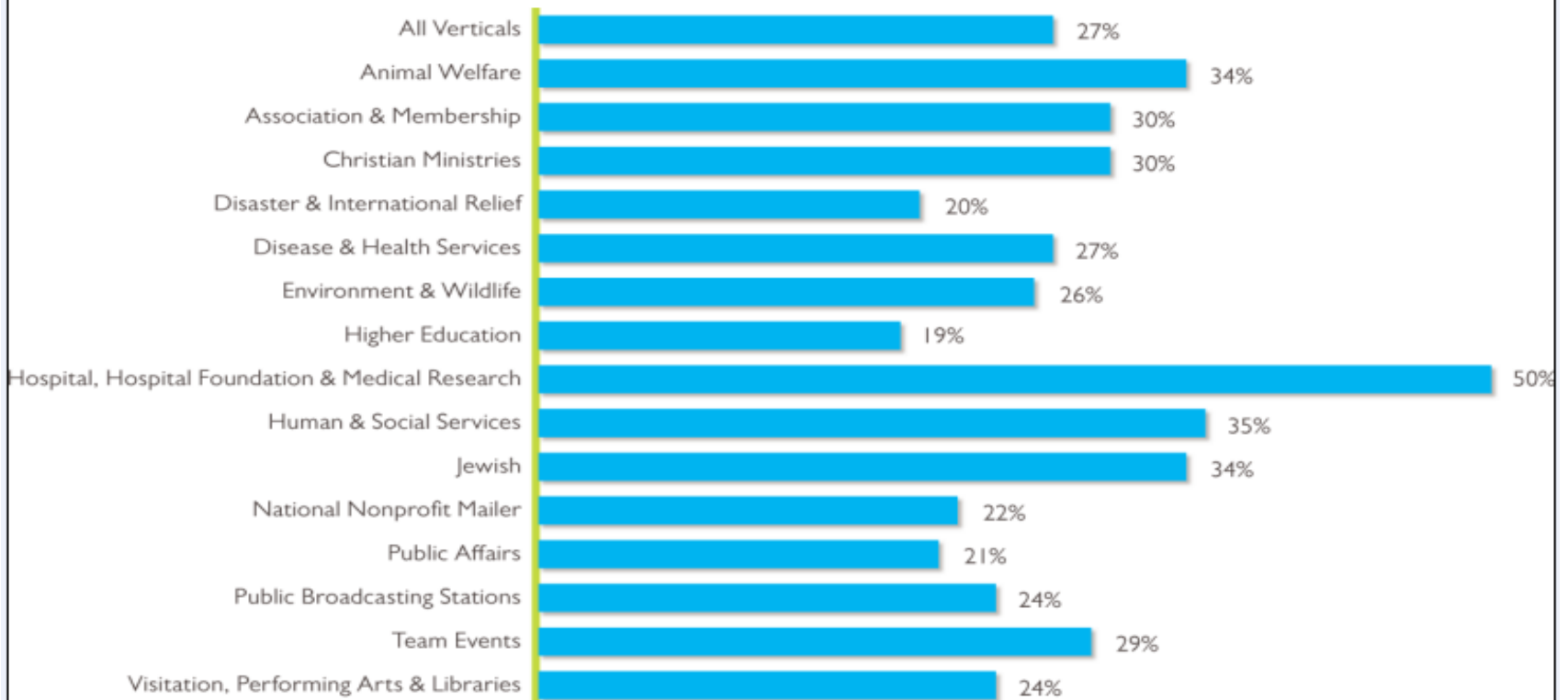
Median Email File Size As of Dec. 31, 2009, n=499



YOY Email Growth per Nonprofit Industry Benchmark Report

Total Email File Growth

Median Total Email File Size Change 2008 to 2009, n=499



What motivates email sign-ups?

Taking a stand

May is Older Americans Month

MAKE A PLEDGE OF AWARENESS TODAY

TAKE ACTION



SIGN THE PLEDGE

I will Stay Informed.
I will Get Involved.
I will Remember.

First Name:
Last Name:
Email:

SIGN >



Help Food Banks Fight
Hunger with Local Food



Sign Our Petition!

Keep Music Alive!

Make a pledge to keep music
alive in your daily life.



Make the Pledge

BE GREAT!

Pledge to be a leader, a change
maker and an inspiration to
children in our community.



Make the Pledge

What motivates email sign-ups?

Joining a movement



Join our Cause!
Sign up for our free e-newsletter.

Support our Mission ▶
and support youth; donate today.

MitoAction membership is free!

Receive support and enews!

SUBMIT HERE >

Sign up to fight hunger

Submit

Already signed up? [Log in here](#) »

Join Our Community of Strength

What does this mean? [Click here to learn more](#) ▶

[Log In](#) ▶ or Join:

Until hunger is gone,
we'll be here.



> **DONATE**

> **REGISTER**

GO


> **TELL A FRIEND**

Sign up here to receive our free weekly devotions in your inbox!

Submit

Petitions for List Acquisition

If you are unable to view the message below, you can view [this message on our website](#) »



Sign Our Petition!

Working towards a hunger-free Ontario

Right now, over 140,000 children in our province live in a home without enough food, yet there is an abundance of fresh surplus farm food available that is tilled back into the soil or sent out for disposal. Fortunately, our food banks and farmers are eager to help our communities.

Together, we can help Ontario farmers donate nutritious surplus food to help end hunger.

[Add your name to our online petition to create a donation tax credit for farmers that donate to food banks.](#)

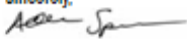
Learn more about the [background](#) for this campaign.

You can help us bring together 5,000 voices of support before the end of August. The petition will be presented to Premier Dalton McGuinty before the legislature resumes in mid-September for immediate implementation.

[Add your name to our online petition today.](#)


With your support, millions of pounds of fresh, local food will be provided to people facing hunger during this difficult time in Ontario.

Thank you for your continued support.


Sincerely,

Adam Spence
Executive Director

PS. We respect your email preferences and privacy - if you'd rather not receive updates on this campaign you can [opt out of future email about the tax credit to help farmers donate to food banks.](#)

Help Food Banks Fight Hunger with Local Food



Sign the Petition

POWERED BY


Unsubscribe | Forward to a Friend | Visit our web site

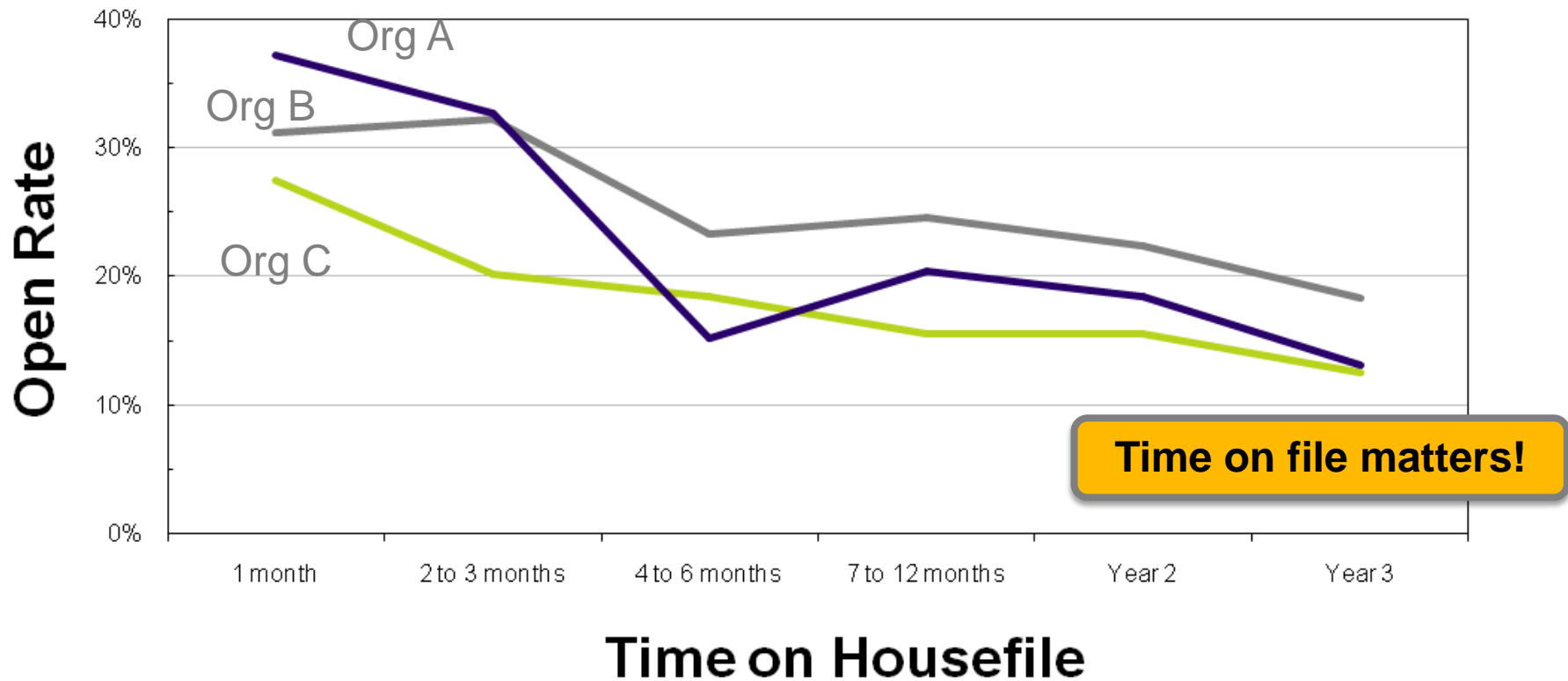
Ontario Association of Food Banks (OAFB)
555 Bloor Street West, 2nd Floor
Toronto, ON M5S 1Y6
Copyright © 2009 All rights reserved.

Acquiring New Donors

2. Convert Subscribers to Donors

Conversion

Relevance Curve



Subject: Thank You For Registering

From: "Default Site" <ds+defaultsite@convio.com>

Date: Tue, July 22, 2008 2:50 pm

To: lori@change.com

Priority: Normal

Options: [View Full Header](#) | [View Printable Version](#) | [Download this as a file](#) | [Add to Addressbook](#)

Thank You for registering with the Foundation .

Your Username is: [lori@change.com](#)

Your Password is: test123

[TellAFriend](#) | [View Message](#) | [Unsubscribe](#) | [Update Profile](#)

<http://www1.foundation.org/site/ConsProfileUser?dispMode=edit>

Warm - Welcome



DAY 1

Paralyzed Veterans of America

Welcome to the online home of the Paralyzed Veterans of America.

Paralyzed Veterans' helps veterans **rebuild their lives** following life-altering injuries. We work diligently to ensure that our veterans receive the quality health care and benefits they earned while serving our country.

Yet very few Americans realize that nearly two million veterans are uninsured and lack basic health care. For every severely injured veteran that we help every week, our work on their behalf is just getting started.

Paralyzed Veterans of America is deeply grateful to patriotic Americans like you, for supporting our steadfast work on behalf of our nation's veterans.

Thank you for joining PVA Online.

Your user name is

(name masked out for security reasons)

You may change your login information at PVA.org at anytime.

Three ways to have powerful and positive impact on the lives of America's courageous veterans.

Order FREE Patriotic Address Labels

Mr. & Mrs. Jonathan Q. Samples
123 Any Street
Your Town, US 01234-5678

Our cost-effective, custom-made products help us raise critical funds to support our ongoing work on behalf of veterans.

1 Order Labels

Send FREE Patriotic Address Labels to a Friend

Share our address label offer with every patriotic American that you know.

2 Send Labels

Donate to Support Veterans

Your generosity will help paralyzed veterans and their families rebuild their lives following life-altering injuries.

3 Donate Today



DAY 7

Paralyzed Veterans of America

Dear Convio,

I hope you will take a moment consider making your first-ever online gift to Paralyzed Veterans of America today. Because right now, for a limited time, your online gift will double in value.

How is this possible? The family of a longtime friend of ours, a WWII veteran who recently passed away, has issued a generous challenge.

To honor the memory of their loved one, and to help more paralyzed veterans, they have offered a \$25,000 challenge to encourage online giving.

Because no veteran should incur a life-altering injury in service of their country and then have to worry about how to pay for their health care.

So every first-time online donation we receive within the next week will be matched, dollar-for-dollar, up to the total challenge amount of \$25,000!

If we can get just 1,000 new friends to give \$25 (that's \$25,000), which would double to a total of \$50,000 to help our veterans.

Will you accept the challenge? Please make an online gift today.



Will you accept the challenge?

DOUBLE YOUR GIFT.

Make an online donation today.

Begin conversion immediately through automated emails



DAY 14

Paralyzed Veterans of America

View Nick's Video on YouTube

Read Nick's Written Story

Share Nick's Story With a Friend

I just want to say thank you. Just one month ago you took action and visited the Paralyzed Veterans of America web site.

It may not have seemed like an act of patriotism to you ... but it was to me. Because that's exactly how the word gets around about the great work this organization does on behalf of veterans like me.

Hi, my name is Nick Orchowski. I enlisted in the Army in 2003, because I believe in protecting the freedoms everyone here in the USA enjoys. And to be honest, the terrorist attacks of September 2001 were still firmly imprinted in my mind.

As I kissed my young bride (who was pregnant with our first child) goodbye — to go and serve in Iraq — I knew there were dangers ahead. But it never occurred to me that paralysis might be part of my future.

I wasn't in Iraq long when a civilian truck packed with explosives intentionally broadsided our humvee. I was thrown from the gunner's hatch and ended up with four broken vertebrae in my back.

Believe me, it's scary enough when you're in a strange place, far from home, and knowing you're badly injured, but it's even scarier when you're back home and you're still not getting the care you need.



Show Veterans how much you respect their service & sacrifice.

Make a gift today.

Engage

If you are unable to view the message below, [Click Here](#) to view this message on our website



Dairy Queen Miracle Treat Day is fast approaching!

On **Thursday, August 7**, participating Dairy Queen locations in Minnesota and western Wisconsin will donate **100% of the proceeds** from the sale of Blizzard treats to Gillette. In 2007, this event raised over \$214,000 to help patients at Gillette.

How can you participate this year?

- On August 7, visit a participating Dairy Queen location and buy a Blizzard for yourself and your entire family. You'll have a great time and enjoy a wonderful treat and you'll also be helping kids with disabilities!

- [Send this e-mail to your friends, family and co-workers](#) and ask them to buy Blizzards at Dairy Queen on August 7th too!

Remember, **100% of the proceeds** from the sale of Blizzard treats on this date will go to benefit the patients at Gillette through Children's Miracle Network.

To find your nearest participating Dairy Queen location, visit www.miracletreatday.com.

Thanks again for everything you do to help the patients and families we serve.

Tell A Friend



Buying for a large group?

You can pre-order large orders by calling your local Dairy Queen location.



[Unsubscribe](#) | [Forward to a Friend](#) | [Visit our web site](#)

200 East University Avenue
St. Paul, Minnesota 55101

Gillette Children's Foundation © 2008 All rights reserved.

Support Zone

Our Help-Line:
1.888.MITO.411

[Learn more](#)

[Forum for Patients and Families](#)

[Donate](#)

MitoAction
Membership is
Free!

Receive support and
news



**ITS HAVING THE ENERGY
TO GET OUT OF BED,
TO MAKE IT THROUGH
A WORK DAY, TO RAISE
A HAND IN CLASS.**

Energy 5K Run & Family Mito Walk

Sep 13th, 2009 - Cambridge, MA
[Click here to REGISTER NOW!](#)

Follow Us



Twitter



Facebook



Youtube



Google
Calendar

Latest Updates

[Top Ten Back to School Tips for Kids with Mito](#)

[Monkeys with Mito have Normal Babies - with a little help](#)

[Munchausen by Proxy Accusations in Children with Mitochondrial Disease](#)

[Camp Korey hosts Week for Kids with Mitochondrial Disease!](#)

[More](#)

TOP
10

**Top Ten
Resources for
every family**



**Energy 5K Run & Family
Mito Walk**

September 13, 2009

Cambridge MA

REGISTER NOW!



**Munchausen by Proxy
in children with intestinal failure
with Dr. Alex Flores**

September 4th @ noon ed

Open Teleconference - Learn More

View Teams
Find a Participant
Donate to an Individual or Team

Forgot Username/Password?
Go to my Participant Center

Walk / Run FAQ's
Schedule of Events
Brochure and Pledge form
Mito Fact Sheet
Sponsor Info

Help

[Home > Join the Cause](#)

Registration

Please provide your contact information below:

Title:

First Name:

Last Name:

* Email:

Street 1:

Street 2:

City:

State / Province:

ZIP / Postal Code:

Phone Number:

Yes, I would like to receive e-mail from MitoAction

Email Format:

Yes, I would like to receive postal mail from MitoAction

What is your primary connection to Mito?

How did you find MitoAction?

What type of support do you need most?

May others contact you for support?

Please select response

Comments

Please select the areas of interest for which you would like to receive occasional email from us.

- Adult patient, parent or family member of someone with Mito
- Annual Family Walk & Awareness Event
- Clinician, social worker, teacher who works with Mito patient(s)
- Community advocate or friend of a person with Mito
- Legislative Advocacy and Call to Action Alerts
- Mito 411 Volunteer Team
- MitoAction Monthly News (our most frequent email option - don't miss a thing!)
- Other
- Quarterly Updates (our least frequent email option)
- Researcher, scientist, biotech

Submit

Reset Answers

Cancel

What is your primary connection to Mito?

How did you find MitoAction?

What type of support do you need most?

Invite

hopeFound

save the date



October 22, 2009

Omni Parker House Hotel

6:00 p.m. 9:00 p.m.

Reception and live/silent auction

At last count, 7,681 people were homeless in Boston.

It doesn't have to be this way.

help end homelessness

How you can help »

MAKE A DIFFERENCE RECEPTION

Sponsors:



Merrill Lynch
Private Banking and Investment Group
The Bacci Kelley Group



NATIXIS
GLOBAL ASSET MANAGEMENT



PUBLIC CONSULTING GROUP

[Donate Now](#)

[Tell A Friend](#)

hopeFound: dedicated to ending homelessness and helping men and women achieve self-sufficiency and permanent housing.

[Visit Our Website](#) | [Donate](#) | [Forward to a Friend](#)


Manage your email preferences.

Don't Just Ask ... Tell a Story

Message #1:
Send 200 youth to
Yellowstone this
summer

Message #2:
We still have 115
youth who need your
support

Message #3:
We're able to send
178 youth – it's not
too late to give



THE YELLOWSTONE PARK FOUNDATION
supportALERT

Dear System,

For many children, summer is the time to take a family trip to a national park like Yellowstone or head to a "sleep-away" camp. But there are kids who don't have the opportunity for summer fun outdoors. Did you know that many kids in communities near Yellowstone have never even visited the Park?

As a Friend of Yellowstone, you understand the vital importance of fostering the next generation of Park stewards. This is why we've begun the campaign to enable 200 underprivileged children to visit the Park this summer and give them the chance to discover, learn and become passionate about wildlife and nature.

[You can change a child's life today](#)

Through your support, the Foundation enables Park educators to bring more under-served kids to Yellowstone for an unforgettable Park experience. Yellowstone's acclaimed hands-on education programs are designed to help children learn about conservation, wildlife and even life-skills, such as problem solving and responsibility for their everyday actions. [Click here](#) to learn more about the programs and how the magic of Yellowstone can change children's lives.

Your donation today will allow us to give children an opportunity to visit the Park. It doesn't take much to change the life of a child:

- [\\$35 will pay for housing](#) for one child for one night in the Park
- [\\$60 will pay for classroom materials](#) for one group
- [\\$105 will pay for a three-night stay](#) in the Park for one child
- [\\$266 is a total cost of bringing one child](#) to Yellowstone for a multi-day learning experience

Inspiring children to be stewards of Yellowstone today is critical to the future of this national treasure.

I hope they can count on your support!


Paul A. Zambarnardi

Paul A. Zambarnardi, Executive Director

P.S. [Tell a friend about this campaign](#) and help us bring more children to Yellowstone this summer.

POWERED BY **CONVIO**

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222 East Main Street, Suite 301, Bozeman, MT 59715 tel: 406.586.6303 fax: 406.586.6337
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THE YELLOWSTONE PARK FOUNDATION
supportALERT

Dear System,

We are excited to announce that so far we have raised enough to make a Yellowstone dream come true for 85 under-served children. But there are still 115 that are waiting for your support to have a chance to get away from their daily lives into the Yellowstone wonderland!

[Make a gift and help support Youth Education programs](#)

It will be one of the most memorable experiences they will ever have! They will be provided with all necessary facilities, equipment for a multi-day expedition, and lessons taught by Yellowstone rangers who specialize in youth education.

Yellowstone has so much to offer a child with an open mind and an open heart. Every day these kids will be out hiking and becoming more familiar and comfortable with Yellowstone's natural resources. They will learn about the geothermal features and wildlife which will help them understand the interactions that occur in nature and their relationship to the natural world.

These kids are hungry for knowledge, but are often starved of learning resources. With your support, Yellowstone can offer endless opportunities for exploration. [You can make a gift online, right now.](#)

Thank you for making a difference in so many children's lives!

Warm regards,


Paul A. Zambarnardi

Paul A. Zambarnardi
Executive Director

P.S. [Tell a friend about this campaign](#) and help us bring more children to Yellowstone this summer.

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THE YELLOWSTONE PARK FOUNDATION
supportALERT

Dear System,

Please accept our heartfelt THANK YOU!

178 out of 200 under-served children will come to the Park this summer to learn about the wonders and wildlife of Yellowstone. It will be a life-changing event for most of them. These are Native American children, the economically disadvantaged, children with disabilities, and others who may not otherwise have the opportunity to visit Yellowstone Park.

[There's still time to give!](#)

These children will participate in field trips, hikes, essay writing, artwork and photography. They will have an opportunity to analyze pressing environmental issues, and to suggest possible solutions to problems. They will learn about bison, elk, wolves and other living creatures and how to care for their environment.

These children will learn to care about remaining wild places and the importance of preservation.

Knowing that you introduced the wonder of Yellowstone to a child is the most gratifying feeling! Each student will remember this experience for the rest of their lives. To come and will have the comfort of knowing that somewhere, out there, is a place so magical, yet real - Yellowstone.

On behalf of those kids - THANK YOU! You have just changed a child's life!

Warm regards,

Paul A. Zambarnardi

Paul A. Zambarnardi
Executive Director

P.S. [Tell a friend about this campaign](#) and help us bring more children to Yellowstone this summer.

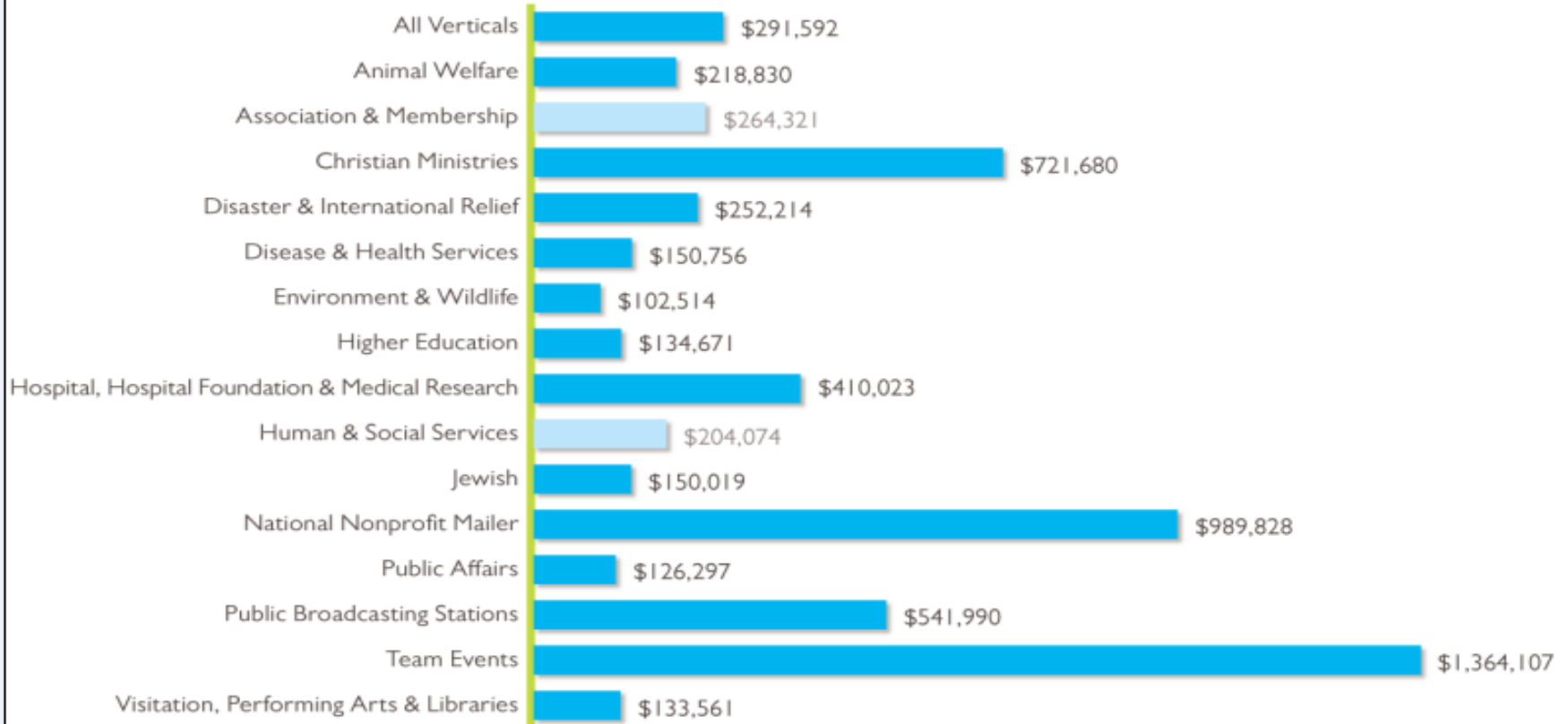
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Total Online Revenue per Vertical per Benchmark Report

Online Revenue

Median Total Fundraising 2009, n=337

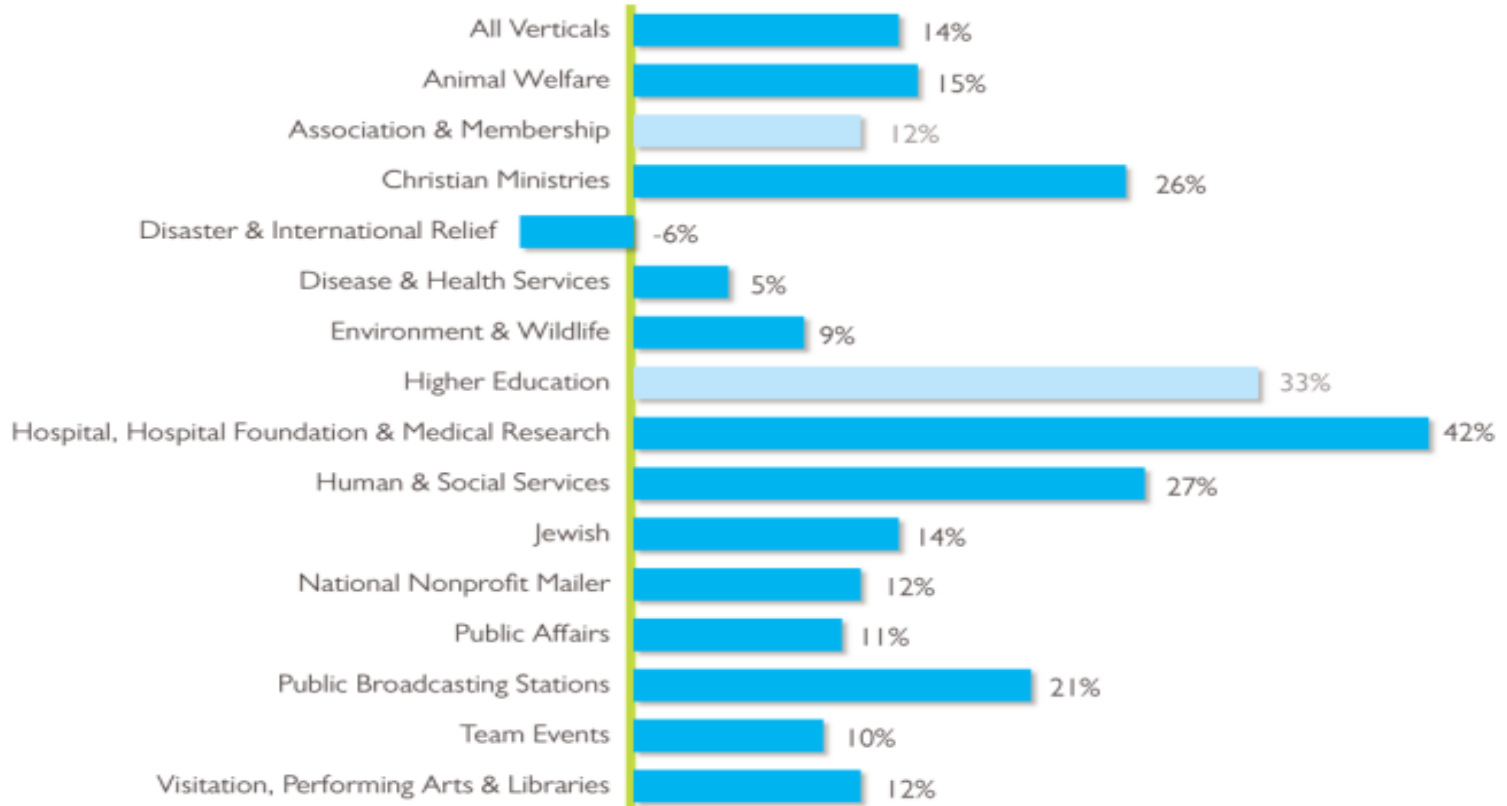


*Light blue denotes sample size fewer than 10 organizations.

Online Revenue Growth Rates per Vertical

Online Revenue Growth

Median Change 2008 to 2009, n=337

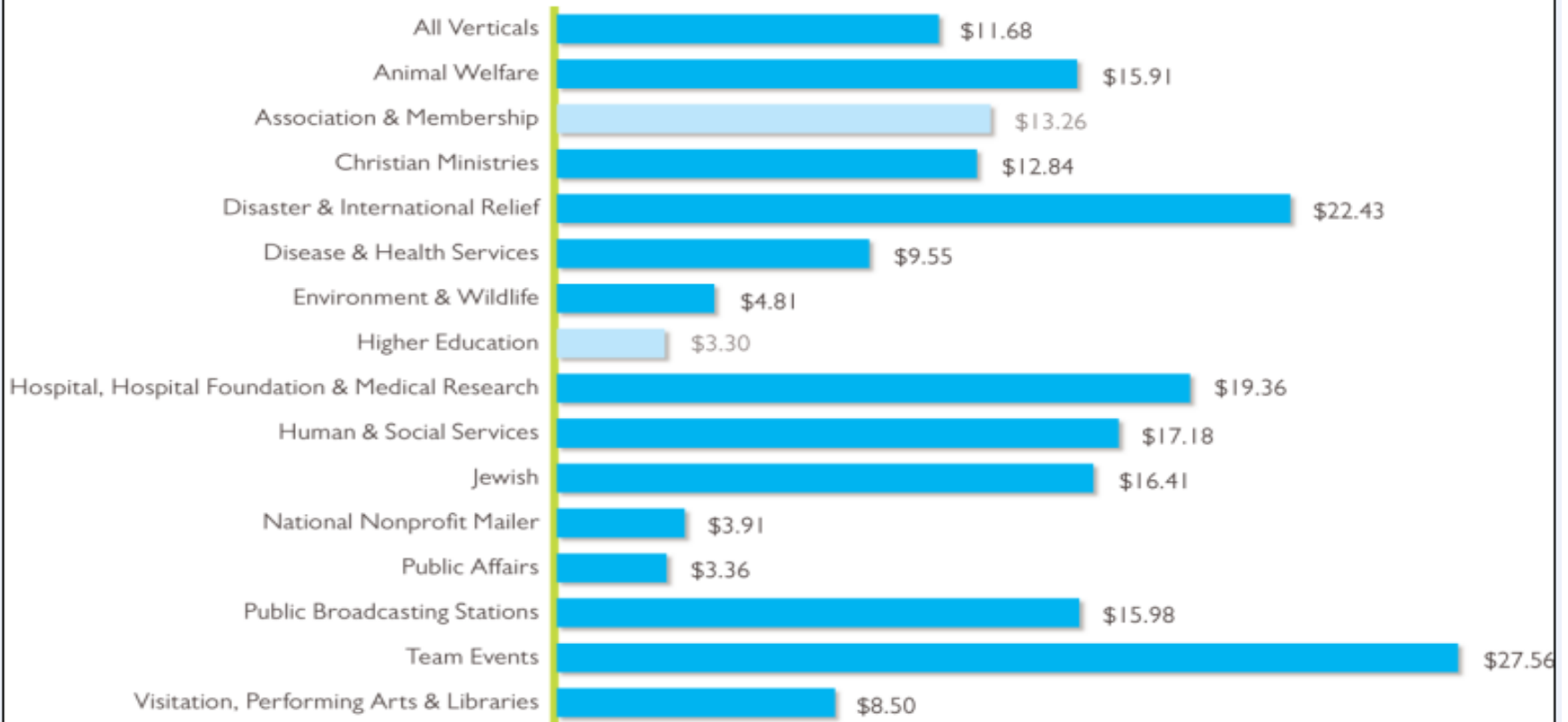


**Light blue denotes sample size fewer than 10 organizations.*

Online Revenue per Email Address

Online Revenue Per Usable Email Address

Median Revenue As a % of the Usable Email File 2009, n=337



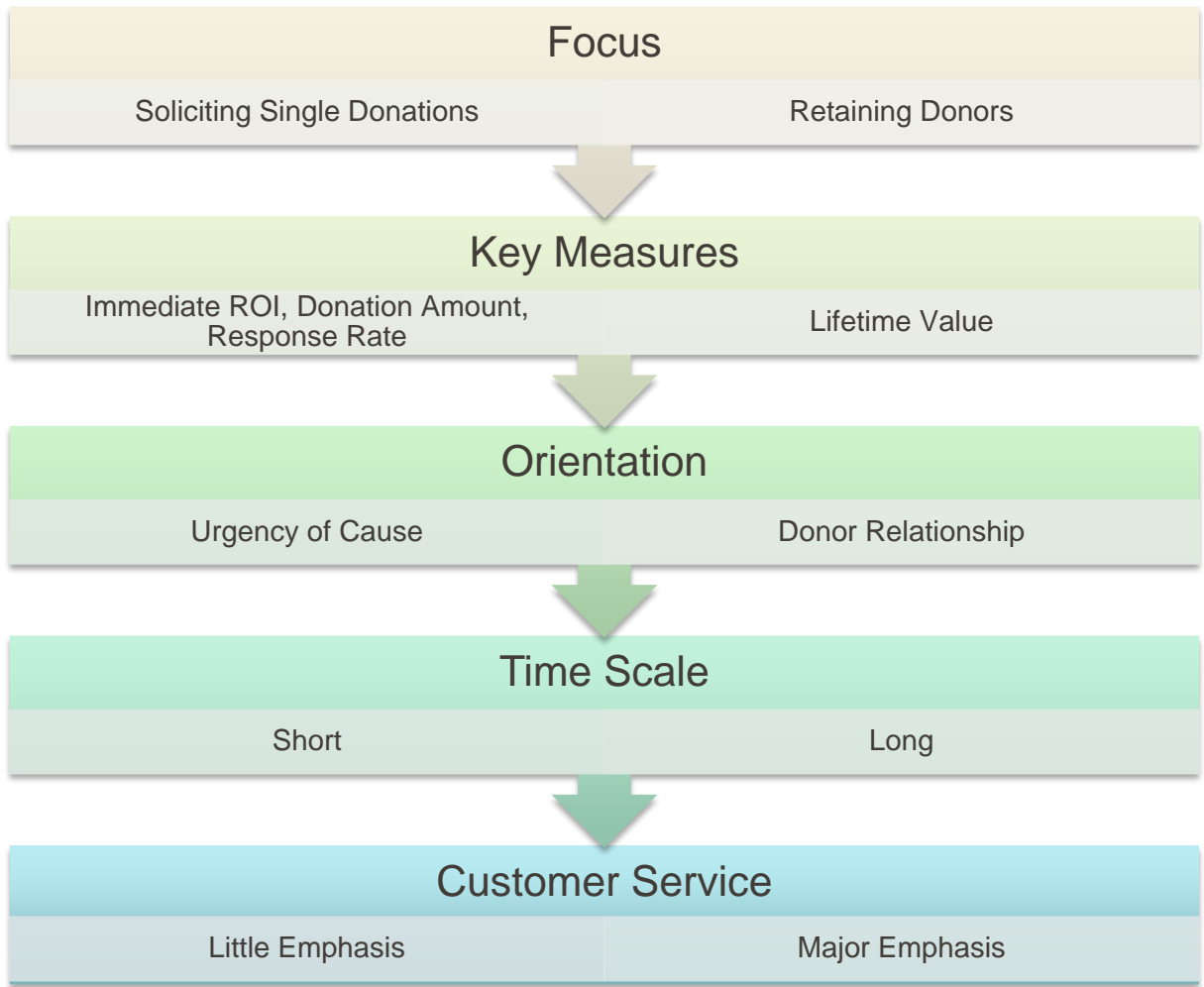
*Light blue denotes sample size fewer than 10 organizations.

Retaining Them

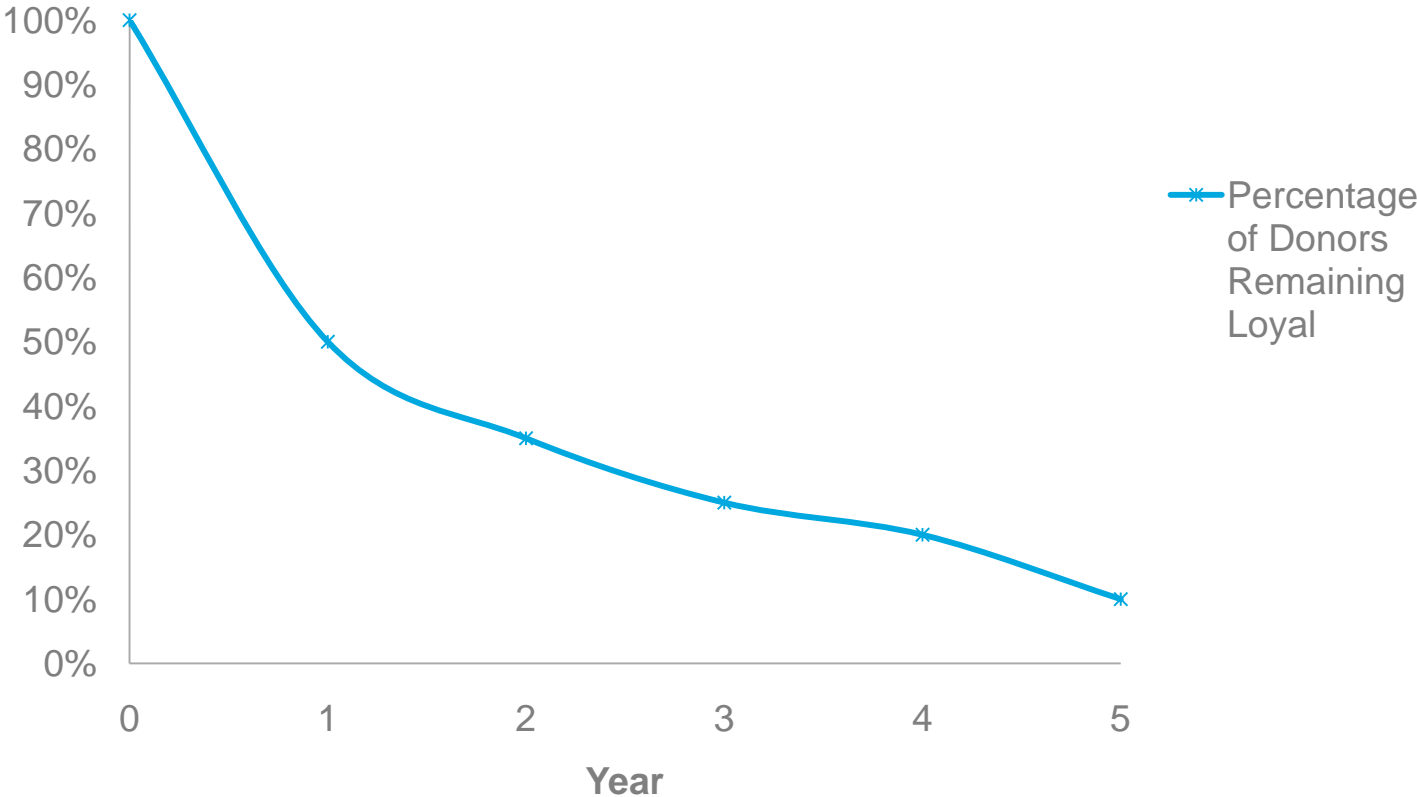
Or even worse ...

**“I only hear from
them when they
want money.” –
*Annoyed Donor***





DONOR-RETENTION CHART



Scenario 1

Standard Attrition Rates

Campaign	Attrition Rate	# Retained Donors	Average Gift	Campaign Revenue	Accumulated Revenue
0	N/A	1,000	\$100	\$100,000	\$100,000
1	50%	500	\$115	\$57,500	\$157,500
2	30%	350	\$132.25	\$46,287	\$203,787
3	30%	280	\$152.09	\$42,585	\$246,372
4	20%	224	\$174.90	\$39,177	\$285,549
5	20%	179	\$201.14	\$36,004	\$321,553


Scenario 2

Slightly Improved Retention Rates

By strategically leveraging Convio to build relationships and retain more donors the impact on achieved revenue could be massive.

Campaign	Attrition Rate	# Retained Donors	Average Gift	Campaign Revenue	Accumulated Revenue
0	N/A	1,000	\$100	\$100,000	\$100,000
1	27%	730	\$115	\$83,950	\$183,950
2	16.2%	612	\$132.25	\$80,903	\$264,853
3	10.8%	546	\$152.09	\$82,990	\$347,843
4	10.8%	487	\$174.90	\$85,131	\$432,974
5	10.8%	434	\$201.14	\$87,327	\$520,301

Components of Good Online Newsletters.....



THE YELLOWSTONE PARK FOUNDATION

Forward to a Friend | Donate | Visit www.ypf.org

In this Issue

March 2009

Dear Jennifer,
You are receiving
Yellowstone eNews at
jdarrowset@comcast.com.
[Click here to update your profile >>](#)

Donate Now

Volunteer Anglers Needed

Yellowstone asks fly fishing visitors for help with native trout conservation
[Read more](#)

Double Your Impact!


Many companies will match employee generosity to charities like the Yellowstone Park Foundation
[Read more](#)

Yellowstone Visa® Card

Take a vacation from interest payments with the Visa card that offers 0% APR for 12 billing cycles!
[Read more](#)

Yellowstone is a place of living history, from its bison herds that have roamed since prehistoric times, to the early travelers who passed through, to the birth of the national park concept. It is also a place to look forward, as every year groundbreaking research takes place here that affects the greater world of science. In this issue, we report on a cutting-edge study on biodiversity, plus new archeological evidence of an infamous journey from the past. But first, read about a budget-friendly way for you to experience the wonders of present-day Yellowstone.

Yellowstone Camping Q & A




Bridge Bay Campground

Like many Americans, you may be wondering how the current economy will affect your summer vacation plans. Perhaps you would like to visit Yellowstone but are feeling anxious about the cost. The good news is that camping is a budget-friendly alternative to hotels, and a whole lot of fun to boot. Read on for a few useful and interesting facts about getting closer to nature at a Yellowstone campground.

[Learn More >>](#)

Yellowstone Volcano Fuels Remarkable Biodiversity




Yellowstone Lake

Yellowstone Lake is the foundation of the Yellowstone Ecosystem, providing key ingredients to a large and complex food chain that sustains many of the animals for which Yellowstone is so famous. Cutthroat trout are commonly thought of as the base of this food chain that includes otters, bald eagles, coyotes and grizzly bears. However, scientists' views may be changing. The ecological underpinnings of this lake may have an unanticipated source deep below the surface -- the Yellowstone volcano.

[Learn More >>](#)

On the Trail with the Nez Perce



In 1877, on a daring journey that started from Wallowa Lake, Oregon, and ended tragically at the Bear Paw Battlefield near Chinook, Montana, the Nez Perce crossed Yellowstone National Park in an attempt to flee the U.S. Army. This extensive path -- the Nez Perce National Historic Trail -- was designated a site of National Historic Interest in 1988.

Integration Example: Feeding America

THANKSGIVING FEAST FOR 1 MILLION

Dear System,

Lets set a Thanksgiving feast for 1 million hungry Americans!

You can help in a big way!

I know a million is a lot of Thanksgiving meals, but we can do this. Because The America's Second Harvest Network of food banks and food-rescue organizations is so efficient, **every \$1 you give provides 16 meals for families in need**



Give struggling families a reason to be thankful this holiday. Your gift will bring help and hope to hungry men, women, and children.

>> GIVE NOW <<

Thats how we can help provide a Thanksgiving Feast for 1 million this year. When you think of how far every dollar you give goes to help hungry men, women, and children, it really isn't too lofty a goal.

There are millions of families in a devastating situation this Thanksgiving. Moms and dads who could be serving fast food or worse. Thanksgiving dinner could be whatever is cheapest at the grocery store. Or whatever is left in the kitchen cabinets or freezer- if anything. You and I can make a difference for them by feeding their hunger and giving them hope.

Please send a special Thanksgiving gift today. You can give struggling fellow Americans a reason to be thankful this holiday season. Thank you!

Sincerely,

Vicki Escarra

Vicki Escarra
President and CEO

P.S. Please, send your gift today and help us provide a Thanksgiving Feast for 1 Million. Then as you and your family sit down to Thanksgiving

Dear System,

We told you recently about our goal to provide a "Feast for 1 Million" this Thanksgiving. Since we haven't heard from you yet, we thought you might be interested in this exciting opportunity.

Tyson Foods, Inc. is offering a \$50,000 matching grant to help us reach our goal of feeding one million this holiday season. Because of partnerships and our efficient Network of food banks and food-rescue organizations, every \$1 you give helps secure and distribute \$30 in food and groceries. Now that same \$1 will provide \$60 worth of food to hungry families!

Please join Tyson Foods, Inc. and set a place for the hungry this holiday season by sending in your gift of \$30.00 today!

Sincerely,



Give struggling families a reason to be thankful this holiday. Your gift will bring help and hope to hungry men, women, and children.

>> GIVE NOW <<

Vicki Escarra

Vicki Escarra
President and CEO

Dear System,

I have some great news for you. Remember our recent Thanksgiving Feast for 1 Million? We didn't just make it, we zoomed way past it!

Generous friends like you answered our call to help struggling families this holiday with a special Thanksgiving meal. And you answered our call to help with funds equal to 1,390,416 meals!

Think of all the families you helped with all that food! There just aren't strong enough words to express my gratitude for the compassion you have shown for America's hungry.

Thank you for your support.

Sincerely,



With your help, we beat our goal of providing a Thanksgiving Feast for 1 MILLION! Thank you for your support.

>> GIVE NOW <<

Vicki Escarra

Vicki Escarra
President and CEO

P.S. You gave hungry families a reason to be thankful this Thanksgiving! I wish you and yours a wonderful holiday season and a happy new year. If you'd like to give another gift to help even more struggling families this holiday, please click here.

Stewardship – Haiti Crisis



International Relief & Development

Dear Friend of IRD,

Earlier this week, IRD's Haiti Earthquake Response Team arrived in Port-Au-Prince. I've had an opportunity to talk with the team directly and get an update on their progress. Truly, the magnitude of the disaster is stunning.

"Everything is a challenge." Adam Koons, IRD Emergency Relief Team Lead reported to me. "There is no public electricity and no fuel for generators. Connecting or coordinating with anyone on the ground is extremely difficult."

In spite of the challenges, IRD's emergency relief team was able to bring two truckloads of water from Dominican Republic to Port-au-Prince today, and they will be meeting more than \$5 million worth of commodities donated to IRD that have either already been flown or shipped in to Port-au-Prince, or are on their way. IRD will also be distributing medical supplies, medicines, rehydration salts, solar-powered lights, water purifiers, hygiene kits, and other basic humanitarian aid. We'll also focus on larger sanitation system and water infrastructure repairs.

To help in covering the costs of things like relief supplies, shipping, and coordinating relief activities on the ground, please [consider donating to IRD's Haiti Earthquake Relief Fund](#) as much as you can:

[▶ DONATE NOW](#)

You can also call 1-866-595-1100, or text REBUILD to 85944.

For those who have already donated, IRD Director of Acquisitions and Logistics Jim Lanning speaks on all of our behalf with this [thank you video](#). We want you to watch so you know exactly how much your donation means.

Your donation of \$50, \$25, or even \$10 can help us get this relief into the hands of those who need it the most. For that, we are deeply grateful, as are the people in Haiti you are helping.

Sincerely,

Dr. Arthur B. Keys Jr.
President and CEO



IRD Director of Acquisitions and Logistics Jim Lanning [offers our thanks](#) to all donors.



People in Haiti care for the wounded following the quake.

Sustainer Giving

DAY 1

Tax Receipt

Dear «First Name»,

Thank you so much for your generous «\$Amt» online donation to help our nation's veterans. And welcome to the Paralyzed Veterans of America worldwide family of supporters!

Your financial support of our 61-year history of helping veterans is truly an investment in the courageous men and women who answered our country's call to serve, and sacrificed dearly.

The stories of the veterans we serve illustrate what a powerful and positive impact your support has in helping these heroes rebuild their lives.

And you can be confident that we will put your gift to work effectively on behalf of America's veterans. We meet all 20 Standards for Charity Accountability set by the BBB Wise Giving Alliance.

With injured veterans returning every week from places like Afghani-

You Can Be a Hero for A Hero

Many supporters enjoy our 'Be a Hero for a Hero' monthly giving program. Automatic monthly donation helps us serve our veteran heroes year-round.

[LEARN MORE >](#)

DAY 3

Be a Hero for a Hero

Your generosity makes it possible for our services officers to be at the hospital bedside of newly injured soldiers ... and for us to stand by them and support them through the challenging process of rebuilding their lives. We invite you to join us in doing more.

«First Name», since I have daily contact with many donors, I wanted you to be aware of two special programs people ask me about most often.

Be A Hero for A Hero is our **monthly giving program**. It makes it easy for supporters to commit to automatic, tax-deductible monthly donations that they know will be used to help America's veterans.

[Make a monthly gift ▶](#)

Meeting the needs of our injured soldiers as they return from places like Iraq and Afghanistan, as well as the growing needs of our graying veterans who served us valiantly in decades past — means our services are in ever-greater demand.

That's why your sustained support of America's heroic veterans means so much to the Paralyzed Veterans of America.

801 Eighteenth Street, NW • Washington, DC 20006-3517 | info@pva.org
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Paralyzed Veterans of America

Join the Patriot Society

Your generosity makes it possible for our services officers to be at the hospital bedside of newly injured soldiers ... and for us to stand by them and support them through the challenging process of rebuilding their lives. We invite you to join us in doing more.

«First Name», since I have daily contact with many donors, I wanted you to be aware of two special programs people ask me about most often.

The Patriot Society recognizes and honors the generous individuals who make up the Paralyzed Veterans' **philanthropic circle of leaders**. Special benefits and recognition accompany various self-selected levels of financial support.

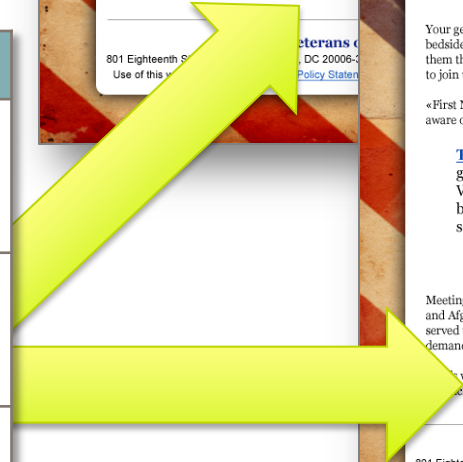
[Join the Patriot Society ▶](#)

Meeting the needs of our injured soldiers as they return from places like Iraq and Afghanistan, as well as the growing needs of our graying veterans who served us valiantly in decades past — means our services are in ever-greater demand.

That's why your sustained support of America's heroic veterans means so much to the Paralyzed Veterans of America. Thank you.

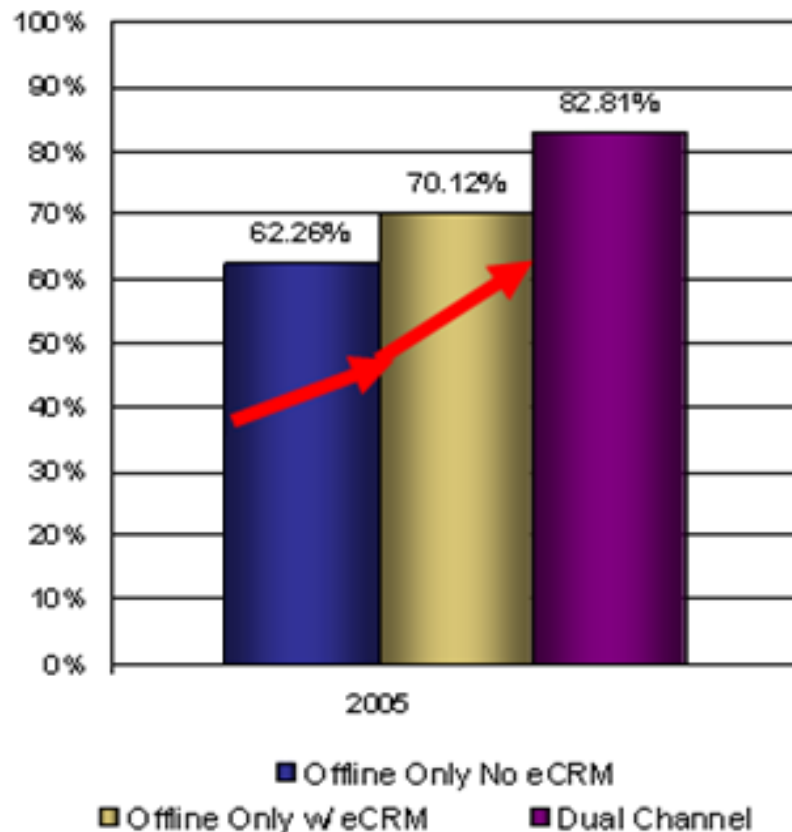
Paralyzed Veterans of America
801 Eighteenth Street, NW • Washington, DC 20006-3517 • 1-800-555-9140 | info@pva.org
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Segment	Definition
Add Gift Potential	If DONOR with two or less gifts of \$150 or less in last 12 months
Monthly Potential	If DONOR with two or more gifts of \$150 in last 12 months
Major Potential	If DONOR with lifetime value more than \$500 but less than \$10,000



Integrated Marketing: Retention Rates

**Multi Year Donors
Reactivation Rate in 2005**



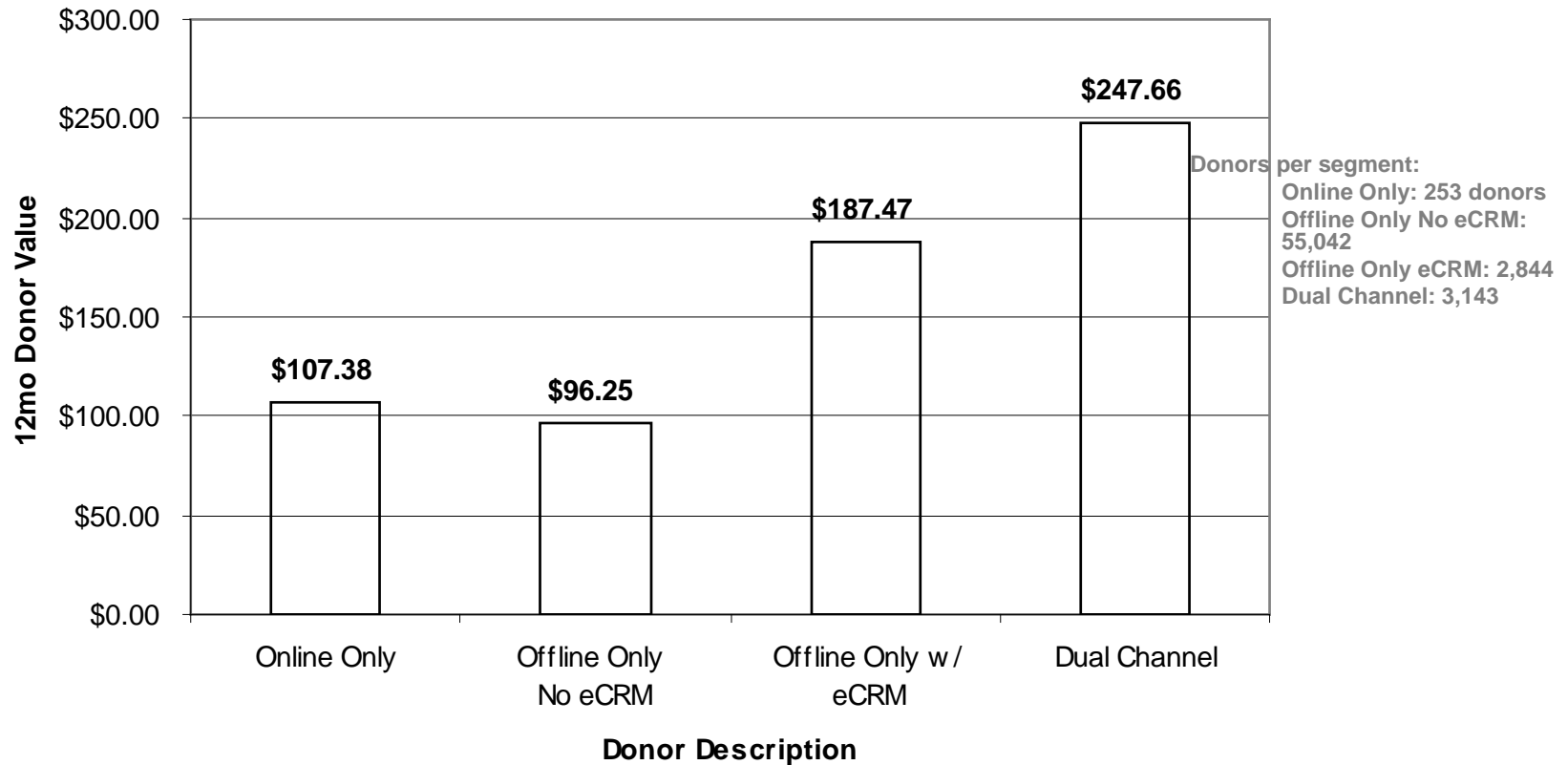
Source: Analysis by StrategicOne and Convio for SPCA of Texas – a regional animal welfare organization

Multi year donors per segment:
Offline Only No eCRM: 12,555
Offline Only eCRM: 1,389
Dual Channel: 1,588

■ Lifetime value is driven by a lift in retention rates

Integrated Marketing: Annual Value

Donor Value over 12 Months

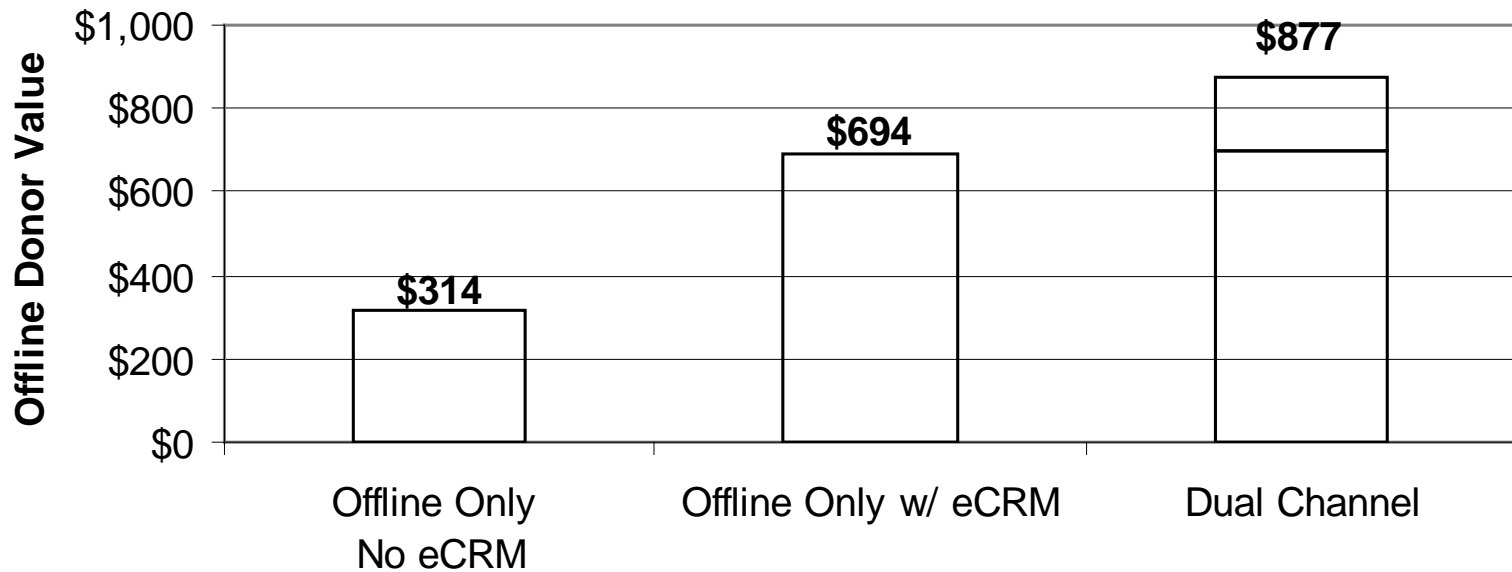


Coupled with lifting gift frequency and hence annual value

The Integrated Marketing Effect

- Engaging offline donors online greatly enhances their value

Lifetime Donor Value



Donor Description

□ Offline Revenue □ Online Revenue

Source: Analysis by StrategicOne and Convio for SPCA of Texas – a regional animal welfare organization

Note: Metrics exclude transactions \$10k+ and one time only donors

Donors per segment:
Offline Only No eCRM: 55,042
Offline Only eCRM: 2,844
Dual Channel: 3,143



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Tailrank TagWorld nuvo dogear yakalike grouper ODDPOST
Lulu R BR blish BETA The easiest place to buy or sell digital content flagr FireAnt simplyhired Ve
rbloc.com cafepress Renkoo standpoint pixagogo
oyogi YEDDA Writeboard SHOUTWIRE iKarma RANCOBLE
Frappri! Beta jeteve dabble db
CalendarHub
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Ta-da Lists FeedSky jellyBarn.INC
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ProjectSpaces FeedBurner Bloglines purevolume.com FOTOLOG ourmedia
Gcast blinkx search Yub.com Spot Runner Myspace a place for friends NewsAlloy BAllmydat
openomy riffs ajchat alpha jambo NETWORKS ROLLYO BETA ClipSh

Ontario Association of Foodbanks

Case Study

Ontario Association of Food Banks

- Launched a new Welcome Series in May 2009 and a new Monthly eNewsletter in June 2009
 - Reached over 1400 new subscribers through a campaign in support of farmers being able to claim tax credits for donating food to local food banks [policy outcome TBD – should find out in March 2010 and it's looking good!]
 - Built overall email list from 1000 to 11,000 in just nine months
 - Year-over-year online fundraising has grown over 600%, yielding over \$200K for food banks and food pantries across Ontario
-

Convio Services Overview

Convio Go!	QuickStart Fundamental	QuickStart Flex	SOW
No/few fundamentals in place	Few/not all fundamentals in place	Some fundamentals in place	Advanced needs
Low on staff & skills	Have staff	Have staff	Have staff
Capacity-building & learning	Efficient execution; learning is a byproduct	Develop & execute custom campaigns; learning is byproduct	Same as Flex
	Add implementation (likely IS-B) and config sku(s) which include campaign build	Add implementation (IS-B, IS-C, IS-Ca, IS-D) and config sku(s) which include campaign build	

Key Differences

Convio Go!	QuickStart Fundamental	QuickStart Flex
Group	1-to-1	1-to1
Designed for accountability and to be cost effective	Designed for efficiency – based on best practice templates	Clients have unique ideas and needs
We drive, execute, and teach along the way	We drive and execute; learning by the client is a byproduct	We collaborate and execute; more opportunity/time for client learning
Pay across contract term	Pay up front for strategy and each month for retainer	Pay up front for strategy and each month for retainer

The No Hassle Audit

- Blueprint for Success
 - Web Audit of your processes and web presence
 - 5pg report of your metrics vs. benchmarks
 - Best-practice recommendations
 - Assessment of how Convio can help you
- Kenneth Kuhler -
Senior Account Specialist
kkuhler@convio.com
512-652-2614