



CONVIO REACH4X GIVE-AWAY GUIDE

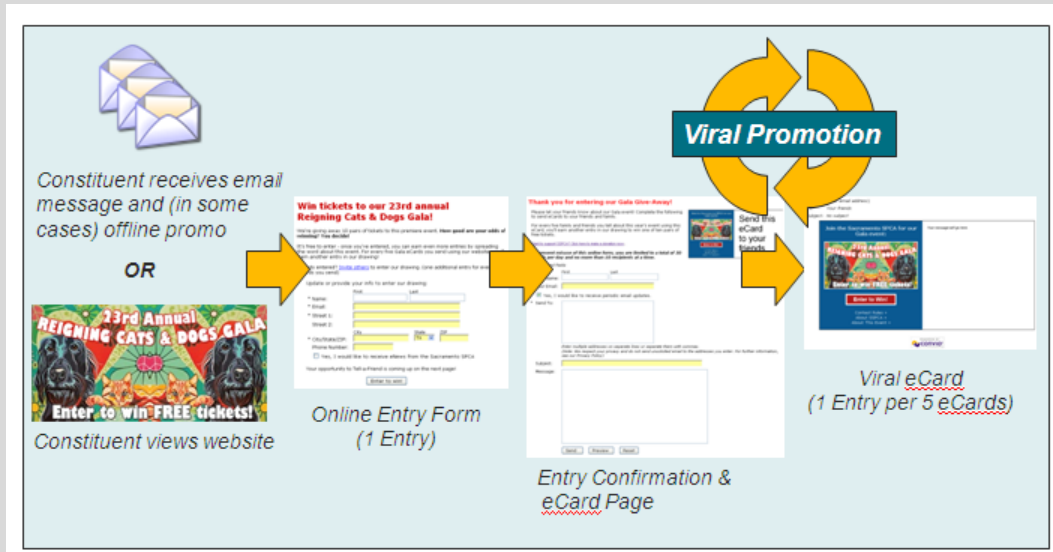
March 2010

www.convio.com

CONVIO REACH4X HOUSEFILE-BUILDING CAMPAIGN GUIDE (GIVE-AWAY)

OVERVIEW

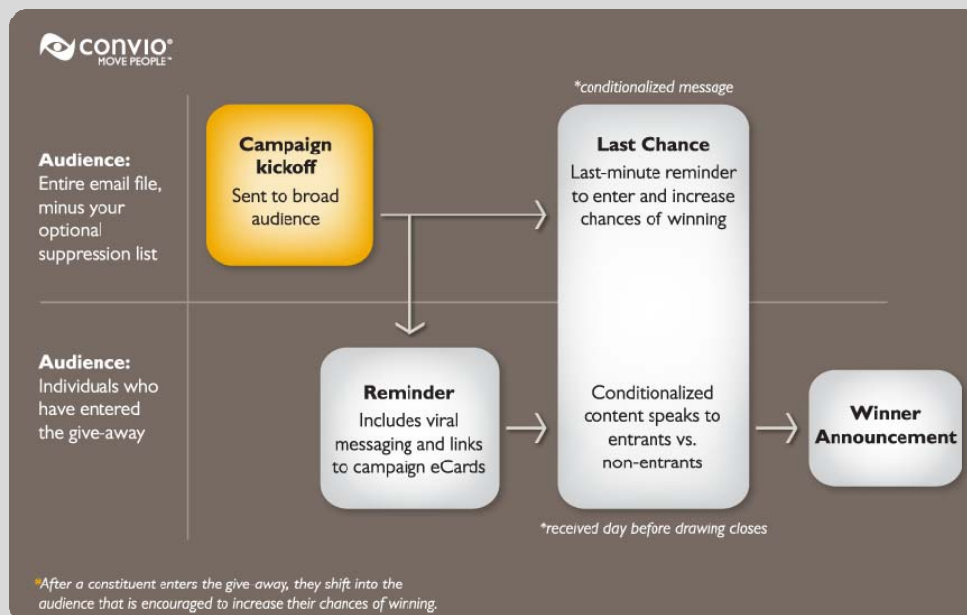
The Give-Away Campaign invites your constituents to earn chances to win an incentive item. The focus of this campaign is viral housefile growth.



Constituents register to enter in the contest and may “earn” additional entries by inviting others to participate (1 additional entry for every 5 eCards sent).

This guide will help you prepare:

- a viral eCard (which may well be a new constituent’s first introduction to your organization), and
- all the email content for your campaign kick-off message, a reminder message, a last-chance message (two versions – one for entrants, one for non-entrants), and a winner announcement.



Convio's Survey and eCard tools will track the number of entries each constituent has earned. This guide does NOT cover in detail the build-out of the following campaign components:

- (Required) webpage contest entry form such as this PageBuilder page with embedded Survey:

Win tickets to our 23rd annual Reigning Cats & Dogs Gala!

We're giving away 10 pairs of tickets to this premiere event. **How good are your odds of winning? You decide!**

It's free to enter - once you've entered, you can earn even more entries by spreading the word about this event. For every five Gala eCards you send using our website, you'll earn another entry in our drawing!

Already entered? [Invite others](#) to enter our drawing. (one additional entry for every five eCards you send)

Update or provide your info to enter our drawing:

* Name:

* Email:

* Street 1:

Street 2:

* City/State/ZIP:

Phone Number:

Yes, I would like to receive eNews from the Sacramento SPCA

Your opportunity to Tell-a-Friend is coming up on the next page!

Increase your chances of winning tickets
[Spread the word](#) about our premiere event!

Get VIP Tickets NOW!!

Get General Admission Tickets NOW!!

[Official Contest Rules](#)

- (Required) eCard sending page, such as:

Thank you for entering our Gala Give-Away!

Please let your friends know about our Gala event! Complete the following to send eCards to your friends and family.

For every five family and friends you tell about this year's event using this eCard, you'll earn another entry in our drawing to win one of ten pairs of free tickets.

[Want to support SSPCA? Click here to make a donation now.](#)

To prevent misuse of this online form, you are limited to a total of 30 eCards per day and no more than 10 recipients at a time.

* = Required Fields

* Your Name:

* Your Email:

Yes, I would like to receive periodic email updates.

* Send To:

Enter multiple addresses on separate lines or separate them with commas.
 (Note: We respect your privacy and do not send unsolicited email to the addresses you enter. For further information, see our [Privacy Policy](#))

Subject:

Message:

Join the Sacramento SPCA for our 23rd Annual Reigning Cats & Dogs Gala!

Enter to Win!

Send this eCard to your friends

- (Recommended) homepage “banner ad” (used to reach those not on your email list) – example:



If Convio Survey and eCard Campaign tools are unfamiliar to you, please reference Convio training materials - these tools are easy to learn, widely applicable, and come included with all Convio licenses).

CAMPAIGN AUDIENCE

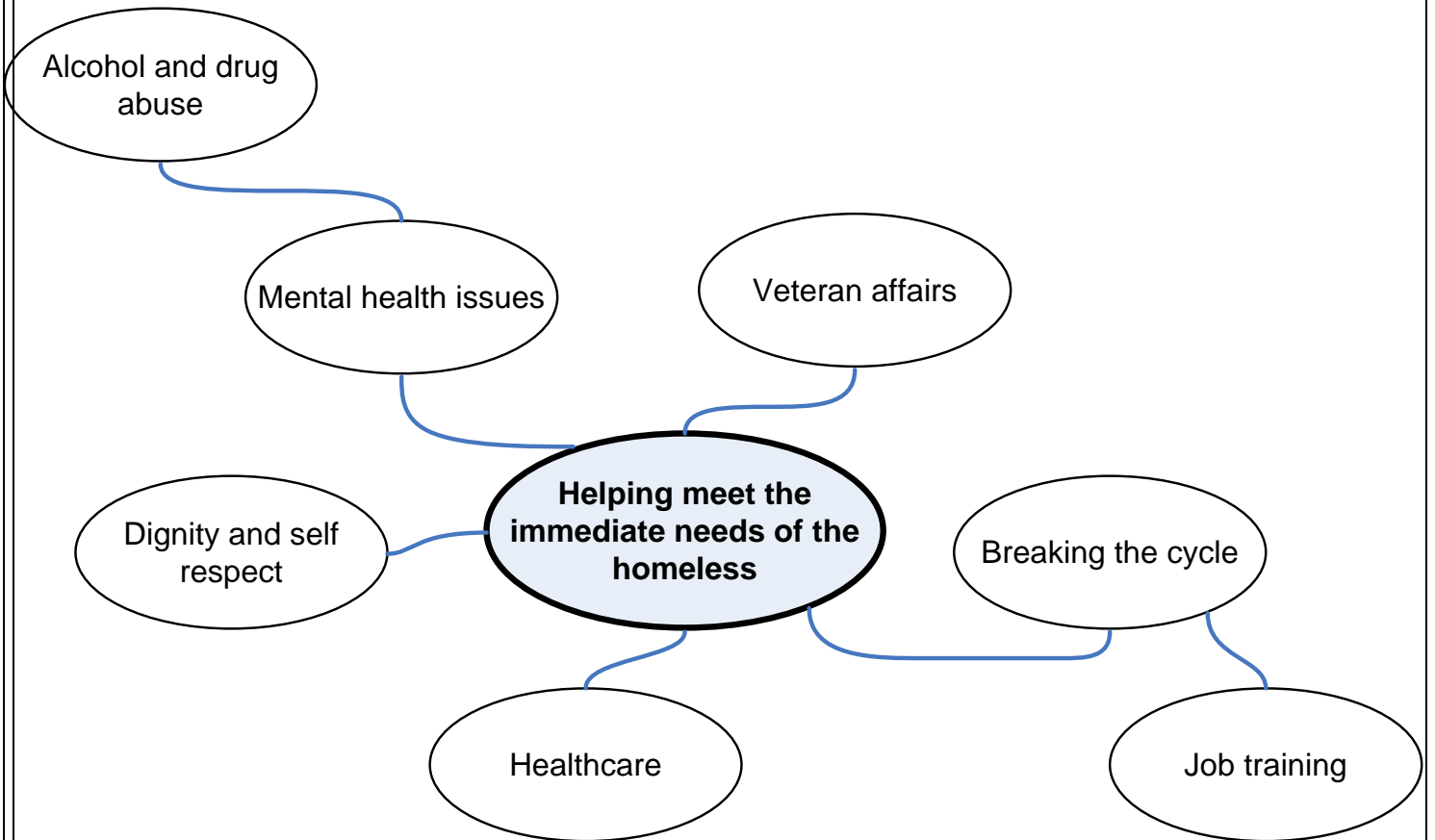
Describe your target audience for this campaign. Are you missing proponents that meet a certain criteria? Example:

- Young people... medical professionals... parents?

[Enter your target audience here]

BRAINSTORMING FOR CAMPAIGN THEME

The following mind-map exercise is recommended when brainstorming for your housefile-building campaign theme. (example)



[Draw your mind-map here]

SPECIFY YOUR CAMPAIGN MESSAGE

If you could communicate one phrase to someone just learning about your organization through this campaign, what would it be? Take into consideration what your target audience knows about the issues in your mind-map. How do your issues impact their lives? What are the values and attitudes of your target audience? This theme will be woven through your entire campaign, including subject lines, calls to action, and campaign images. Example:

- “Research is cool.” – a campaign by the Oklahoma Medical Research Foundation giving away a “geek pack”

[Enter your message here]

SELECT YOUR CALL TO ACTION

The best campaigns use tangible, single-issue calls-to-action that can be expressed in one sentence. Example:

- “Enter to Dine Out” – a campaign by the Ontario Association of Food Banks giving away a weekend retreat including dinner with a celebrity chef to promote Dine Out for Hunger

[Enter your call to action here]

CAMPAIGN NARRATIVE

Tell the story you’d like to tell your constituents in the course of this campaign. Your series of messages should have a beginning (launch), middle (reminder) and end (last-chance). Aspects of your story might include:

- What is the impact you hope to have by reaching out to new supporters?
- What role do you want your constituents to play in promoting your organization to others?
- When is the due date? If appropriate, what drives that due date (event, etc.)?

[Enter your narrative here]

INCENTIVE DESCRIPTION

Describe, in your own words, the incentive you're using to promote this campaign. Please answer questions like:

- How will the incentive benefit the winner? What is it worth?
- When/how can this incentive be used?
- How is this incentive connected to your mission?

[Enter your description here]

INCENTIVE IMAGE

The best incentive is one that can be visualized.

[Draw an image of your incentive item here]

Viral eCard Template

VIRAL ECARD SUGGESTED SUBJECT LINE

[enter your subject line here – 55 Characters or less]

OPTIONAL GREETING (10 word max.):
[*Lorem ipsum dolor sit amet!*]



Enter to Win

[Contest Rules](#) »
[About \[Organization\]](#) »
[About \[Campaign/Event\]](#) »

[Copy and paste your suggested message text here:

You have very little space for content so make it count.

Word count is around 70, character count is around 450 with spaces.

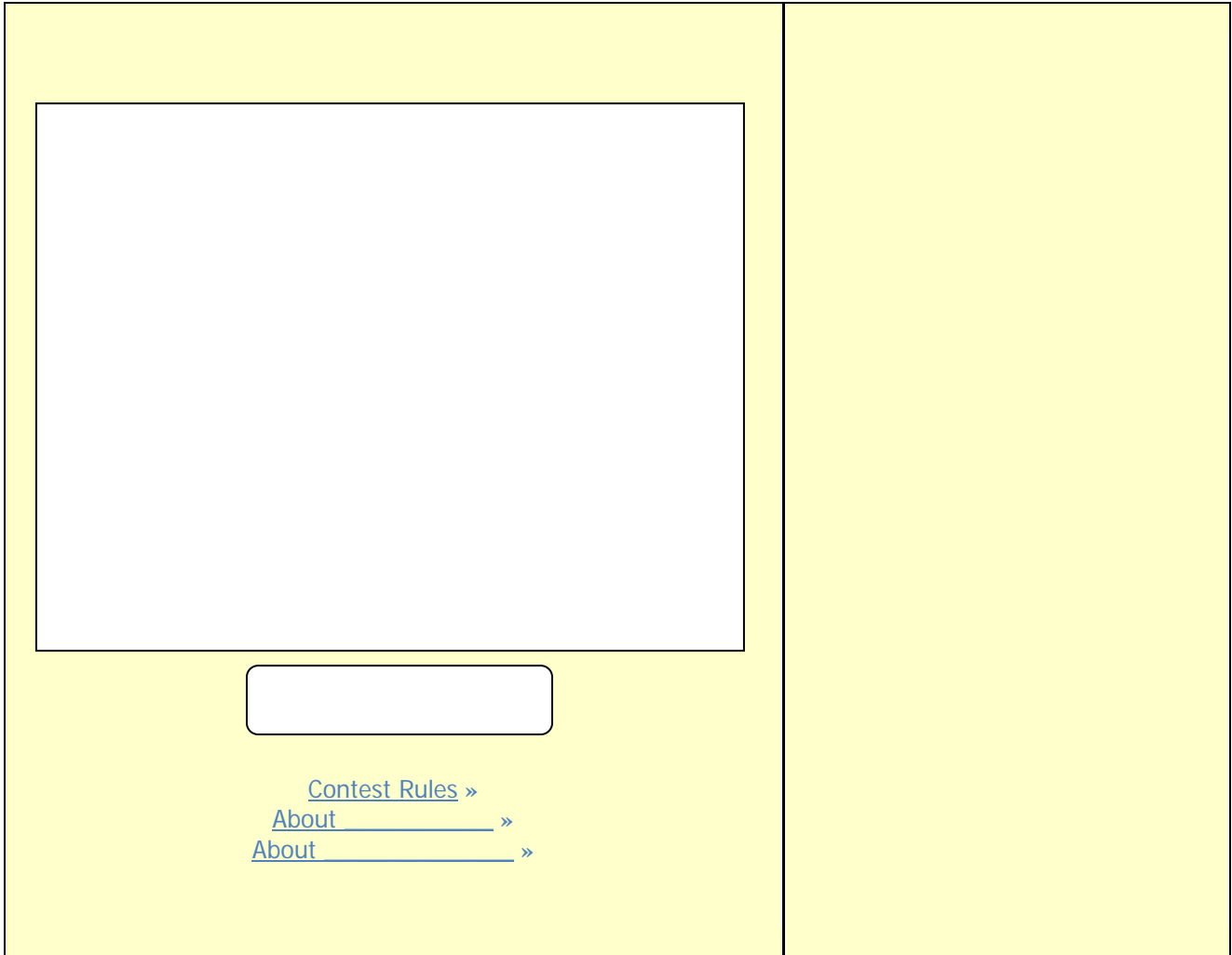
This message should be written from the perspective of a supporter telling their friend about your organization and this give-away opportunity.]

Mission: [Add your mission statement here Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ante. Proin at eros. Proin turpis. Vestibulum neque lorem, laoreet et, rutrum eget, porta egestas, nulla.]

Visit Our Website | Donate | Forward to a Friend | Get Involved

Viral eCard

VIRAL ECARD SUGGESTED SUBJECT LINE



[Contest Rules >](#)
[About >](#)
[About >](#)

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

Kick-off Message Template

KICK-OFF SUBJECT LINE

[enter your subject line here – 55 Characters or less]

Organization Banner

595px wide
by
100px tall

Dear [Constituent Name],

As a special thank-you to our online supporters, we would like to invite you to enter to win [description of incentive]. You can [enter in our drawing right now online](#) »

Entry in the drawing is free. Once you've entered, you can improve your chances of winning by helping us promote [campaign description].

The winner of our online give-away will receive [more detailed description of incentive].

[Additional description of the prize and impact constituents have by participating].

[Learn more about this campaign](#) »

[Enter in our free drawing](#) »

As always, thank you so much for your ongoing support and generosity.

Sincerely,

[Digital Signature Image]
[Name of sender]
[Title of sender]

PS. We respect your email preferences and privacy – If you'd rather not receive updates on this drawing you can [opt out of future email about this contest.](#)

Your sidebar image here

Enter to Win

[Additional call-out text or mission statement – keep this under 20 words.]



Unsubscribe | Forward to a Friend | Visit our web site

[Your mailing address here]

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Kick-off Message

KICK-OFF SUBJECT LINE

	<div style="border: 1px solid black; width: 100%; height: 100%;"></div> <div style="border: 1px solid black; width: 80%; margin: 10px auto; height: 20px;"></div>



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

[Your mailing address here]

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Reminder Message Template

REMINDER SUBJECT LINE

[enter your subject line here – 55 Characters or less]

Organization Banner

595px wide
by
100px tall

Dear [Constituent Name],

Thank you for entering in our [give-away campaign name]!

Don't forget – you can increase your chances of winning [incentive description] by [sending eCards to family and friends](#). **There are only [number] days left - we'll pick our winner on [date of drawing]!**

You can send up to 30 eCards per day (3 messages to 10 recipients at a time) [using our online form](#). Every time you send another 5 eCards, you earn another entry in our drawing.

[2-3 paragraph description of the incentive and how this give away is connected to your organization's mission]

Again, thank you for helping us spread the word about [give-away campaign name]

Sincerely,

[Digital Signature Image]
[Name of sender]
[Title of sender]

PS. We respect your email preferences and privacy – If you'd rather not receive updates on this drawing you can [opt out of future email about this contest](#).

Your sidebar image here

Send eCards

[Additional call-out text or mission statement – keep this under 20 words.]



Unsubscribe | Forward to a Friend | Visit our web site

[Your mailing address here]

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Reminder Message

REMINDER SUBJECT LINE

	<div style="border: 1px solid black; width: 100%; height: 100%;"></div> <div style="border: 1px solid black; width: 80%; margin: 5px auto; height: 20px;"></div>



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

[Your mailing address here]

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Last Chance – Not Entered Template

LAST CHANCE – NOT ENTERED SUBJECT LINE

[enter your subject line here – 55 Characters or less]

Organization Banner

595px wide
by
100px tall

Dear [Constituent Name],

Don't miss your chance to win [incentive description]. **Today is your last day to enter - we'll pick our winner tomorrow!**

Entry into our Give-Away is free. [Visit our Give-Away page](#) to enter in our drawing.

Once you've entered, you can improve your chances of winning by helping us promote this event and taking action to [campaign goal]. The winner in our drawing will receive [additional description of give-away incentive].

[Learn more about \[this campaign\]](#) >>

[Enter our free drawing](#) >>

As always, thank you so much for your ongoing support and generosity.

Sincerely,

[Digital Signature Image]
[Name of sender]
[Title of sender]

Your sidebar image here

Enter to Win

[Additional call-out text or mission statement – keep this under 20 words.]



Unsubscribe | Forward to a Friend | Visit our web site

[Your mailing address here]

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Last Chance – Not Entered

LAST CHANCE – NOT ENTERED SUBJECT LINE

	<div style="border: 1px solid black; width: 100%; height: 150px; margin-bottom: 10px;"></div> <div style="border: 1px solid black; width: 100%; height: 30px;"></div>



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[Your mailing address here]

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Create Last Chance – Entered Template

LAST CHANCE – ENTERED SUBJECT LINE

[enter your subject line here – 55 Characters or less]

Organization Banner

595px wide
by
100px tall

Dear [Constituent Name],

Today is your last day to earn more entries in our give-away by telling your friends - we'll pick our winner tomorrow!

[You can send a message to your friends now!](#)

You're already entered! Now increase your chances of winning (for every 5 eCards you send you'll get another entry in the drawing). The winner in our drawing will receive [additional description of give-away incentive].

[Learn more about \[this campaign\]](#) »

[Send the message to your friends now](#) »

As always, thank you so much for your ongoing support and generosity.

Sincerely,

[Digital Signature Image]
[Name of sender]
[Title of sender]

Your sidebar image here

Send eCards

[Additional call-out text or mission statement – keep this under 20 words.]



Unsubscribe | Forward to a Friend | Visit our web site

[Your mailing address here]

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Create Last Chance – Entered

LAST CHANCE – ENTERED SUBJECT LINE

	<div style="border: 1px solid black; width: 100%; height: 150px; margin-bottom: 10px;"></div> <div style="border: 1px solid black; width: 80%; height: 30px; margin-bottom: 10px;"></div> <div style="background-color: #cccccc; width: 100%; height: 200px;"></div>



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

[Your mailing address here]

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Winner Announcement Template

WINNER ANNOUNCEMENT SUBJECT LINE

[enter your subject line here – 55 Characters or less]

Organization Banner

595px wide
by
100px tall

Dear [Constituent Name],

We're pleased to announce that [name of winner] from [city/location] has won [incentive description]!

We are so grateful for your participation in the Give-Away and your help spreading the word about [campaign name and goal description]. Together with our other online supporters, you helped us send over [eCard count] eCards to family and friends promoting our [organization or event].

When you help us bring the mission of [organization name] to others, the real winners are [description of the people/community we serve].

Thank you for supporting and promoting our mission.

Sincerely,

[Digital Signature Image]

[Name of sender]

[Title of sender]



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

[Your mailing address here]

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Winner Announcement

WINNER ANNOUNCEMENT SUBJECT LINE

Dear [Constituent Name],

Sincerely,

[Digital Signature Image]



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

[Your mailing address here]

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SUGGESTED CONTEST RULES

The following represents boilerplate content that you are welcome to modify as needed. This boilerplate language does not constitute legal advice – if in doubt, please consult your attorney.

Official Give Away Contest Rules and Prizes

1. NO PURCHASE NECESSARY TO ENTER OR TO WIN. ALL FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED.

2. Eligibility: This Give Away is open to all legal residents of the United States, who as of [drawing date] are at least 18 years of age and have a valid e-mail account. Employees of [organization name] and the immediate family members of, and any person domiciled with such employees, are not eligible. [Organization name] is not responsible for contest form failures or errors in any promotional graphics or advertisements. Winner must be in compliance with all contest rules.

3. Method of Entry: The Give Away begins on [start date]. Each entry must include a valid e-mail address.

4. Selection of winners: The winner will be selected in a random drawing on [end date]. Odds of winning depend upon the number of entries received.

5. Prize: One (1) winner will receive [incentive description]. Value of this prize package is [amount].

6. Winner Notification and Acceptance: The winner will be notified by phone on [date of drawing]. Participants grant [organization name] the right to use their name in advertising and promoting the contest without further compensation.

7. Participation: All decisions regarding disqualification of entries shall be in [organization name]'s sole discretion. [Organization name] is not liable for lost, late, delayed, damaged, or incomplete email or transactions, for failure to receive entries due to transmission failures or technical failures of any kind, including, without limitation, malfunctioning of any network, hardware or software, whether originating with sender or [organization name]. In the event of a dispute, all email entries will be deemed to have been submitted by the owner of the email account from which they were sent. For these purposes, an email account holder shall mean the natural person assigned to such email account by the Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with such email account.

8. Limitations of Liability: By entering the Contest, entrant agrees that all disputes, claims, and causes of action arising out of or in connection with the contest, or any prizes awarded, shall be resolved individually without resort to any form of class action; any claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the contest, but in no event attorney's fees and under no circumstances will any entrant be permitted to obtain any award for, and entrant hereby waives all rights to claim, punitive, incidental or consequential damages and any and all rights to have damages multiplied or otherwise increased and any other damages other than damages for actual out of pocket expenses.

9. Construction: All issues and questions concerning the construction, validity, interpretation, and enforceability of these official contest rules, or the rights and obligations of any contestant and [organization name], shall be governed by, and construed in accordance with the laws of the [state where the organization is headquartered], without giving effect to any choice of laws or conflict of law rules or provisions that would cause the application the laws of any jurisdiction other than [state]. In the event that any such provision is determined to be invalid or otherwise unenforceable, these rules shall be construed in accordance with their terms as if the invalid or unenforceable provisions were not contained therein.

10. General Release: By entering the Contest, contestants release [organization name] and their affiliated companies

and agents from any liability whatsoever for any claims, costs, injuries, losses or damage of any kind whatsoever arising out of or in connection with the Contest or with the acceptance or possession of any prize (including, without limitation, claims, costs, injuries, losses, or damages related to personal injuries, death, damage to, loss or destruction of property, rights of publicity or privacy, defamation, or portrayal in a false light).

11. Sponsor: The Give Away Contest is sponsored by [organization name], whose decisions regarding the selection of winner and all other aspects of the Contest shall be final and binding in all respects. [Organization Name] will not be responsible for typographical, printing or other inadvertent errors in these Official Contest Rules or in other materials related to the Contest. If you have any questions regarding this Contest, please contact [organization name] at [email address or phone number].