



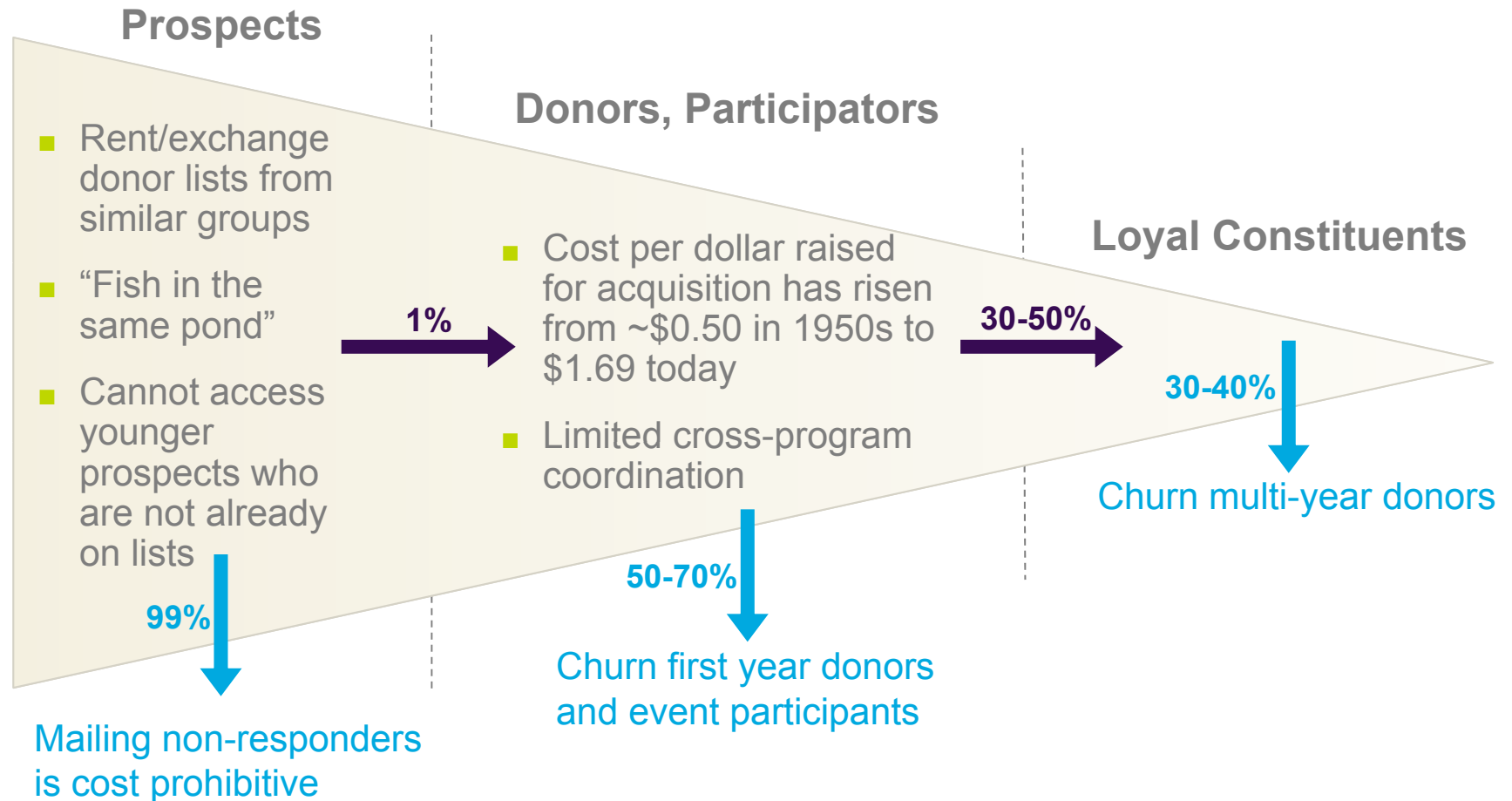
# MOVE PEOPLE

## The Top 5 things You Need to Do to BE SUCCESSFUL Online

Kenneth Kuhler – Senior Account Specialist – Convio

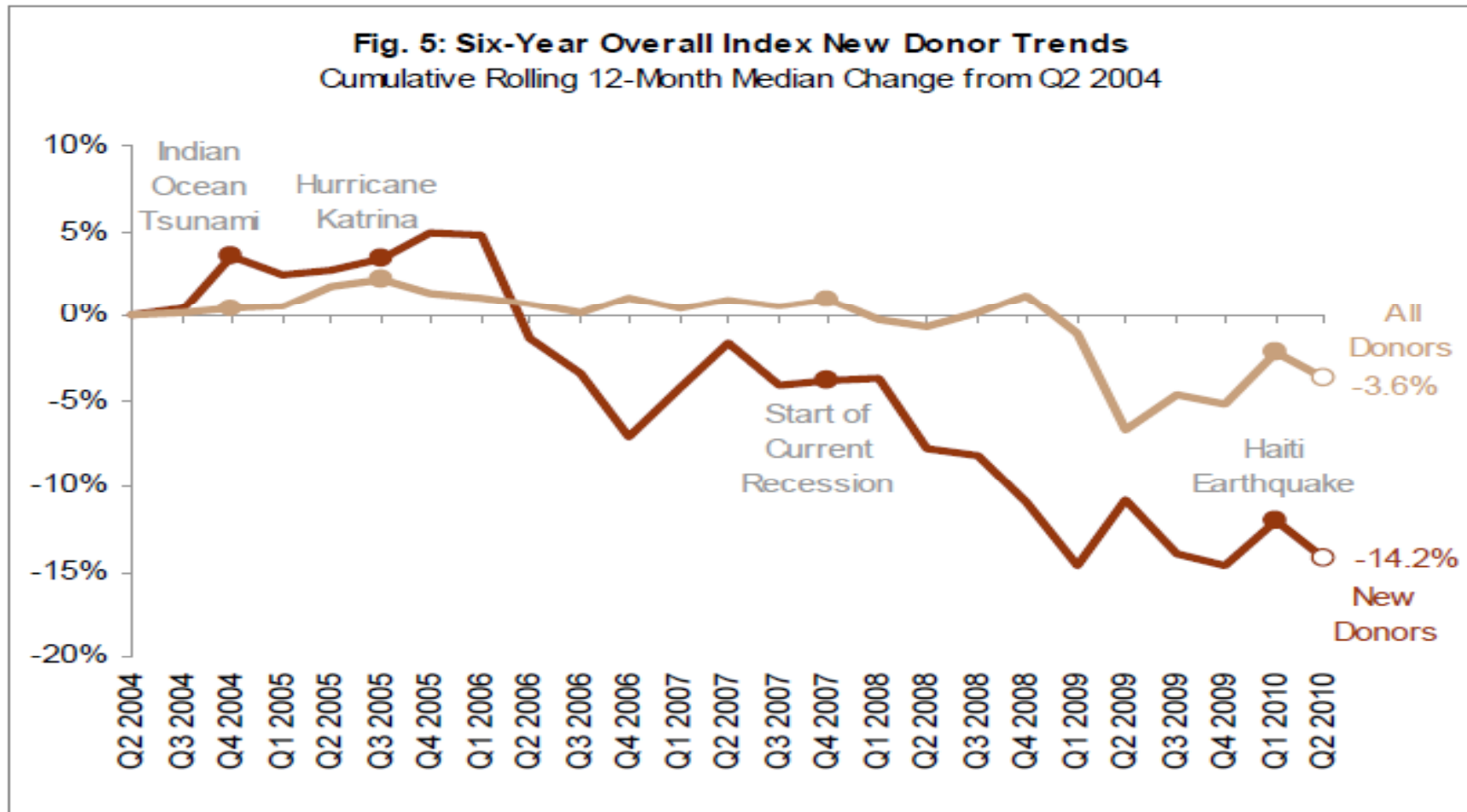


# Traditional Direct Response Model



# Finding and Retaining Donors

**Fig. 5: Six-Year Overall Index New Donor Trends**  
Cumulative Rolling 12-Month Median Change from Q2 2004



Source: Target Analytics donorCentrics Report

# Fundraising Emphasis: Matures

Civics



Boomers



Gen X

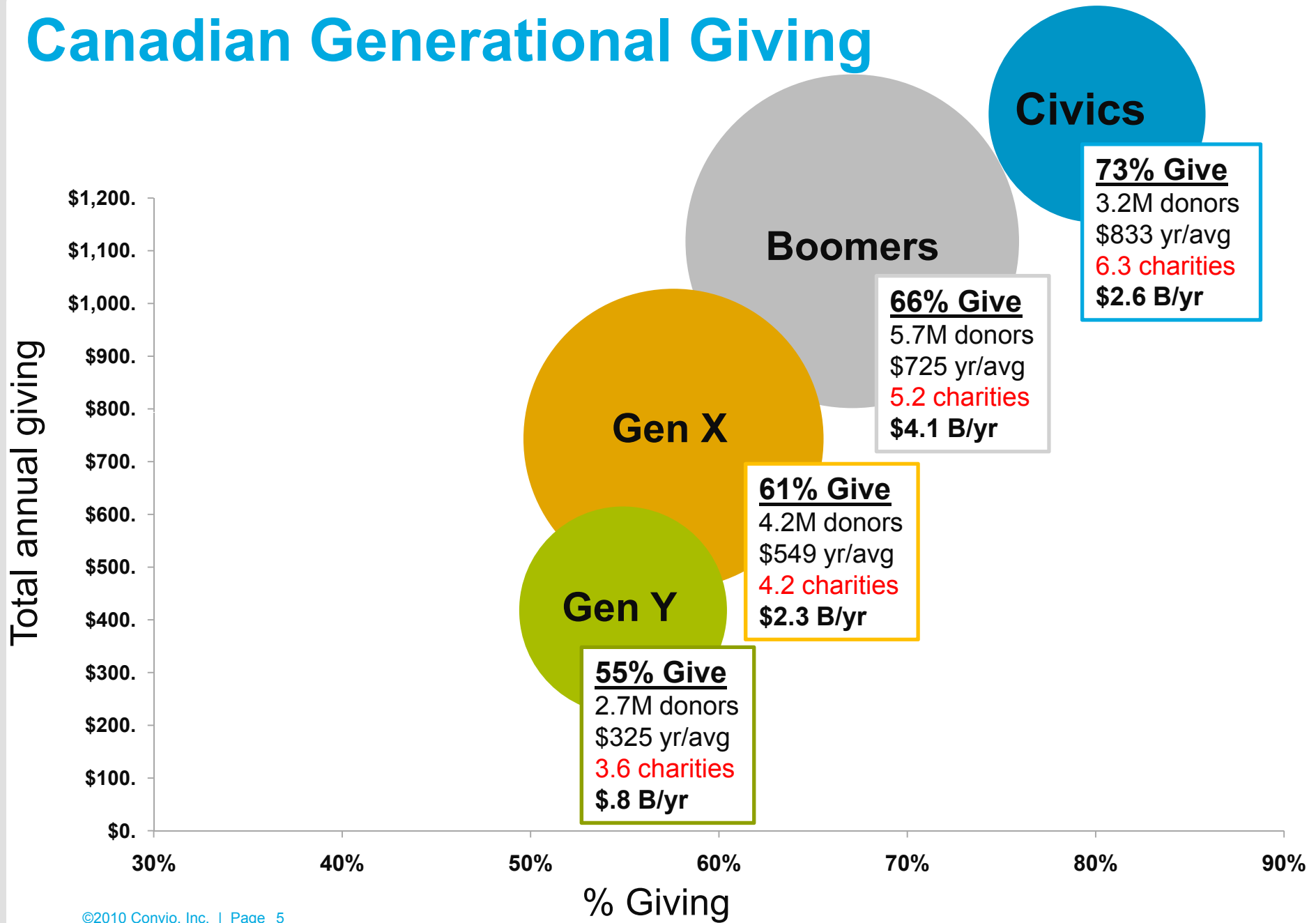


Gen Y





# Canadian Generational Giving



# A Strategic Approach: eCRM



# How is eCRM Different?

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



A photograph of two hands reaching towards each other against a blue sky with white clouds. The hands are positioned one above the other, with fingers slightly spread, creating a sense of reaching or grasping. The lighting is bright, suggesting a sunny day.

# #1: REACH!

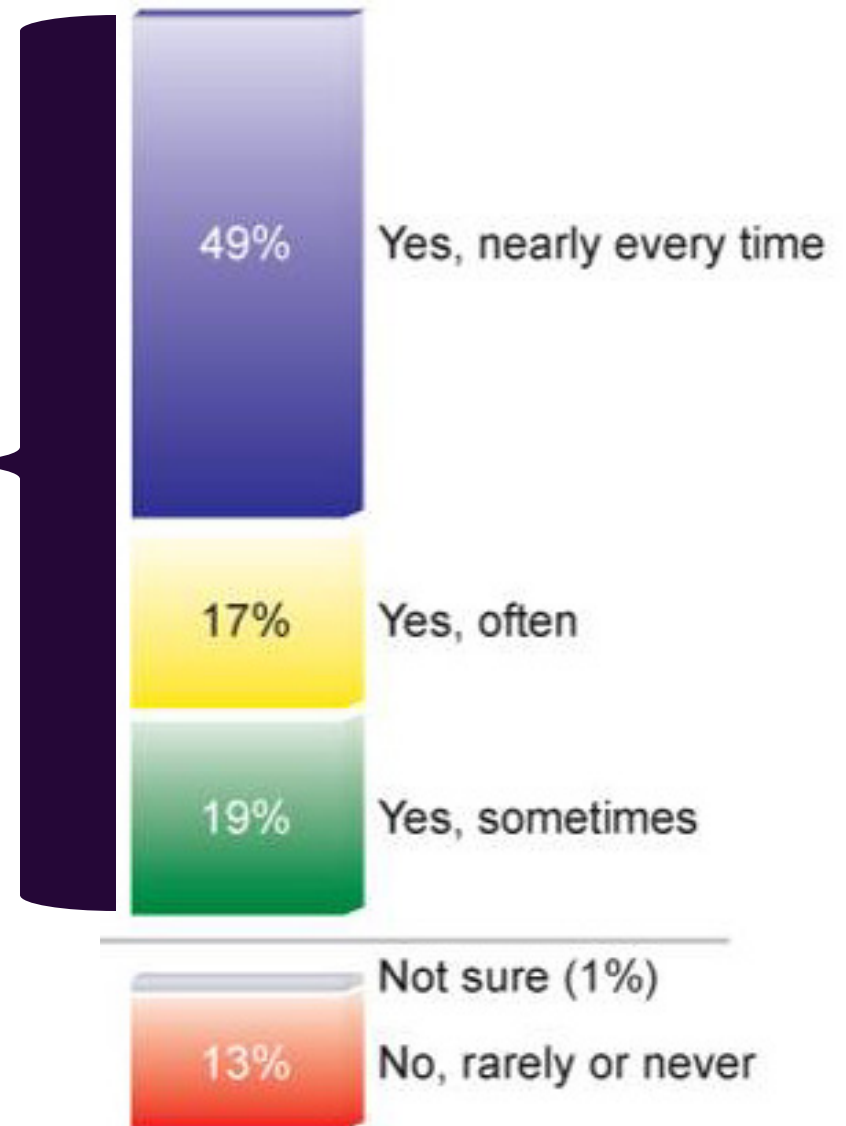
**Be everywhere they are:** website, email, Facebook, YouTube & Twitter – roughly in that order of priority

# Constituents have many different entry points to your organization



# Your Website Is Critical

85% of “Wired Wealthy” are likely to visit your website before making their first gift



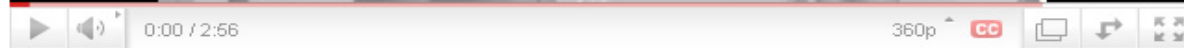
Source: Convio, Sea Change Strategies, Edge Research  
<http://www.convio.com/wiredwealthy>



# Video Depiction of what not to do.....

## A conversation with an orchestra website

properdiscord 8 videos 



properdiscord | August 18, 2010  
If an orchestra's website could talk, what would it say? <http://www.properdis...>

 **7,004**   
views

[http://www.youtube.com/watch?v=x-5mlomplQ8&feature=player\\_embedded](http://www.youtube.com/watch?v=x-5mlomplQ8&feature=player_embedded)

# Alberta Children's Hospital Foundation – Dynamic Registration Flow

The screenshot displays the website's navigation and main content. The top navigation bar includes links for Home, About Us, Our Hospital, Research & Education, Login, and a search bar. Below this is a secondary navigation bar with links for Why Give, How to Help, Kids & Families, Success Stories, News & Events, and Donate Now. The main content area features a large banner for 'Little Sienna Wins The Hearts of Everyone.' with a 'Donate Now' button. Below the banner is a yellow section for 'Kinsmen Children's Hospital Home Lotto 2010'. The footer area contains a 'STAY INFORMED' registration form, four content boxes for 'Kids & Families', 'Success Stories', 'Personal Fundraising', and 'Our Mission', and a 'Candy Cane Gala' event announcement. A red box highlights the registration form fields.

**Children's Alberta HOSPITAL FOUNDATION**


Home About Us Our Hospital Research & Education Login I want to: Site Search

Why Give How to Help Kids & Families Success Stories News & Events Donate Now

## Little Sienna Wins The Hearts of Everyone.

It's hard to believe Sienna set the record for the most number of surgeries performed at our hospital, before her 1<sup>st</sup> birthday. Her bright blue eyes, sweet disposition, hugs and cuddles, make her a joy to know. [Read Sienna's Story >>](#)

[Donate Now](#)

 - Sienna, 3 yrs

### Kinsmen Children's Hospital Home Lotto 2010

Win the Grand Prize Show Home valued over \$1,159,604 or thousands of other great prizes including cash, vacations and cars!

[Learn More >>](#)

#### STAY INFORMED


Join our email list to get regular updates.

First Name:


Last Name:

Email:


#### Kids & Families

 Read inspirational family stories of hope and courage. [More...](#)


#### Success Stories

 People like you make the Alberta Children's Hospital the world-class hospital that it is. [More...](#)

#### Personal Fundraising

 You can raise funds to help kids at the hospital... inspire your friends! [More...](#)

#### Our Mission

 We raise funds for excellence in child health & family centred care.

#### NEWS & EVENTS

**ON NOW** **Cotton Club Calgary 2010**  
By your tickets now for the October 22 event!

#### WHAT WE FUND

**New Cures. Better Treatments.** - The Alberta Children's Hospital is

## Candy Cane gala

alberta children's hospital foundation  
december 2nd 2010

# Alberta Children's Hospital Foundation – Dynamic Registration Flow

The screenshot displays the website's navigation and main content. The top navigation bar includes links for Home, About Us, Our Hospital, Research & Education, Login, and a search bar. Below this is a secondary menu with links for Why Give, How to Help, Kids & Families, Success Stories, News & Events, and a prominent 'Donate Now' button.

The main content area features a large banner for 'Little Sienna Wins The Hearts of Everyone.' with a 'Donate Now' button and a photo of a 3-year-old girl, Sienna. Below the banner is a yellow promotional bar for the 'Kinsmen Children's Hospital Home Lotto 2010' with a 'Learn More' link.

The registration flow is highlighted with a red box. It is located under the 'STAY INFORMED' section and includes a form with the following elements:

- Section: **STAY INFORMED**
- Label: **I am:**
- Options (radio buttons):
  - Parent
  - Family or Friend
  - Community Member
  - Other
- Submit button

Other visible content includes sections for 'Kids & Families', 'Success Stories', and 'Personal Fundraising', each with an icon and a 'More...' link. At the bottom, there is a 'Cotton Club Calgary 2010' event listing and a 'Candy Cane gala' event listing for December 2nd, 2010.



# Alberta Children's Hospital Foundation – Dynamic Registration Flow

The screenshot displays the website's navigation bar with the logo and menu items: Home, About Us, Our Hospital, Research & Education, Care Central, Why Give, How to Help, Kids & Families, Success Stories, News & Events, and Donate Now. A search bar is also present.

The main content area features a large banner for "Little Sienna Wins The Hearts of Everyone." with a "Donate Now" button and a photo of Sienna, a 3-year-old child.

Below the banner is a yellow section for "Kinsmen Children's Hospital Home Lotto 2010" with a "Learn More >>" link.

The footer area is divided into several columns:

- THANK YOU:** A message to Jeff, thanking him for joining the online family and providing a "GO TO MY CARE CENTRAL" button.
- Kids & Families:** A link to "Read inspirational family stories of hope and courage. *More...*"
- Success Stories:** A link to "People like you make the Alberta Children's Hospital the world-class hospital that it is. *More...*"
- Personal Fundraising:** A link to "You can raise funds to help kids at the hospital... inspire your friends! *More...*"
- Our Mission:** A red heart icon and the text "Our Mission We raise funds for excellence in child health & family centred care."
- WHAT WE FUND:** A link to "New Cures...Better Treatments - The Alberta Children's Hospital is ready to provide national leadership in the fight against childhood..."
- NEWS & EVENTS:** A link to "ON Cotton Club Calgary 2010"
- Candy Cane Gala:** A promotional box for the "Candy Cane gala" on "december 2nd 2010" with a "Click here to learn more" link.

# ACHF – Dynamic Registration Flow

The screenshot shows the website's navigation and main content. A red box highlights a registration flow starting from the 'MY CARE CENTRAL' section, moving to 'Kids & Families', then to 'Our Mission', and finally to the 'Candy Cane Gala' event page.

**Navigation:** Home, About Us, Our Hospital, Research & Education, Care Central, Why Give, How to Help, Kids & Families, Success Stories, News & Events, Donate Now

**Main Content:** Little Sienna Wins The Hearts of Everyone. It's hard to believe Sienna set the record for the most number of surgeries performed at our hospital, before her 1<sup>st</sup> birthday. Her bright blue eyes, sweet disposition, hugs and cuddles, make her a joy to know. [Read Sienna's Story >>](#)

**Buttons:** Donate Now

**Section: Kinsmen Children's Hospital Home Lotto 2010**  
Win the Grand Prize Show Home valued over \$1,159,604 or thousands of other great prizes including cash, vacations and cars! [Learn More >>](#)

**MY CARE CENTRAL**  
Welcome Jeff [LOGOUT](#)  
[Update your Personal Information](#)  
[Change your Password](#)  
[View recent Online Donation](#)  
[Become a Miracle Maker](#)

**News & Events**  
**ON NOW** [Cotton Club Calgary 2010](#)  
By your tickets now for the October 22 event!  
[Click here to learn more!](#)

**Kids & Families**  
Read inspirational family stories of hope and courage. [More...](#)

**Success Stories**  
People like you make the Alberta Children's Hospital the world-class hospital that it is. [More...](#)

**Personal Fundraising**  
You can raise funds to help kids at the hospital... inspire your friends! [More...](#)

**Our Mission**  
We raise funds for excellence in child health & family centred care.

**Candy Cane Gala**  
alberta children's hospital foundation

# Example of an engaging website

The screenshot shows the Canadian Breast Cancer Foundation website. At the top, the logo and navigation links (DONATE | CONTACT CBCF | FRANÇAIS) are visible. A main banner features a group of women holding a pink ribbon, with the text: "You're already connected. Register today. Whether you're an individual or a team, walk, run and give generously. SUNDAY, OCTOBER 3". Below this, there are several highlighted sections: a "RUN 2010 Sunday, October 3 Register Today!" button; a "LINK PINK" event for August 25-26, 2010; a "MUSIC DOWNLOADS" section with a "click here" link; a "Follow us on:" section with social media icons for Twitter, Facebook, YouTube, and a mobile app icon; a "MAKE A DONATION" section with a "Donate Now!" button; a "NEWS" section with a list of recent articles; a "TO MEDIA CENTRE" link; a "REGIONS" section with buttons for ATLANTIC, BC/YUKON, ONTARIO, and PRAIRIES NWT; an email sign-up form with the text "Enter your email address to connect with us today!"; a "MAKE A DIFFERENCE & SHOP" section with a "SHOP PINKI" button and a "LIVE LEAN FOR THE CURE" button.



# Clean and Simple



CONTACT US · SEARCH

## TODAYS RESEARCH FOR THE FUTURE

HOME ABOUT US GIVE FOR RESEARCHERS NEWS & EVENTS VALUE OF RESEARCH ORGAN DONOR REGISTRY



**CONTRIBUTE TODAY >**

**JOIN OUR EMAIL LIST**

Stay up to date on news, events and research updates.

**ENTER**

### NEWS & EVENTS

**The XXIII Congress of The Transplantation Society: A global forum for scientific communication and collaboration**



Vancouver was recently the host city for the International Congress, strategically located linking Asia, the Americas, Europe, Australia, Africa and the Middle East. 5,000 international transplant experts (basic science and clinical transplantation) attended. This International Congress is the leading global forum for transplantation research, policy and

### DIFFERENT WAYS TO GIVE

Your financial gift will support "Today's Research for the Future."<sup>SM</sup>

#### HOW TO GIVE

- **Give Online** (Visa, MasterCard, and Amex)
- Cheque or money order
- By telephone -  **1-800-663-6189** 
- **Securities**
- Life Insurance

Make cheque/money order payable to: TRF of BC (Transplant Research Foundation of BC)

**Our Mailing Address**

### THOSE WE HELP

Rome,  
Age 4, Heart Transplant



With Rome's first breath we knew something was wrong. I had a normal pregnancy and my husband and I were in shock when we learned he had a

## Social Media – Facebook

In December 2008, 54.5 million people visited Facebook - a 57% increase from the previous year.

22% of adults online have a profile on Facebook.

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

Sources: ComScore Inc. (December 2008)  
Pew Internet & American Life Report (January 2009)

# How can we achieve success with Facebook - Social Media Integration

facebook  Home Profile Account

**Healthy Child Healthy World** Like

Wall Info **DONATE Today** Receive Our... RSS/Blog Discussions >>

**Wake-Up Others. Deepen Our Impact. DONATE Today.**

It's true - every gift will help us further *expand* our work and *prevent* hundreds of thousands of children from needlessly getting sick - and we **NEED** your support.

Achieving the *highest 4-star rating* from Charity Navigator, you can be assured that Healthy Child Healthy World is the most responsibly with financial management decisions, ensuring over 93% of all funding goes to programs and creating the deepest social impact.

Gift amount:

Credit Card Number:  CVV Number:

Expiration Date:  Credit Cards Accepted:

**Your Information**

Title:  First Name:  Last Name:

Address 1:

Address 2:

City:  State/Province:

ZIP/Postal Code:  Country:

Email Address:

Yes, I would like to receive communications from this organization.

Create an Ad

**Save Money, Go Green** x

Instructions to make solar panel and wind turbine at home.

Like

**Jobs for Navy Veterans** x

Looking for a job? Discover your career in the federal government. Get employment information for veterans & transitioning military.

Like

**MODIA Announces 3D EXPO** x

RSVP to attend MODIA 3D EXPO Gala benefiting Make A Wish foundation. Purchase a 3D HDTV from MODIA and

## Social Media – You Tube

In August 2008, **23.7 million** people visited YouTube.


Every minute, **13 hours** of video are uploaded to YouTube.

**1 out of 3** videos viewed online is on YouTube.

Source: ComScore Inc. (August 2008)



# Submit favorite video and fill out email to enter contest. Others could sign up to vote.



**Nature CANADA**

What is your Favourite Place?  
Share it with others through the Nature Canada Favourite Places Video Contest


Welcome | How It Works | Register - Submit Your Video | Watch Videos - Cast Your Vote | Official Rules | Support Nature Canada

*Hello and welcome,*

Thank you to everyone who sent videos to Nature Canada's first Favourite Places Video Contest!


People from around the world shared their passion for nature by submitting videos of their favourite place in nature. Finalists were chosen through popular vote, and Nature Canada judges selected a winner:

**Mapleton Park, by Laura Parsley**



The contest may be over, but you can still [Upload a video of your favourite place to YouTube](#) and share it with nature lovers everywhere.

We need your votes!



The top ten videos will be determined by you and our other online supporters.

Please take a moment right now to vote for your favourite videos.

**Place Your Vote**

# Social Media Twitter

In December 2008 4.5 million people visited Twitter - a 753% increase from the previous year.

70% of twitter users joined in '08.

5-10 thousand new accounts are created daily.

Sources: Compete (December 2008)  
Hubspot State of the Twittersphere (December 2008)





# Operation Smile – Leveraging Twitter

The screenshot displays the Operation Smile website interface. At the top, a navigation bar includes links for 'Why Operation Smile?', '140 Smiles Scrapbook', 'Prizes', 'Sponsors', and 'Donate'. The main content area is divided into several sections:

- 140 Smiles:** A logo featuring a blue bird with '140' in a speech bubble, followed by the text 'Smiles' and '140 characters for 140 smiles'.
- Smile Counter:** A digital counter showing '0073' and a prominent blue 'DONATE' button.
- Twitter Community:** A section with the Twitter logo and the text 'Twitter Community'. It includes a welcome message: 'Welcome. Please help us spread the word about 140 smiles in 140 characters. To join our community, sign in using your Twitter account.' Below this is a 'Sign in with Twitter' button and the text 'Or, just make a donation. :-)' and 'Join the Community'.
- Operation Smile:** The organization's logo.
- How to Participate:** A section with three numbered steps: '1 Give a gift as an individual', '2 Start a Smile Team', and '3 Tweet This'.
- Grand Prize:** A text box stating 'Grand Prize for the team or individual that raises the most smiles is a trip for two to New Zealand courtesy of Entirely Kiwi'.

A central photograph shows children holding a banner that reads 'Please Donate 140 Smiles' with a colorful smiley face graphic.

# Canadian Wildlife E-cards...Acquisition



## Send a Father's Day E-card

Share your love of wildlife with your loved ones by sending one of CWF's special Father's Day wildlife e-cards. We have also created a wide array of wildlife e-cards for every occasion for you to share with your family and friends any time of year!



**Happy Father's Day to a real fungi!**

© Judy Daniels

[Send this e-card](#)



**Happy Father's Day**

© Michael H. Davies

[Send this e-card](#)



**Thanks for keeping an eye on me!**

**Happy Father's Day.**

© Pam Mullins

[Send this e-card](#)



**Have a splashing good time.**

**Happy Father's Day.**

© Paul Tessier, iStockphoto



**You're still a cool cat!**

**Happy Father's Day.**

© Christian Musat, iStockphoto

[Send this e-card](#)



**Happy Father's Day to our alpha male!**

© Len Tillim

[Send this e-card](#)

# Acquisition – Petition for Climate Change

The screenshot displays the Canadian Wildlife Federation (CWF) website. At the top, there is a navigation bar with links for 'FRANÇAIS', 'HOME', 'JOIN', 'HYPOKIS', 'JOIN', 'RISQ', 'CONTACTUS', and 'SEARCH'. Below this is a header image of a forest with the CWF logo on the left. A secondary navigation bar includes 'About Us', 'What We Do', 'Resources', 'Education', 'Action', 'Shop', and 'Donate'. A third bar lists various services: 'Donate', 'Subscribe', 'Shop', 'How-to', 'Awards', 'Contact', 'Habitat Projects', 'Order our Posters', and 'Get Teaching Materials'.

The main content area is titled 'Climate Change Adaptation Petition' and features a large image of an orca leaping from the water. Below the image, a 'Sign the petition now' button is visible. The text below the button lists several key points:

- Wildlife needs our help now to adapt to climate change.
- More than 500 species are already at risk here in Canada and this number will continue to rise due to climate change.
- Every single region in Canada has been affected by climate change.
- Protecting existing natural areas and restoring and improving degraded ones will help wildlife.
- The Canadian government is committed to lowering GHGs by 80 to 70 per cent by 2050 — this will be too late for many Canadian species.
- The Canadian government needs to allocate funding towards helping wildlife cope with changes to its habitat.
- By supporting the Canadian Wildlife Federation you will be helping wildlife and habitats everywhere in Canada.
- Systems like cap and trade, if imposed, will generate funds that could be directed to help wildlife adapt to climate change like never before.
- You can make a difference for wildlife right now.

Below the list, a paragraph states: 'These statements are all true. But we must act now — wildlife can't wait. By signing this petition you will let the Minister of the Environment, Jim Prentice, know that wildlife matters to you and that funding to help wildlife adapt to climate change is critical. We've been at the forefront of wildlife conservation in Canada for more...

On the right side of the page, there are several sections: 'Social Media' with a 'SHARE' button, 'Learn more about climate change' with links for 'Advocacy', 'Posters', 'Issues', and 'News', 'Feature Photo' with a gallery image, 'Feature Video' with a video player, and 'Spring CWF Note Cards' with an image of a note card.

# Petition for Climate Change



## \*\* Climate Change Adaptation Petition

### 1. Sign the petition.

\* First Name:

\* Last Name:

\* Email:

\* City:

\* Province / State:

\* Postal / ZIP Code:

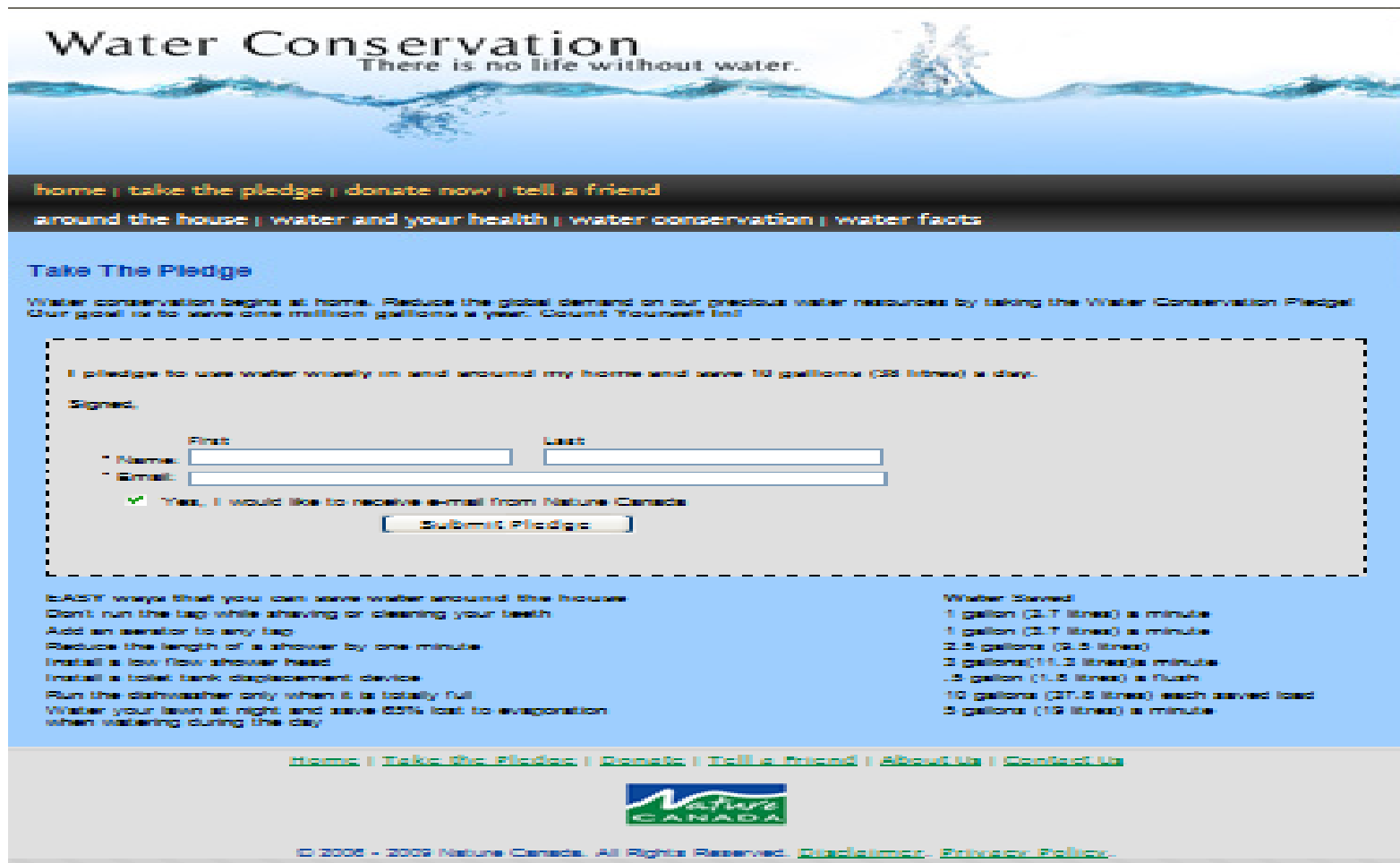
Yes, I would like to receive e-mail from Canadian Wildlife Federation

Yes, I would like to receive postal mail from Canadian Wildlife Federation

Remember me. [What's this?](#)

### 2. Comments

# Pledges for acquisition



**Water Conservation**  
There is no life without water.

[home](#) | [take the pledge](#) | [donate now](#) | [tell a friend](#)  
[around the house](#) | [water and your health](#) | [water conservation](#) | [water facts](#)

### Take The Pledge

Water conservation begins at home. Reduce the global demand on our precious water resources by taking the Water Conservation Pledge! Our goal is to save one million gallons a year. Count Yourself In!

I pledge to use water wisely in and around my home and save 10 gallons (38 litres) a day.

Signed:


Name:  First  Last  
Email:

Yes, I would like to receive e-mail from Nature Canada

**EASY ways that you can save water around the house**  
Don't run the tap while shaving or cleaning your teeth  
Add an aerator to any tap  
Reduce the length of a shower by one minute  
Install a low flow shower head  
Install a toilet tank displacement device  
Run the dishwasher only when it is totally full  
Water your lawn at night, and save 55% lost to evaporation when watering during the day

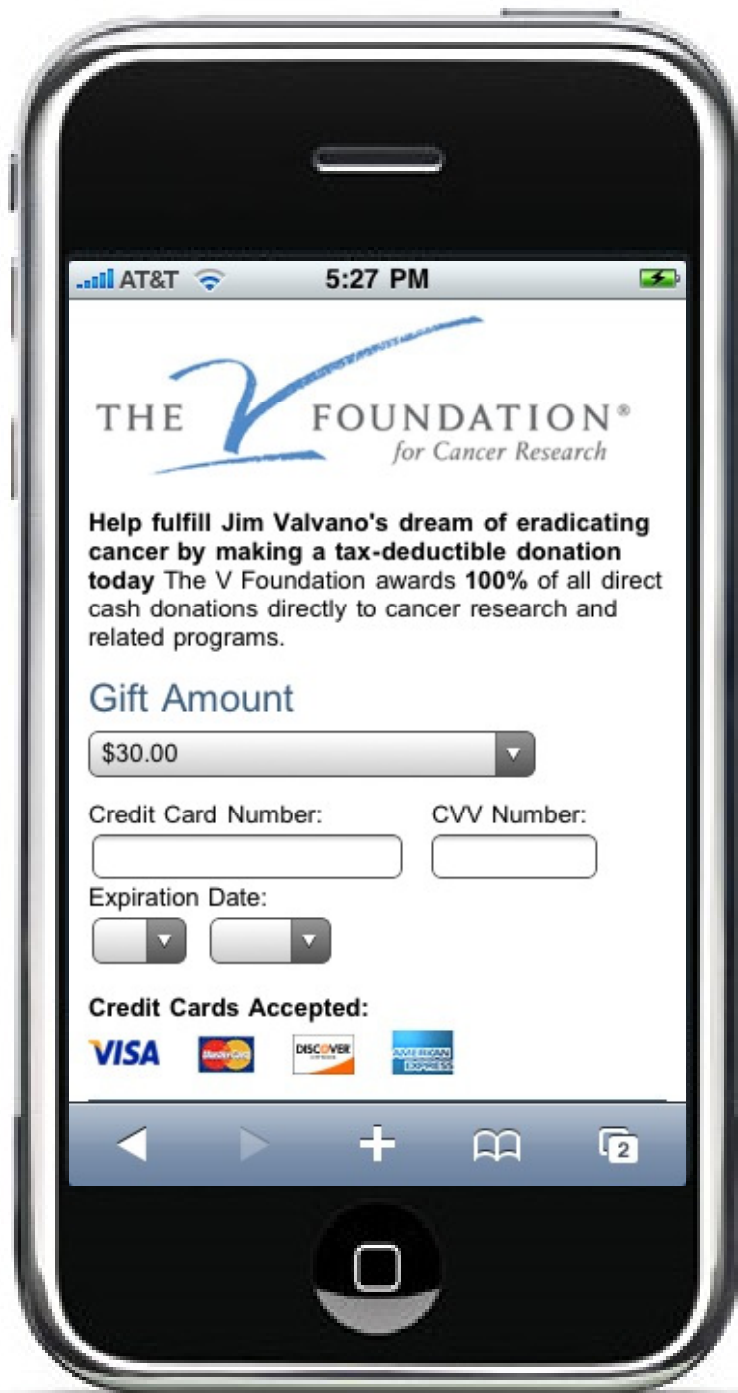
**Water Saved!**  
1 gallon (3.7 litres) a minute  
1 gallon (3.7 litres) a minute  
2.5 gallons (9.5 litres)  
3 gallons (11.3 litres) a minute  
.5 gallon (1.9 litres) a flush  
10 gallons (37.8 litres) each saved load  
3 gallons (11.3 litres) a minute

[Home](#) | [Take the Pledge](#) | [Donate](#) | [Tell a friend](#) | [About Us](#) | [Contact Us](#)



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## #2. Know

**Be interested** in who they are, what they want, and how they relate to you.

(Mind reading ability not required).

Support Zone

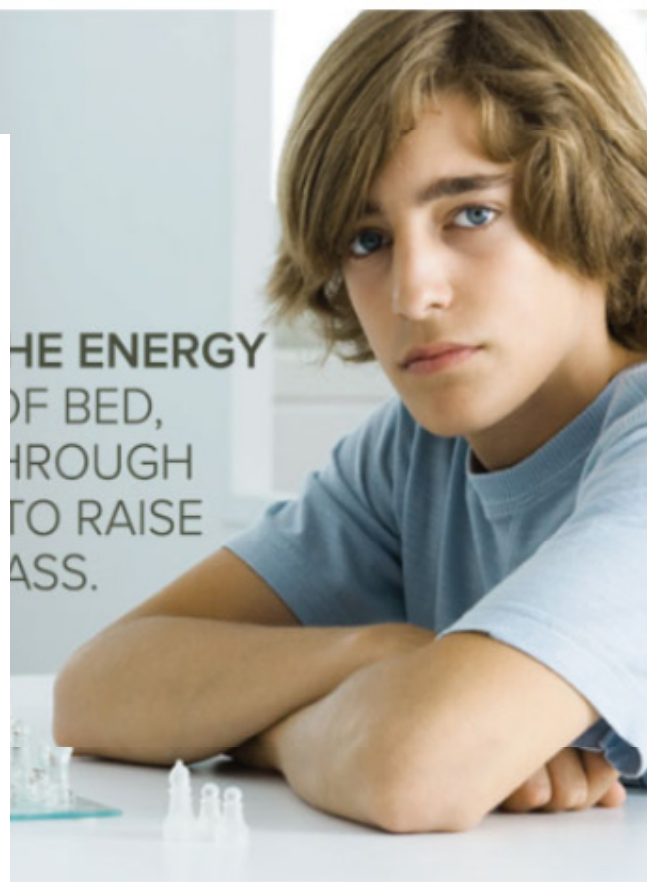
Our Help-Line:

MitoAction  
Membership is  
Free!

Receive support and  
news

Email Address

SUBMIT HERE



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

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

Follow Us



Twitter



Facebook



Youtube



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

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 EDT**  
[Open Teleconference - Learn More](#)

[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

What is your primary connection to Mito?

How did you find MitoAction?

What type of support do you need most?

# Who Are You?

Total Recipients:  
2,196

Opens:  
947 (43.24%)

Click-Throughs:  
471 (21.51%)

Recipient Actions:  
386 (17.63%)



Support, Educate, Advocate  
Mitochondrial Disease Action Committee

We don't know who you are! Please help us get to know you better.

As you may know, MitoAction enjoys keeping our community up to date. It will help us to do an even better job communicating with you if you [let us know who you are!](#)

Are you a parent of a child with Mito? Are you an adult patient? Or maybe you are a therapist, or a community advocate? Perhaps you attend an event every year for a friend, and don't want so much email from us!

**Whatever the case, please take 45 seconds right now and [click this link](#) to update your profile.**

This way, we can be sure you are getting only the info that you really want and need! Plus, right now, as a way to show our appreciation, if [you update your current contact information](#) on our website, we'll enter your name in a drawing for a \$25 gift certificate to Starbucks Coffee!

Thank you, as always, for your ongoing support.

Warmly,

Cristy Balcells



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



14 Pembroke Street  
Medford, MA 02155-4827

Mitochondrial Disease Action Committee Copyright © 2009 All rights reserved.

# Survey your Constituents

 **BC Cancer Foundation**  
Supporting research & care at BC Cancer Agency



## Have your say

### BC Cancer Foundation Annual Supporter Survey 2010

Please take a moment to answer the questions below. Your answers will help us reach out to more supporters like you, raise more funds and make more life-saving research possible.

It will only take a few moments, but it could be a significant step towards a world free from cancer.

Thank you.

#### SECTION 1:

#### About the BC Cancer Foundation

1. Which type of cancer do you think is the greatest overall killer of men and women in British Columbia?  
(Select one of the available choices or enter a different value.)

Please select response

Other

2. Whose responsibility do you feel it should be to fund cancer research?  
(Please tick any applicable.)

- National government
- Local government
- Organizations like the BC Cancer Foundation
- Other

3. What do you think the BC Cancer Foundation does?  
(Please tick any applicable.)

- Funds cancer research through the BC Cancer Agency
- Provides care for people living with cancer
- Provides emotional support for patients and families living with cancer
- Educates people about cancer and cancer prevention
- Other



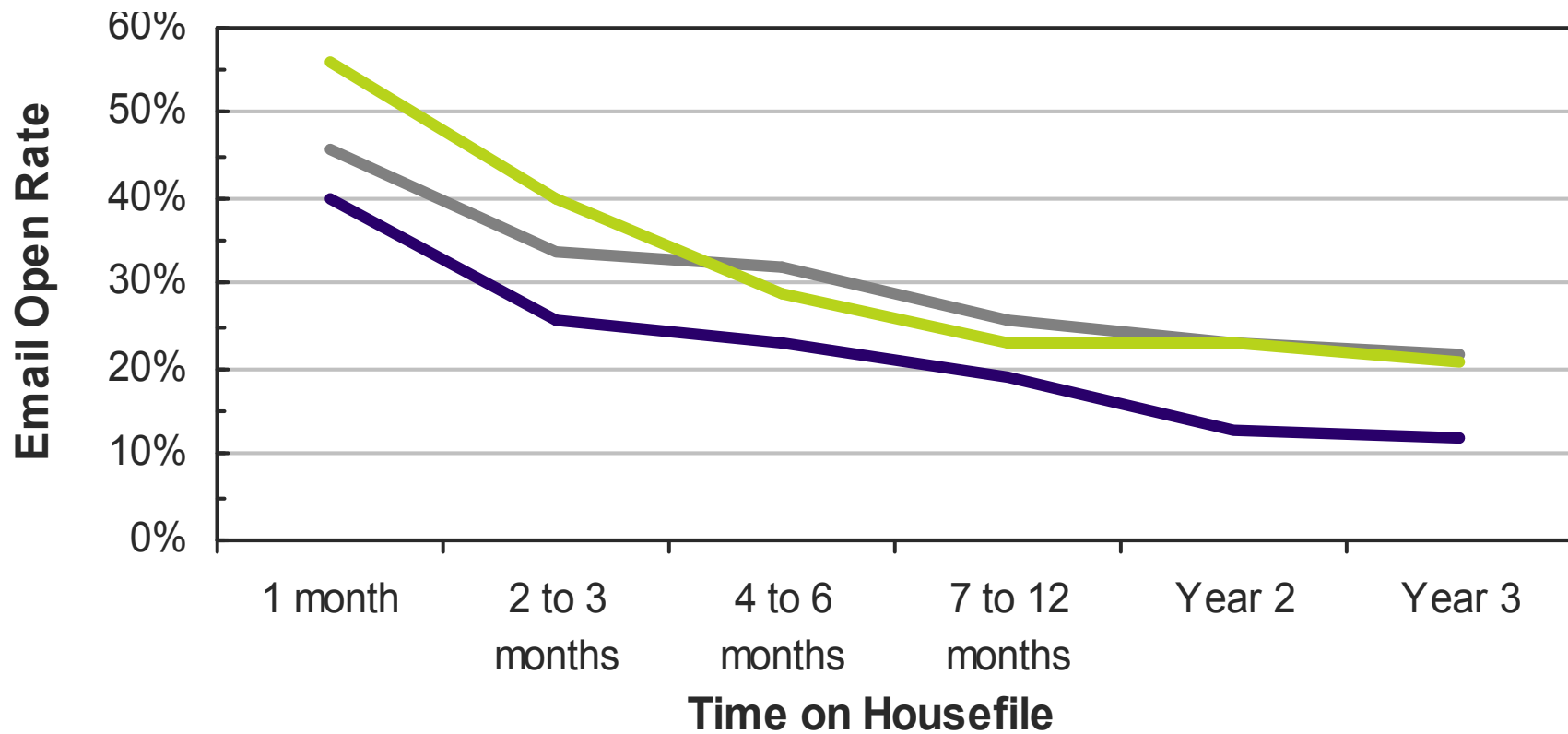
# #3. Welcome

**Be intentional in  
warming them up**



# First Impressions Count!

Supporter engagement decreases over time



# ACHF – Welcome Series



Dear System,

Welcome to the Alberta Children's Hospital Foundation's online family! Whether you've been a supporter for years or just getting to know us now, thank you for taking the time to sign up and help to grow our online community.

Below is your username and password. You'll be able to change your password once you login to Care Central.

**User name:** convio

**Password:** (administrator password masked out for security reasons)

[Login to Care Central](#)

Just by registering you've already gained access to your own user centre that we call Care Central. From here you'll be able to update your personal information, change your password, manage your personal fundraising and review your recent online donation history.

By becoming part of our online community, you'll get to meet some of our inspiring kids and families whose lives have been changed for the better thanks to the Alberta Children's Hospital and people just like you! You'll also receive special member updates so you can learn more about the wonderful programs, innovative research and state of the art equipment helping our children and families, all thanks to generous community support.

On behalf of the Alberta Children's Hospital Foundation and the thousands of kids who rely on care from our hospital every year, thank you again for taking the time to get to know us a little bit better.

Sincerely,

Saifa Koonar  
President & CEO  
Alberta Children's Hospital Foundation

Send an E-Card

Donate Now

Join us on Facebook!



[Get Involved](#)

[Success Stories](#)

[Send an E-Card](#)

[Donate Now](#)

Dear System,

As a recent member to our online family, I'd like to share with you a story of how community support from people like you is helping kids here at the Alberta Children's Hospital.

When 11 year old Connor learned about cancer in his health class at school, **he knew he needed to help.** Using our online personal fundraising tool, Connor rallied his friends & family and raised an **astounding \$1,380.00** for cancer research at the Alberta Children's Hospital! Connor inspired everyone around him and proved that even the littlest hands can be a big help. [Click here to learn more & create your own personal fundraising campaign](#)

There are so many ways to get involved and help the thousands of kids and families who use our hospital each year. Visit our website to [learn more](#)

**And Don't forget** you can now use your username and password to access your personal user centre, Care Central.

convio  
(administrator password masked out for security reasons)  
[Click here to login now](#)

Sincerely,

Saifa Koonar  
President & CEO Alberta Children's Hospital Foundation

## Meet Alaina




When you see her bright little smile today it's hard to imagine how much little Alaina has had to go through in her young life.

When Alaina was just 15 months old, she developed a lump on her neck.


After x-rays and what seemed like thousands of blood tests, Alaina was diagnosed with an extremely rare form of cancer called Myofibroidsarcoma. She was the only child doctors at the Alberta Children's Hospital had ever seen with this form of cancer...

[Click here to read Alaina's story...](#)

# ACHF – Welcome Series



Why Give?



[Get Involved](#) [Success Stories](#) [Send an E-Card](#) [Donate Now](#)

Dear System,

You have the power to save and change lives.


Every gift - big and small - provides hope to the 75,000 children and families who rely on the Alberta Children's Hospital each year.

By giving to the Alberta Children's Hospital Foundation, you are supporting excellence in family centred child health programs, specialized life-saving equipment, and advanced pediatric research.

Pediatric research like the kind that helped save 7 year old Michael's life...

[View Video](#)

**Why Give?**  
Because your gift to the Alberta Children's Hospital Foundation helps kids get better faster.



Sincerely,

*Saifa Koonar*

Saifa Koonar  
President & CEO Alberta Children's Hospital Foundation

[Donate Now](#)

# Ontario Association of Food Banks



## Welcome

Working towards a hunger-free Ontario

Dear Site,

Thank you for helping us passionately pursue a hunger-free Ontario. Whether you are familiar with our work or new to these issues, our online community is for you. You will receive our latest research as it happens, and be the first to receive program and event news. Your involvement will make a difference for many people, including young children and retired pensioners on a fixed income.

Since I joined the OAFB, we've helped people facing hunger by moving over 20 million pounds of food through our network of 120 community food banks. We've provided over \$1 million in direct funding to food banks across the province. A groundswell of support for ending poverty and hunger has emerged. The OAFB has influenced the provincial government on significant policy changes and investments in poverty reduction, including hundreds of millions invested in children's benefits and social housing. We've also released [ground breaking research](#), such as the first ever cost-benefit analysis of poverty reduction in Ontario.

However, the challenge of hunger is persistent and growing. This past year, food bank use increased by 20 per cent. You may be surprised to learn that **140,000 Ontario children live in a household without enough food**. Kids are skipping breakfast in the morning and teenagers are going to bed without any supper at night. Families are facing increasingly difficult times. Tens of thousands are losing their jobs. Hard working Ontarians are going from working on the line to lining up at their local food bank in a matter of months.

There are **350,000 men, women and children living in our province who will be forced to turn to a food bank each month**. They are my neighbours and yours. They may live on your street, go to your local school, or work alongside you. **I look forward to sharing their stories and our solutions with you**. Please stay tuned for the many ways you can help. Thank you for supporting our vision of a hunger-free Ontario!

Sincerely,

Adam Spence  
Executive Director  
Ontario Association of Food Banks

From the desk of



Adam Spence  
Executive Director

Donate Now

Tell A Friend

**Our Vision**

A hunger-free Ontario.

**Our Mission**

Nurturing communities by providing food, funding, and solutions to reduce hunger.



## Welcome

Working towards a hunger-free Ontario

Dear Site,

Thank you for being part of our e-community!

Each day, there are 350,000 men, women and children struggling with hunger in every part of our province. You can help us make Ontario hunger-free. Helping can be as easy as dropping by your local farmers' market or sending an e-card to tell a friend. Here are a few simple ways that you can help:

**Grow our community.** Tell your friends, family and coworkers about the work we're doing to end hunger and poverty in Ontario. [Forward a message now!](#)

**Make a Donation.** For every \$1 donated, the OAFB can provide \$8 worth of food to member food banks in communities across Ontario. Donating online has never been easier. [Donate now.](#)

**Get involved.** Support [your local food bank](#) through our *Buy Local/Share Local* tour at twenty-five farmers' markets in over fifteen communities this summer through fall. See [more ways to get involved](#).

**Learn about hunger.** [Visit our website](#) for newly added [Research](#) and links to the OAFB on youtube, facebook and twitter.

Please stay tuned for more Hunger E-News. In the meantime, if you ever have a question, comment, or suggestion, feel free to [send us a note](#) through our website or send me an email. You can always call our team directly about giving or getting involved. You can reach our Development Manager Renee Beneteau at 647-261-0312. We would love to hear from you! Thank you in advance for your support.

Sincerely,

Adam Spence  
Executive Director  
Ontario Association of Food Banks

From the desk of



Adam Spence  
Executive Director

Donate Now

Tell A Friend

**Our Vision**

A hunger-free Ontario.

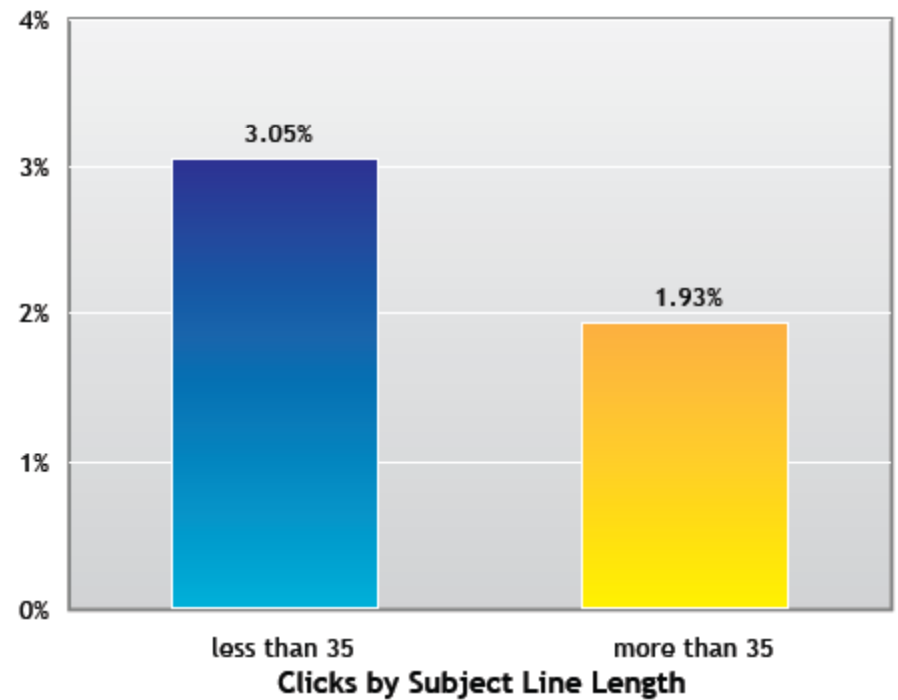
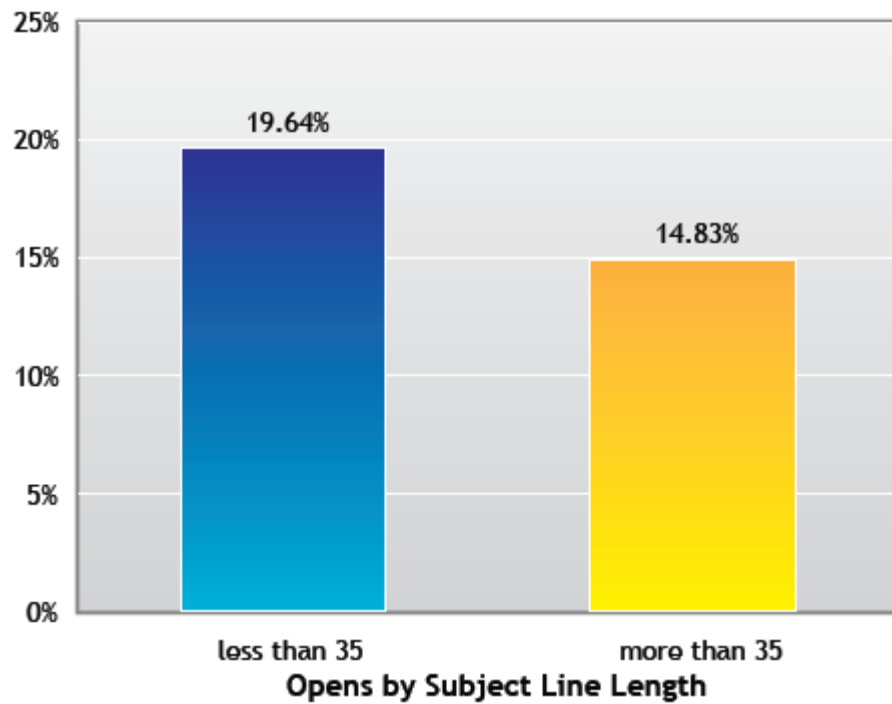
**Our Mission**

Nurturing communities by providing food, funding, and solutions to reduce hunger.

# #4. Cultivate

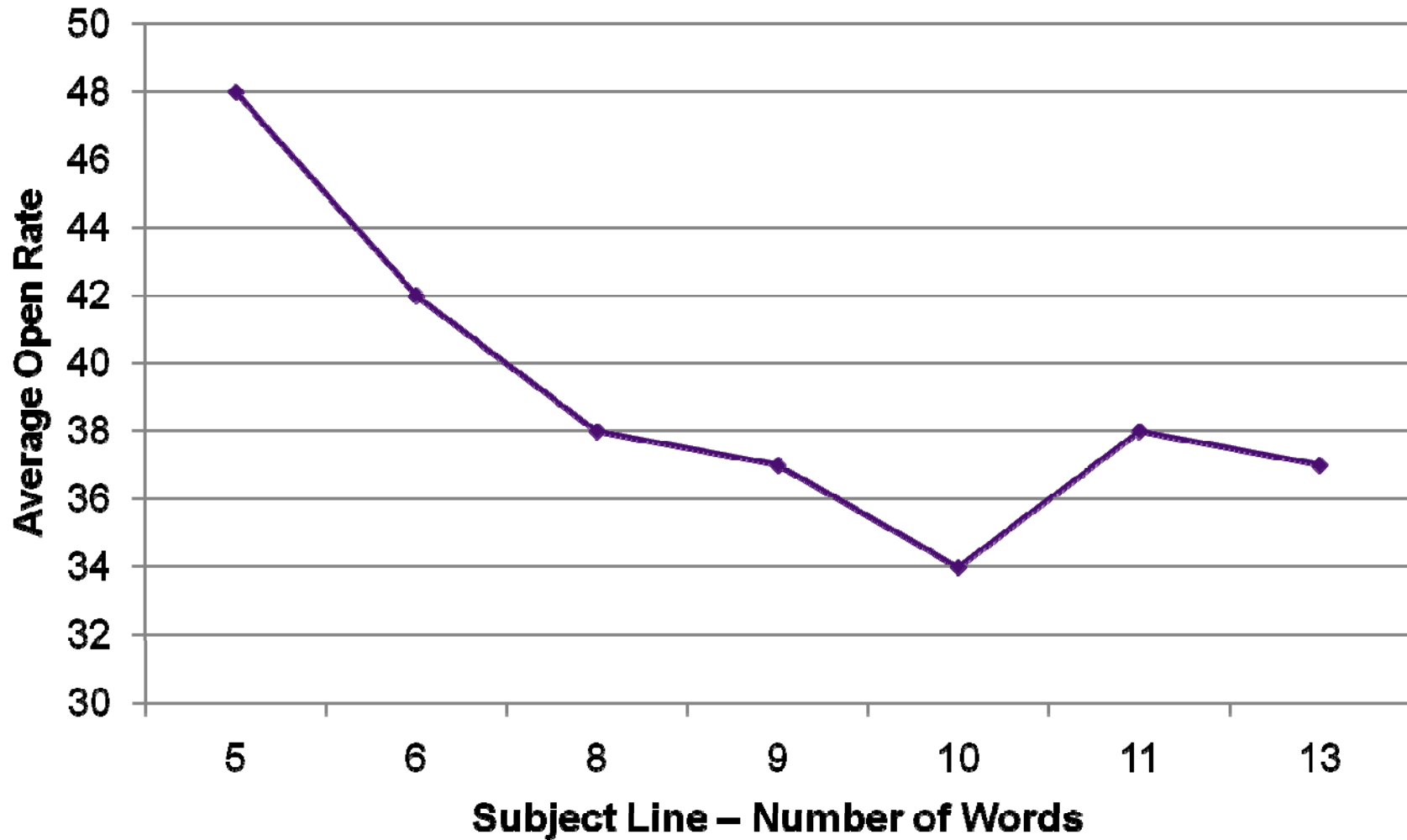
Be effective in  
your online  
communications

# Subject Lines Matter



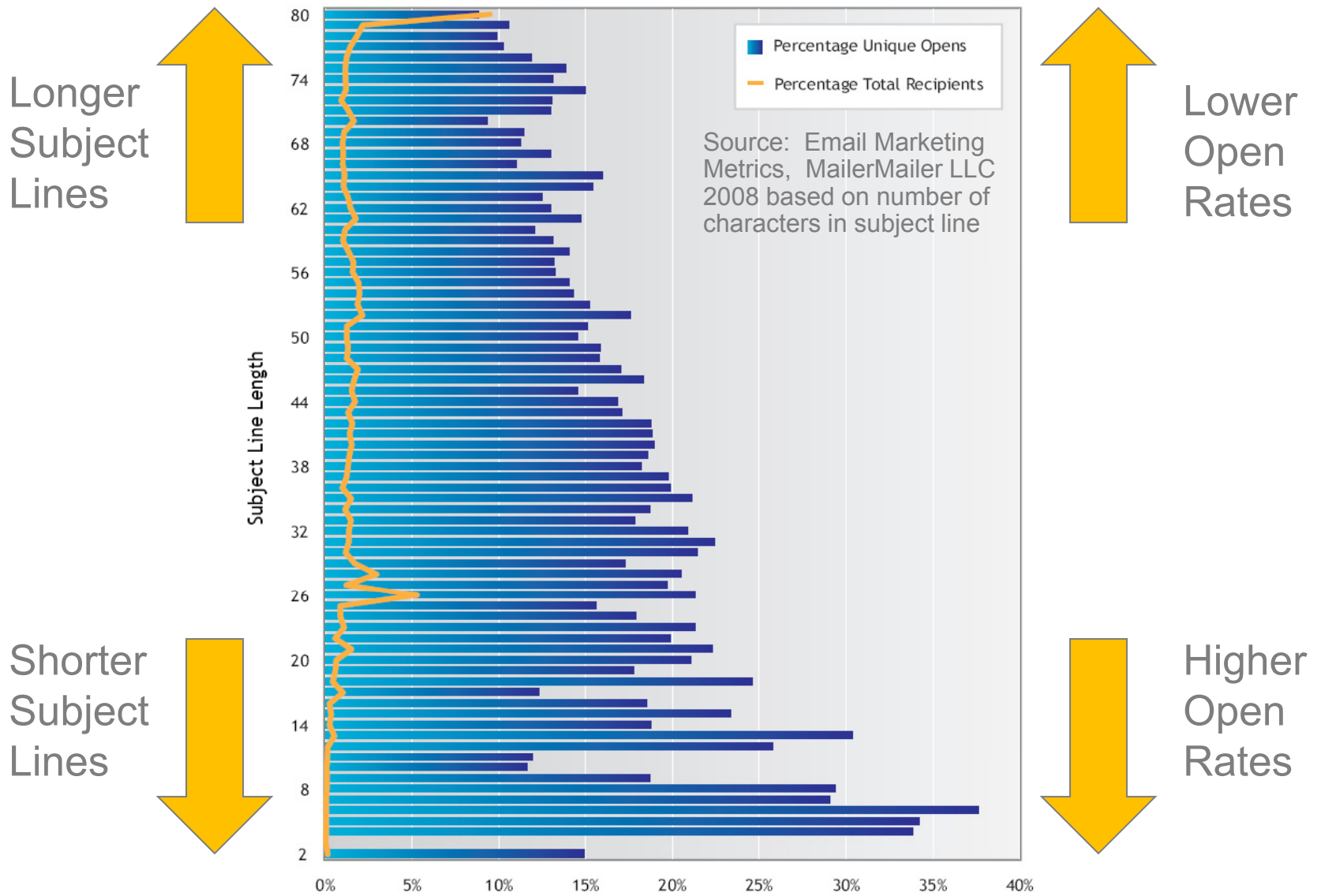
Short subject lines outperform long subject lines

# Open Rate vs. Subject Line Length





# Where are you on this chart?



Hotmail

New Delete Junk Mark as Move to

Messenger Options

greenmtgringo@hot...

Sort by Search your e-mail

Inbox (4671)

Junk (19)

Drafts

Sent

Deleted

Manage folders

Add an e-mail account

Related places

Today

Contact list

Calendar

Hotmail Search the Web from your inbox

|                          |                          |                          |  |           |
|--------------------------|--------------------------|--------------------------|--|-----------|
| <input type="checkbox"/> | <input type="checkbox"/> | windsorpark@yahoog...    | [windsorpark] Digest Number 2494                               | 10:28 AM  |
| <input type="checkbox"/> | <input type="checkbox"/> | Breakthrough Urban ...   | Community Builders Change Lives Every Day                      | 10:00 AM  |
| <input type="checkbox"/> | <input type="checkbox"/> | FairTax.org              | Tell Congress: You're Not Fooling Ue                           | 9:52 AM   |
| <input type="checkbox"/> | <input type="checkbox"/> | Amazon.com               | Amazon.com: Up to 25% Off Bike Ra                              | 13 AM     |
| <input type="checkbox"/> | <input type="checkbox"/> | Jeremy Bird, BarackO...  | "Because of you"   | terday    |
| <input type="checkbox"/> | <input type="checkbox"/> | Kat Barr, MoveOn.org ... | Pelosi's leadership  | terday    |
| <input type="checkbox"/> | <input type="checkbox"/> | Breakthrough Urban ...   | Defending the Cause - Mar eNews                                | Yesterday |
| <input type="checkbox"/> | <input type="checkbox"/> | FairTax.org              | Tell Congress: You're Not Fooling Us!                          | Yesterday |
| <input type="checkbox"/> | <input type="checkbox"/> | Mavis, Latin America ... | Contribute to a Just Foreign Policy                            | Yesterday |
| <input type="checkbox"/> | <input type="checkbox"/> | windsorpark@yahoog...    | [windsorpark] Digest Number 2493                               | Yesterday |
| <input type="checkbox"/> | <input type="checkbox"/> | Harvest for Hunger       | Don't forget to stop by for CANquest!                          | Yesterday |
| <input type="checkbox"/> | <input type="checkbox"/> | service@paypal.com       | Bank Account Transfer Complete                                 | 3/30/10   |
| <input type="checkbox"/> | <input type="checkbox"/> | Joyce Oberdorf, CEO      | Announcing the New & Improved P                                | 3/30/10   |
| <input type="checkbox"/> | <input type="checkbox"/> | Sarah Lyons              | Talk / Talk  | 3/30/10   |
| <input type="checkbox"/> | <input type="checkbox"/> | Mitch Stewart, Barack... | Another victory: Student loan refor                            | 3/30/10   |
| <input type="checkbox"/> | <input type="checkbox"/> | Drew Hudson, TrueM...    | The thing about moms   | 3/30/10   |
| <input type="checkbox"/> | <input type="checkbox"/> | Adam Ruben, MoveO...     | Bill Halter vs. Blanche Lincoln                                | 3/30/10   |
| <input type="checkbox"/> | <input type="checkbox"/> | Colorado Ski Country ... | Rent Now for The Holiday Weekend                               | 3/30/10   |
| <input type="checkbox"/> | <input type="checkbox"/> | Design.Schools           | Find the right design school...                                | 3/30/10   |
| <input type="checkbox"/> | <input type="checkbox"/> | Design.Schools           | Find the right design school...                                | 3/30/10   |
| <input type="checkbox"/> | <input type="checkbox"/> | Nature Canada            | eNewsletter: Nature Canada Protests Proposed Enbridge Pipeline | 3/30/10   |
| <input type="checkbox"/> | <input type="checkbox"/> | windsorpark@yahoog...    | [windsorpark] Digest Number 2492                               | 3/30/10   |
| <input type="checkbox"/> | <input type="checkbox"/> | L.A. Center              | Open Bar TONIGHT for Rock for Equality                         | 3/29/10   |
| <input type="checkbox"/> | <input type="checkbox"/> | FairTax.org              | Health Care: Taxes, Spending, and Deficits                     | 3/29/10   |
| <input type="checkbox"/> | <input type="checkbox"/> | John Opdycke             | Important Open Primaries Development                           | 3/29/10   |
| <input type="checkbox"/> | <input type="checkbox"/> | windsorpark@yahoog...    | [windsorpark] Digest Number 2491                               | 3/29/10   |
| <input type="checkbox"/> | <input type="checkbox"/> | Reading Is Fundamental   | Action Alert: PTE Funding Needs Support in Senate              | 3/29/10   |

"Because of you"  
16 characters

Talk / Talk  
11 characters

**Free\***  
new phones

- Samsung a777
- LG CF360
- Motorola MOTO™ EM330

Free shipping  
Online only

**Get It Now**

\*Two-year contract required. Other restrictions apply.

# Good E-newsletter – Ontario Association of Food Banks



## Hunger eNews

Working towards a hunger-free Ontario

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

---

### HUNGER eNEWS WINTER 2010

**Ontario's Food Banks make Final Push for Farm Donation Tax Credit**



Over the last two months, we have met with over 30 MPPs from all political parties to push for implementation of the farm donation tax credit for producers that donate local livestock and produce with the provincial budget quickly approaching, it is vital that our voice is heard by Premier McGuinty. It is likely that the credit will be a part of the budget, but we will need your help to let the Premier know that this small investment will have a powerful impact on food banks and families across Ontario. Keep your eyes on your inbox for actions you can take to help us make the final push for this change.

**Seeds of Community Harvest Ontario Planted**



This year, the OAFB will launch an innovative program to source fresh fruit and vegetables for our neighbours facing hunger with the launch of our new Community Harvest Ontario (CHO) program. By engaging hundreds of volunteers through innovative agricultural partnership projects such as gleaning and harvesting, the program will generate hundreds of thousands of pounds of fresh healthy food annually for people facing hunger. Gleaning is picking fresh crops left on the land once harvest is completed. CHO brings farms and corporate partners together to increase fresh food donated to local food banks. [View more about the program here.](#)

**Food Bank Use Up: Ontario Hunger Report 2009**



Released in December 2009, the annual Ontario Hunger Report provides an overview of hunger in the province and details background causes of hunger and poverty in Ontario. Key findings on food bank usage include:

- Over 275,000 Ontarians turn to food banks every month.
- Number of Ontarians turning to food banks has increased by 19% in the past year alone.
- 70% of households turning to food banks do not consume required servings of fresh fruit and vegetables.

[Download the full report here.](#)

Donate Now

Tell A Friend

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**Sounds of the Season Heard Across GTA**

CBC Radio's Sounds of the Season Fundraiser and food drive raised \$275,000 and 3075 kg of food for food banks in the Greater Toronto Area.

**Rickard's Raised \$17,500**

The second annual Rickard's Piece of Rickard's campaign generated \$17,500 for Ontario's food banks. Thank you to the Frito Group of Frito and Nelson-Gore Canada.

**Ottawa Gobbles Up Toronto in Turkey City Battle**

Ottawa claimed victory over Toronto in the battle to become Ontario's Turkey City in a one-day fundraiser held at a Metro location in both cities. Thank you to the Turkey Farmers of Ontario.

**Metro Helps Fight Hunger This Winter**

During the important holiday period, the Metro Winter Food Drive helped generate over 125,000 lbs of much needed food items across Ontario. Thanks to Metro Ontario Inc. and their customers for their support.

# Nature Conservancy of Canada – Good example of an E-newsletter

**The Leaflet**  
**M Y N C C**

March 2010

In this issue

- [Why common species matter](#)
- [10 ways to get your garden ready for spring](#)
- [The Ptarmigan's dilemma](#)
- [Fundraising for nature!](#)

**M Y N C C**

[Sign In to MyNCC](#)

[Donate](#)

[Tell a friend](#)

[Join us on Facebook](#)

**facebook**

---

**Why common species matter**

We often hear a lot about rare, endangered or disappearing species — species that are in need of swift action to save them. There is no doubt that they are important to talk about. But what about the common species? After all, some rare species, like American Chestnut, Woodland Caribou and Lake Sturgeon, are also just once common species fallen into hard times.

[\[Read more\]](#)

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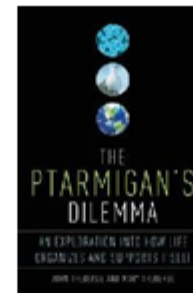
**10 ways to get your garden ready for spring**

Although the weather across the country is slowly warming, most plants are still dormant. That makes it a great time to start planning and preparing your garden for spring. NCC's manager of conservation internship programs and avid gardener, Kevin Kavanagh, shares his top 10 tips of things you can do to



**greenliving** [Visit NCC at the Green Living show in Toronto, April 23-25.](#)

## The Ptarmigan's dilemma



A new book, *The Ptarmigan's Dilemma* by renowned Canadian wildlife biologists John and Mary Theberge, not only examines key questions of evolution; part of its proceeds will also be supporting NCC's work.

[\[Read more\]](#)

## Fundraising for nature!



*Elona Meakin hosted a yard sale with proceeds to NCC (Photo by Luke Meakin)*

We've been getting a lot of phone calls lately from people who want to know what they can do to help the NCC. Hosting a fundraising event for NCC is a great way to show you care about the environment, while supporting land conservation and having fun at the same time.

[\[Read more\]](#)

# #5. Ask

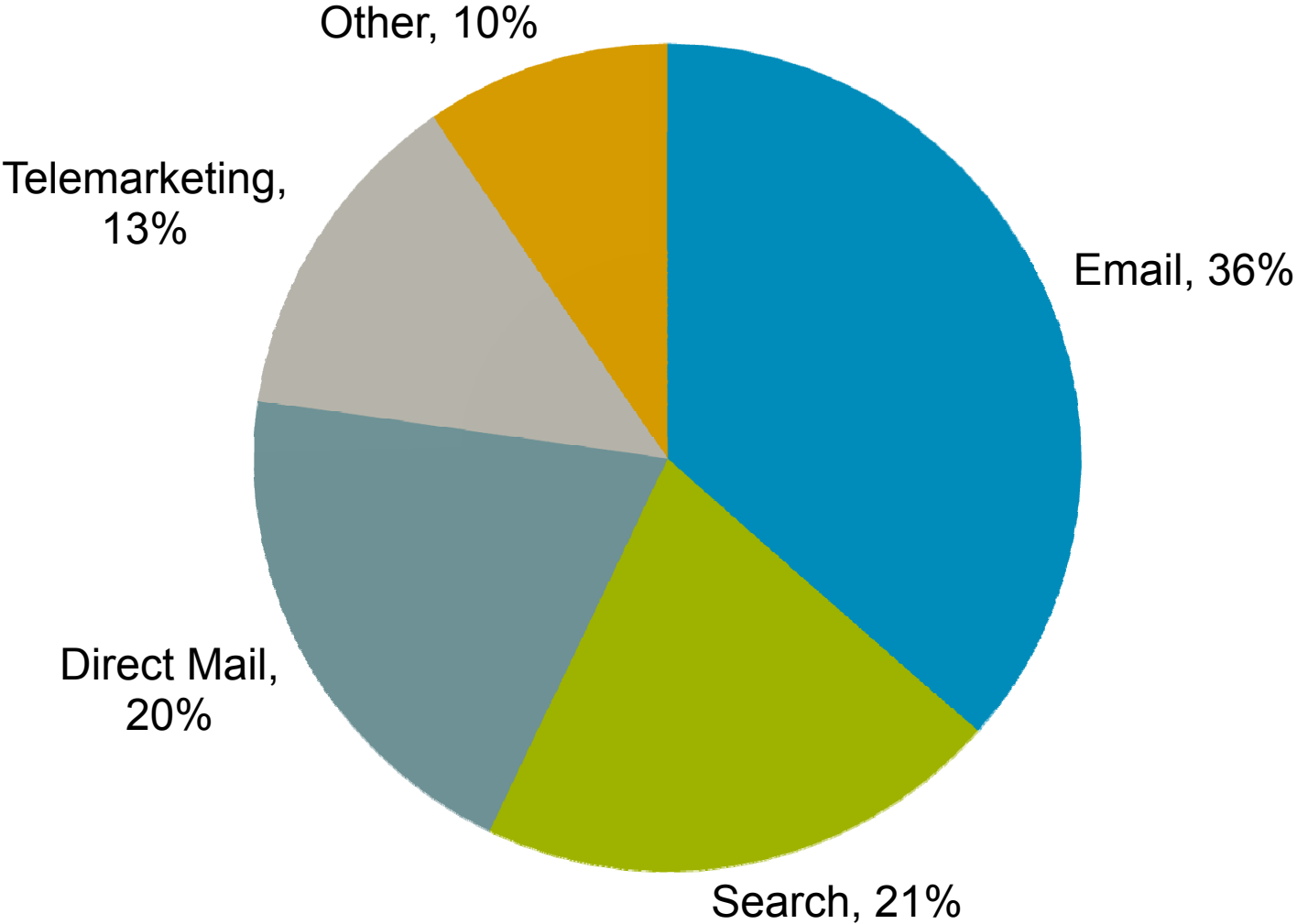
A person in silhouette is looking through a telescope mounted on a tripod. The background is a dark night sky filled with stars and the Milky Way galaxy. The person is wearing a dark jacket and a hat with a colorful stripe. The scene is illuminated by the light of the stars, creating a high-contrast silhouette effect.

**Be bold in soliciting  
gifts.**


**(Wishing and waiting  
is not asking)**



# What Motivates an Online Gift?



# Canadian Breast Cancer Foundation – Example of a good donation form



**ABOUT THE RUN**  
**RUN LOCATIONS**  
**TEAMS**  
**FUNDRAISING & REWARDS**  
**NATIONAL SPONSORS**


**GET INVOLVED!**

REGISTER  
 DONATE  
 VOLUNTEER

Contact Us

CANADIAN BREAST CANCER FOUNDATION / FONDATION CANADIENNE DU CANCER DU SEIN

**1 Gift Information**



**DONATE**

**Help create a future without breast cancer**

By choosing to support the Canadian Breast Cancer Foundation, you help us to invest in the research and community health projects that have the greatest potential to improve and save the lives of Canadians affected by breast cancer. The Foundation puts donor dollars to work in support of projects across the full spectrum of breast health, including prevention and education, screening, diagnosis, treatment and care.

With respect to fundraising, money raised in each region from local fundraising stays in that region to fund research and programs specific to the area. Ninety-five per cent of the net money from the Canadian Breast Cancer Foundation CIBC Run for the Cure stays within the region in which it was raised.

Please enter your donation to Toronto.

**Donation Information**

\*Select Donation Amount:

\$50.00  
 \$75.00  
 \$100.00  
 \$150.00  
 Other

\*Donation type:

One-time donation  
 Sustaining donation

Select a Donation Duration:

Total Donation:

**Billing Information**

Title:

\*First Name:

Middle Name:

\*Last Name:

\*Is this donation from a company?  Yes  No

Company Name:

\*Street 1:

Street 2:

\*City:

\*State/Province:

\*Postal Code/ZIP:

Country:

**Email address must belong to the donor to receive a tax receipt. If you do not have the donor's email please use donor\$firstnamelastname@centralcbcf.org**

\*Email Address:

Yes, I would like to receive communications from this organization.

Remember Me

---

**Payment Information**

Credit Card Type:  VISA  DISCOVER  AMERICAN EXPRESS  MASTERCARD

\*Credit Card Number:

\*CVV Number:

\*Expiration Date:  /

# Canadian Cancer – Donation Form

Canadian Cancer Society | Société canadienne du cancer

You are viewing: Home > Canada > Ontario > Toronto

Choose province/territory

Canadian Cancer Society  
Make a donation

Tell a friend | Print friendly

Log in  
 Username:   
 Password:   
 Remember me?   
[Forgot your password?](#)

1 [Home](#) > [About Us](#) > [Donations](#) > [Toronto](#)

**General donation**  
 General information

The Canada Revenue Agency requires that donation receipts bear the name and address of the actual donor.

\*Title:

\*Firstname:

Middle name:

\*Lastname:

Suffix:

\*Street:

Street2:

\*City:

\*Province/State:

\*Postal code/ZIP:

\*Country:

Phone Number:

\*Email address:

Yes, I would like to receive communications from the Canadian Cancer Society.

The Canadian Cancer Society is dependent upon the generous support of donors and volunteers to fulfil its mission. The Society collects your personal information in order to process your donation and to issue a tax receipt. For more information about our privacy practices, [view our privacy policy](#).

**Gift information**  
 \*Select an amount:

\$25.00  
 \$50.00  
 \$100.00  
 \$250.00  
 \$500.00  
 Enter amount:

Your receipts will be issued automatically for donations of \$10.00 or more.

Are you interested in becoming a monthly donor?  
 Monthly contributors normally reduce our administrative costs; they also provide us with a predictable source of income that allows us to more effectively plan ahead and maximize donor dollars. It's easy and convenient and you can change or cancel at any time. [Join our monthly giving program now.](#)

**Credit card information**

\*Credit card type:  VISA  MasterCard  American Express

\*Credit card number:

\*CVV number:

\*Expiry date:

Privacy | 2010 Canadian Cancer Society. All rights reserved.

POWERED BY CONVIO

# Encourage Sustainer Giving Programs...

**BCSPCA**  
SPEAKING FOR ANIMALS

The British Columbia Society for the Prevention of Cruelty to Animals

[Click here to login.](#)

1 Get a Payment Information 2 Review Gift



ABOUT OUR CERTIFICATES

[Privacy Policy](#)

Is online giving safe?



## The Highest Priority Needs Fund

Charitable  
Registration Number  
11881 9036 RR0001

Official receipts for  
income tax purposes  
will be issued in CDN  
dollars.

The Highest Priority Needs Fund helps injured, homeless, neglected and abused animals throughout the province each and every day of the year.

This fund supports all that we do to help animals in need of care and protection including sheltering, medical attention, spay and neutering, rehabilitation, adoption, foster care, advocacy, education, and rescue. This fund also provides emergency life-saving support for unexpected disasters such as wildfires. Based on the BC SPCA's most urgent needs, this fund supports the BC SPCA's work for animals across the province each and every day of the year.

### Join the PAW Plan Monthly Giving Program Online

Becoming a monthly online donor is the best way you can make a difference for homeless and abused animals -- all year long! Your monthly gift is conveniently deducted from your credit card\* automatically each month and you can change or cancel your monthly support at any time. By giving on a monthly basis, you ensure more of your donation goes toward helping animals in need and allows the BC SPCA to create sustainable plans for animal care, education and rescue.

In return for your monthly support, you will receive:

- A subscription to our AnimalSense magazine
- Our annual BC SPCA Animal Lovers' Calendar (each fall)
- Official receipts for income tax purposes delivered directly to your email address\*

On behalf of the animals we care for and protect, thank you! Your gift will help us to continue our life-saving work.

\* Join the PAW Plan Monthly Giving program online for automatic deductions from your credit card on the 1st of each month or from your bank account on the 15th of each month. Offline PAW Plan donors will receive the same benefits as online supporters, but will receive one official receipt for income tax purposes each February by regular mail. Download and complete our [donation form](#) or call 604-681-7371 (toll-free) outside the Lower Mainland to sign up today.

To make a special one-time gift instead, please [click here](#).

To make a special one-time gift instead, please [click here](#).

To make a one-time gift in honour of or in memory of a loved instead, please [click here](#).

### Monthly Giving Program

- Select a Monthly Gift Amount:
- \$200.00 (\$10 a day)
  - \$150.00 (\$5 a day)
  - \$80.00 (\$2 a day)
  - \$30.00 (\$1 a day)
  - \$21.00 (70 cents a day)
  - Enter an Amount

### Billing Information

Title:

\*First Name:

Middle Name:

\*Last Name:

Suffix:

\*Address 1:

Address 2:

\*City:

\*Province/State:

\*Postal Code/Zip code:

\*Country:

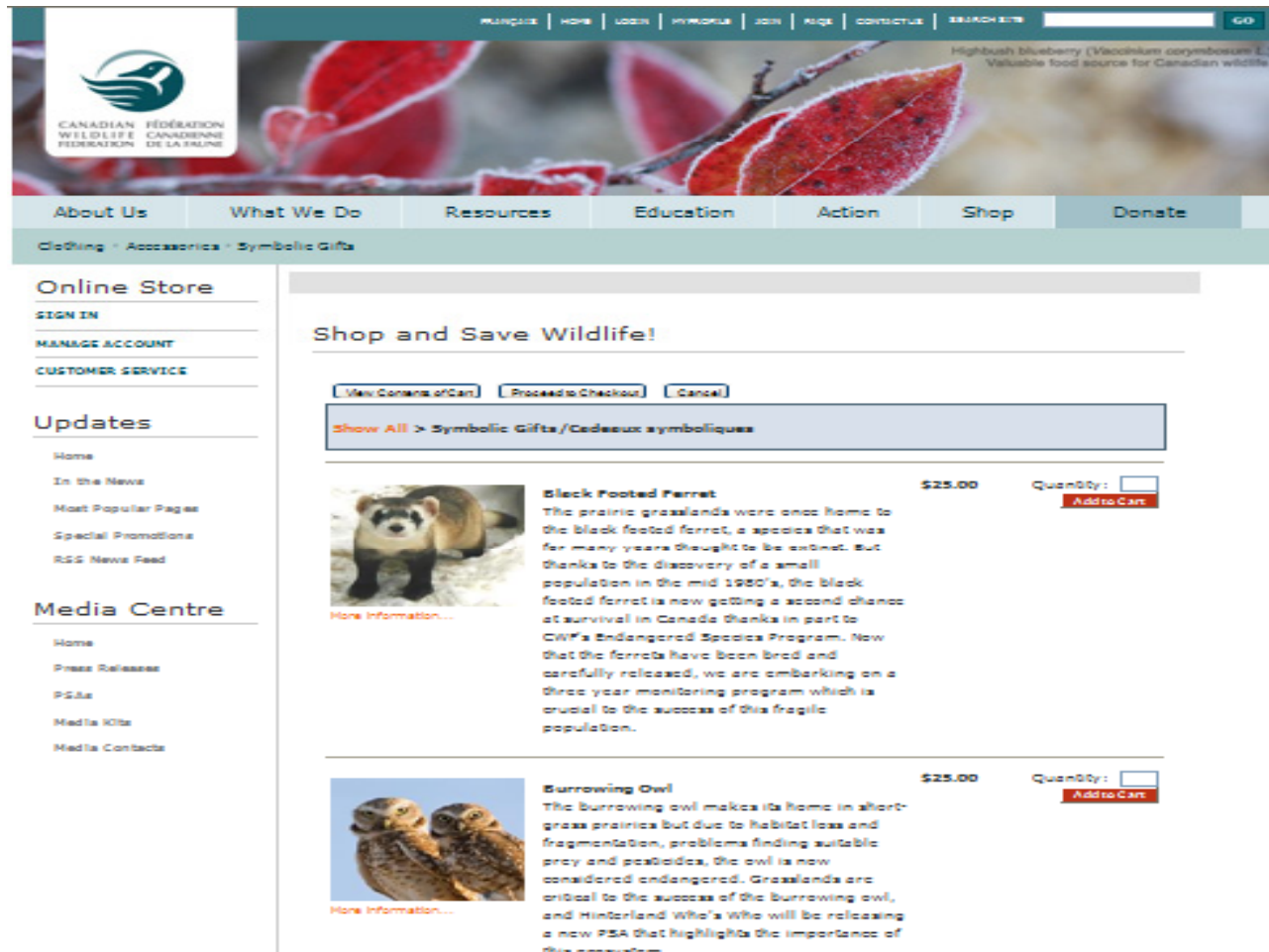
Remember Me

\*Email Address:

Would you like to receive information from the BC SPCA?

- Anim@is Newsletter
- Event News
- FarmSense Newsletter
- Support our Work
- e-Teachers Newsletter

# Canadian Wildlife – Purchase a “virtual Animal”



The screenshot shows the website for the Canadian Wildlife Federation's online store. The header includes the organization's logo and navigation links: [Home](#), [About Us](#), [What We Do](#), [Resources](#), [Education](#), [Action](#), [Shop](#), and [Donate](#). A search bar is also present. Below the header, a banner features a close-up of red leaves with the text: "Highbush blueberry (*Vaccinium corymbosum* L.) Valuable food source for Canadian wildlife." The main content area is titled "Shop and Save Wildlife!" and displays a list of symbolic gifts. Two items are visible:

- Black Footed Ferret**: Priced at \$25.00. Description: "The prairie grasslands were once home to the black footed ferret, a species that was for many years thought to be extinct. But thanks to the discovery of a small population in the mid 1980's, the black footed ferret is now getting a second chance at survival in Canada thanks in part to CWF's Endangered Species Program. Now that the ferrets have been bred and carefully released, we are embarking on a three year monitoring program which is crucial to the success of this fragile population." Includes an "Add to Cart" button.
- Burrowing Owl**: Priced at \$25.00. Description: "The burrowing owl makes its home in short-grass prairie but due to habitat loss and fragmentation, problems finding suitable prey and predators, the owl is now considered endangered. Grasslands are critical to the success of the burrowing owl, and Hinterland Who's Who will be releasing a new PSA that highlights the importance of this ecosystem." Includes an "Add to Cart" button.

On the left side of the page, there are sections for "Online Store" (with links for Sign In, Manage Account, and Customer Service), "Updates" (with links for Home, In the News, Most Popular Pages, Special Promotions, and RSS News Feed), and "Media Centre" (with links for Home, Press Releases, PSAs, Media Kits, and Media Contacts).



# End-of-Year: A Campaign Approach

Taking a campaign approach to end-of-year fundraising can generate 4X the results

## Last Chance



Sent on December 30/31st raised **56%** of total

## eCard

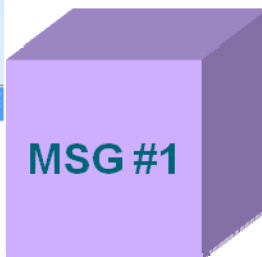


Sent just before Chanukah / Christmas raised **19%** of total

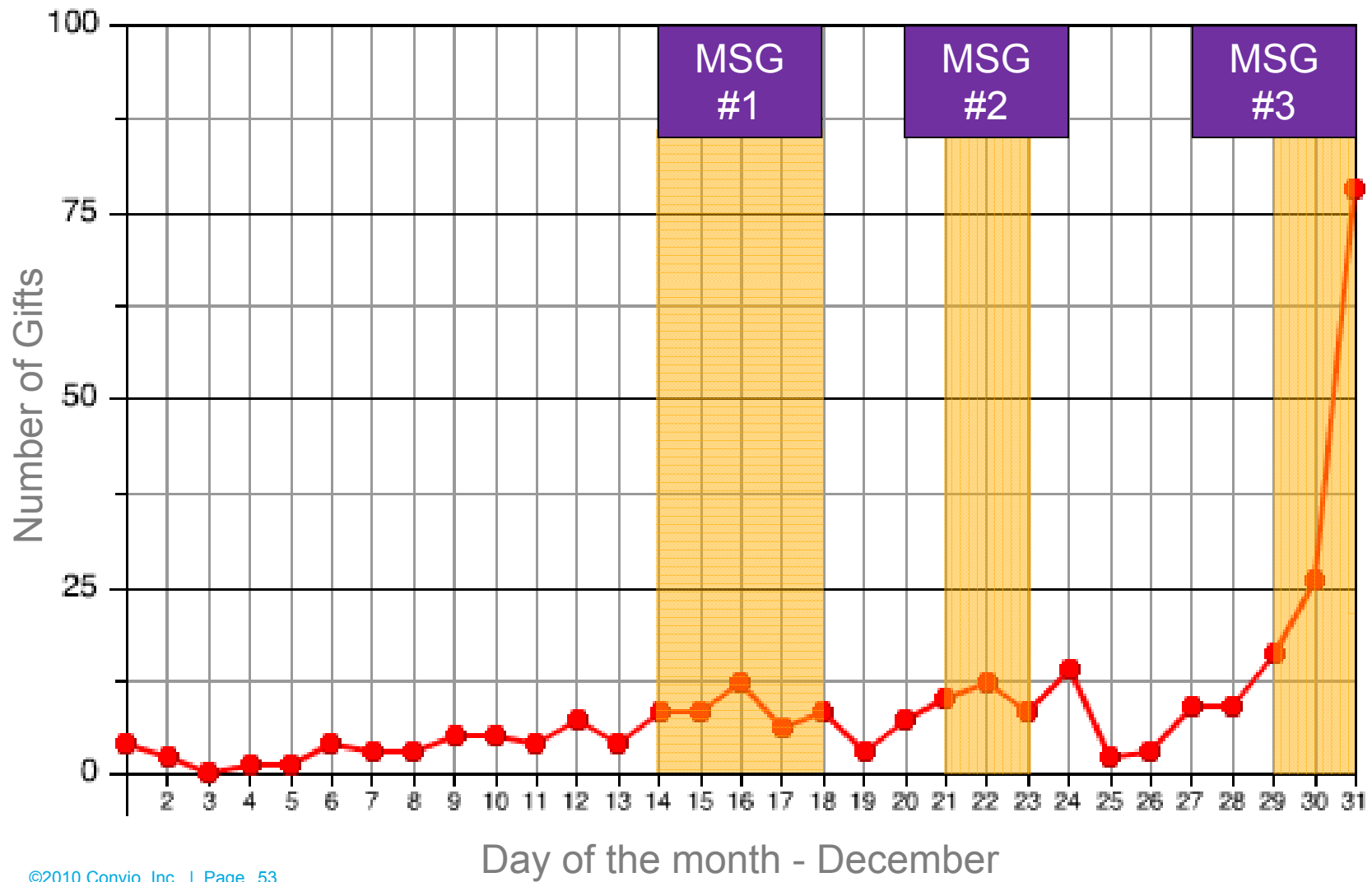
## Kick-off







Sent mid-December raised **25%** of total



# Campaign Timeline



# Holiday Campaign – Message 1 Nature Canada



[DONATE](#) [LEARN](#) [SHARE](#)

Dear ,

Every year, more of Canada's treasured animals and plants are threatened with extinction – and our beloved Polar Bears continue to be at the forefront of this devastating possibility.

With 65 % of the world's polar bears here in Canada, it is our responsibility to ensure that the Canadian Arctic, the polar bear's home, is protected from the effects of global warming. Polar ice caps are melting at an alarming rate, robbing polar bears of the ice floes they need to survive. And temperatures are rising at almost twice the rate of the rest of the world.

[Fortunately, there's still time to slow global warming and save the polar bear and other precious Arctic species.](#)

Join us in our efforts to convince the government to lead the fight against global warming, conserve natural areas and protect polar bears and other Arctic species. [We need your support!](#)


The Arctic is one of the last truly wild places on earth and it's an essential part of our natural heritage as Canadians. That's why it's so critical we fight to protect it.

[Help stop climate change and protect our polar bears with your end-of-year gift!](#)


Whether it's in the Canadian Arctic or in your local community, Nature Canada works each day to preserve incredible natural areas that make Canada the envy of the world. We couldn't do it without you.

In the face of global warming, iconic animals like our polar bears are on a slippery slope to extinction unless we band together in their defense right now. [Take action now.](#)

Sincerely,




Ian Davidson  
Executive Director  
Nature Canada




[Donate This Holiday Season >>](#)

Donate \$25 or more today and receive the Nature Canada Special Canoe Buddies plush toy in time for Christmas!




[Get Your Canoe Buddy Today >>](#)

[Update email preferences](#) | [Unsubscribe](#) | [Forward to a friend](#)



Nature Canada  
75 University Ave. Suite 200 Oshawa, ON, M1Y 2E7 | 1-800-267-6068  
Copyright © 2008. All rights reserved.

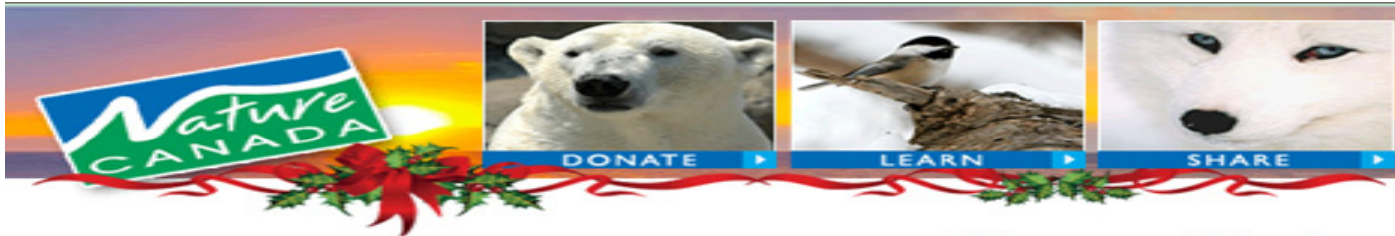


# Stewardship Holiday E-card



[naturecanada.ca](http://naturecanada.ca) (formerly the Canadian Nature Federation)  
85 Albert St., Suite 900 Ottawa, ON, K1P 6A4 | Phone: 613-562-3447 | Toll free: 1-800-267-4088

# Nature Canada – Last Chance to Give




Dear ,

Your support is so important to us. As this year comes to an end, your donation will directly impact our work to preserve wildlife and their natural habitats throughout Canada.

Your year-end gift will be even more greatly appreciated during these economic times, when the pressure grows to ignore or put off important decisions about nature and the environment - despite the deepening climate crisis, and the growing list of endangered species who face an uncertain future. **Nature still needs your help!**

**Urge you to make one final contribution to Nature Canada this year.** With your help, we remain committed to carrying on the effort to protect wildlife and natural spaces.

Happy New Year,




Ian Davidson  
Executive Director


Help preserve wildlife and their natural habitats with your 2009 tax-deductible gift.

[Donate Now](#)

[Home](#) | [About Us](#) | [News](#) | [Partners](#) | [Contact Us](#) | [Privacy](#)



Nature Canada  
75 Albert St., Suite 200 Ottawa, ON, K1P 5E7 | 1-800-267-4055  
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# Unexpected events – Ability to be timely



*We all know about the devastation that hit Haiti a few short weeks ago and the international disaster response needed in places like Port au Prince. Today, I want to tell you how one small community has managed to help some of those who fled the epicenter and [how you too can make a huge difference.](#)*

Dear Patrick,

Formon is a remote Haitian community adjacent to Mucaya National Park, one of the last small segments of a forest which used to cover the area. We have been working there for just over a year helping local families move away from slash and burn subsistence living to self-sufficiency based on renewable silviculture and traditional horticulture. Last fall we even celebrated the re-opening of the only school in the community.

Then came the earthquake. Today, the rapid influx of families displaced by the devastation has doubled the population, yet thanks to the hard work and dedication of the entire community, I'm told that all the newcomers and their basic needs are being taken care of for now. Except for one important thing - and this is where your help will be essential.

The school is now totally insufficient for the needs of the community. Over 200 children are lined up to attend and there just isn't room for all of them.



Parents know that educating their young people will ensure that their community will be self-sufficient long after outside help is no longer needed.

Please take this opportunity to help people whose only wish is to regain their lives and to forge a future for their children. [The school needs urgent funds to increase capacity to help the people of Formon. Your donation will have a major impact.](#)

Many thanks,

A handwritten signature in black ink that appears to read "Carl Smith".

## URGENT



**You will double the impact of your gift if you respond today.**

**Every dollar you donate will match one from the Canadian International Development Agency (CIDA).**

**Please don't delay!**

**Donate Now**



# Provide a “mission related” value add premium to their gift. Nature Conservancy of Canada



**Supporter Services**

**MYNCC**

**NATURE CONSERVANCY OF CANADA**

**A limited supply of 2010 calendars are now available online.**

Make a charitable donation today and we'll send you a beautiful full-sized eco-friendly 2010 wall calendar illustrated with breathtaking photos of the very landscapes you're helping NCC protect.

We believe you share our commitment to keeping Canada's natural places and the many species that call them home safe forever. Please help us do just that, by [supporting our calendar campaign today](#).



**Look Inside!**

**2010 Calendar**

**NATURE CONSERVANCY OF CANADA**

**CONSERVATION OF NATURE**

Visit our website to [view the calendar](#) before making your tax receiptable donation.

**Your charitable gift of 20 dollars or more helps to protect critical habitat and support the survival of native plants and animals like the Grizzly Bear. As thanks, we'll send you a full-sized eco-friendly wall calendar celebrating Canada's precious wildlife and habitats.**

**Donate online or call 1-800-465-8005 to reserve your calendar. Limited time offer.**

# Stewardship....Properly thanking donors


The screenshot shows the BCSPCA website with the following elements:

- Header:** BCSPCA SPEAKING FOR ANIMALS. The British Columbia Society for the Prevention of Cruelty to Animals. Navigation buttons: ADOPT, DONATE, VOLUNTEER, ADVOCATE. Search bar with a 'Go' button.
- Menu:** WELFARE, CRUELTY, PET CARE, YOUTH, SUPPORT, NEWS AND EVENTS, ABOUT.
- Left Sidebar:**
  - SUPPORT** (highlighted): Support Homepage, Our Priority Needs, Donations, Donor of the Month, Shop, Participate, Leave a Legacy, Corporate Giving, Frequently Asked Questions.
  - LOGIN**: Username field, Password field (masked with dots), Login button, remember me checkbox, password help | register for our site.
  - QUICK LINKS**
- Main Content:**
  - Breadcrumbs: Home > Support > Donor of the Month > Donor of the Month
  - Image: A close-up of two cats, one orange and white, the other grey.
  - Section: **Support** (yellow background)
  - Section: **Donor of the Month**

We are extremely thankful for the incredible support received from the following individuals and businesses in communities throughout the province.

|            |                        |
|------------|------------------------|
| June 2010  | See Ya Later Ranch     |
| May 2010   | Craig Naherniak        |
| April 2010 | Jarome and Kara Iriola |

# Stewardship - Keeping your Constituents informed of results




**Thanks to you, 13,000 square kilometers of Boreal Habitat will be protected!**

Dear Kate,

I love a good reason to celebrate, and we're still celebrating Canada's commitment to establish this country's next national park – a [National Park Reserve in the Mealy Mountains of Labrador](#). I want to thank you for your part in helping us achieve this success. By supporting Nature Canada you helped give us the voice we needed to work with local communities, First Nations leaders, and governments at all levels to make this dream a reality.



We have been working towards this day for over 15 years, and it is historic achievements like these that illustrate how important ongoing support from people like you really is in protecting habitats and wildlife.

The permanent protection of such a large area of boreal forest inside Mealy Mountains National Park Reserve ensures at-risk species like the woodland caribou and the harlequin duck have the habitat they need to survive. The park also serves as an anchor of protected space along the Atlantic Flyway, an important breeding ground and migration route for many arctic bird species.



I invite you to [view this special photo slide show](#) featuring some of the species that will now be protected, thanks to you.

Sincerely,



**Ian Davidson,**  
Executive Director  
Nature Canada


**Help Achieve More Successes Like Mealy Mountains**

With your support, we can restore more critical habitat, like Mealy Mountains, and push for greater protection of endangered species.


Working together, we do make an impact!

[DONATE NOW](#)

[Learn More About Mealy Mountains](#)



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Follow Nature Canada on Twitter: 

# Articulating what your contribution will accomplish



## Your 2010 Membership Invitation

Dear Kate,

Have you thought of your New Year's Resolution yet? We invite you to consider a few ways you can resolve to do more for Nature in 2010, the International Year of Biodiversity.

- Do you feel compelled to help push the Canadian government to take a stronger stand on **global warming**?
- Do you want to see an increase of conservation efforts at **Important Bird Areas**?
- Do you want to protect the many **species at risk** and reduce biodiversity loss?
- Do you want to make a positive impact on the lives of children by connecting them with Nature?



If you answered yes, to any of these questions, then we have an easy way for you to show your commitment to making all of these things happen in 2010.

**Become a Member of Nature Canada today.**

Your \$50 membership fee will support all of these areas of our work throughout the year.

Nature Canada members do more than provide financial support. You have an impact on all of our efforts throughout the year.

During the International Year of Biodiversity, there is no better way to show your commitment to nature than by becoming a Nature Canada member in 2010.

[Update email preferences](#) | [Unsubscribe](#) | [Forward to a friend](#) | [Visit our web site](#)



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# Effective Storytelling....Share success stories.

Some can, others can't, but everyone has a shot at national anthem auditions



**SO PROUDLY HE HAILED:** Robbie Hearn, who regularly auditions for the Express' 'Star-Spangled Banner' singing duties, puts some emotion into his tryout on Sunday.

@ statesman.com

See video and photos of the Express' national anthem tryouts with this story online.

Intercept a Peyton Manning pass?

Make a free throw at the Erwin Center?

Actually, it's none of the above. It's singing "The Star-Spangled Banner," a song so difficult to sing that Roseanne Barr was so frustrated after her, uh, riveting performance in 1990 that she felt compelled to grab her crotch. A shame someone didn't grab the microphone first.

The 79 audition performances Sunday included individuals and groups as unorthodox as a Cedar Park karate club. They showed up undaunted at the United

See **BOHLS**, C4



# Engage them in your fundraising..



## Uncork your generosity.

Dear Site,

### Uncork your generosity this weekend.

Purchase a bottle of Pelee Island VQA Premium Select Chardonnay or Cabernet Merlot at LCBO stores across the province and **ten per cent of total sales from these wines will be donated to the Ontario Association of Food Banks** to help your neighbours facing hunger.

Look for the special Stepping Up to the Plate brand, which will be displayed prominently in your local LCBO store.

Here are some helpful tips and tasting notes on these very special wines:

#### Cabernet Merlot VQA

##### *LCBO Tasting Note*

Dark ruby red colour; smoky, ripe red berry aromas and flavours; dry and light-medium-bodied, well balanced, integrated tannins with moderate finish.

##### *Serving Suggestion*

Try with grilled meats, burgers, grilled sausage and rich pasta dishes.

#### Premium Select Chardonnay VQA

##### *LCBO Tasting Note*

Light yellow with greenish tinge; aromas of apple, citrus with a touch of vanilla and tropical fruit; dry, medium bodied, with balanced acidity, soft citrus, apple and oak flavours on the finish.

##### *Serving Suggestion*

Serve chilled with chicken and pasta with lemon/cream sauce.



**Tell A Friend**



# The Top 5 things you need to **BE SUCCESSFUL** online

- 1. Reach:** Be everywhere they are
- 2. Know:** Be interested in who they are
- 3. Welcome:** Be intentional in warming them up
- 4. Cultivate:** Be effective in communicating
- 5. Ask:** Be bold in soliciting gifts and making sure to properly steward them after the gift.

# Create Online + Offline Connection

- Research tells us that a multi-channel approach is the only option for reaching across generational constituencies and for planning for the next generation.
- Key tactics will ease the migration to incorporate digital channels as Boomers come on line and younger generations make more significant financial impact.
  - Online feeder acquisition
  - Multi-channel campaign methodology
  - Segmentation methodology
  - Donor management database



# Online Feeder Acquisition

- In the multi-channel world the goals of any online fundraising manager should extend beyond revenue raised online, but the ability to influence the overall relationship through online campaign.
- Online must serve as a list acquisition channel for offline campaigning, similar to capturing an email address in offline channels.

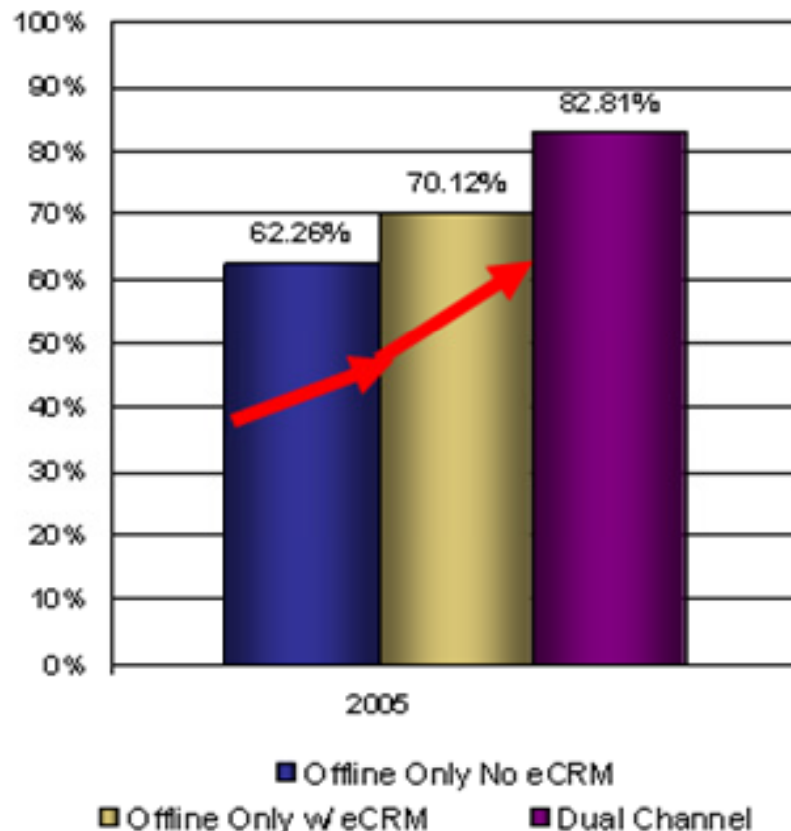
The screenshot displays the website for St. Joseph's Indian School, Chamberlain, SD 57326. The header includes the school's logo, name, and contact information. A navigation menu is visible below the header. The main content area is divided into several sections:

- eClub Signup:** A section on the left with the heading "eClub Signup" and the text "Sign up to receive monthly email updates and you'll get free address labels, too!". It includes input fields for "email address" and "zip code", and a "Sign Up" button.
- Make a difference for Lakota children:** A central section with the heading "Make a difference for Lakota children" and a sub-heading "Limited time! Your gift in any amount will be DOUBLED!". It features an image of two young girls and a "Donate Now" button.
- Our Vision & Mission:** A section below the donation area with the text "Since 1927, St. Joseph's Indian School has provided care and education for Native American boys and girls. St. Joseph's Indian School's stated mission is to provide for the basic welfare of children (food, clothing and medical care) with special emphasis on the spiritual, emotional and educational development of each child, while respecting their culture and heritage."

Two smaller versions of the eClub Signup form are shown on the right side of the screenshot, each with a "Sign Up" button. The top one is labeled "Test eClub Signup: Image and Premium" and the bottom one is labeled "Test eClub Signup: Image, No Premium".

# Integrated Marketing: Retention Rates

**Multi Year Donors  
Reactivation Rate in 2005**



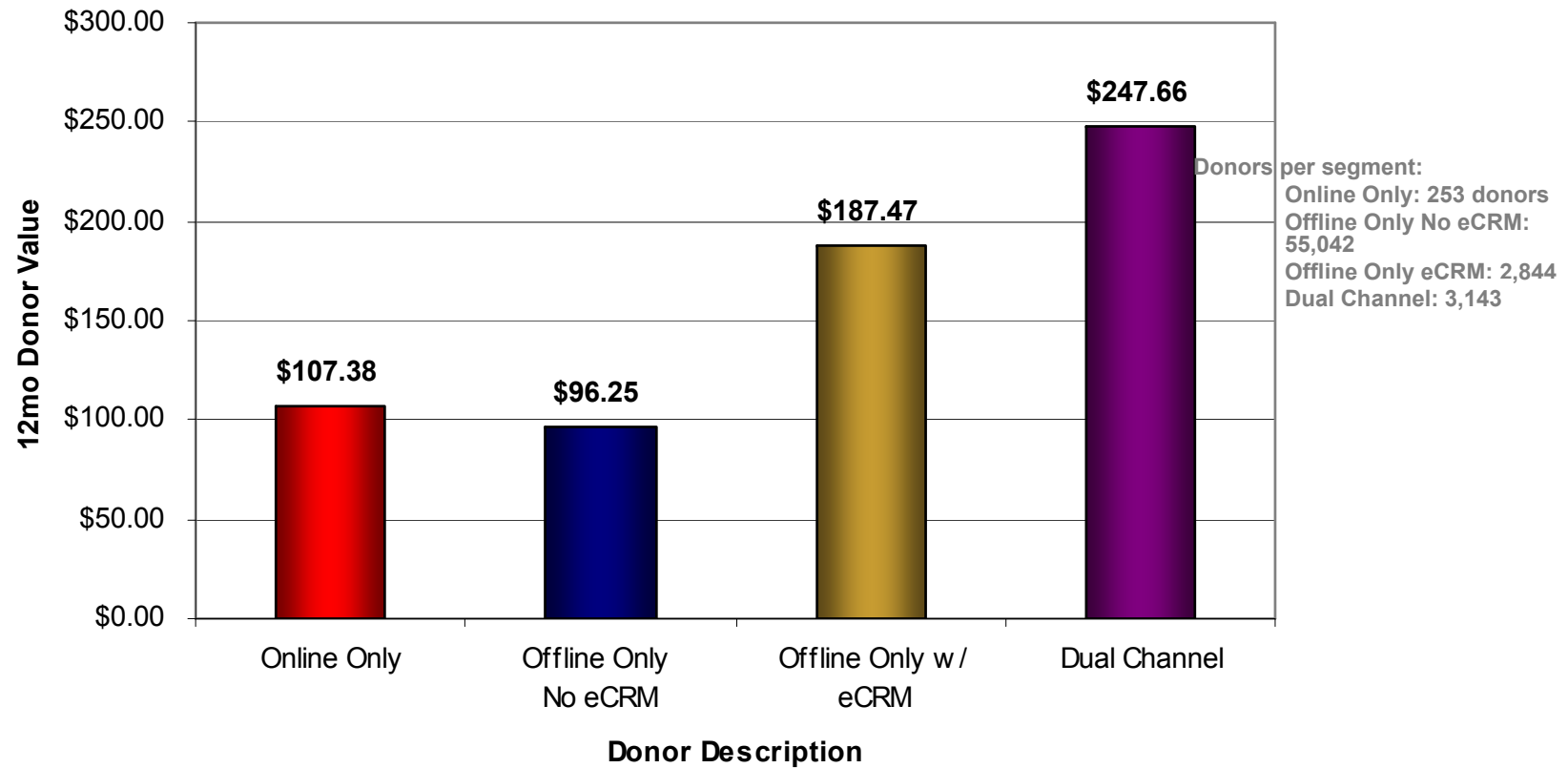
Source: Analysis by StrategicOne and Convio for SPCA of Texas – a regional animal welfare organization

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

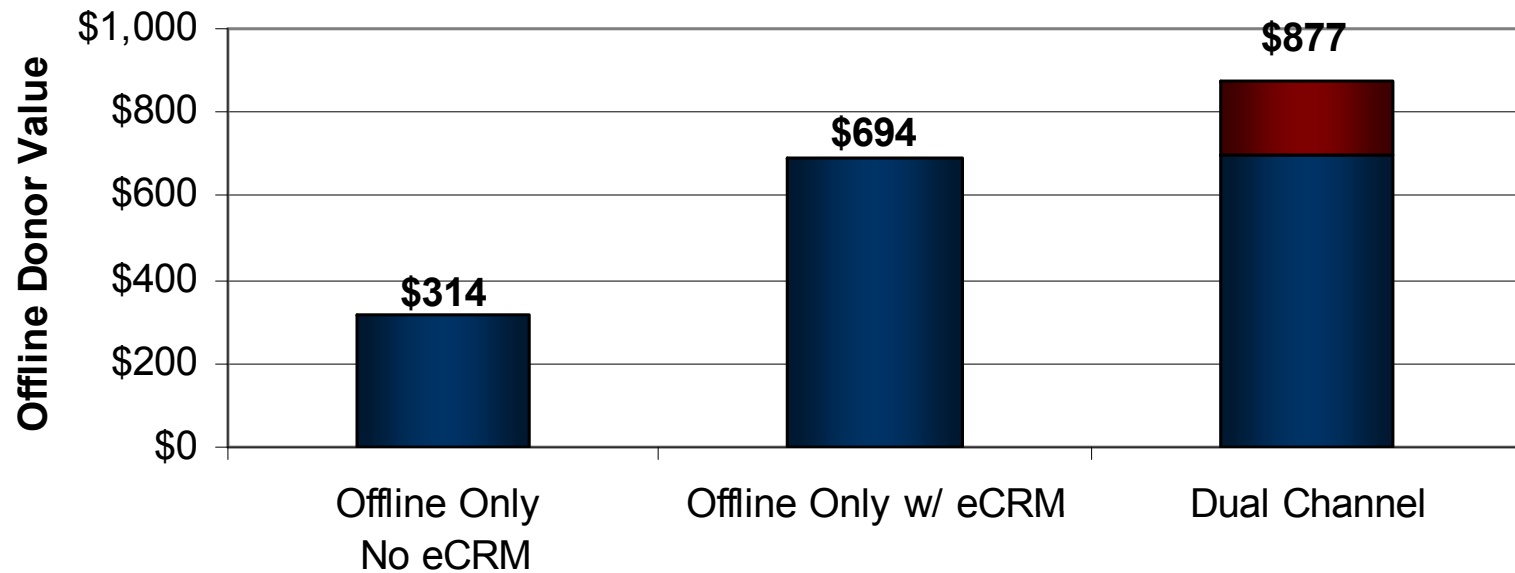


Coupled with lifting gift frequency and hence annual value

# The Integrated Marketing Effect

- Engaging offline donors online greatly enhances their value

## Lifetime Donor Value



### Donor Description

■ Offline Revenue ■ Online Revenue

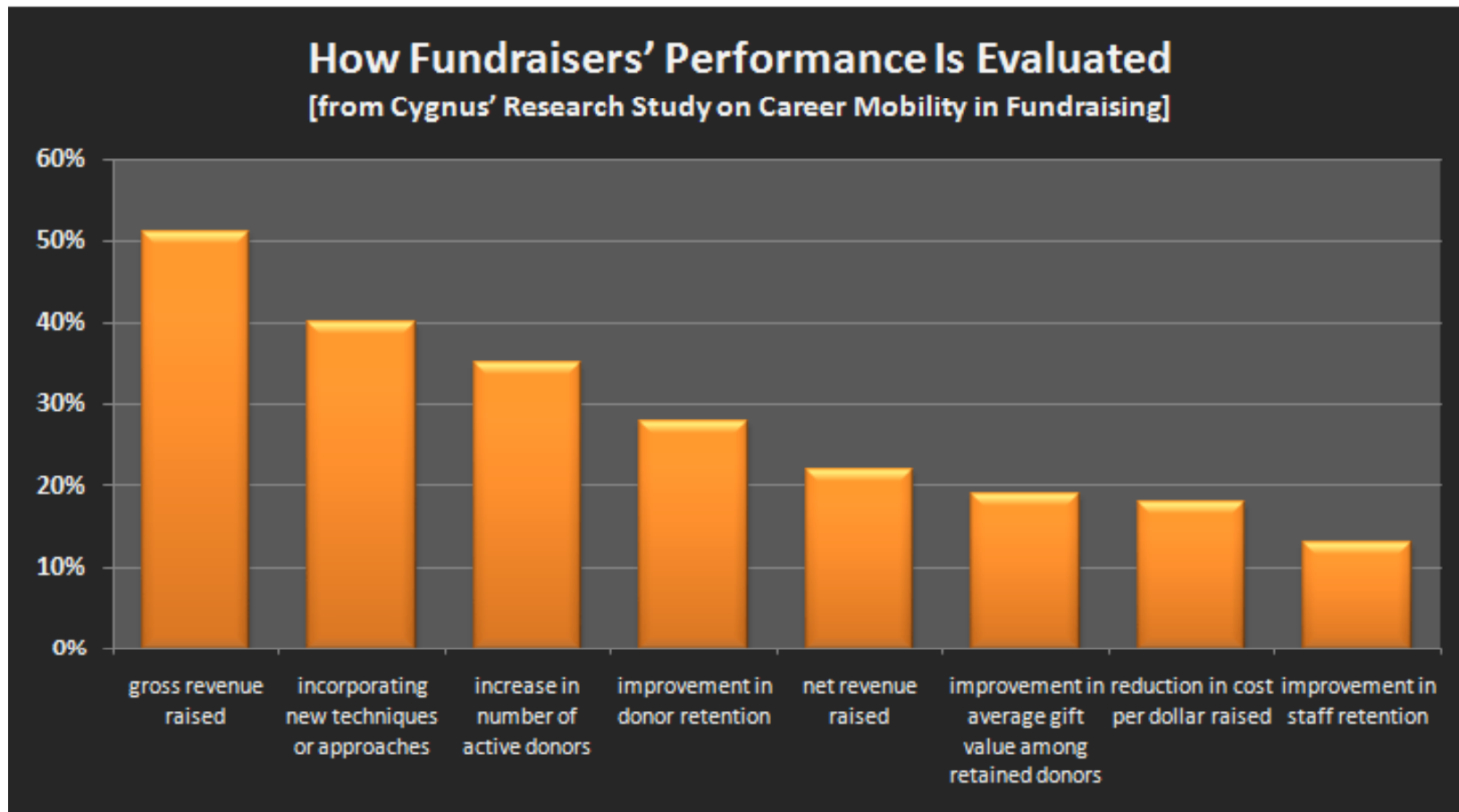
Source: Analysis by StrategicOne and Convio for SPCA of Texas – a regional animal welfare organization

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



# Fundraising Performance Metrics



**Increased competition for wallet share. Be the organization that is “15 minutes ahead”.**



Q&A

Thank you!

Kenneth Kuhler – [kkuhler@convio.com](mailto:kkuhler@convio.com)