



# MOVE PEOPLE

## Four Online Trends Every Nonprofit Should Know

June 3, 2009

# About the Presenter

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## Kenan Pollack

### Senior Interactive Consultant

- Thirteen years experience in website development, content management and marketing
- Four years website and IT management at international development nonprofit
- Published book author and former national newsmagazine reporter
- Client list includes FairTax.org, Multiple Sclerosis Association of America, Veterans of Foreign Wars of the United States



# What We'll Cover in Today's Webinar

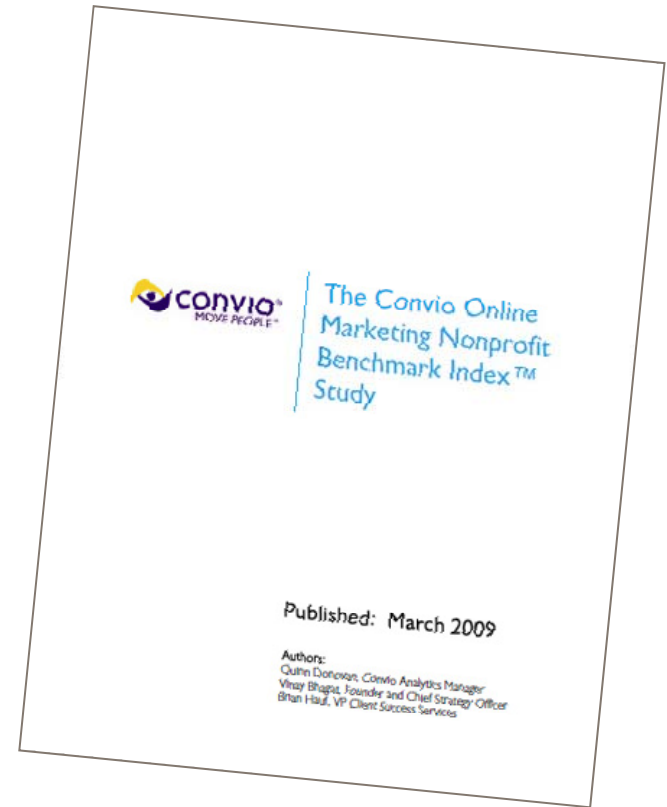
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- Four key findings from the 2009 Convio Online Marketing Nonprofit Benchmark Index™ Study
- Best practices and examples from other nonprofits to benefit from these findings
- Questions & Answers

# About the Benchmark Study

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- Third consecutive year of the benchmark study
- Uses data compiled from nearly 600 nonprofit organizations—large sample
- Provides separate benchmarks for the nonprofit industry as a whole, and 14 nonprofit industry “verticals”



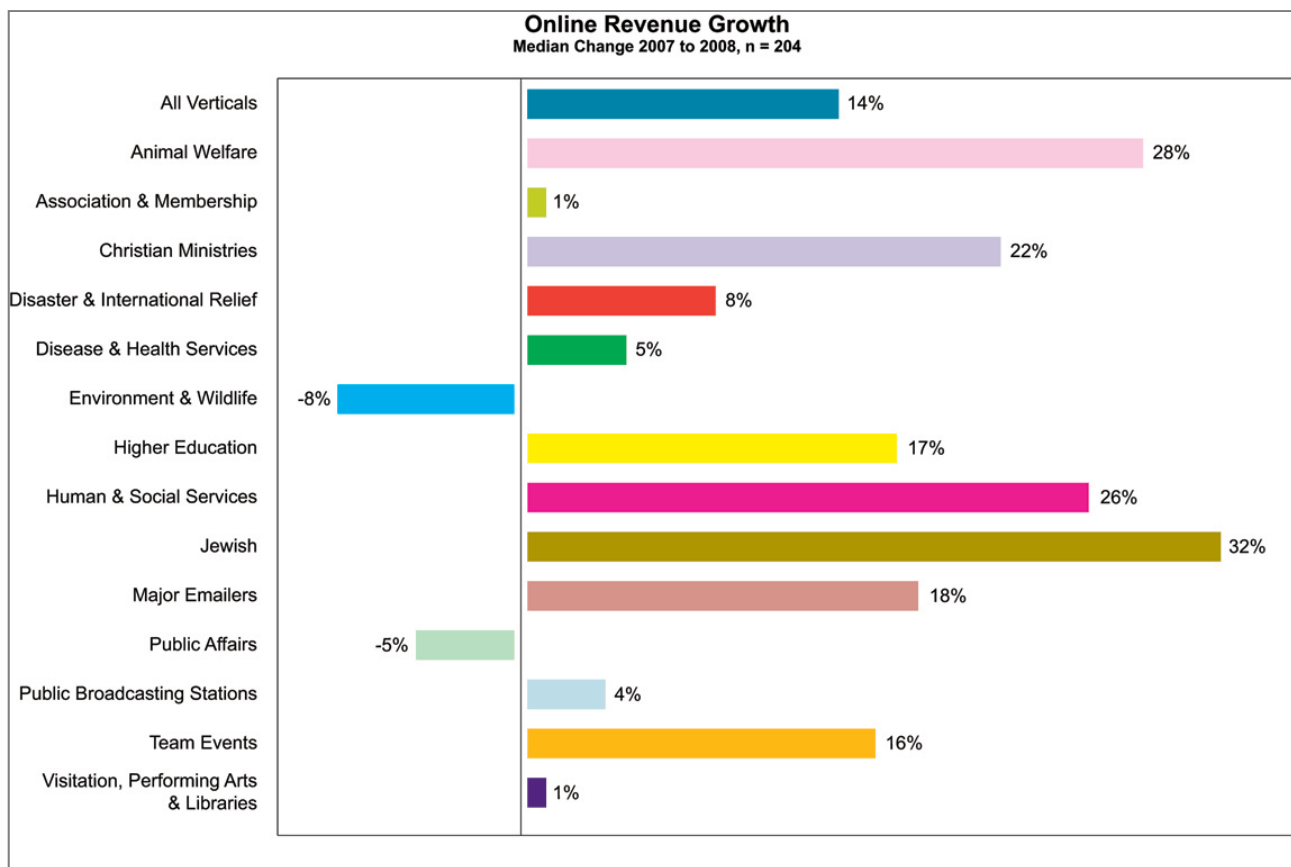
# Four Key Online Trends

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1. Online fundraising continues to generate positive year-over-year growth; direct mail results continue to decline.
2. Despite economic challenges, nonprofits saw their online revenue grow during the fourth quarter of 2008.
3. Though the average gift amount stayed mostly the same, nonprofits received a larger *number* of gifts in the fourth quarter driving an overall increase.
4. Email open and click through rates remain strong across all organization types.

# Trend # 1: Online fundraising continues growth


- Nearly all verticals saw year-over-year gains. *But continued growth requires building your site traffic and email file.*



# Website Traffic Growth

- Online channels/communications, such as Facebook or email newsletters, should link back to your site for more information, feedback, surveys, videos, etc.
- Offline communications including direct mail, posters, flyers, etc. should promote your site.
- Utilize (SEO) Search Engine Optimization and free Google Grants program for Search Engine Marketing (SEM). More info at: [www.google.com/grants](http://www.google.com/grants)

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



## THE YELLOWSTONE PARK FOUNDATION

Forward to a Friend | Donate | [www.ypf.org](http://www.ypf.org)

April 2008

### In this Issue

Dear System,  
You are receiving  
Yellowstone eNews at  
[support@convio.com](mailto:support@convio.com).  
[Click here to update your profile >>](#)

**Donate Now**


**Online Roving Rangers**  
Now you can download a Yellowstone Ranger to your computer or iPod  
[Read more](#)

**Volunteer Anglers Needed**  
Yellowstone asks fly-fishing visitors for help with native trout conservation  
[Read more](#)

**Cycle for Yellowstone**  
The 11th Annual Spring Cycle Tour benefits the Yellowstone Park Foundation  
[Read more](#)

Winter is gradually coming to an end in Yellowstone. Annual wolf collaring was recently completed, roads are being plowed, and groundbreaking will soon occur for the new Visitor Education Center. Read on to learn what's happening this spring in Yellowstone, and how you can get involved...


**Wolf Research is a Year-Round Effort**



Each winter, Yellowstone Wolf Project staff and volunteers brave frigid temperatures and unpredictable weather on a daily basis to conduct essential research on the Park's wolf packs. A typical day begins before first light with teams heading into the field to locate and document wolf movements, kill rates, hunting techniques, pack numbers, and wolf behavior. Days are long and rarely end before dark. But the payoff is the opportunity to contribute to one of the longest continuous wildlife monitoring programs in Yellowstone.

[Learn More >>](#)

**Spring Beckons Active Visitors to Yellowstone**




Spring biking and hiking are great ways to enjoy Yellowstone. Some greenery is starting to sprout, waterfalls are thundering with spring runoff, and Park visitation is lighter than in the summertime.

For a limited time, certain roads are plowed and made available to bicyclists and other non-motorized activities. And even though Yellowstone usually still has snow on the ground in the springtime, there are numerous trails suitable for spring day hiking.


[Learn More >>](#)

**Contract Awarded for Visitor Education Center**



Around three million people each year visit Yellowstone, and most of them make a stop at Old Faithful. Unfortunately, too many leave the Park without ever having an opportunity to learn about Yellowstone's volcanic past and the workings of the world's largest concentration of geysers and hot springs. But soon all that will change.

[Learn More >>](#)

POWERED BY 

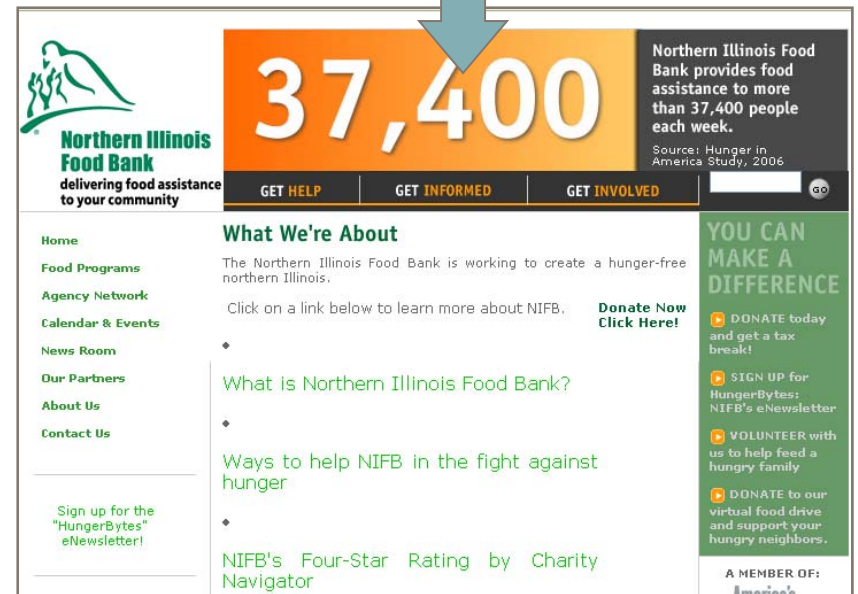
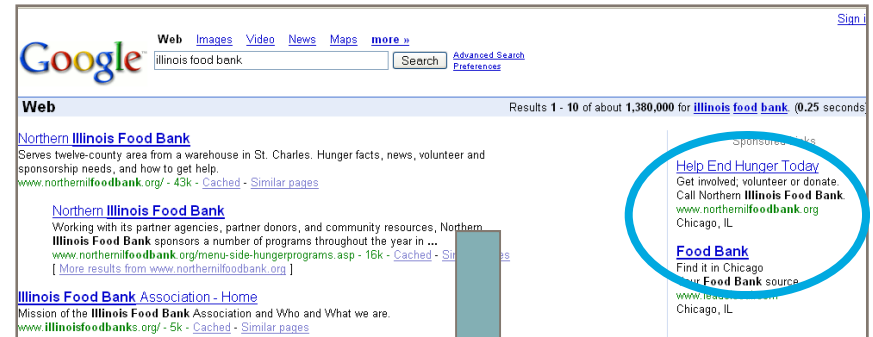
Unsubscribe | Forward to a Friend | Visit our web site

222 East Main Street, Suite 301, Bozeman, MT 59715 tel: 406.586.6303 fax: 406.586.6337  
Yellowstone Park Foundation Copyright © 2008 All rights reserved.



# Website Traffic Growth: Search Engine Marketing (SEM)

- Strategically utilize paid search
- “Purchase” keywords to promote visibility
  - “illinois” and “child abuse”
  - “illinois” and “homeless”
  - “illinois” and “food bank”
- Searchers are pre-qualified prospects -
  - compel them to visit your Web site and act
- Craft offers designed to drive traffic and registrations
- Paid SEM acquisitions can be driven down to below \$1, but cost to convert to donor still significant





# Build Your Email File

- Gather email addresses offline
  - Every time you communicate with supporters or prospects, you have the opportunity to collect email addresses.
- Promote the benefits of email communication
  - Provide benefits (even virtual ones) for your constituents by providing this information
- Gather email addresses online
  - Your website is the best source for reaching new prospects and existing constituents and collecting their email addresses.

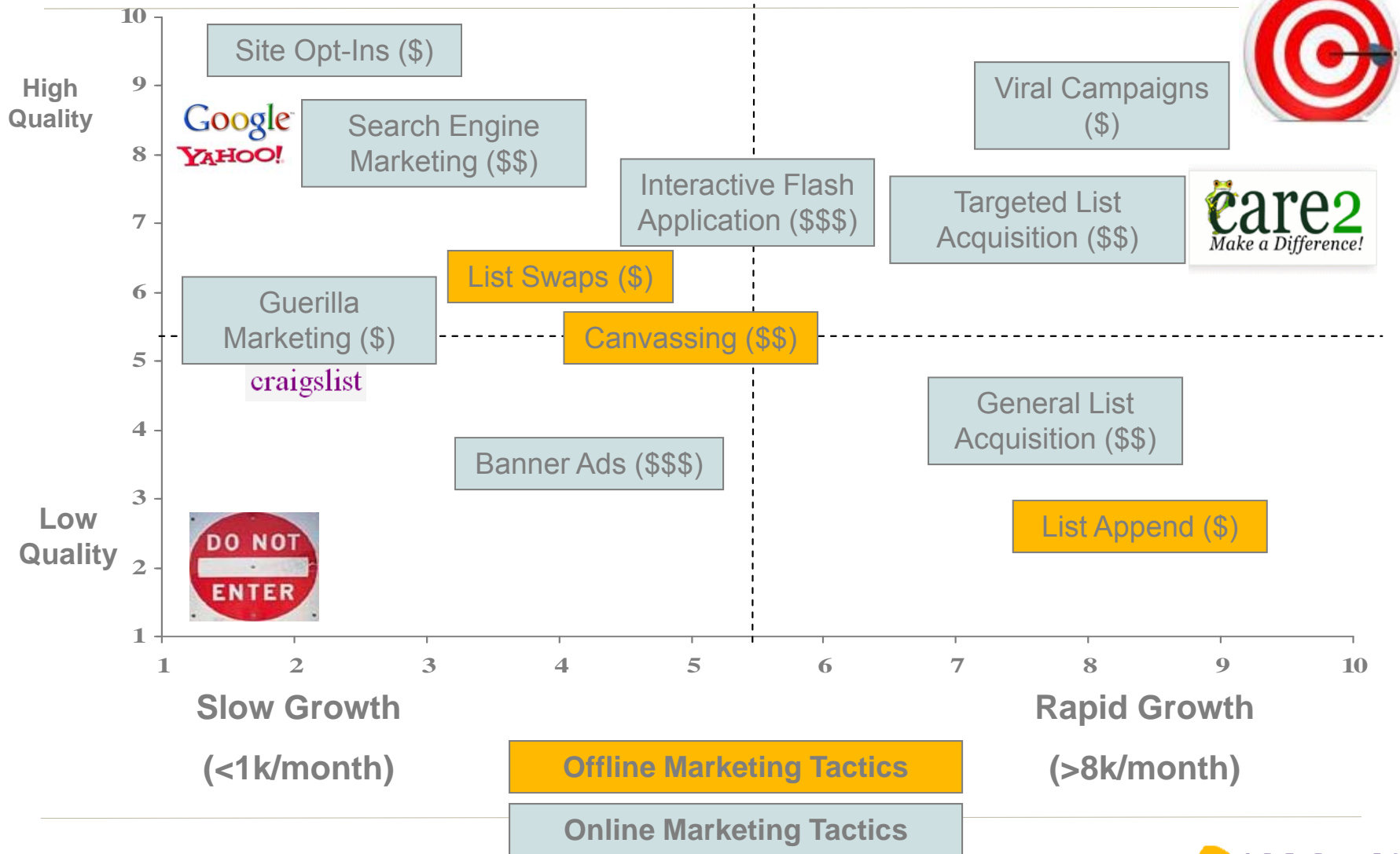
The screenshot displays the FairTax.org website with a dark blue header. The main navigation bar includes links for 'Home', 'About Us', 'Contact', and 'Login'. Below the header, there are several content sections:

- What is the FairTax?**: A section explaining the proposal, including a list of key features like a progressive national retail sales tax and a prebate for the poor. It features a photo of a man and a 'Contribute Now' button.
- Compare the FairTax to your current income tax burden**: A section with a calculator icon and a 'Try the FairTax Calculator' button.
- Political Support for the FairTax**: A section with checkmarks indicating support from the Presidential Scorecard and Congressional Scorecard.
- Economists Embrace the FairTax**: A section with a quote from an economist and a 'Read More' button.
- Show your colors. Promote the FairTax!**: A section with a 'Get your FairTax hat now' button.
- FairTax Versus Obama Tax Plan**: A section with a detailed chart comparing the two plans and a 'Read More' button.
- Two Ways to Promote the FairTax Now**: A section with a star icon and text encouraging users to tell Republicans and endorse the FairTax on a non-partisan site.

On the right side, there is a sidebar with several sections:

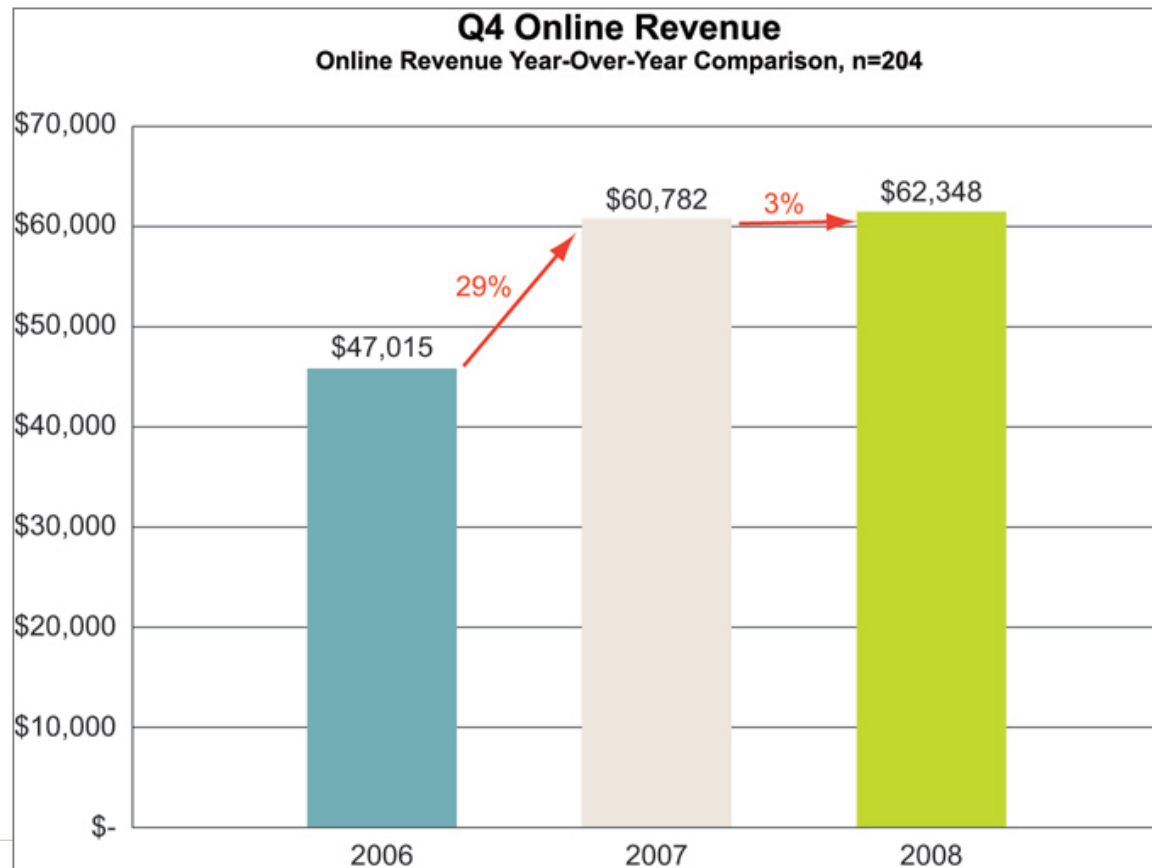
- Make a Contribution**: A red button.
- Become a Member**: A button with a person icon.
- Spread the Word**: A button with a share icon.
- Downloads & Widgets**: A button with a download icon.
- Contact Obama**: A button with a speech bubble icon.
- Get FairTax Gear**: A button with a shopping bag icon.
- Meet the FairTax Network**: A button with a group of people icon.
- Help Grow the FairTax Network**: A section with text and a star icon.
- Latest News**: A section with a list of recent news items and a star icon.
- Commentary & Opinions**: A section with a list of commentary items and a star icon.
- See who the FairTax Benefits**: A section with a list of beneficiaries and a star icon.

# Build Your Email File



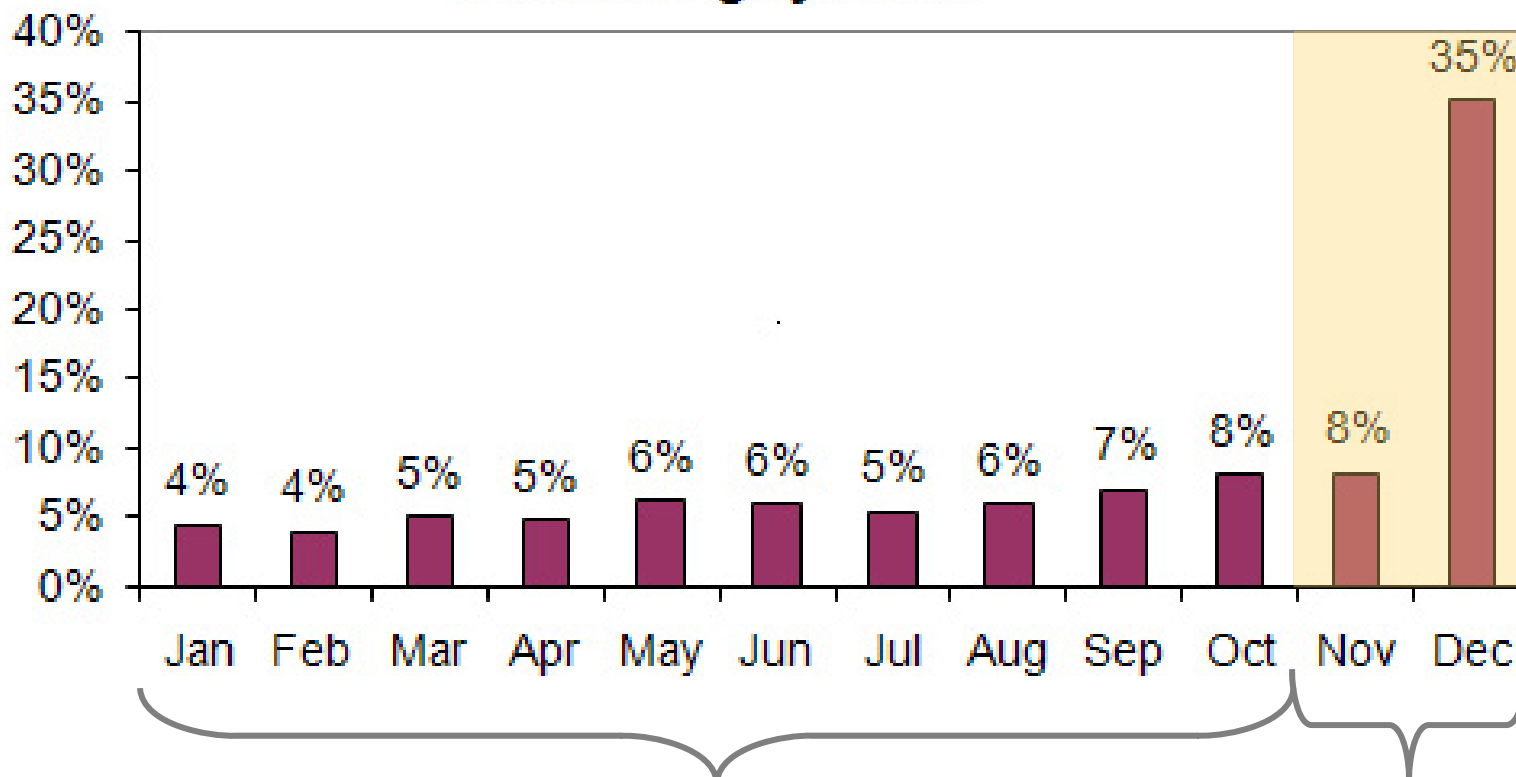
## Trend # 2: Fourth-quarter online revenue growth

- Gains were modest in Q4 2008. *Work to reduce reliance on “back-loaded” year-end donations*



# Sustainer Giving: Why Should you Care?

## Fundraising by Month



83% of calendar year accounts for 57% of total online fundraising

November and December account for 43% of total online fundraising

Source: Convio analysis of accounts during 2007 and 2008

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# Sustainer Giving: Why Should you Care?

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- **Supporter Benefits**

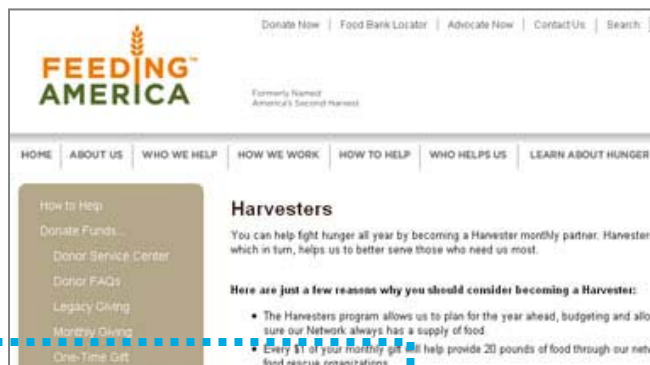
- **Loyalty.** Creates stronger level of attachment to the organization, with benefits or membership privileges.
- **Cash-flow.** Provides simple, distributed means to support the organization beyond one-off asks.

- **Organizational Benefits**

- **Branding.** Programs or levels can reinforce the mission and supporter connection toward those important goals.
- **Development forecasting.** Can smooth income over the course of the year.
- **Communications.** Segment and talk to group with special voice or outreach tools.
- **Defensive in tough times.** Less reliance on one-time year-end appeals when economy is soft, and donor giving impacted.

# Sustainer Giving: The Basics

- Convio sustainer donation form setup similar to one-time forms, with a few additional steps.
- Price levels and giving time frames can vary from low to high (average donation window is about 10 months).
- Donors can access a Service Center to modify their billing information, discontinue payments, modify their gift amount, etc.
- Sustainer programs should be branded and carry special benefits, premiums, etc.



An advertisement for FairTax. It features the 'FAIR TAX' logo with 'Fairtax.org' and a large '1040' in the center. Below the logo, the text reads: 'A monthly investment of just \$10.40 per supporter—or \$20.80 per family—will help take the FairTax to the next level in 2008...and beyond!'. At the bottom is a red button with the text 'Become a Member Now &gt;'. The entire advertisement is enclosed in a dashed blue border.



# Sustainer Giving: Promotion Schematic

Dear System,

Lots of candidates are talking about change this year. Mostly, they're talking about *dump* change compared to our ultimate goal: dramatically simplifying our tax system and eliminating the IRS.

Will you *denote* some of your change to bring about real change in Washington this year?

Become a FairTax 1040 Member by giving \$10.40 each month for a year. For just pennies a day, you can fund our fight for tax fairness.

There are no lobbyists or well-heeled special interests to fight this battle for us. The entrenched, big-money players in Washington are fine with the status quo when it comes to tax reform: more taxes to fund a burgeoning bureaucracy, occasional tax cuts to appease the public, and no fundamental reforms.

Enough is enough. FairTax.org is a grassroots movement funded by outraged Americans just like you, who know that there's a better way, and are willing to invest in a brighter future for our country.

A monthly investment of just \$10.40 per supporter—or \$20.80 per family—will help take the FairTax to the next level in 2008...and beyond!

When you commit to giving \$10.40 every month, you don't just get the satisfaction of knowing you're helping to put our country back on the right track. You'll also get a FairTax.org membership card, receive special communications from FairTax.org leadership and other benefits.

Our grassroots supporters—people just like you—are the lifeblood of this movement. Your financial support helps us answer the critics and educate the public.

So please make your voice heard and please fund our fight for change.

Sincerely,  
Ken Hoagland  
Communications Director

Welcome series emails

**Spread the word for the FairTax 1040**

You've joined the FairTax 1040, now tell others why you've joined, and why they should too. Directions on how best to send to large numbers of friends and family are below.

Thanks for telling others about the FairTax 1040!

**Before the FairTax**

**After the FairTax**

Sadly, many of us are now so accustomed to the idea of good jobs and investment capital leaving our shores that we forget it doesn't have to be this way. In fact, there is a better way.

Experts predicts that between \$10-15 TRILLION of foreign investments will rush into the United States economy after enactment of the FairTax. With the elimination of the corporate income tax as well as capital gains taxes and payroll taxes, the U.S. becomes the "offshore tax haven" to the world. That means more "Made in America" jobs, better benefits, economic growth and a rising sea that floats all boats!

eCards and Tell-a-Friend

**FAIRTax**  
FairTax.org

Help rebuild the American economy

Yes! I'd like to make a monthly contribution of

\$10.40

**Donate Now »**

Web 2.0 banners

**FAIRTax**  
SIMPLE, TRANSPARENT, FAIR.

What is the FairTax?

Homeowners America Meet

Political Support for the FairTax

Meet the FairTax Hall of Shame

Attend the FairTax Advanced Tactics Training Camp in August 2008

Site home page

**FAIRTax 1040**

Become a FairTax 1040 Member. Together we'll change America.

ABOUT THE FAIRTAX | NEWS & DEVELOPMENTS | GRASSROOTS | TAKE ACTION

1 Gift & Payment Information

Want to build a better America? Become a FairTax 1040 Member now. By joining our fight for tax fairness, you can join our army which is working to take back Washington and unleash the American economy to create a better, stronger country for you love. Join the fight today!

**Monthly Giving Program**

\*Select a Monthly Gift Amount:

\$20.80 - 1040 Membership per household

\$10.40 - 1040 Membership per person

**Billing Information**

Title:

\*First Name:

Middle Name:

\*Last Name:

Suffix:

\*Street 1:

Street 2:

\*City:

\*State/Province:

\*ZIP/Postal Code:

Country:

\*Email Address:

Yes, I would like to receive communications from this organization

Remember Me

**Payment Information**

Credit Card Type:

\*Credit Card Number:

\*CVV Number:

\*Expiration Date:

**FAIRTax 1040 MEMBER**

Name: System Administrator

Elected Officials

FairTax Supporter

Rep. Michael McCaul X

Sen. Kay Bailey Hutchison X

Sen. John Cornyn ✓

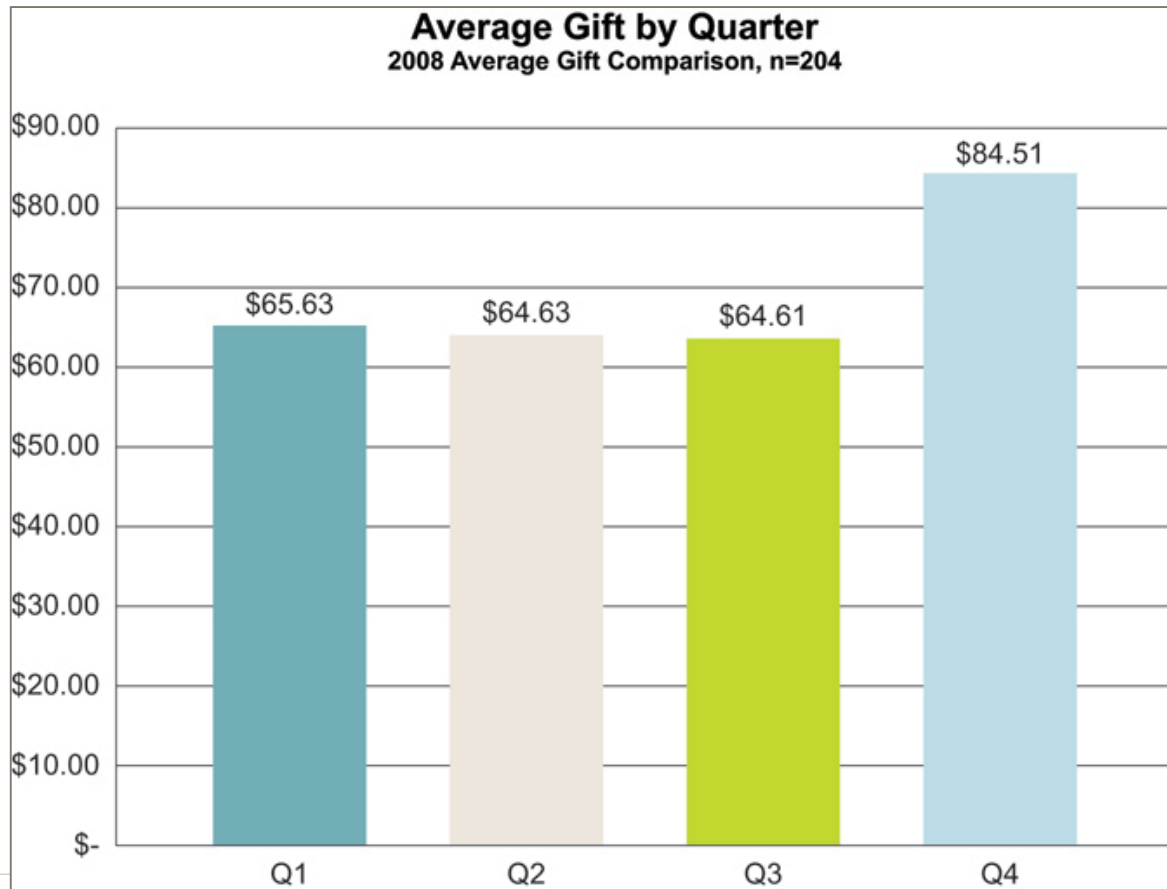
Main Congress Phone Line: (202) 224-3121

FairTax Scorecard: [www.fairtax.org/scorecard](http://www.fairtax.org/scorecard)



## Trend # 3: Gift numbers up; gift size flat

- Effective year-end campaigns can help drive in more donations, and higher price points.



# Focus on Effective Year-End Campaigns

November 26 through  
December 3

December 11\* to 23

\*These dates are for December 25<sup>th</sup>/Christmas messaging; emails targeting Jewish supporters instead should be targeted around December 11th, the first night of Hanukkah this year.

December 31  
Providing a “last-chance” December 31<sup>st</sup> message, regardless of day of week, is key for targeting those motivated by tax deduction.

# Year-End Campaigns: Leverage Existing Creative

## Offline Direct Mail Proof

## Online Email Appeal

0687FH015-LP\_LBR.qxd 1/2/07 10:43 AM Page 1

Client/Job Number: 06 STFH 015  
Project Name: 2007 Winter Renewal

1/16" TRIM  
ALL SIDES

Background: 13% tint of PMS 2573 Purple  
City/Drive: Frutiger 65 Bold 12/12

ST. FRANCIS HOUSE  
**2007 Annual Fund**  
TO FIGHT HOMELESSNESS

XXXCityXXXXXXXX Drive



YES! I want to support the 2007 Annual Fund to Fight Homelessness.

\$XX provides hot, nutritious meals for XX guests.

\$XX helps clothe our guests to protect them from the elements.

\$XX gives many pairs of warm, clean socks, mittens and underwear for guests.

Other \$ \_\_\_\_\_

ID# KEYCODE

Mrs. John J. Sample  
L.W. Robbins Associates  
201 Summer Street  
Holliston, MA 01746-6789

Please make check payable to St. Francis House, P.O. Box 55859, Boston, MA 02205-5859. Your contribution is deductible for income tax purposes. Please make any needed corrections to your name and address above and return this form for our records. Thank you for your support. Please see other side.

ID# Keycode:  
Frutiger 55  
Frutiger 46  
Light Italic  
10/12

▼ PLEASE DETACH HERE ▼

**Your donations at work:**  
Every dollar counts in the fight against homelessness

- \$10** feeds a hot, hearty lunch to five men and women who might go hungry without it.
- \$25** clothes and protects a guest from the elements.
- \$65** provides an hour of professional mental health counseling to ease a guest's troubled mind.
- \$125** finances one day of our Moving Ahead Program, including temporary housing, for a student committed to finding meaningful employment and leaving homelessness behind.
- \$500** allows us to serve a delicious, nutritious breakfast to everyone who comes through our doors one morning.

Learn more about the difference your gift makes!  
Visit [www.stfrancisohouse.org/annualfund](http://www.stfrancisohouse.org/annualfund)

**"For it is in giving that we receive"**  
St. Francis of Assisi

**2007 Annual Fund**  
SUPPORTER

Mrs. Jane Sample  
is helping the poor and homeless guests of St. Francis House



Karen LaFrazia, Executive Director

BLIND PERFS

Name:  
Frutiger 65  
Roman 12pt  
is helping:  
Frutiger 46  
Light Italic  
10/12

TRIM  
1/4" GUTTER

ST. FRANCIS HOUSE

**2007 Annual Fund**  
TO FIGHT HOMELESSNESS



[Donate Now >>>](#)

Dear System,

**Your donations at work:**  
Every dollar counts in the fight against homelessness

- Give \$10** to feed a hot, hearty lunch to five men and women who might go hungry without it.
- Give \$25** to provide clothes and protect a guest from the elements.
- Give \$65** to provide an hour of professional mental health counseling to ease a guest's troubled mind.
- Give \$125** to finance one day of our Moving Ahead Program, including temporary housing, for a student committed to finding meaningful employment and leaving homelessness behind.
- Give \$500** to serve a delicious, nutritious breakfast to everyone who comes through our doors one morning.

Of all times to be homeless, winter is the absolute worst. The bitter New England cold can be deadly when you don't know where your next hot meal will come from or if you'll be lucky enough to get a bed for the night.

More than 800 poor and homeless men and women visit St. Francis House every day, and our services are even more critical during the winter months. [Help us continue to serve Boston's needy](#) by participating in the 2007 Annual Fund Drive to Fight Homelessness today.

We count on the **Annual Fund** drive to allow us to provide food, clothing, health care, job training, counseling and so many other life-changing services to the poor and homeless each year.

None of this would be possible without friends like you. No matter what the size of your gift, **your help will make a difference**. Please, [help our guests rebuild their lives and leave homelessness behind for good](#).

With gratitude for your support,



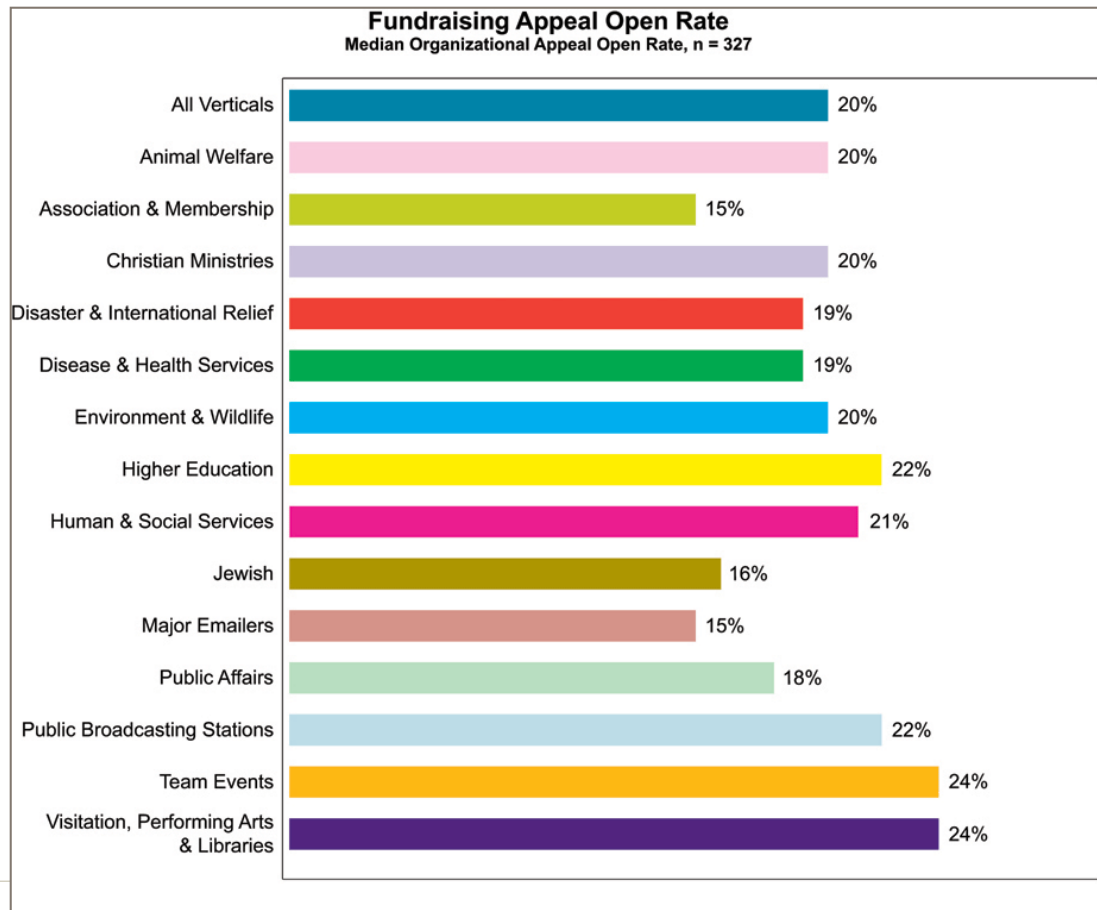
Karen LaFrazia  
Executive Director

P.S. - A portion of all gifts received by April 30 will be matched by The Feinstein Foundation. So please -- [act now](#). Thanks again.

[Tell-A-Friend](#)

# Trend # 4: Steady email open/click-through rates

- Solid rates across most nonprofits; *but crowded inboxes continue to demand a relevant and timely message*





# Email Appeal Basics

- Keep copy brief (< 200 words)
- Use basic stationery
- Use layout that is easy to scan and respond to (use captions, headlines, multiple links)
- Position give buttons in upper portion of layout
- Keep design simple
- Test subject lines and sender names

**ORT AMERICA CHAMPIONS**

Dear Friend,

Thanks to your generosity, 2007 was a remarkable year for Lauren and Valeria, students ORT America helped prepare for a brighter, hopeful tomorrow in their native Uruguay. In fact, here's just a glimpse of what your support allowed us to provide our deserving 270,000 students worldwide last year:

- **Science Journey**, an advanced educational program on 30 school campuses in Israel to improve science and technology instruction to nearly 30,000 students throughout Israel.
- **Students at Risk (STARS)**, an effort to needy students in 22 countries to obtain hot meals, clothing, transportation vouchers, school supplies and textbooks (unlike Americans, most students must pay for their own school books). In Israel alone, over 4,000 students have been identified for the STARS program.
- **Project Smile**, launched at Be'er Sheva's Soroka University Medical Center, a teaching hospital linked with Ben Gurion University, which enables 10,000 children undergoing lengthy hospital treatment to keep up with their lessons so that, once recovered, they can easily return to school.

And this is just the beginning, as we have so much to do in 2008.

[With the start of the new year, please help us deliver on that promise to our students by becoming an ORT America Golden Circle Champion now.](#)

**Make a difference for Lauren and Valeria from Montevideo, Uruguay**

**ORT AMERICA CHAMPIONS**

Become an ORT CHAMPION [Now >](#)



# Email Appeals: Designing Campaigns

- Think of your fundraising campaign as having a coherent beginning, middle, and end.
- *Does not require fancy design, just a cohesive message.*

Launch:  
Define need & goals



**Council of Indian Nations** Winter days mean cold nights  
Help us weatherize  
Donate Now >>>

**Drafty windows, doors and walls make a long winter seem even longer.**  
Help us keep out the cold

We've already weatherized over 150 houses this winter, but the cold is lasting longer than expected and the need is greater than ever. [Help us cover the cost of weatherizing additional homes.](#)

Cold and brutal weather conditions are not what most folks think of when they picture the Southwest. But temperatures are well below freezing right now at night on the reservations we serve and will continue to stay cold for several weeks. Imagine living in traditional hogans (which are made of mud and adobe houses with tin roofs in the midst of this wind and freezing cold. That's why the need for CIN Weatherization program is so great.

But we can't do it without your help.

Your gift right now can have a real impact.

Give \$22 to help us weatherize one home  
Give \$44 to help us weatherize two homes  
Give \$66 to help us weatherize four homes

Our weatherization program brings warmth and comfort on the long, dark nights of winter. Weatherizing also helps reduce heating costs for our participants. Please give generously to help us reach out to more CIN program partners this winter.

Thank you for your continued support.

Sincerely,  
The Council of Indian Nations

PS: If you received a letter in the mail and already responded? Thank you! You can [learn more about our weatherization program](#) on our website.

P.O. Box 1800 | Apache Junction, Arizona 85217-9961 | www.cinprograms.org  
A Member of National Relief Charities

Update:  
Underscore need and show progress



**Council of Indian Nations** Winter days mean cold nights  
Help us weatherize  
Donate Now >>>

**Help us reach our goal to provide warmth to those in need**  
Keep out the cold

**CIN Weatherization 07**

Achieved: \$499.00  
Goal: \$3,300.00

Dear System,

Imagine trying to survive a winter in a house where it is nearly as cold indoors as it is outdoors. Winter temperatures in Phoenix, NM (on the Arizona/New Mexico border) can range from 25 degrees to 19 below on any given day. Coupled with several inches of snow, these harsh conditions are often an insurmountable challenge to Elders trying to keep warm.

We have already weatherized several homes in these communities. As one CIN worker noted, it is heartbreaking to go there and see the conditions, but not be able to help more. [Help us cover the cost of weatherizing additional homes.](#)

System, almost everyone knows the discomfort of cold, but only people like you have the heart to help those less fortunate. Please [make a difference](#) by contributing today.

But, we need your help to weatherize even more homes. Your gift can have an immediate impact on the comfort and wellbeing of an elder.

Your gift of \$22 will help us weatherize one home  
Your gift of \$44 will help us weatherize two homes  
Your gift of \$66 will help us weatherize four homes  
[Or, choose an amount you prefer to give](#)

Not only does our weatherization program keep the bone-deep chill out, it helps reduce heating costs for our participants. By saving on heating costs, these limited funds can then be used for other important needs, such as food and medical supplies. Please give generously to help us reach out to more CIN program partners this year.

Thank you for your continued support.

Sincerely,  
The Council of Indian Nations

PS: If you received a letter in the mail and already responded? Thank you! Did you know that there is more you can do to help? [Forward this message to your friends and family.](#) You can [learn more about our weatherization program](#) on our website.

P.O. Box 1800 | Apache Junction, Arizona 85217-9961 | www.cinprograms.org  
A Member of National Relief Charities

Last-Chance:  
Redefine need & goals



**Council of Indian Nations** UPDATE  
Donate >>> Tell A Friend >>>

**CIN Weatherization 07**

Achieved: \$1,052.00  
Goal: \$3,300.00

Dear System,

Give yourself a pat on the back. We made a huge dent in our goal.

Caring people like you, who have a heart to help those less fortunate, have made it possible for CIN to weatherize the homes of 44 Elders. This is a great start as we strive to help even more needy families. We cannot express how thankful we are for your help with making sure our most vulnerable Elders will be protected from the long cold bitter winter nights.

From all of us here with the Council of Indian Nations and the Elders you are helping, we would like to take this opportunity to again say:

**THANK YOU**

Sincerely,  
*Lovena Lee*  
Lovena Lee, Chairperson

P.O. Box 1800 | Apache Junction, Arizona 85217-9961 | www.cinprograms.org  
A Member of National Relief Charities

[Click here to change your email preferences.](#)

Thank-You:  
Steward donors & cultivate non-donors



**Council of Indian Nations** UPDATE  
Donate >>> Tell A Friend >>>

Dear CIN Supporter,

February is a great month for folks like you - people with big hearts.

This month, we here at CIN would like to take a moment to thank you for your big and generous heart. It's thanks to supporters like you that we're able to not only provide much-needed relief to Native Americans in need, but also pursue a long-term vision for strong, self-sufficient Native American communities.

This past Christmas, when we challenged our supporters to show their generosity, the response was fantastic. Over the holidays, your gifts helped us provide more than:

- 4,500 Books for Children in Christmas stockings
- 2,100 Christmas Gift Bags to Elders
- 125 Weatherization Kits to Elders in need, in addition to weatherizing 450 houses

We are so fortunate to have supporters like you who help make our work possible. Thank you from the bottom of our heart.

Sincerely,  
The Council of Indian Nations

P.O. Box 1800 | Apache Junction, Arizona 85217-9961 | www.cinprograms.org  
A Member of National Relief Charities



# Email Appeals: Designing Campaigns

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- Make subject line SHORT—should be timely and something supporters care about.
- Keep the voice of your communications consistent with your organization’s brand but try using humor—even controversy at times—to grab their attention
- Keep the body copy shorter than a direct mail piece, usually 3-4 paragraphs with a strong ask in both graphic and text/link.
- A prominent Donate/Give Now button is critical. Insert it “above the fold” and make it stand out with graphics.
- **Test, Test, Test!**



# Measuring Your Results

- There are many ways to track your organization's results to your peers. Among some of the more interesting indicators:

Category	Nonprofit Industry	Your Peer Group (i.e. Health Services shown here)	Your Organization
Online Revenue	\$235,334	\$117,747	???
Online Rev. Growth Rate	14%	5%	???
Email File Size	34,736	26,471	???
Email Growth Rate	28%	15%	???
Conversion Rate	3.22%	2.29%	???
Site Traffic	9,830	16,246	???
Site Traffic Growth Rate	20%	17%	???

# Your Questions & Answers

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# Thank You!

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Questions? Email us at [info@convio.com](mailto:info@convio.com) or  
call us at **888-528-9501** ext 1.