



# 7 Things Every Nonprofit Professional Should Know about Online Fundraising and Marketing



# Agenda

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- The Online Opportunity
- The 7 Things
- About Convio

# The Online Opportunity

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- Online marketing has demonstrated promise for nonprofits but is far from achieving full potential
  - ▶ Most raise <5% of funds online
  - ▶ Email files generally a fraction of direct mail files
- Important reasons to focus more on the Internet
  - ▶ Fundraisers report that Internet is growing in effectiveness vs. other solicitation techniques\*
  - ▶ Experts forecast 30% of all funds donated to nonprofits will be raised online by 2010\*
  - ▶ More people going online not only to donate but also to become more engaged with the organization

\*Source: Indiana University Center on Philanthropy, *Philanthropic Giving Index*, 2006

\*\*Source: Harvard Initiative on Social Enterprise.

# Online Marketing: What's Different?

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- Constituents often younger, many new to philanthropy
- Organically develop vs. rent prospect lists
- Enables communication without solicitation
- Immediate and interactive
- Ability to test, track and report in real time
- Easy for mass personalization
- Viral component (peer to peer)
- New and creative giving options, e.g. peer to peer

## 7 real world quotes regarding online marketing...

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1. *“You gotta have a plan”*
2. *“You don’t have enough email addresses”*
3. *“Not everyone wants to hear everything”*
4. *“Old dogs need to learn new tricks”*
5. *“Maybe you should try it in blue...”*
6. *“Offline and Online are NOT oil and water”*
7. *“Don’t lose the forest for the trees”*

# 1) “You gotta have a plan”

Organizational Strategy



Internet Plan



Preparation



Execution



Performance Review

- Map to your overall strategy
  - Expand your mission
  - Extend reach
  - Cut costs
- Resource accordingly
  - Are technology and staff ready
  - Accountability
- Assign tasks and Milestones
  - Track and measure
- Analyze and Review
  - Compare results to goals and baselines
  - Adjust planning as needed

# Staffing for Success: Key Questions

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- What resources should be dedicated?
  - ▶ Type of resources?
  - ▶ How many?
- How can workload be distributed?
  - ▶ What happens centrally via the Webmaster/ Web team vs. in functions (e.g. fundraising, advocacy)
- What role should executives play?
  - ▶ Steering committees, oversight
  - ▶ Driving collaboration across functions

## 2) “You don’t have enough email addresses”

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- How are you collecting?
  - ▶ Online Registration
  - ▶ Offline Approaches
  
- What is the offer?
  
- Audit your registration process
  - ▶ Quick – Low Barrier
  - ▶ Follow up for profiling
  - ▶ Integrated into opportunities
  
- Do you have opportunities to partner?



# Building Email File: Website Conversion

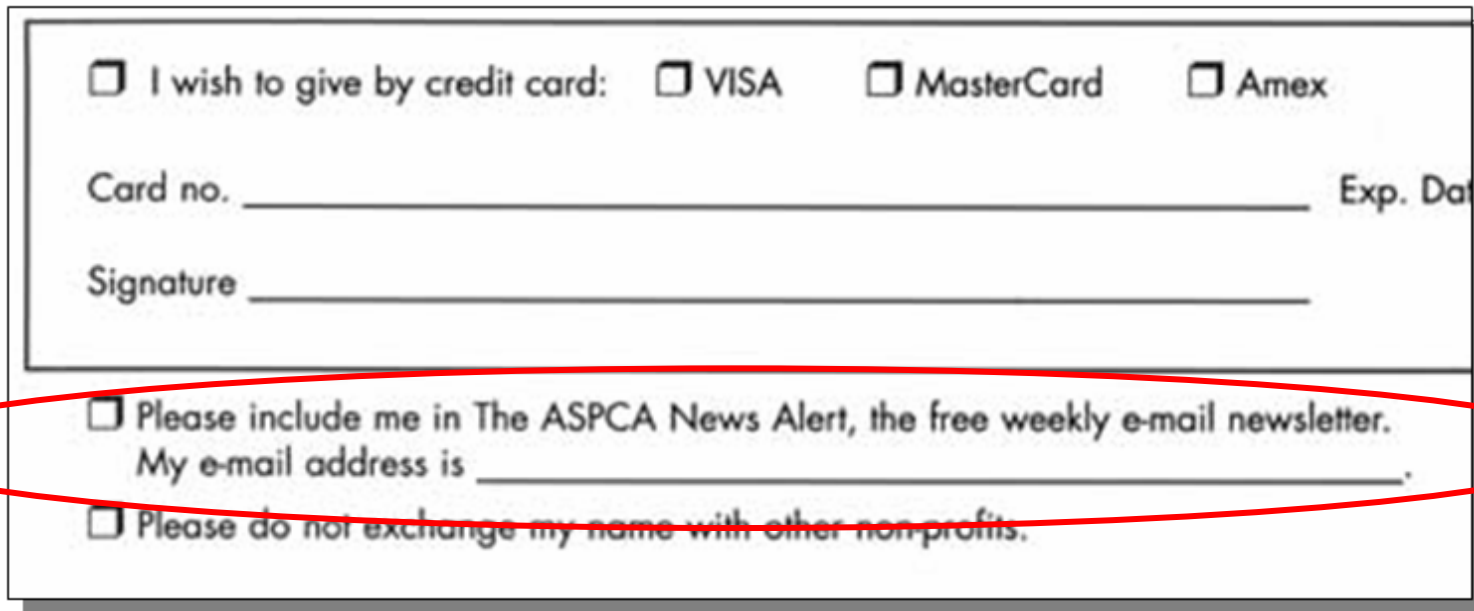
- Maximize “conversion” opportunities on your Website
  - ▶ Goal 2-3% conversion of unique visitors to subscribers

The screenshot shows the ASPCA website with several key elements highlighted by red boxes:

- Top Left:** ASPCA logo and navigation menu (DONATE, ADOPT, LOBBY, SHOP, PROGRAMS, CRUELTY, PET CARE, HURRICANE RELIEF, MEDIA, ABOUT US, ABOUT YOU).
- Top Center:** "DONATE NOW! >>" button with the tagline "Together we can STOP ANIMAL CRUELTY!".
- Center:** Large banner for "BECOME A MEMBER TODAY" with a "SIGN UP NOW" button and a "MORE >" link.
- Right Side:** "MEMBER LOGIN" section with a "JOIN THE ASPCA" section containing a "SIGN UP >" button.
- Bottom Left:** "PARTNERS" section featuring a "SIGNUP NOW! AND THE ASPCA WILL RECEIVE A \$75 BONUS" button.
- Bottom Center:** "ISSUES & INFORMATION" and "NEWS & ALERTS" sections with "MORE >" links.
- Bottom Right:** "ADVOCACY ALERTS" section with links to "Federal: Ensure That Horse Slaughter Ban Remains Effective!" and "Federal: Fight Puppy Mills! Urge Your Representative to Support the Pet Animal Welfare Statute (PAWS!)".

# Building Email File: Offline Channels

- Collect email addresses at events and on reply devices
  - ▶ Paper-based reply devices: 2-6% email address capture rate
  - ▶ Telemarketing: up to 35% capture rate
- Use mailings, TV and other media to drive constituents to your Web site for conversion



I wish to give by credit card:     VISA     MasterCard     Amex

Card no. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Please include me in The ASPCA News Alert, the free weekly e-mail newsletter.  
My e-mail address is \_\_\_\_\_

Please do not exchange my name with other non-profits.

# Building Email File: Viral Marketing

- Productive technique for most nonprofits
  - ▶ Tell-a-friend, petitions, e-cards
- MADD Results:
  - ▶ Asked constituents to “sign” and forward e-petition
  - ▶ 79% of click-through came from forwarded emails
  - ▶ Over 3,000 new email addresses collected
  - ▶ Grew email file 23% in 15 days

Parents are in for a fright this Halloween ....  
but you can help make roads safer.



Dear Mandy,

Halloween should be about ballerinas, Spider-Man costumes, walking hand-in-hand with your kids and knowing which neighbors give “the good candy.” Sadly, what was once considered a kid-friendly evening has become a dangerous drinking holiday thanks to alcohol marketers.

**Halloween is now one of the deadliest times of year**, with alcohol impaired drivers threatening our highways and even the roads in our neighborhoods. Even worse, Halloween falls on a Friday this year, almost guaranteeing that there will be more people drinking and driving.

**We need your action immediately -- Halloween is only days away. Please [click to forward this note](#) to 5 friends or family members to ask them to sign our petition for increased DUI/DWI enforcement and safer roads.**

Help us reach our goal of 17,419 signatures by [signing the online petition now](#) -- that's one petition for every person killed last year in alcohol-related traffic crashes. Let's do our part to make sure that the most dangerous outcome this Halloween is a toothache.

Your action is needed NOW

**Petition for safer roads** →

Help us gather as many petitions as there were alcohol-related fatalities last year...

**Forward to 5 friends & family** →

### 3) *“Not everyone wants to hear everything”*

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- How do I segment my constituents?
  - ▶ Donor/Non Donor
  - ▶ Geographically
  - ▶ Member/Non Member
  
- What are 3 things I would want to know about a prospect to better communicate with them?
  - ▶ Dog vs. Cat Person
  - ▶ Patient vs. Family Member
  - ▶ Info Gathering vs. Needing Services
  
- How can I gather that information and use it?
  - ▶ Surveys
  - ▶ Link Tracking

# Relevant Content: Web Personalization

**ASPCA**® THE AMERICAN SOCIETY FOR THE PREVENTION OF CRUELTY TO ANIMALS

Influence decisions affecting animals in your area. JOIN OUR ADVOCACY BRIGADE! >>

Search [input] DONATE | ADOPT | LOBBY | SHOP | PROGRAMS | CRUELTY | PET CARE | HURRICANE RELIEF | MEDIA | ABOUT US | ABOUT YOU

OCTOBER 11, 2005

## ADOPT-A-SHELTER-DOG MONTH

It's that time of year again, when we encourage potential pet parents to visit their local animal shelters in pursuit of the perfect pooch. Is there a dog already in your house? We've got care and behavior tips galore! [MORE >](#)

**ISSUES & INFORMATION**

**NEWS & ALERTS**

**PARTNERS**

**ASPCA CREDIT CARD** SIGNUP NOW!

**Pethealth INC** Sponsor of October's Adopt-A-Shelter-Dog Month

**DOG HOUSE**  
Can you promise to love and care for a virtual canine? Let the games begin and let's find out! [MORE >](#)

**HURRICANE RELIEF**  
The latest on rescue and recovery efforts to help the animal victims of Hurricane Katrina. [MORE >](#)

**ADOPT-A-SHELTER-DOG MONTH**  
It's time to celebrate all things canine!

**ASPCA NEWS ALERT**  
ASPCA partners with shelters & schools to teach humane education.

Logged in as Vinay Bhagat

[EDIT PROFILE >](#) [LOGOUT >](#)

### YOUR INTERESTS

**ASPCA REWARDS**  
YOU HAVE 0 POINTS.  
[Learn more about ASPCA Rewards.](#)  
[GO >](#)

**EMAIL SUBSCRIPTIONS**  
[ASPCA WEEKLY UPDATE](#)  
[ASPCA SHOP](#)  
[SUPPORT OUR MISSION](#)  
[MANAGE SUBSCRIPTIONS >](#)

**ONLINE DONATIONS**

**DONATE TO THE ASPCA NOW**

2005	\$0.00
Overall Gifts	\$0.00

[FULL HISTORY](#)  
[CURRENT CAMPAIGN >](#)

### YOUR ADVOCACY ALERTS

[Federal Executive Order That Horse Slaughter Ban Remains Effective!](#)

[Texas: Urge your grocery stores to sell humanely raised](#)

# Personalization for Retention

The screenshot shows an email from Chicago Public Radio. At the top, there's a header with various program names like 'MORNING EDITION', '848 Car Talk', 'JAZZ', 'FRESH AIR', 'BLUES', and 'CLASSPORT'. The main heading is 'Renew your Membership Today ONLINE'. Below this, there's a paragraph: 'We're about to send your renewal notice in the mail. If you make your gift online today, you can help reduce postage costs and put more of your money toward programming.' To the right of this text is a 'MEMBERCARD' image with the number '123454' and the name 'Consulting Administrator'. Further down, there's a section titled 'Our highly trusted news programs...' and another about a '\$120 or more' gift. At the bottom, there's a 'Sincerely, Pam Prosch' signature and a list of giving levels: '\$25', '\$50', and '\$75'. A red arrow points from the '\$50' level to a box on the right.

Personalized  
"preferred"  
programming

Personalized  
member card

Customized giving levels  
based on membership  
match offline DM/TM asks


# Targeting for Success

The American Society for the Prevention of Cruelty to Animals ASPCA®

## Help us Find Safe Homes for the Holidays

Thousands of shelter pets like these have found safe homes throughout the year thanks to the compassion of people like you. **Can you sponsor one of these still waiting animals or any of their friends this holiday?** Please make a sponsorship gift to support their care at the ASPCA while they wait for a forever home.

**CRISCO**  
Found on the street as a stray, this poodle mix is over ten years old. He had to have thirteen of his teeth pulled because they were rotten, he had a heart murmur, was covered in scratches and had patches of his hair missing. Despite all of this, he's still adorable and has the energy of a puppy.



[read more →](#)

Do you have any dogs?

Do you have any cats?

Results:


- Open rates **26% higher**
- Response rates **2x higher**

The American Society for the Prevention of Cruelty to Animals ASPCA®

## Help us Find Safe Homes for the Holidays

Thousands of shelter pets like these have found safe homes throughout the year thanks to the compassion of people like you. **Can you sponsor one of these still waiting animals or any of their friends this holiday?** Please make a sponsorship gift to support their care at the ASPCA while they wait for a forever home.

**MR. GREY**  
A loving, floppy cat who loves to sleep all day in his pink kitty bed, Mr. Grey tested positive for Feline Immunodeficiency Virus (FIV). The ASPCA's FIV program will help him find a home where he is either the only cat or with another cat who is FIV positive.



[read more →](#)

## 4) *“Old dogs need to learn new tricks”*

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- Optimize fundraising approaches
  - ▶ MicroCampaigns
  - ▶ Targeted Donation Forms
  - ▶ Matching Gifts
  - ▶ Campaign Approach
  
- Empower your constituents
  - ▶ Tributes
  - ▶ Widgets
  - ▶ Hard Core Supporters
  
- Explore new fundraising sources
  - ▶ eCommerce
  - ▶ Events
  - ▶ Cross Market

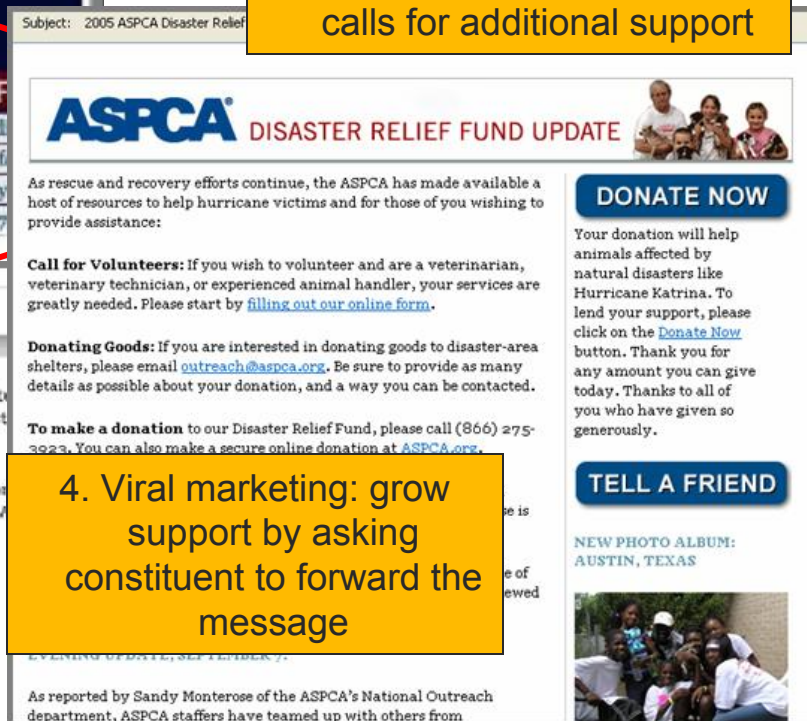


# ASPCA Micro-Campaign: Katrina



1. "Ask" is front and center on home page

3. Daily email update provides progress on relief effort and calls for additional support



4. Viral marketing: grow support by asking constituent to forward the message

The image shows a screenshot of the ASPCA 2005 Disaster Relief Fund donation form. The form has a progress bar with four steps: 'Options', 'Payment Info', 'Review and Submit', and 'Confirmation'. The 'Options' step is currently active. The text on the page reads: 'The ASPCA Disaster Relief Fund helps shelters and organizations across the country that are impacted by natural disasters. Your donation today will go directly to help shelters impacted by natural disasters rebuild facilities and assist in disaster recovery efforts.' Below this, it says: 'If you wish to make your donation by phone, please call (866) 275-3923. You can also mail your contribution to ASPCA Disaster Relief Fund, 424 East 92nd Street, New York, NY 10128. Please make your check payable to ASPCA Disaster Relief Fund.' The form asks the user to 'Please pick a contribution level.' and provides five radio button options: '\$50.00', '\$75.00', '\$100.00', '\$250.00', and 'Other Amount'. A yellow callout box with a red border points to the '\$50.00' option, containing the number '2. Dedicated donation form has higher ask strings than standard membership form'. At the bottom of the form are three buttons: 'Next Step', 'Previous Step', and 'Cancel'.

2. Dedicated donation form has higher ask strings than standard membership form

# Configurable Donation Form



## Celebrate Mother's Day!



1 Gift & Payment Information ———— 2 Review Gift

More extensive description and links to detailed information

Join us in celebrating the joy of motherhood, and honoring those who made it all possible. AHS is proud to announce our new Maternity Research Center, and we need your support to make this facility a reality. By donating to help us build this new center, you will be able to include a special message in the "Mothers Make It All Possible" mural which will be showcased in the main lobby. For more information about the mural [please click here](#).

### Select a Gift Level and Payment Option

- \*Select a Gift Amount:
- \$250.00
  - \$500.00
  - \$1,000.00

Larger asks and associated benefits

Choose your payment plan:

Today's Payment Amount:

One single payment  
**Monthly**  
3 monthly payments  
6 monthly payments  
12 monthly payments  
**Annually**  
2 annual payments

Yes

**i** Choose one of these payment options for your gift.

Installment options for large amounts

### "Mothers Make It All Possible"

Mother's Name:

Message Body:

Configuration options for benefits

Would you like a photo of the mural as a thank you gift?

# Recurring Gifts and Payment Options

1 Gift & Payment Information — 2 Review Gift

## Billing Information

\*Select A Gift Amount:

- \$25.00
- \$50.00
- \$75.00
- 

Yes, automatically repeat this gift every month.

\*First Name:

\*Last Name:

\*Street 1:

\*City:

\*State/Province:

\*ZIP Code:

\*Email Address:

Yes, I please send me information and updates.

How did you hear about us?

## Payment Information

\*Select a Payment Type:

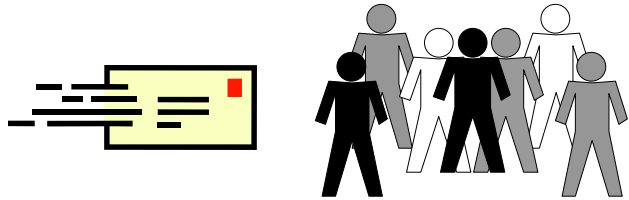
Credit Card

Credit Card Type:

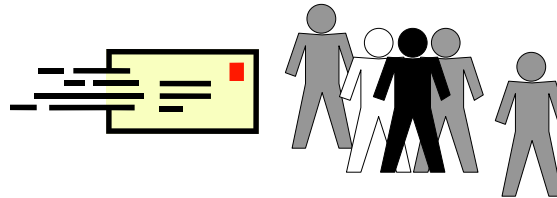
Bank Account Withdrawal

Credit Card

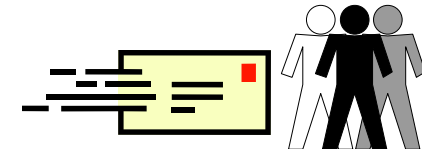
# Campaign Approach and Follow Up



**Message 1** 12/13/05  
1,907 Delivered  
338 Opens  
\$1,811 Gifts



**Message 2** 12/20/05  
1,878 Delivered  
315 Opens  
\$1,951 Gifts



**Message 3** 12/29/05  
1,838 Delivered  
331 Opens  
\$2,900 Gifts

**\$6,912 Total, Almost 4X the initial amount**

# Empower Tribute Fundraisers

- **Tribute fundraising** gives a constituent the ability to create a “family fund” and easily produce a fundraising Web sites in memory or in honor of friends or loved ones
- Serves to build compelling content, includes descriptive text, photos, a guestbook, an honor roll, and a fundraising goal thermometer – and most importantly, ways to act.
- A personal URL can also be used to market in newspaper articles, local media.

CHILDREN'S NEUROBIOLOGICAL SOLUTIONS  
Accept No Boundaries

Nonprofit Research Foundation  
Home | Contact Us | Site Map | Privacy Policy | QuickLinks

Register  
Email Address    
First Name   
Login

**Brianna Aliza Kaiserman Fund**

### The Beginning

The whole time I was pregnant with Brianna all my doctor's visits were normal. I even knew that I was carrying a girl based on my ultrasound. So it was a total shock when I started having contractions a little less than 24 weeks into the pregnancy. My husband had his first aid squad drive us down to the hospital. Initially I thought I would just be going to the hospital and getting checked out and come back home after hearing that famous expression, "Better safe than sorry" because none likes to think when they've come that far along into the pregnancy that anything bad can happen. You always hear about the miscarriages early on in the pregnancy so naturally, early on I was nervous and as time went by I became more relaxed with my pregnancy. Upon arrival at the hospital, I had to go to the bathroom but the nurse made me stay on the bed until I was checked out. Once I was checked out with an ultrasound the doctor discovered that the baby was going to be delivered. At that point, everything happened real fast; there wasn't even time to have my bathroom needs met. The doctor told us that the baby probably wouldn't live. However, an emergency c-section would give a slightly better chance although even with a c-section my baby would probably die. Despite hearing this, we chose the c-section so arrangements were made in the unlikely event that my baby should live for her to be transferred to another hospital with a NICU. After being resuscitated my baby did live. We got to see her for a split-second before she was transferred and at the time I was

powered by convio

Miss Brianna Kaiserman

Fundraising Goal: \$15,000.00  
Total Number of Gifts: 87  
Total Value of Gifts: \$13,678.00

Tell a friend about Miss Brianna Kaiserman

Create a page like this for someone you know

Bookmark this page

Recent Donors

Rabbi & Mrs. Zell  
Gregg Romano  
Roz & Phil Fischman  
Adina Weisz  
Michael and Melissa Berenbaum and Family  
Justin & Harriet Rothschild  
Raj & Awani Kadiwar  
Erin McKane & Charles Wilson  
Gila Nussbaum  
Marino's Italian loes/ Mike, Frank & Co.

Full Donor List

### Help other children in the future

This fund will help give hope to other children like Brianna so that others in the future may beat the odds and win her fight to survive. CNS has agreed to use money donated in her name to research brain regeneration specifically with brain tissue, cells, and neurons. Click here for a special news article: [http://www.cnsfoundation.org/site/News2?page=NewsArticle&id=6355&security=1&news\\_iv\\_ctrl=1](http://www.cnsfoundation.org/site/News2?page=NewsArticle&id=6355&security=1&news_iv_ctrl=1)

#### Guestbook

If you would like, you can add your name and a short message to our Guestbook. Thank you.

Nicole Ferrato Mon, Jan 23, 2006  
Melanie & David,  
My deepest sympathies for your loss. The two of you are truly amazing people and Brianna's story will always be in my thoughts.

Roz & Phil Fischman Sun, Jan 22, 2006  
Thank you for creating this website. It is a beautiful tribute to Brianna and all the tiny little ones who reached this world but G-d took home to soon. Our thoughts and prayers are with you.

Adina Weisz Fri, Jan 20, 2006  
My condolences and prayers are with you Carol and family. May we know no more pain.

Michael and Melissa Berenbaum Thu, Jan 19, 2006  
We want to convey our sympathy of your terrible loss and difficult struggle. We are grieved for you and wish you the best, may you find some comfort and consolation in memory and in fighting against the causes that took her life.

Michael and Melissa

Erin McKane & Charles Wilson Wed, Jan 18, 2006  
Brianna and your family are in our thoughts and prayers.



# Provide opportunities to “step up”



## Take the Pledge. Become a Cyclist for the Bay.

### The Bay You Love Is in TROUBLE.



The Chesapeake Bay is dangerously out of balance. The Bay and its rivers and streams are being choked by nitrogen and phosphorus pollution, toxic contamination, and oxygen depletion.

You can be part of the solution. Join CBF's **CYCLIST FOR THE BAY** program and help protect this national treasure.

#### The Pledge

As a **CYCLIST FOR THE BAY**, I will

- Use my bicycle instead of a car whenever possible to reduce the harmful effects of vehicle emissions.
- Ride my bike to work at least once a week, if circumstances allow.
- Do what I can to promote cycling as an environmentally-friendly means of transportation.
- Spread the word that vehicle exhaust contributes more than **one-third** of all the nitrogen pollution entering the Bay from the air.
- Encourage other cyclists to join the fight to protect and restore the waterways, farmlands, and forests of the Bay region.
- Speak out for decisive action to save this national treasure.

#### Membership is FREE!

Pledge now and receive

- Two **CYCLIST FOR THE BAY** stickers to proudly display your support for the Bay

#### Tell Us About Yourself

Please fill out the following information and pledge to become a Cyclist for the Bay. Fields marked with an \* are required.

Title:

\* First Name:

\* Last Name:

\* Email:

\* Street 1:

Street 2:

\* City:

State /

\* Province:

ZIP / Postal

\* Code:

Phone Number:

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

Would you be willing to help recruit other cyclists for this program?

Please select response

# Traditional eCommerce



THE AMERICAN SOCIETY FOR THE PREVENTION OF CRUELTY TO ANIMALS®

JOIN THE ASPCA TODAY  
WE ARE THEIR VOICE.™



## MEMBER LOG-IN

User Name

LOG-IN

[Need help logging in?](#)

## JOIN THE ASPCA

When you register on the ASPCA website, you can get our newsletter, lobby for humane laws, and shop for ASPCA gear.

[REGISTER NOW!](#)

## DONATE TO THE ASPCA TODAY



## FREE ASPCA STUFF!

- [Get a Free Magnet](#)
- [Order a Free Sticker](#)
- [Send ASPCA eCards](#)
- [Download Wallpaper](#)

## ASPCA NEWS ALERT

Sign up now to receive our weekly e-mail newsletter!



## ONLINE STORE

### > ASPCA Logo Products

- > Animal Tees
- > T-Shirts
- > Ladies Tees
- > Youth Tees
- > Baby Onesies & Tees
- > Long-Sleeve Tees
- > Sweatshirts
- > Caps/Bandanas
- > Mugs/Totes
- > Magnet/ Stickers
- > Wristbands

### > Children's Books

- > Ages 0-3
- > Ages 4-8
- > Ages 9-12
- > Ages 12-Adult
- > Animal Careers
- > Coping with Pet Loss
- > Henry Bergh Book Awards
- > Pet Care Guides For Kids

### > Anti-Cruelty Resources

### > Books

### > Educational Resources

### > First Aid For Pets

### > Gift Ideas

### > Holiday Cards

### > Publications

### > Shelter Resources

### > Spanish-Language

### > Videos

### > Customer Service

Let everyone know you speak up for animals and condemn animal cruelty with the ASPCA® We Are Their Voice.™ Shirts. Features animals with speech bubbles and tagline We Are Their Voice.™ on the front and ASPCA® silver/orange logo on back. Starting at \$13.95 each.









Dog: T-Shirts - [Black](#) / [White](#)  
Available Sizes: Regular, Youth, and Ladies.



Dog: Long-Sleeve Shirts - [Black](#) / [White](#)



# Virtual eCommerce

	<p><b>Free Care Fund</b> \$25.00 Quantity: <input type="checkbox"/> <b>Add to Cart</b></p>		<p><b>Child Life Department</b> \$50.00 <b>Configure</b></p>			
<p><a href="#">More information...</a></p>	<p><a href="#">More information...</a></p>		<p><b>Supportive Care Program</b> \$50.00 Quantity: <input type="checkbox"/> <b>Add to Cart</b></p>		<p><b>Medical Research Fund</b> \$75.00 Quantity: <input type="checkbox"/> <b>Add to Cart</b></p>	
<p><a href="#">More information...</a></p>	<p><b>New Campus Building Fund</b></p>					<p>Children's is building a new campus that will empower medical researchers, physicians and other caregivers with the best facilities anywhere for curing childhood disease and helping children heal.</p> <p>Set to open in late 2008, the new, 10-acre Children's campus will be environmentally friendly, with some of the most brilliant minds in medical research, and leading-edge clinical programs that will shape a new era in pediatric medicine.</p>
<p><a href="#">More information...</a></p>	<p><b>Purchase this product</b></p>			<p>Price: \$500.00 * Quantity: <input type="text"/></p>		
<p>Cancel</p>		<p><b>Add to Cart</b></p>		<p><b>Add to Cart and Checkout</b></p>		

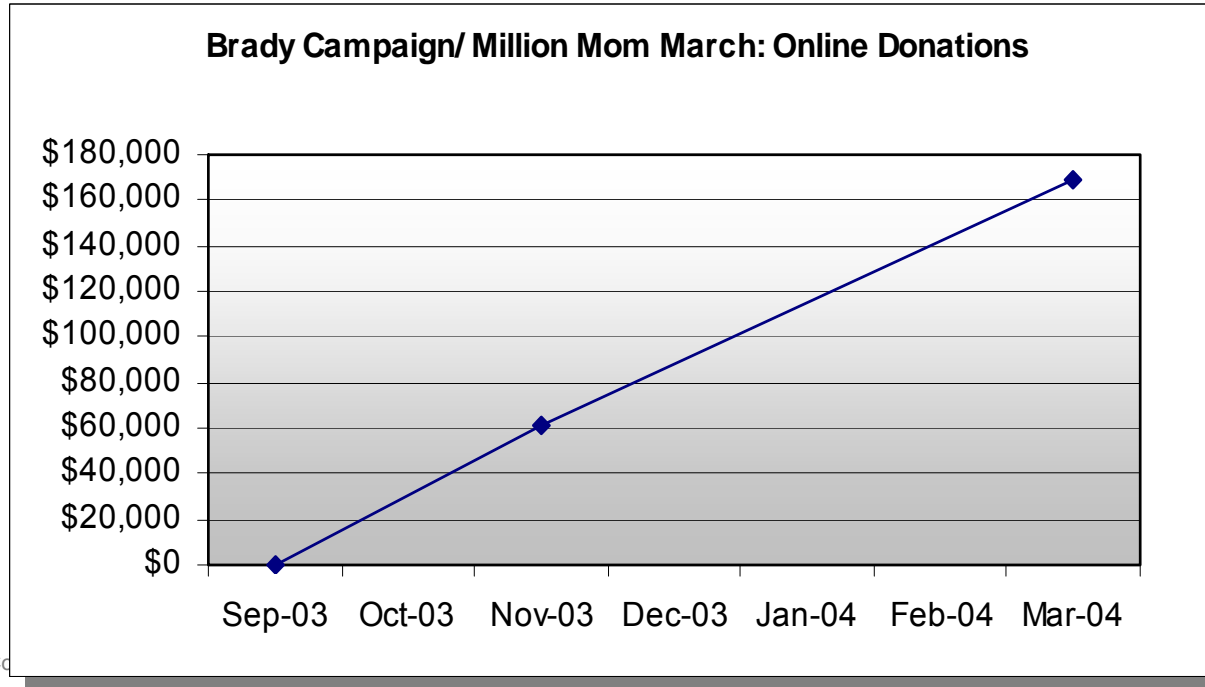
- Donors perceive value because they know what their gift will buy
- All orgs have something to “sell”
  - ▶ Stock a research lab
  - ▶ Spay a pet
  - ▶ Feed a child



# Cross Promoting Fundraising – Brady Campaign/Million Mom March

## Fundraising: Appeals Sent *After* Building Relationships

- Fostered support through petition and advocacy, wait before asking for money
- Sent two donation requests to online supporters for the first time in February '04
- Response rates on donation requests were 3% and 2.65%, respectively



# 5) “Maybe you should try it in blue...”

Wolves will no longer be safe in our most wild places, if the Forest Service has its way. [Please help support our efforts to stop them.](#) (For a limited time, one of our most generous donors will even match your donation dollar-for-dollar!)



Dear Sandy,

Wolves would no longer be safe in our most wild places, if the Forest Service has its way. Under a new proposal, **wolves could be chased down from planes or all-terrain vehicles. Baited traps could shoot toxic gas into their mouths, causing a painful, horrible death.**

[Your donation can help stop this harmful proposal -- and thanks to a dollar-for-dollar match, you can double the impact of your donation.](#)

We're launching a new campaign to stop the Forest Service's ill-advised plan, and you can help. **Thanks to a generous donor who has offered to match your contribution, each dollar you give between now and August 30th will have twice the impact to protect our wolves and other wildlife.**

The Forest Service's plan to make it easier to kill wolves and other carnivores would upset the natural balance in the most remote and wild places we have left.

And it would put Wildlife Services -- an agency with a grim track record -- in charge. **In 2004 alone, they killed more than 37,000 animals through aerial gunning.**

**We have to stop this proposal. [Double your gift NOW! Your](#)**



**✓ YES!** I would like to **double** the impact of my donation to help save our wolves! Please **match my gift dollar-for-dollar:**

- \$35 = \$70 with match
- \$50 = \$100 with match
- \$100 = \$200 with match
- \$500 = \$1000 with match
- Another Amount** doubles with our dollar-for-dollar match!

**DONATE NOW**

Thanks to a generous donor, your contribution will go twice as far to help wolves -- [Double the impact of our donation today!](#)



Dear Sandy,

We've received word from a generous donor that he will match your contribution dollar-for-dollar in the next two weeks. **That means every dollar you give goes twice as far to save our wolves and other wildlife!**

[Double your gift NOW! Help us reach our goal of \\$25,000 -- that's \\$50,000 with the match -- by August 30th.](#)

This matching gift couldn't come at a better time. We're launching a new campaign to **stop the Forest Service's harmful proposal that would make it easier to kill wolves and other carnivores in our wilderness areas -- areas designated to be wild and free of human influence.**

Wolves would no longer be safe in our most wild places. **Baited traps could shoot toxic gas into wolves mouths, causing a painful, horrible death. They could be chased down from planes or all-terrain vehicles.**

And the agency that would be charged with the killing operations -- Wildlife Services -- has a grim track record. **In 2004 alone, they killed more than 37,000 animals by aerial gunning.**

[Between now and August 30th, you have a great opportunity to help us stop this harmful proposal with this dollar-for-dollar donation match. Double the impact of your](#)



**✓ YES!** I would like to **double** the impact of my donation to help save our wolves! Please **match my gift dollar-for-dollar:**

- \$35 = \$70 with match
- \$50 = \$100 with match
- \$100 = \$200 with match
- \$500 = \$1000 with match
- Another Amount** doubles with our dollar-for-dollar match!

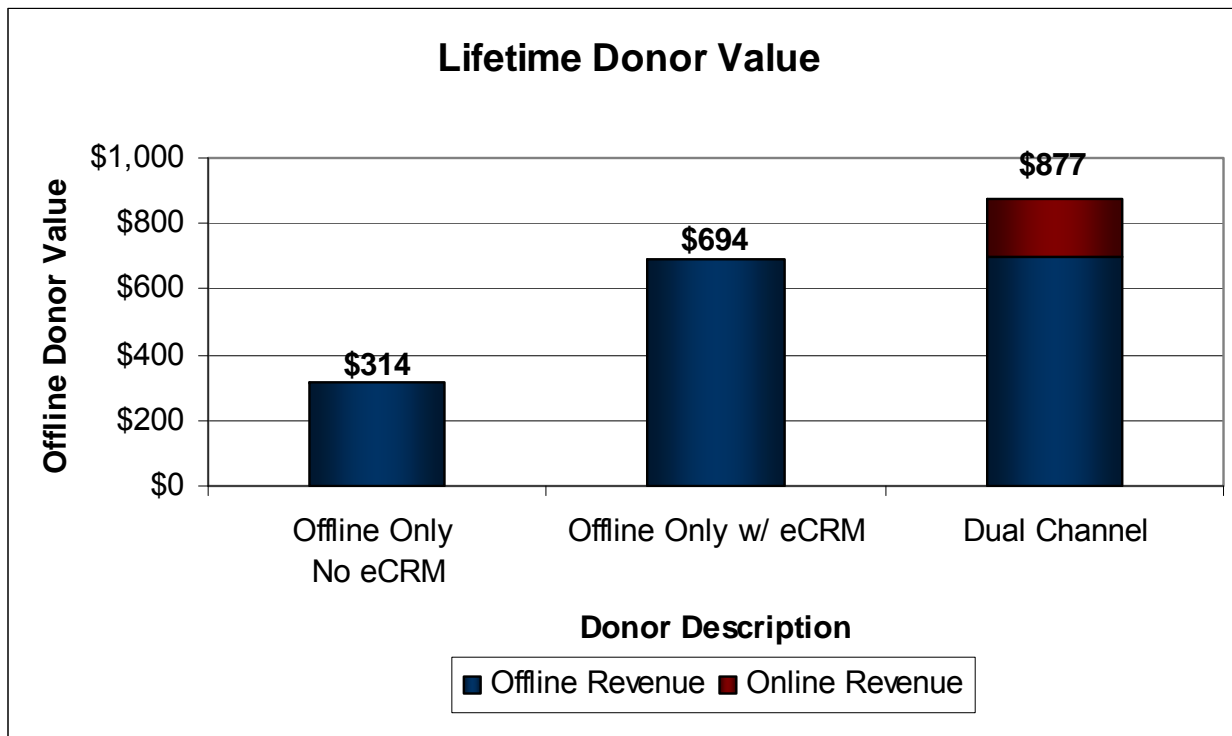
**DONATE NOW**

Help us reach our goal of \$25,000 --

**Wolf copy focus: 0.17% donation rate      Match copy focus: 0.13% donation rate**

■ **Wolf-focused tone increased donation rates by 29% in one segment**

## 6) “Offline and Online are NOT oil and water”



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

- Donors receiving eCRM are significantly more valuable
- Offline only donors receiving eCRM are more than twice as valuable life-to-date as offline only donors who do not
- Offline only donors receiving eCRM have a similar long-term value for offline contributions as dual channel donors (doesn't cannibalize)

# Integrated Appeal Calendar

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Membership Renewal	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Spring Direct Mail Campaign		✓	✓	✓								
Newsletter	✓		✓		✓		✓		✓		✓	
Advocacy Alert	✓	✓	✓	✓					✓	✓	✓	
Fall Direct Mail Campaign									✓	✓	✓	
Holiday Newspaper Ad											✓	✓

## Results

- Typically lift response 5-15% through integration
- Also able to execute low cost Web only appeals

## 7) “Don’t lose the forest for the trees”

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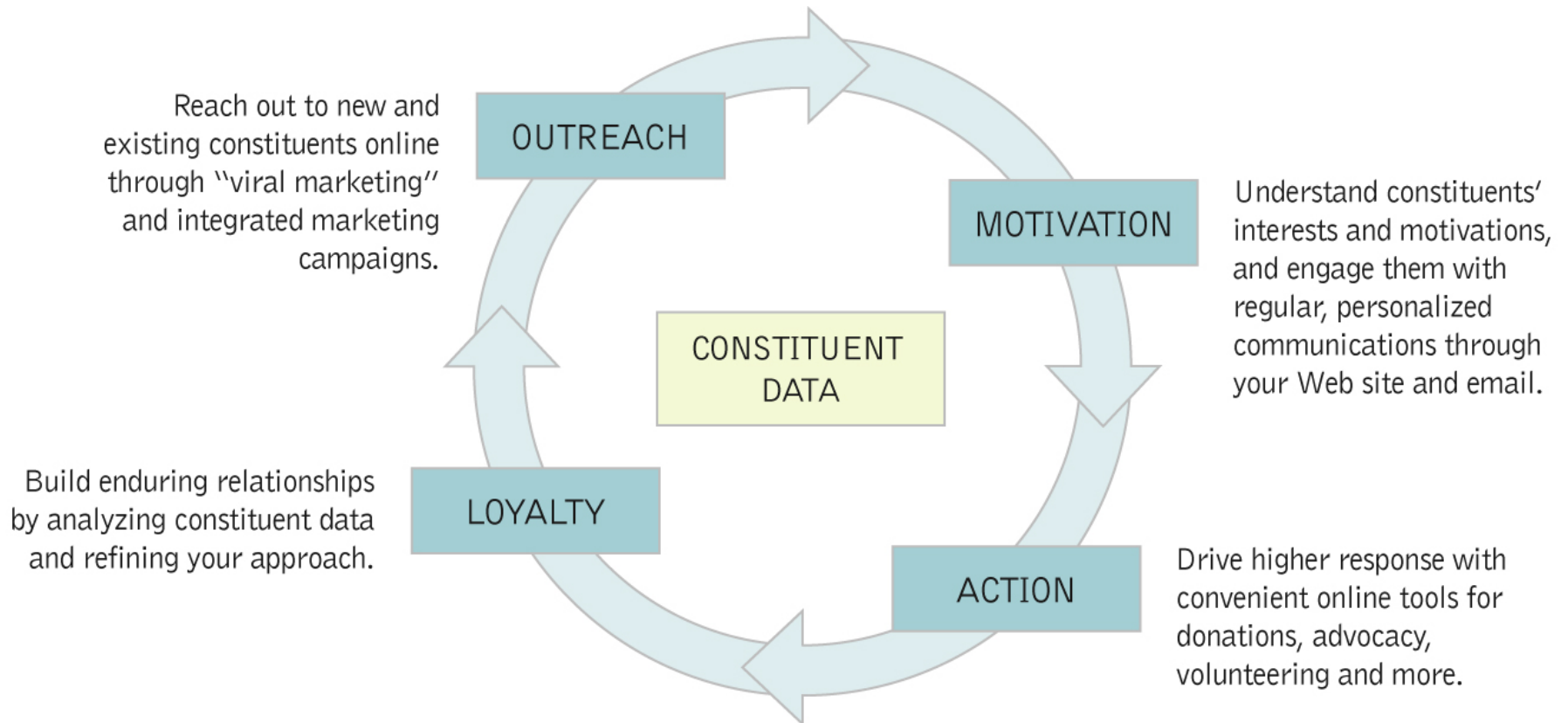
- Stay focused on the strategic goals of the organization – The Vision
- Drive towards results
- Don’t get lost in the technology mumbo jumbo
- *“A good plan, violently executed now, is better than a perfect plan next week.”*  
**George S. Patton (1885 - 1945)**

# Recap

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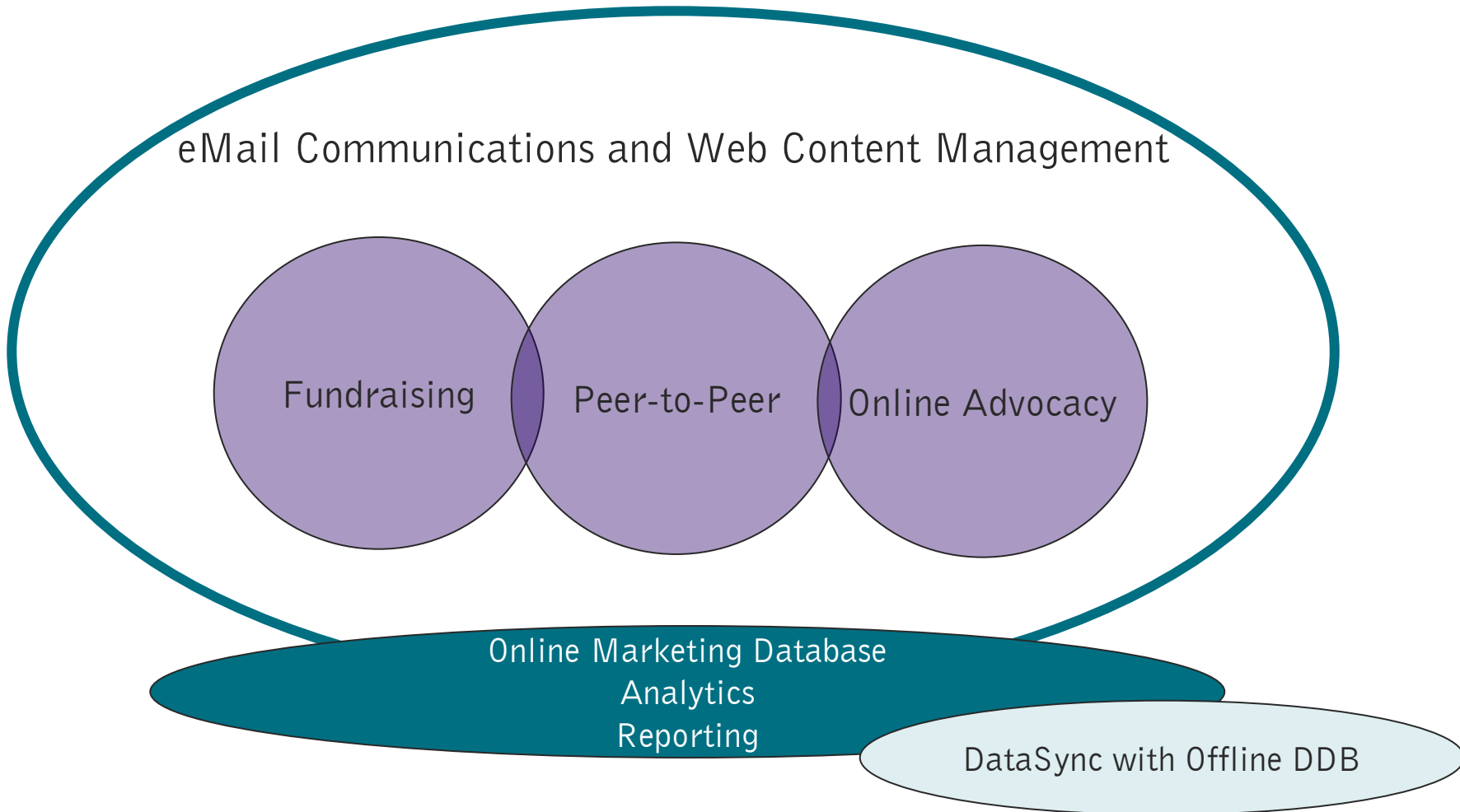
1. Plan
2. Outreach
3. Segmentation/Targeting
4. Innovation
5. Testing
6. Integration
7. Vision

# The Convio Approach - eCRM Framework



# The Convio Solution

**Account Management, Training, Support, Consulting Services**





# About Convio

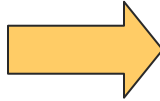
- Leading provider of software and consulting to help nonprofits build relationships and drive support online
- Focus on helping nonprofits get results from their online investment
- Internet strategy and campaign consulting capabilities



# Next Step: Finding the Right Resource

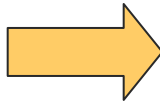
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Unsure about Internet's potential for your organization



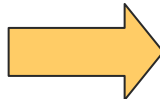
Visit our Web site to learn more  
[www.convio.com/solutions](http://www.convio.com/solutions)  
[www.convio.com/resources](http://www.convio.com/resources)

Believe Internet has strong potential but don't have a clearly defined online strategy



Submit consultation request form  
Register for a live product tour  
[www.convio.com/ProductTour](http://www.convio.com/ProductTour)

Actively considering investing in or upgrading online solutions



Contact Convio for customized assessment and product demo

- Drop off your business card
- Email to: [info@convio.com](mailto:info@convio.com)