



# MOVE PEOPLE

## A proven plan for year-round fundraising

Jennifer Darrouzet, Convio



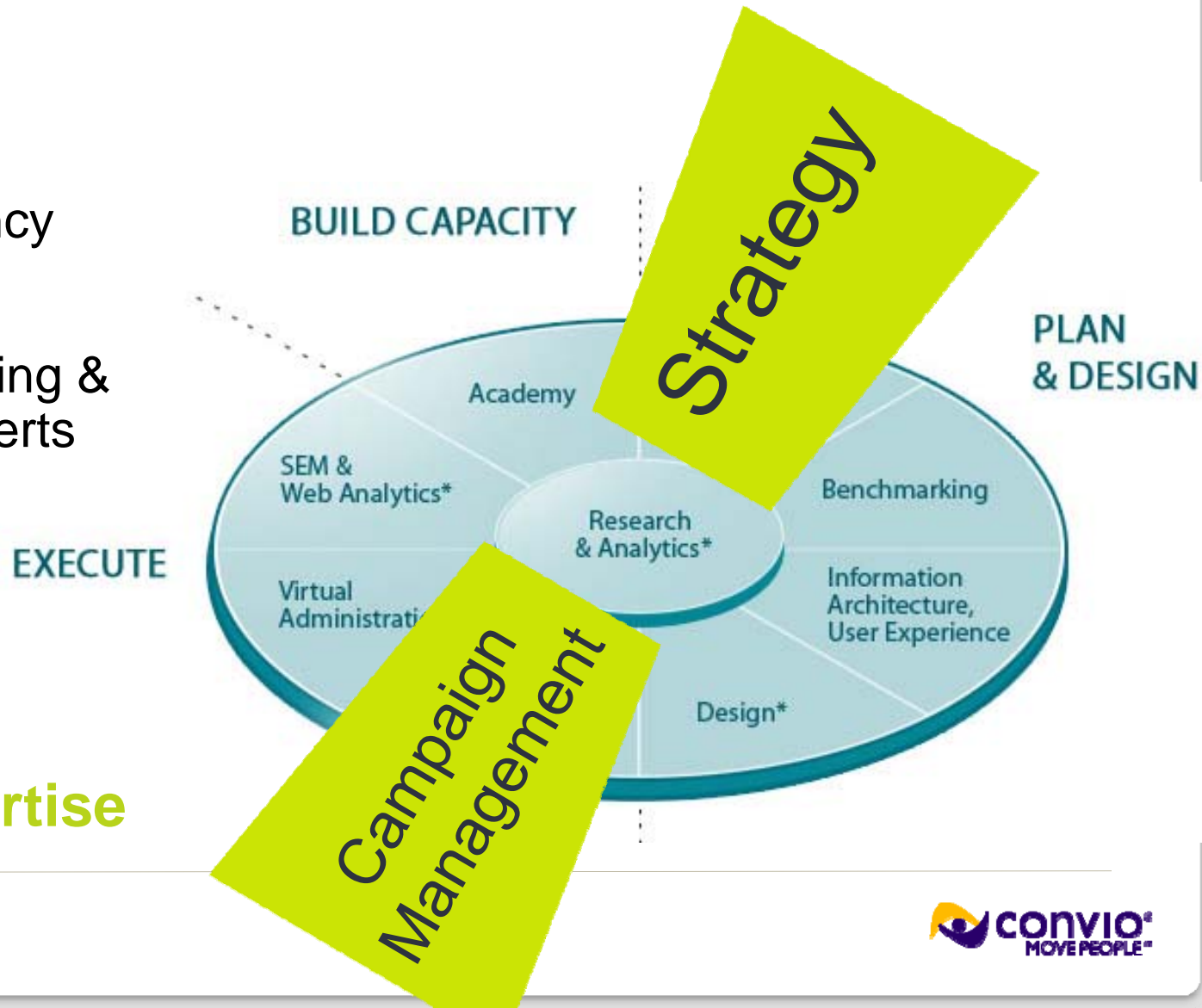
## Grow your list ... to grow your bottom line

Organizations can now expect **\$14**  
**in online revenue** for every  
email subscriber recruited

# Convio succeeds when our clients grow

- In-house agency
- 50 strong
- Online marketing & fundraising experts

Source of  
today's list  
growth expertise



# Housefile-Building Campaigns

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- Simple but powerful subscription incentives
  - Pledges
  - Petitions
  - Downloads
  - Sponsored Donations
  - Give-away Contests

# Pledges

- Applicable to all
- Light profiling
- Evergreen

Locally Grown, Globally Loved: The Colorado Children's Chorale

Search... 60


**We've serenaded emperors and harmonized with superstars. But we really want to sing for you.**

**COLORADO CHILDREN'S CHORALE**

Parent Room Login Become a Chorale Insider!

HOME  
CONCERT SEASON  
BOOKING  
PERFORMANCE PROGRAM  
EDUCATION PROGRAM  
ABOUT US  
GET INVOLVED  
DONATE  
35TH ANNIVERSARY  
MEMBERSHIP  
PRESS AND PRESENTERS  
CONTACT US

**Sign Our Pledge to Keep Music Alive**

 We need your support of the Colorado Children's Chorale and its mission to provide artistically excellent professional concerts and educational programs, which have brought smiles to the faces of participants and audiences for 35 years.

**Please sign your name and pledge to keep music alive in our daily lives.**

**Why sign the pledge?**  
This is our 35th Anniversary year celebrating "Millions of miles. Millions of smiles." By passing on a Chorale smile, we want to spread the word about the positive impact of music and the arts on our community.

Many are unaware of our Education Programs, designed to make quality music education accessible for all children. **Did you know that:**

- Our conductors are in under-resourced schools on a weekly basis - mentoring teachers and working directly with children on

**Sign the pledge**

Your signature: \_\_\_\_\_

\* First Name:

\* Last Name:

\* Email:

Street 1:

City:

State / Province:

ZIP / Postal Code:

I promise to keep music alive by: \_\_\_\_\_

I promise to keep music alive by:  
Please select response

Please select response

Singing loudly in the shower  
Serenading my fellow drivers at a stop light  
Challenging a co-worker to a game of "Name That Tune"  
Dancing in an elevator to my favorite iPod song

Locally Grown, Globally Loved: The Colorado Children's Chorale. - © 2007 | [Legal / Privacy Policy](#)

POWERED BY CONVIO



America's Second Harvest of Wisconsin  
Ending Hunger  
a member of the nation's food bank network™

# Petitions

- Good for controversy
- Light profiling
- Often has end date

## Sign Second Harvest of Wisconsin's letter to President Barack Obama



Barack Obama has now been sworn in as the 44th President of the United States. Along with the new administration comes new hope to end hunger in America.

Please sign Second Harvest's letter to the President, and join us in asking him to make fighting hunger his legacy.

Dear President Obama,

We, the undersigned, are deeply concerned about hunger in our country. Each night, millions of our fellow citizens go to bed without having enough to eat. We are writing to urge you to give immediate attention to the issue of hunger in America.

The need for the services of hunger relief agencies like America's Second Harvest of Wisconsin, a member of Feeding America, has never been greater:

- Hundreds of thousands of people have lost their jobs in recent months
- Home foreclosures are devastating hardworking families
- Food and fuel prices are pushing low-income workers into poverty

People who never thought they would need help are lining up for food assistance.

No one should be hungry. Yet people have to choose between buying food and paying for rent or medication. Many forego what you and I take for granted – a daily supply of food

Sadly, 13 million children are at high risk for inadequate nutrition due to poverty. Lack of a healthy diet can impede cognitive development and impair a child's capacities over a lifetime, leading to higher rates of school failure and weakened productivity when the child reaches the age of employment.

### Add your name to this letter

Your signature:

\* First Name:

\* Last Name:

\* Email:

Street 1:

City:

State / Province:

ZIP / Postal Code:

Yes, I would like to receive e-mail from America's Second Harvest of Wisconsin

Your comments (optional):

Add Your Name

### Already Signed?

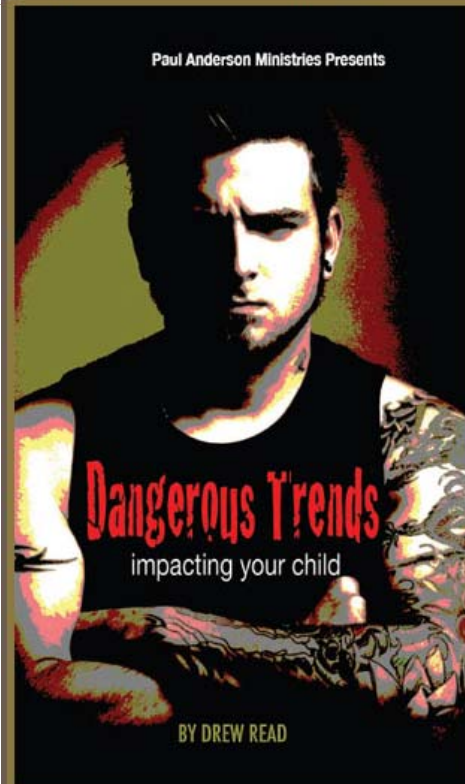
[Send a message to your friends and family](#) to spread the word and help us add as many signatures as possible.



# Downloads

- Applicable to all
- Must produce content
- Evergreen
- Thorough message transmission

## Do you know the dangers your teen faces today?



Excerpts from Dangerous Trends:

*"During the last 10 years, our young men have gone from mainly abusing alcohol and marijuana in their later teenage years, to using prescription drugs like Oxycontin, Ritalin, and Vicodin at earlier ages."*

Today's society places extreme pressures on our teens. As a parent, are you prepared to address these challenges?

Enter your email address to get your free copy of **Dangerous Trends** right now.

**GET YOUR COPY NOW**

### Why ask for your email?

We will send you a link to download this resource. We may also send you information on other similar parenting resources. We want to minister to you and your family right now *and in the future*. You can unsubscribe from our ministry at any time.

## About Dangerous Trends

Download this resource from Paul Anderson Ministries to learn more about:

- 5 parental tips written by today's teenagers.
- Drugs that are readily available to your child.
- 8 tactics in dealing with this Internet generation.
- The danger of cell phones.
- The importance of you shaping your child's character.

## About Our Ministries

The Paul Anderson Youth Home (PAYH) is residential home providing Christian rehabilitation for young men seeking an alternative to incarceration. Continuing the mission set by Paul Anderson and his wife Glenda in 1961, the PAYH seeks to teach young men that they are created by God and have a special purpose in life. We believe that young men with self-confidence and Christian character will become givers rather than takers, assets rather than liabilities. The PAYH also provides help for parents of troubled teenagers, through resources, counseling, and referrals. If you are interested in the services offered at the PAYH please visit our website at [www.payh.org](http://www.payh.org).



# Sponsored Donations

- Applicable to all
- Must negotiate with sponsor
- Subscribers experience “painless” giving
- End date

**A Chicken in Every Pot**  
For every 5 Tell-A-Friend e-cards you send, a donor will purchase a chicken for the farm at Hope Village.



**Tell A Friend**



# Give-Away Contests

- Applicable to all
- Loyalty question
- Give thing or experience
- End date



Presbyterian Children's  
Homes & Services

*Behold, children are a blessing  
from the Lord.*  
- Psalm 127:3



Don't miss your chance to help kids find a future with hope and earn a free T-shirt! **Through the end of May - National Foster Care Month** - you can receive a special PCHAS shirt just by [telling your friends about us!](#)

Almost 40 children in Texas enter the foster care system EACH DAY. Most of them are taken to safe homes like ours, where they receive loving care and nurture until they can be reunified with their families. In those stressful days and weeks, we help them find hope for the future.

Simply [send an eCard](#) to 10 friends or family members, and we will send you a PCHAS T-shirt that conveys your commitment to providing "A Future With Hope" to children in need. Help us [spread the word](#) about this life-changing ministry today!

For the Children,



Ed Knight  
President

PS. Please know PCHAS never sells or shares your information. If you'd rather not receive updates on this campaign, you can [opt out](#) of future email about this.

Pledge Your Support for  
Presbyterian Children's Homes & Services



Send 10 eCards

Get a FREE T-Shirt!  
[Click here to find out how](#)

Spread the Word

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



Presbyterian Children's Homes & Services © 2009 All rights reserved.

## “Chaperoned” Effect

- Must negotiate with chaperone
- Shy of controversy
- End date



**24th Annual Friends of Gillette Gala Event**

Dear Friend,

Don't miss your chance to win two tickets to the 24th annual Friends of Gillette Benefit, a performance of ***Wicked, the untold story of the witches of Oz***. There are only 17 days left to enter - we'll pick our winner on November 7!

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

The 24th Annual Friends of Gillette gala event will take place on December 7, 2008, including a wickedly delicious Hors d' oeuvres reception catered by The Capital Grille, and silent auction at LaSalle Plaza. Immediately following, guests will enjoy a performance of one of the hottest Broadway shows in town, ***Wicked, the untold story of the witches of Oz***, at the Orpheum Theater.

**WIN 2 TICKETS**

**Enter our FREE drawing!  
Win tickets to our GALA to see Wicked at the Orpheum Theatre Sunday, December 7, 2008**

Featuring a performance of the Broadway musical *Wicked*

**Enter to Win!**

**Tell A Friend**

# Give-Away Campaign Structure



**Audience:**  
Entire email file,  
minus your  
optional  
suppression list

**Campaign  
kickoff**  
Sent to broad  
audience

*\*conditionalized message*

**Last Chance**  
Last-minute reminder  
to enter and increase  
chances of winning

**Audience:**  
Individuals who  
have entered  
the give-away

**Reminder**  
Includes viral  
messaging and links  
to campaign eCards

Conditionalized  
content speaks to  
entrants vs.  
non-entrants

**Winner  
Announcement**

*\*received day before drawing closes*

*\*After a constituent enters the give-away, they shift into the audience that is encouraged to increase their chances of winning.*

# Special Summers Free Offer

## The Go! Program

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The *proven* path to fast online fundraising results

# Convio Go! is more than just software...

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**Convio online fundraising software**



**A proven action plan**



**A team of experts provide guidance and  
production capacity**



**Tangible results today  
Knowledge to build upon tomorrow**



# Designed for common issues

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Limited Staff Resources

**No Online Strategy**

Limited Fundraising Experience

Can't Agree on the First Steps

**We Have a Small Budget**

**NO TIME!**

Can't Implement a Plan

Very Few Email Addresses

No Online Marketing Plan

Our Board of Directors is Risk Averse

**We Need to Show a Return on Investment**

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# Special Summers Free Offer

## GETTING STARTED

Site visitor sign-ups  
Cultivating subscribers  
Peer fundraising

Welcome series launch  
eNewsletter production  
Personal fundraising  
microsite build/launch

Q2

## HOUSEFILE BUILDING CAMPAIGN

Outreach tactics  
Viral marketing

eCards & rewards programs  
Build/send outreach series  
Continue eNewsletters

Q3

## YEAR-END FUNDRAISING CAMPAIGN

Maximizing year-end giving  
Donation form best practices

Donation form build & test  
Build & send email appeals  
Continue eNewsletters

Q4

## SUSTAINER FUNDRAISING CAMPAIGN

Writing a compelling ask  
Cultivating new supporters

Build & send sustainer ask  
Online sustainer self-service  
Continue eNewsletters

Q1

# START NOW TO MAXIMIZE 2010 GIVING

# Summers Free Pricing

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- Convio Go! Program plus Personal Fundraising
- Get June, July, and August FREE
  - **Each** of the next 3 years in a 36 Month Agreement
- Offer expires January 29<sup>th</sup>, 2010

# Q&A

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Contact us!

[www.convio.com/go](http://www.convio.com/go)

[info@convio.com](mailto:info@convio.com)

1-888-528-9501

**Remember:** Offer expires January 29<sup>th</sup>, 2010!

Lock in your savings for the next 3 years...