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## Nonprofit Executive Strategy Group: Benchmark Study of Online Marketing Results Q&A

**Q:** Is the registration conversion rate dependent on a tangible reward (contest, information, etc.)?

**A:** Registration rates are driven largely by two factors. The first is providing a compelling reason for constituents to sign up. The second is the length of your registration form. Initially, try to limit the amount of information you ask for to the bare minimum needed to continue to communicate with this constituent.

**Q:** What are compelling offers to get people to sign up?

**A:** You need to be creative here and move beyond just saying "please sign up for our newsletter". Consider asking them to participate in a survey or poll, in an advocacy action, to send an ecard, or provide a tangible reward.

**Q:** On Slide #10 (Fundraising by Email File), are you referring to net growth, i.e. growth above opt outs?

**A:** Yes.

**Q:** Would all major emailers be counted in the 250,001+ file size category?

**A:** Yes, and any organizations this size were subsequently also removed from their respective vertical cohort. For instance, because of their size, the Red Cross was removed from the Disaster Relief vertical and added to the Major Emailers instead.

**Q:** Does Convio have e-commerce tools for its customers? If yes, what tools do you offer?

**A:** Yes, Convio has an eCommerce module. You can learn more about Convio eCommerce at <http://www.convio.com/products/convio-ecommerce.html> where we have several resources available.

**Q:** Is there a plan to include Get Active clients in these numbers? What percentage of all Convio clients are still on Get Active for a scale comparison?

**A:** No, the plan is to include Get Active platform clients in the results as they migrate to Convio platform. The majority of Get Active clients are still on platform. Around 20% have migrated so far and that number is accelerating. However, I would not anticipate the results for these clients would be materially different than those we have shown in this Benchmark Study.

**Q:** Are these revenue stats based on responses/gifts from people on the e-mail list only? Or does it include the revenue from random visitors who may not be on the list?

**A:** Both. To make a donation on Convio requires the donor to enter their email address. So this metric includes people who were already on the file when they made a donation, as well as people new to the file who joined as a result of making the donation.

**Q:** I received a presentation from an agency recently that said that e-mail open rates were "on the rise". Is that incorrect?

**A:** I have not seen data that supports that open rates are on the rise in general. Maybe specific organizations have, but this is not the macro trend. Given the rise in commercial and noncommercial email messages and spam we all receive in our inboxes every day, I would be surprised to see open rates increasing.

**Q:** Can you define "major Emailers"?

**A:** Major Emailers are nonprofit organizations with more than 250,000 email addresses in their house file. The rationale for this is that large organizations tend to not only skew the data, but also tend to perform more like other large organizations regardless of their mission.

**Q:** What are appends?

**A:** An append is a non-organic email file growth tactic where you provide all the names on your offline donor list that you do not have an email address for to a service who cross-references it against their list to find matches. These email addresses are then provided back to you for a fee. You then need to officially opt them into communications from your organization.

