



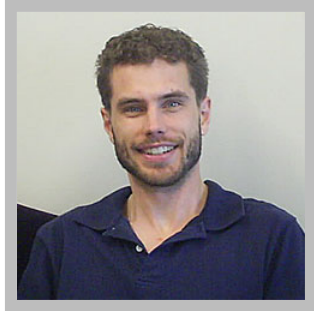
Effective Online Marketing 101.4:

Fundamentals for effective online fundraising

Patrick Hansen and Kenan Pollack
Senior Interactive Consultants



About Us



Patrick Hansen

Senior Interactive Consultant

- Eight years experience non-profit web site development, database development, and marketing
- Four years R&D with IBM
- Published author with 12 patents
- Manager of the Convio Go! Program
- Client list includes Feeding America, National Relief Charities, National Women's Law Center, Paul Anderson Youth Home



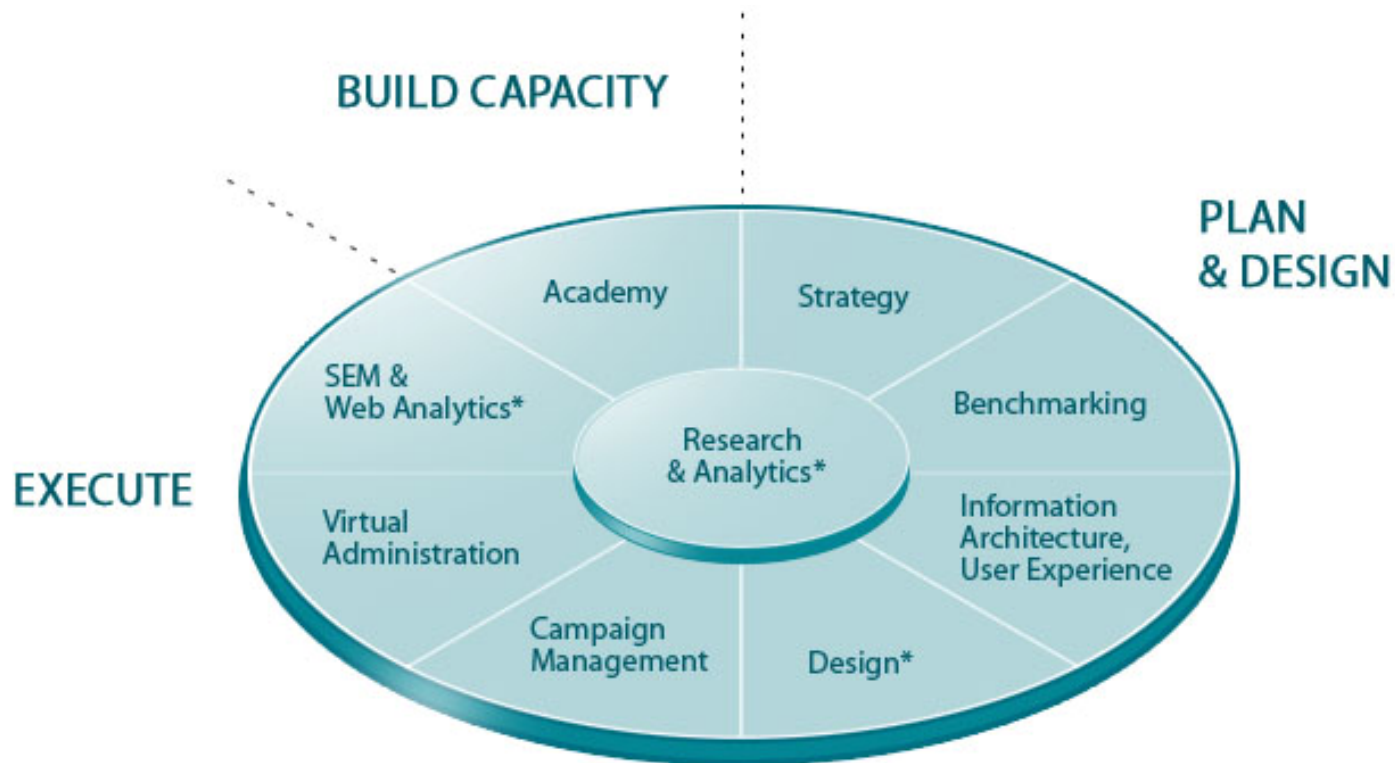
Kenan Pollack

Senior Interactive Consultant

- Twelve years experience Web site development, content management and marketing
- Four years Web site and IT management at Aid to Artisans
- Published book author and former national newsmagazine reporter
- Client list includes World Wildlife Fund, FairTax.org, Goodwill/Easter Seals of MN, American Diabetes Association

About Convio's Client Success Services

50+ person agency within Convio to provide clients with the strategy, interactive services and online marketing best practices to achieve ongoing success



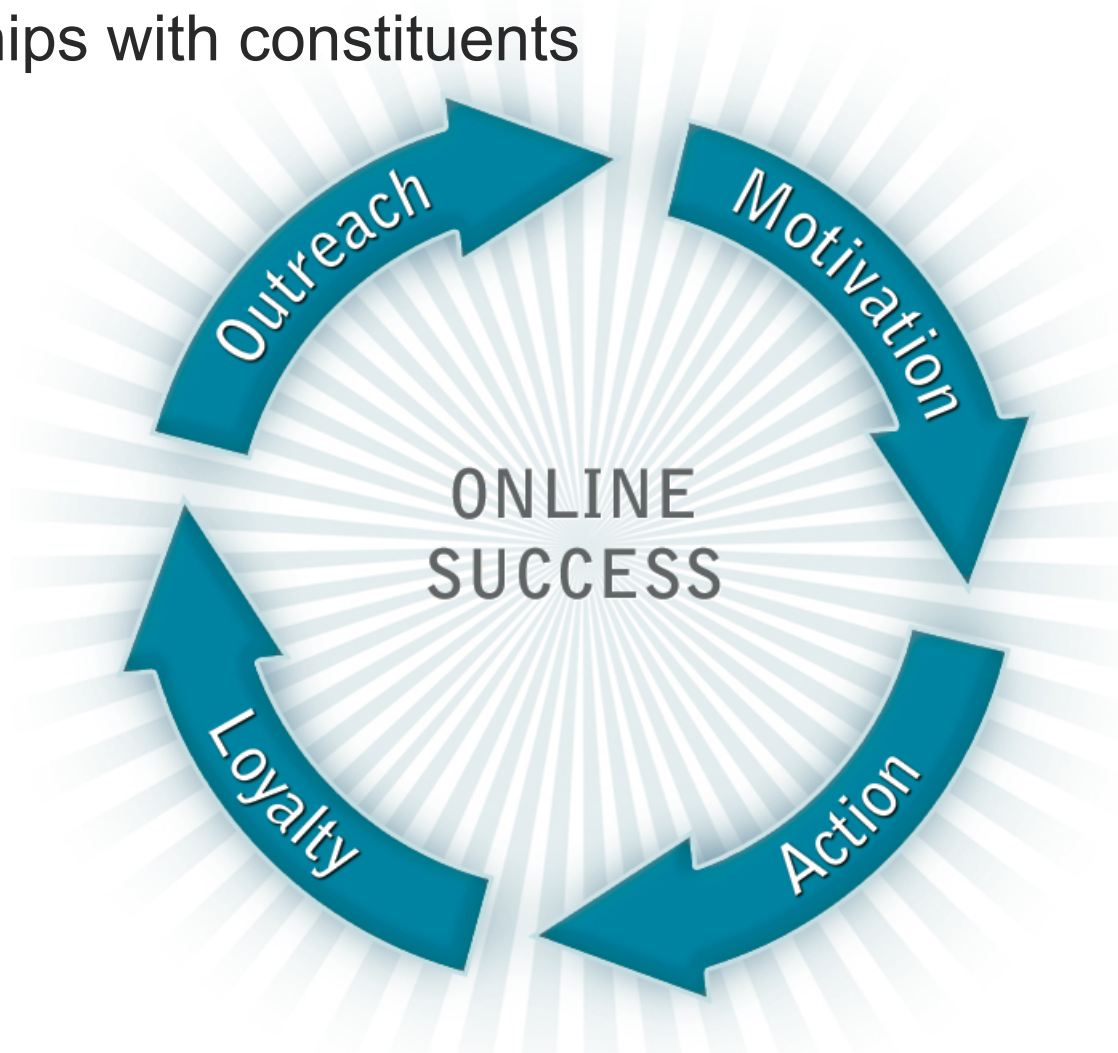
* Utilize specialized partners

Webinar 101 Two-Part Series

- *Optimizing Your Web site 101* is focused on design and techniques for your Web site – getting visitors in and getting them to stay
- *Effective Online Marketing 101* is focused on outbound marketing techniques and campaigns – drawing visitors in through targeted communications

Relationship Building Framework: eCRM

eCRM is the practice of using the Internet to build life-long relationships with constituents



Relationship Building Framework: eCRM

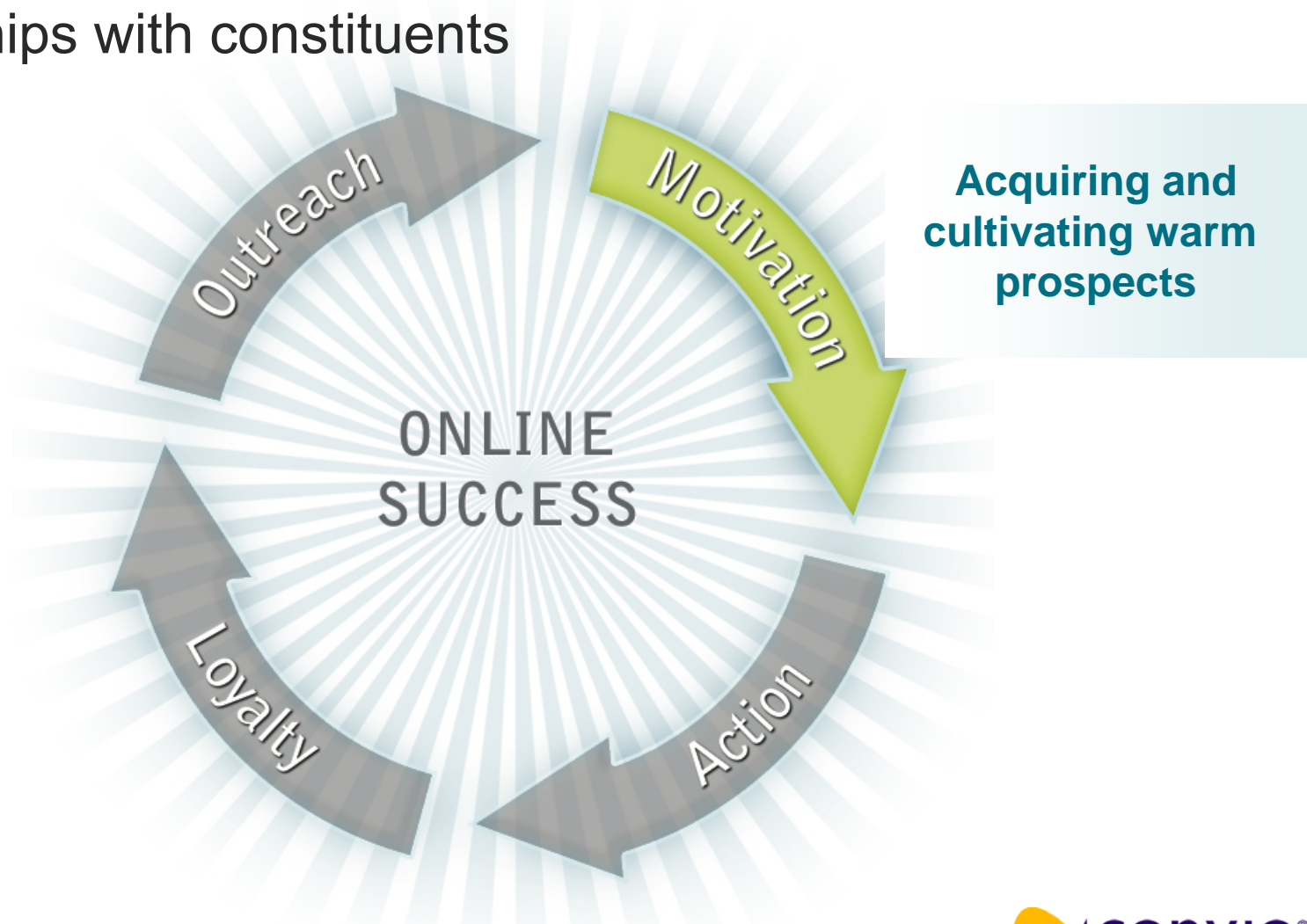
eCRM is the practice of using the Internet to build life-long relationships with constituents

Strategically
drawing traffic
into your site



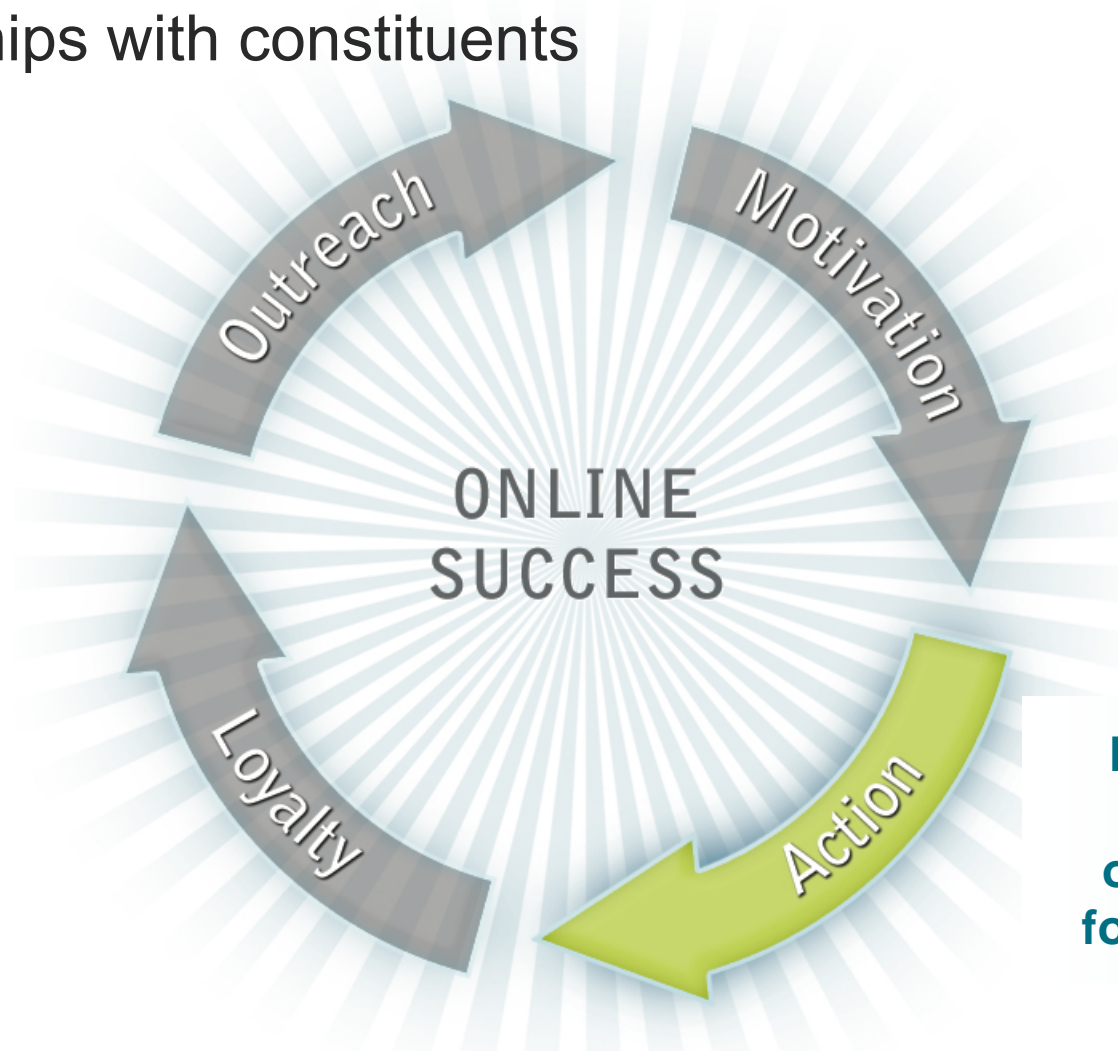
Relationship Building Framework: eCRM

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Relationship Building Framework: eCRM

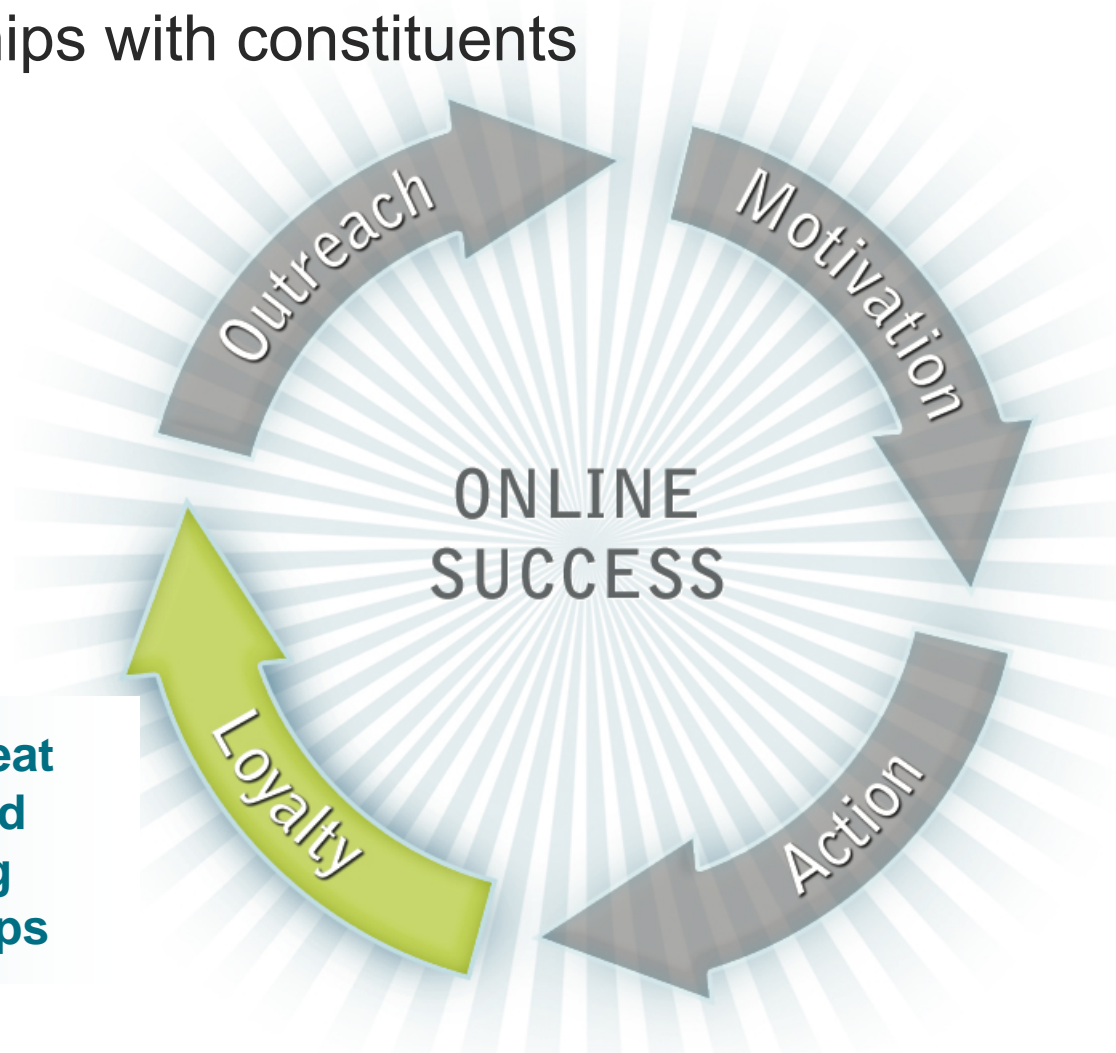
eCRM is the practice of using the Internet to build life-long relationships with constituents



Encouraging
interactive
opportunities
for engagement

Relationship Building Framework: eCRM

eCRM is the practice of using the Internet to build life-long relationships with constituents



Driving repeat actions and advancing relationships

Today's Objectives: Loyalty

At the end of today's session, you should feel empowered to:

1. Communicate regularly with your supporters
2. Plan a year-end fundraising campaign
3. Understand the results of your campaign



Your Homework...

- ▶ Watch this space for ideas on what you can start doing **now**...

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Outbound Marketing: Email Communications

- **Scheduled Communications:** Email communications whose timing and execution can be planned well in advance (i.e. eNewsletters, etc.).
- **Timely Communications:** Based upon specific events—disaster, breaking news, etc.—which can drive awareness but may arise unexpectedly in the course of the year.
- **Triggered Communications:** Emails that are sent automatically when a new prospect joins the file.


Your Homework...

- Develop an editorial calendar for all scheduled communications.
- Working on producing newsletter for distribution between now and upcoming end-of-year appeal.

Scheduled Messages: Email Newsletters

- Forward to a Friend and Donate links above the fold
- Excerpt-style newsletter, with monthly headline feature
- Look remains consistent from issue to issue
- Headlines and features change from month to month
- Speaks to reader through clear calls to action like “Update Your Address,” “Forward to a Friend,” and “Learn more”

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

April 2008

In this Issue

Dear System,
You are receiving
Yellowstone eNews at
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.

Scheduled Messages: Email Newsletters



- Recipients fully read only 19% of an eNewsletter, often not scanning the entire newsletter.
- 35% of readers scanned only a small part of the newsletter.
- 67% of readers completely skipped introductory text at the top of the newsletter.
- Average amount of time readers spend on an eNewsletter after opening it: 51 seconds
- Notice the emphasis on reading the **first two words of the headlines.**

“2006 Email Marketing Snapshot”, David Daniels, Jupiter Research, 2006
Email Newsletters: Surviving Inbox Congestion. Jakob Nielsen.
<http://www.useit.com/alertbox/newsletters.html>. June, 2006.

Scheduled Messages: Regular Communications

eNewsletter Template

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



Forward to a Friend | Donate | www.clevelandfoodbank.org

Welcome to the first online edition of Food for Thought!

Your support of the Cleveland Foodbank is allowing us to do more than ever to feed hungry men, women and children across Northeast Ohio - so much that we can't say it all in our offline newsletter. Our online edition includes last-minute updates and news available only to you as a member of our online community. Like what you see here? Please [share this message with others](#) and ask them to join us in the fight to end hunger in our community

Great News - Foodbank to Receive Much Needed Food



Relief for hungry northeast Ohioans should arrive soon, thanks to approval of the Farm Bill by the Congress last week. The long-awaited Farm Bill could not come at a more important time, as the demands of a failing economy and rapid increases in food and fuel prices escalate the need for hunger relief. At the Cleveland Foodbank alone, we estimate that we will be able to provide an additional 1.5 million meals in northeast Ohio in the year ahead, once this bill is finally enacted.

Our service territory's Members of Congress who voted in favor of the Farm Bill included Sen. Sherrod Brown, Rep. Stephanie Tubbs Jones, Rep. Dennis Kucinich, Rep. Steven LaTourette, Rep. Betty Sutton and Rep. Ralph Regula.

Please take a moment to contact these members' offices and let them know how valuable their support of the Farm Bill is. For Senator Brown, visit <http://brown.senate.gov/contact>; for Representatives, visit <http://www.house.gov/> for a listing of members.

April 2008 was a record-breaking month at the Foodbank!



This April, we distributed more food in a single month than any other month in our history. The total was 2,275,648 pounds of food, which is enough for approximately 1.7 million meals for low-income people in northeast Ohio. Our distribution continues to increase in response to [the escalating need for emergency food in northeast Ohio](#). Just last year, our member agencies in Cuyahoga county served 1 million more meals than they did the previous year. Thanks to our great volunteers, food and financial donors, this critically important food is available. [We couldn't do it without your help!](#)

You are receiving the Food For Thought eNewsletter by request at support@convio.com.

[Click here to update your profile.](#)

Donate Now



You're Invited!
Harvest for Hunger Recognition Ceremony on Thursday, May 29 at 8 a.m. at the Cleveland Foodbank. Join us as we celebrate the success of this year's Harvest for Hunger campaign, the Foodbank's annual food and funds drive. **To RSVP, please contact Lindsay Doerr at 216-738-2046 or ldoerr@clevelandfoodbank.org**

Food Drive at the Lake County Captains Game
June 10th at 7 p.m.
Bring a non-perishable item and receive \$2 off the ticket price to the game. Visitors are encouraged to donate "Super Six" items, our most needed food items, which include peanut butter, tuna fish, cereal, beef stew, canned soup and canned vegetables. [For ticket information click here.](#)

Community Support at Work!
For every \$1 invested in the Foodbank's Fresh Produce Initiative, we can make 21 pounds of fresh fruits and vegetables available to hungry men, women and children in our community! Make a donation today to [help support this program and all of our food distribution.](#)

Announcement Template

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



Tell a Friend | www.clevelandfoodbank.org | Donate


Dear System,

Welcome to the Cleveland Foodbank's online community—our most effective way to keep special friends like you up to date on the fight against hunger in our region.

We are grateful for your interest in our mission and want to share our work with you in a timely way. It is your generosity and concern that make our community's efforts to fight hunger successful. With community support, we can:

- Provide enough food for more than 55,000 meals a day
- Provide hot meals and nutrition education to at-risk children through after-school programs
- Distribute over 4,000 prepared meals a day for local shelters, hot meal programs and other feeding programs
- Distribute 5.6 million pounds of fresh fruits and vegetables annually to families in need

From the desk of



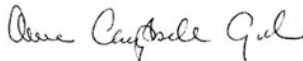
Anne Campbell Goodman

Donate Now

We look forward to updating you about our work—this is your community's food bank, and we want you in the loop! You can [update your profile or email address](#) or [unsubscribe from our email list](#) at any time.

Please share our news with your friends and family. Every bit of help you provide is important, whether it is through donating, volunteering, or helping to spread the word. We are glad to have you join us in the fight against hunger—together, we are making a real difference!

Sincerely,



Anne Campbell Goodman
Executive Director

What's in our Food for Thought newsletter?

[View a recent online-only edition »](#)

Email: info@clevelandfoodbank.org
15500 South Waterloo Road, Cleveland, OH 44110
Phone 216.738.2265
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This email was sent by the Cleveland Foodbank. [Click here to unsubscribe or change your email preferences.](#) [Click here to contact us.](#) You may also view our [Privacy Policy online.](#)

Today's Objectives: Loyalty

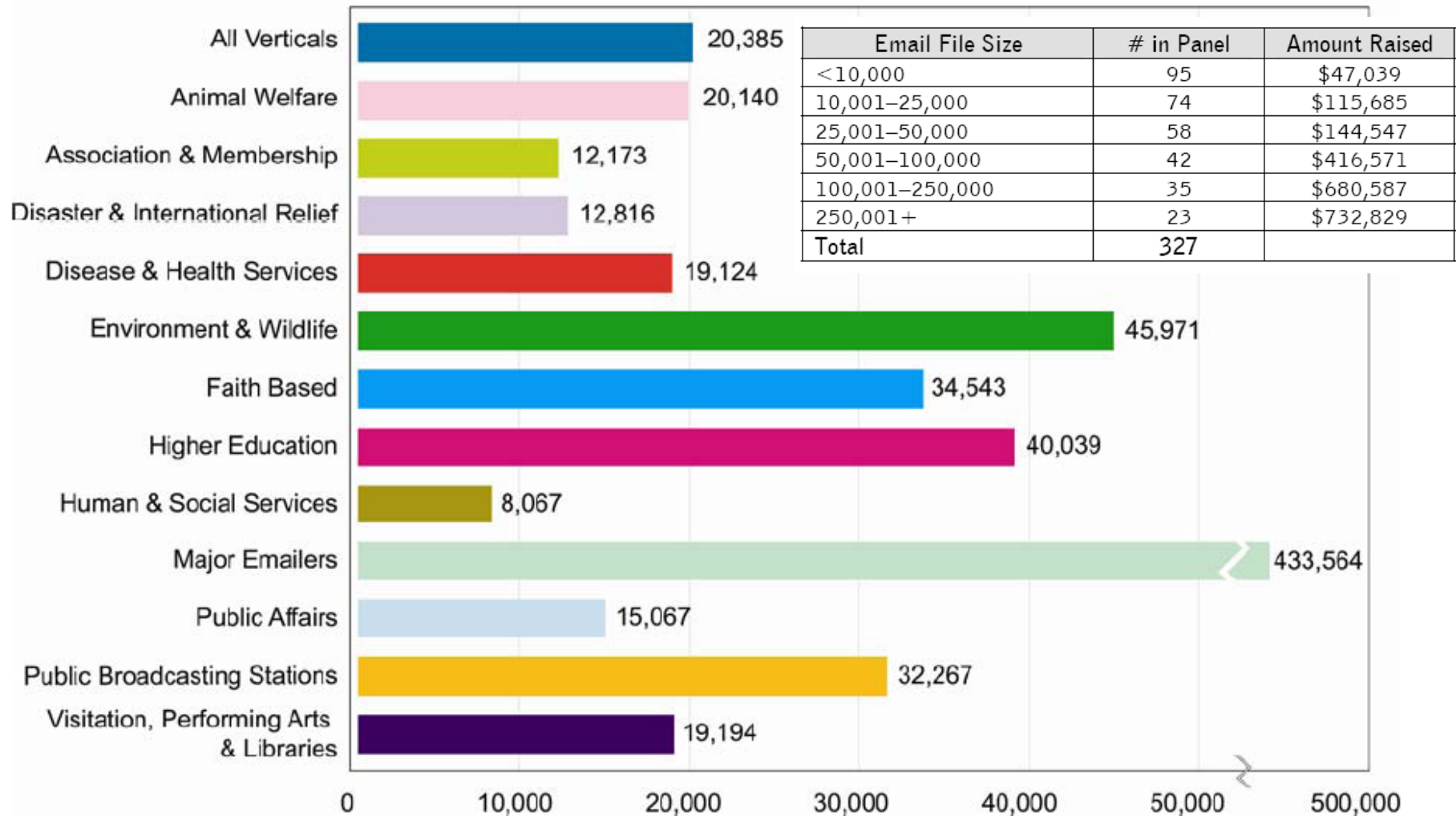
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Email file size and online income potential

Median Housefile Size as of June 30, 2007, n = 419

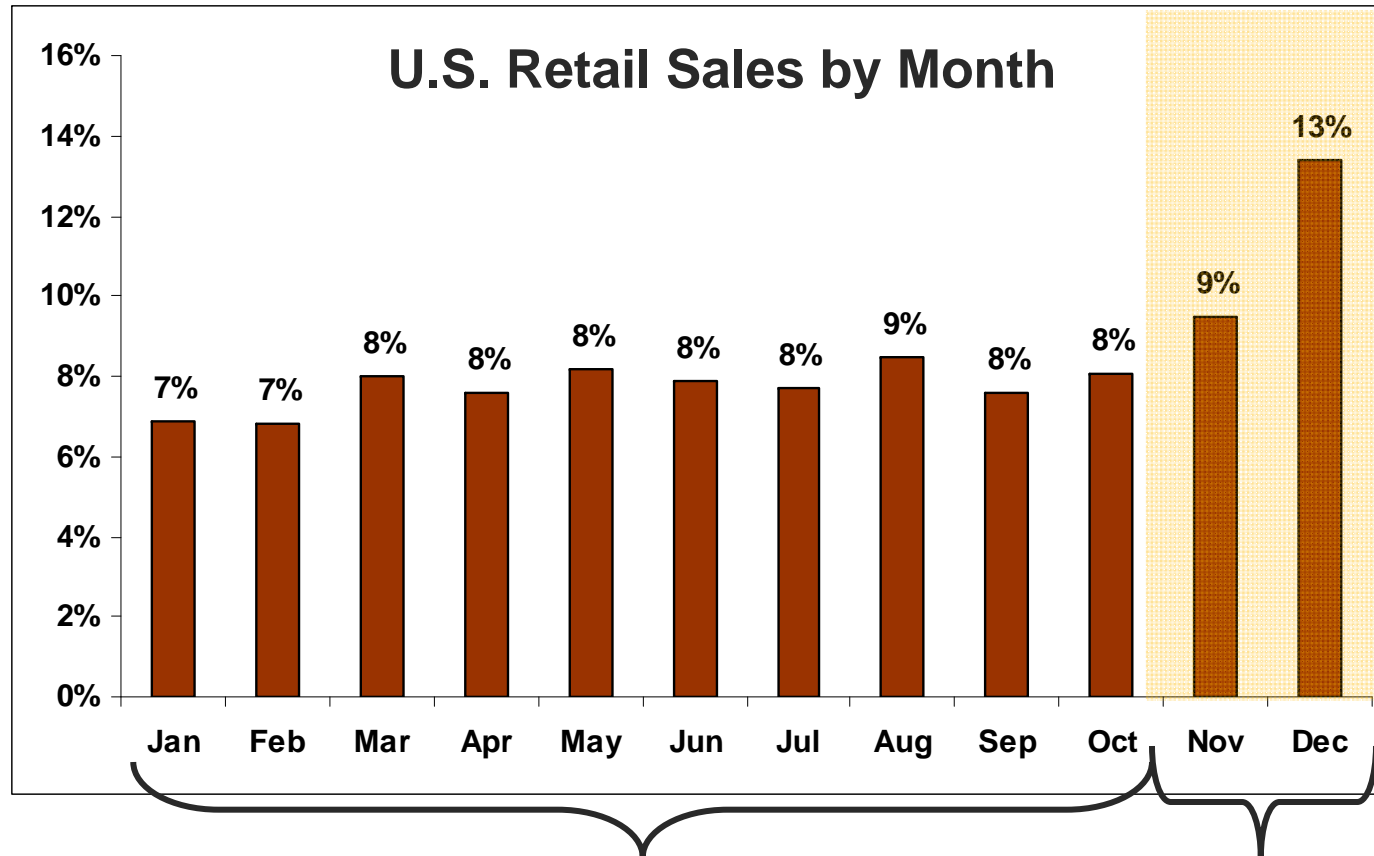


Your Homework...

- ▶ Download a copy of the Convio Online Marketing Nonprofit Benchmark Index™ Study from customer.convio.com



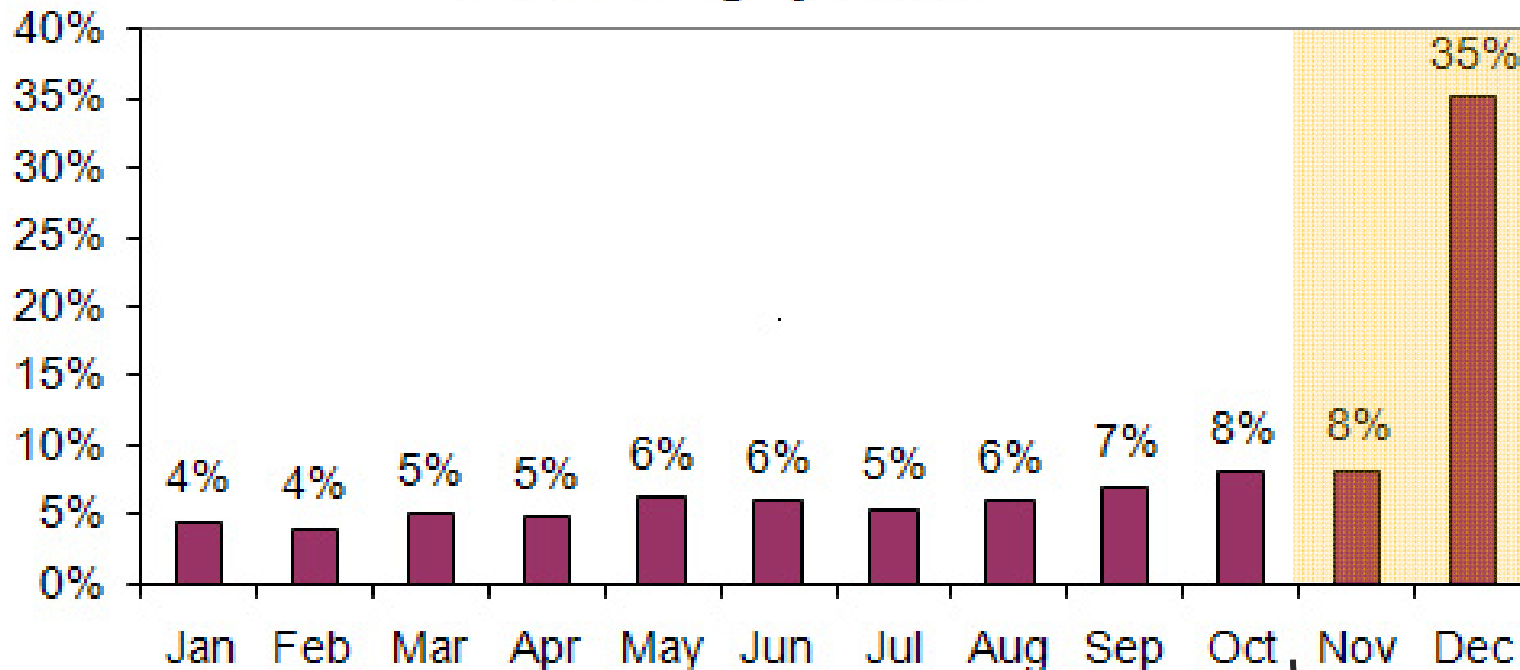
Why plan a year-end campaign?



Source: 2007 Department of Commerce retail sales data

Why plan a year-end campaign?

Fundraising by Month

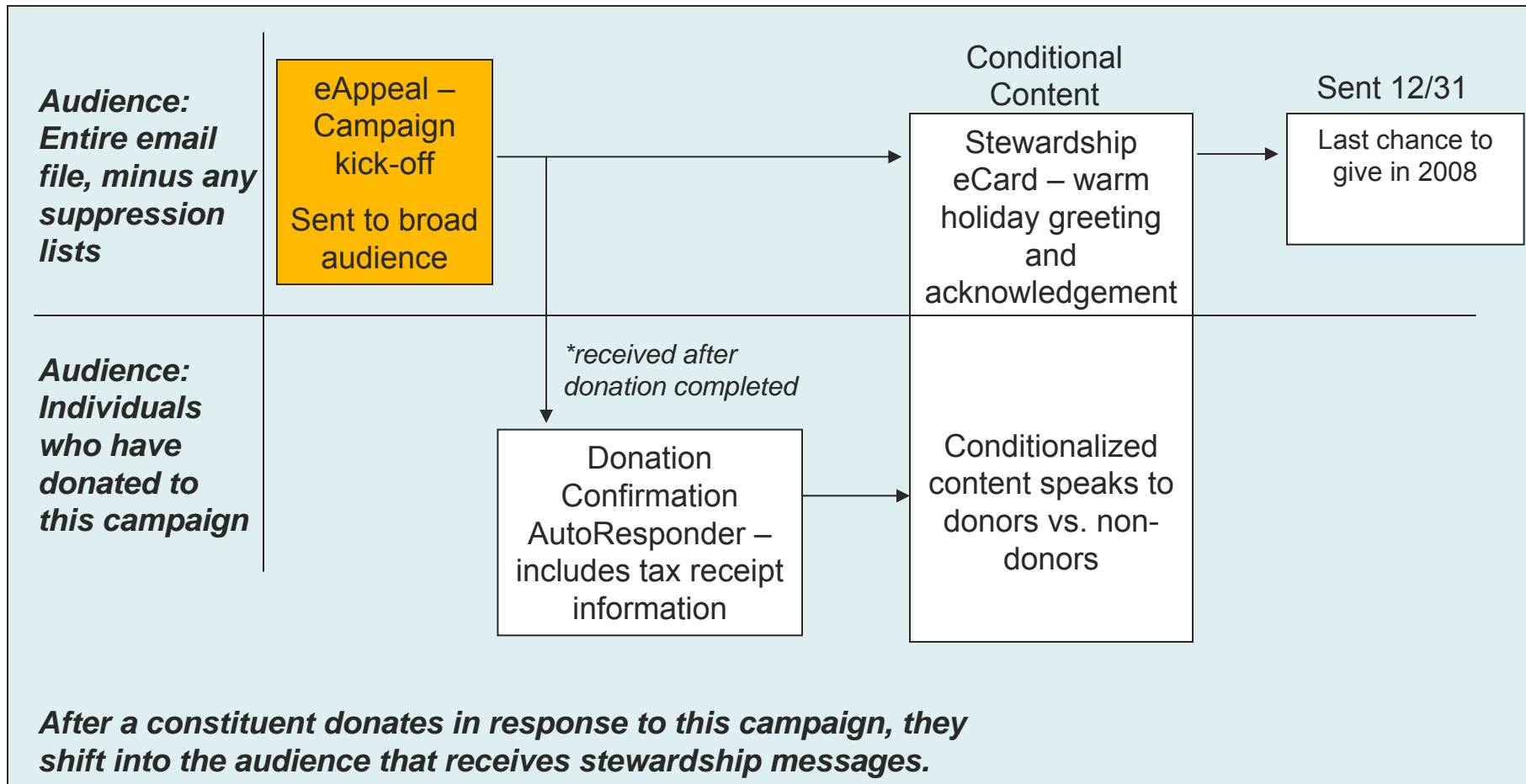


83% of calendar year accounts for
57% of total online fundraising

While November and
December account for
43% of total online
fundraising

Source: Convio analysis of accounts during 2006 and 2007

Year-End Email Campaign Structure



Year-End Campaign Example: Content

Campaign Kick-Off

Spread Joy to the World Donate

Your Gift of Jazz is Shared Around the World

Dear System,

As a Riverwalk Jazz listener and fan, you are part of a rapidly growing, global audience. I can't thank you enough for making it possible for me and the band to continue performing the music that brings so much joy to our hearts. Your love of classic jazz makes our life's work possible.

Help us bring this music to an even larger audience in 2007.

This is the first time I've written you, as part of our online audience, and asked for your support of Riverwalk Jazz.

I'm asking you to **SPREAD JOY TO THE WORLD** by helping the band and Riverwalk Jazz bring classic jazz to a global audience of online listeners in 2007. Your tax-deductible support of Riverwalk Jazz makes it possible for us to offer a wealth of music, history and commentary every week:

- Give \$40** and pay for the blank CDs used in the production of one broadcast.
- Give \$100** to transfer one hour-long audio tape from DAT to CD, preserving the Riverwalk Jazz archive.
- Give \$120** for us to purchase the rights for photos used in one JazzNotes.
- Give \$500** to cover the cost of online audio streaming for one weekly broadcast.
- Give \$1,000** and pay for the expenses to create and distribute Jazz Me News to more than 50,000 subscribers.

Our goal is to raise 226,000 through the end of this year to cover the cost of audio streaming for all of 2007. Make a donation today to help us reach this goal.

I never dreamed our radio show would one day reach a global audience, but here we are 18 years later because of fans like you. I consider it a privilege to bring joy to the world through our music. I hope you will join me in this endeavor. Again, thank you for your love of classic jazz and your support of our work.

Sincerely,

Jim Cullum

Jim Cullum
Bandleader, Jim Cullum Jazz Band
President, Riverwalk Jazz

Citracal | riverwalkjazz.org | POWERED BY convio

PO/PMedia, Inc. • 12 Western Avenue • Petaluma, CA 94952 • 707-778-0339
TataFriend | Unsubscribe | Update Profile

Stewardship eCard

Happy Holidays to You and Yours from The Riverwalk Jazz Family... and Santa's little helpers Elliott, Sebastian, and Jac!

Listen – Greetings from Jim Cullum

Donate | Share this Greeting with a Friend | **Listen**

Citracal | riverwalkjazz.org | POWERED BY convio

Unsubscribe | Update Profile

Last-Chance to Give

Spread Joy to the World Donate

Your Gift of Jazz is Shared Around the World

Dear System:

Riverwalk Jazz is in its 18th year on the air, a feat I'm very proud to have accomplished with the help of you passionate jazz cats. Help us continue our online broadcasting next year with a tax-deductible, year-end donation.

To house the body of work created during the life of the project, including some 300 music documentaries broadcast as part of the Riverwalk Jazz radio series and more than 2,000 exciting performances by the band and their guests captured in live state-of-the-art digital audio, we formed a 501(c)(3) not-for-profit organization in 2005. Our mission is to present, preserve and promote classic jazz through not only the radio broadcasts and live music performances, but through an education curriculum to teach children to play jazz.

Jazz critic Nate Hentoff said, "What makes the Riverwalk Jazz radio series so distinctive is not only the quality of the music but also of the documentary programs that become valuable additions to jazz history."

We have set our sights high—to share this amazing legacy of music with listeners around the world. To do this, I wrote to you a member of our online audience, for the first time recently to ask for your financial support of Riverwalk Jazz. We've exceeded more than \$10,000 towards the goal of \$26,000 to be raised by the end of the year. Your online year-end gift will help us get over the top.

If you are hearing and seeing on our Web site, please make a year-end, tax-deductible gift which will play a part in spreading this great music out there for one and all. Your gift, large and small, will put the project on a path that we can share this great music with an even larger audience in 2007.

Thank you for being a part of the trad jazz worldwide family and for the heartfelt messages. Keep those messages coming and accept my warmest regards for a very Happy New Year!

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Jim Cullum

Citracal | riverwalkjazz.org | POWERED BY convio

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TataFriend | Unsubscribe | Update Profile

Year-End Campaign Example: Timing

Campaign Kick-Off

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 Bandleader, Jim Cullum Jazz Band
 President, Riverwalk Jazz

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 TotalFriend | Unsubscribe | Update Profile

**November 28
through December 4**

Stewardship eCard

Happy Holidays to You and Yours from The Riverwalk Jazz Family...

and Santa's little helpers Elliott, Sebastian, and Jac!

Listen - Greetings from Jim Cullum

Donate | **Share this Greeting with a Friend** | **Listen**

Citracal | riverwalkjazz.org | **POWERED BY CONVIO**

Unsubscribe | Update Profile

December 15 to 23*

*These dates are for December 25th/Christmas messaging; emails targeting Jewish supporters instead should be targeted around December 21st, the first night of Hanukkah this year.

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Citracal | riverwalkjazz.org | **POWERED BY CONVIO**

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 TotalFriend | Unsubscribe | Update Profile

December 31

Providing a "last-chance" December 31st message, regardless of day of week, is key for targeting those motivated by tax deduction.

Year-End Campaigns: Bridging offline to online

Offline Proof


0687PH015-LP_LSR.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
XXXXCityXXXXXXX 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.

Gift Ask & Array: Frutiger 55 Roman 12/12

ID# Keycode: Frutiger 55 Roman 12pt

▼ 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.stfrancishouse.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

Online e-Appeal

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](#)

End-of-year calendar planning

Getting an end-of-year campaign out the door in November/December means *starting now*. Here's what to consider:

	Sept/Oct.	November	December
Main Priorities	Theme/message planning, draft copy and creative for appeal	Finalize, approve and proof copy and design elements. Build!	Send prepared messages on targeted day(s)
Type of work/effort needed	Brainstorming and copy-writing. Design mockups if possible.	Begin production of email and donation forms and related pages with proofed copy.	Complete production for latter messages (if not done already).
Key Objectives	Have theme and visuals (borrowing from direct mail appeal if possible) nailed down.	Have email (at least part one) completed and test sent. TEST ALL EMAIL AND DONATION FORMS AS OUTSIDE USER!	Send all messages—in particular the final December 31 st message—by target dates.

Your Homework...

- ▶ Beginning planning now for your year-end campaign including theme, copywriting, design and production.



Today's Objectives: Loyalty

At the end of today's session, you should feel empowered to:

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2. Plan a year-end fundraising campaign
3. Understand the results of your campaign



Year-end Campaign Metrics: Estimating Returns

	File Size (usable)	Open Rate	Click-through Rate	Response Rate (blended)	# of Gifts	Avg. Gift Size	Total Amount Raised
Low	10,000	10%	2%	.1%	10	\$50	\$500
Middle	10,000	20%	4%	.3%	30	\$100	\$3,000
High	10,000	30%	10%	.5%	50	\$150	\$7,500

- Key indicators, such as response rates, will vary based on audience segment—i.e. previous donors perform better than non-donors.
- Defining an “average” gift can vary materially between organizations—look at your own data to determine benchmarks.
- Year-end appeals need multi-part messaging to provide supporters repeat opportunities to give, including December 31st “last chance”.
- Direct returns shown. Does not account for *whitemail*—gifts that cannot be attributed to specific appeals—*which may account for 75% of funding*.

Your Homework...

- ▶ Review your existing email appeal performance, including 2007's year-end appeal data if you have it to develop internal benchmarks.



Year-end Campaign Metrics: What to Track

Track for each email message:

- ▶ Number of Recipients
- ▶ Unsubscribe rate
- ▶ Open rate
- ▶ Click-through rate
- ▶ Number of Gifts
- ▶ Response rate
- ▶ Average Gift
- ▶ Total Raised

Summary of Your Homework and Next Steps

- **Learn more about email file size and income potential**
 - ▶ Download a copy of the Convio Online Marketing Nonprofit Benchmark Index™ Study from customer.convio.com

- **Work on getting a regular communication (stewardship) email to supporters prior to end-of-year appeal**
 - ▶ If currently sending regular communications, evaluate your practices
 - ▶ Develop an editorial calendar for all scheduled communications
 - ▶ Produce and send regular newsletter to supporters in advance of year-end appeals

- **Begin work on year-end appeal including:**
 - ▶ If you can leverage copy and/or theme from direct mail appeal, start there. Otherwise, work on developing a year-end theme and message now for your appeal.
 - ▶ Assign responsibilities and deadlines for tasks to get campaign developed include copywriting, design, and production.
 - ▶ Review previous email appeal data to develop internal benchmarks for year-end appeal. Keep track from here on...



Q & A

Submit questions by typing them into the question text box and then hitting the “Ask” button





Thank you!

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