



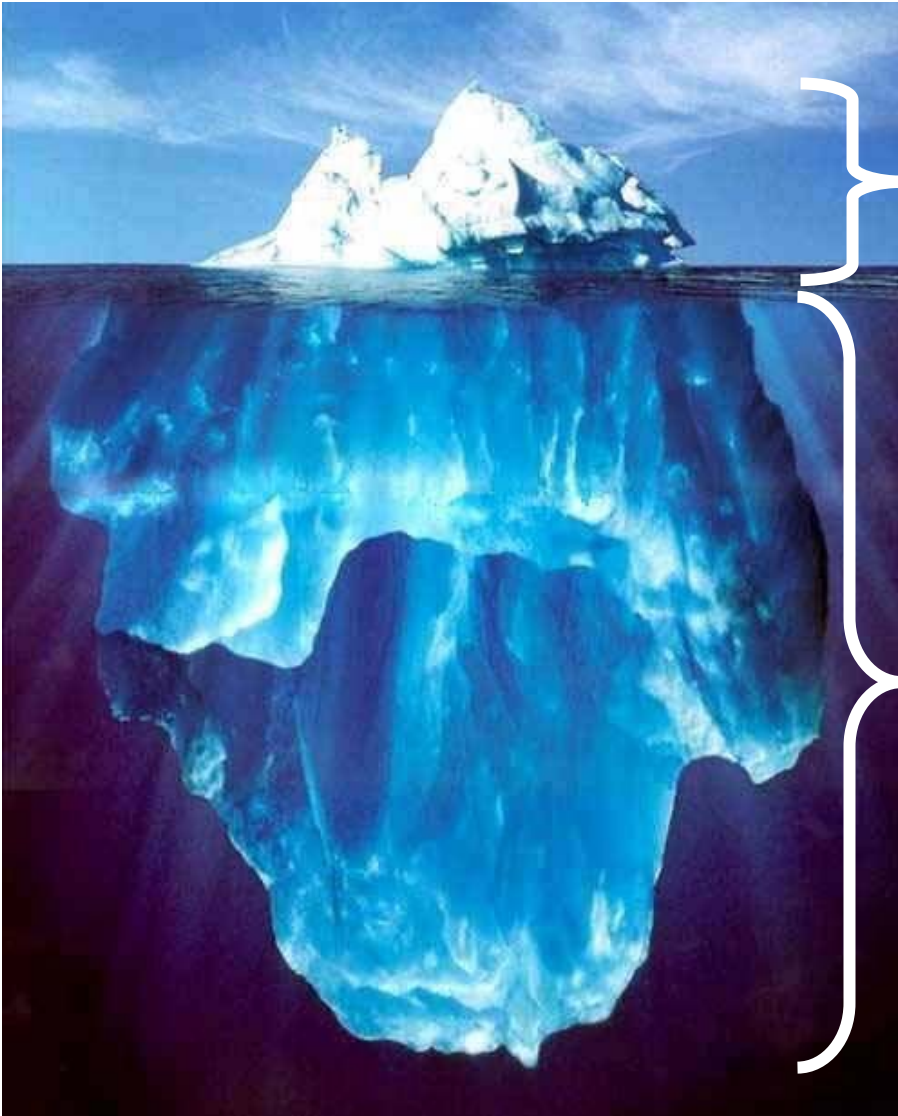
Email Acquisition Techniques You Can Use Today



Agenda

- Quick Recap Of Online Marketing
- Why Are Emails So Important?
- Email Acquisition Techniques
- After the Email: Now What?
- About Convio
- Next Steps

You Could Be Missing Out



Basic online presence

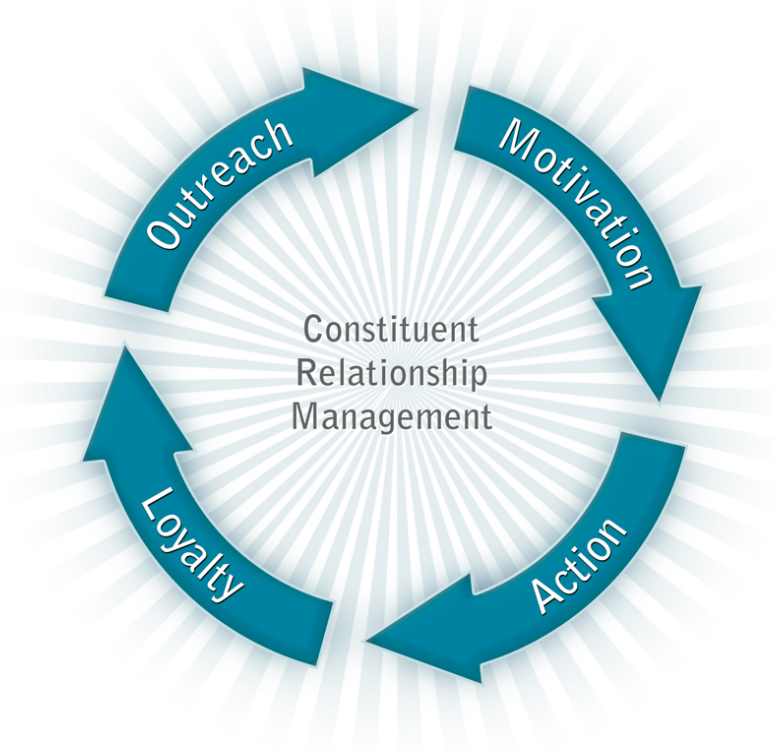
Strategic plan

Active email acquisition

Relationship building

Constituent empowerment

The Strategy: eCRM



- eCRM is an overarching online business strategy
- Enabled by constituent-facing platform
- Proven strategy, adapted and successfully deployed for the unique needs of nonprofits by Convio

From Last Time

- Your online opportunity is bigger than you think
- Plan strategically for maximum effect in your marketing and fundraising programs
 - ▶ Active email acquisition
 - ▶ Relationship building
 - ▶ Constituent empowerment

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Why is Your Email File Size So Important?

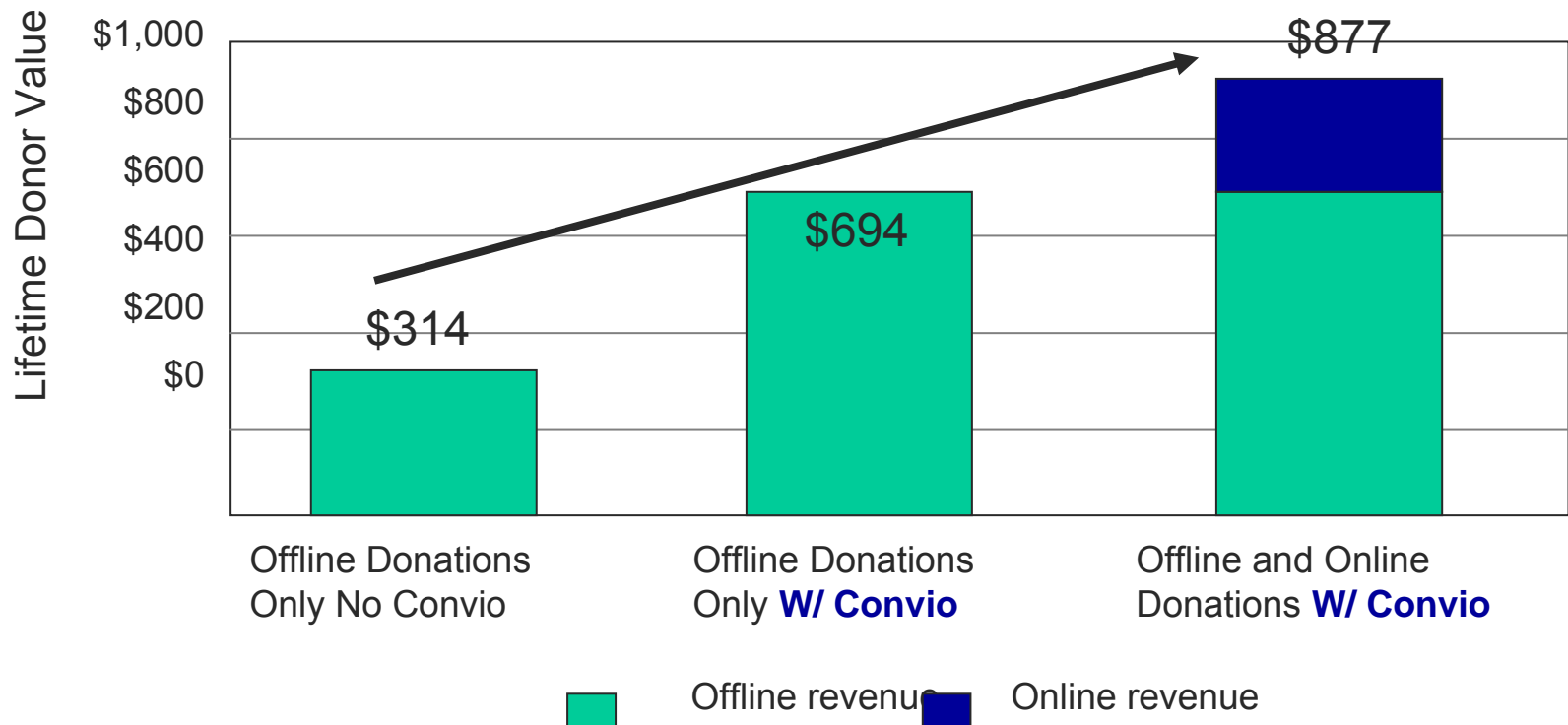
- Email file represents one of the best and most cost effective prospecting lists that your organization has available
 - ▶ Self selected
 - ▶ Demonstrated interest
 - ▶ Active engagement
- Enables proactive outreach, engagement, and deeper understanding



It's Not Just About Prospects

Lifetime Value Results:

- ▶ Nearly a 3X increase

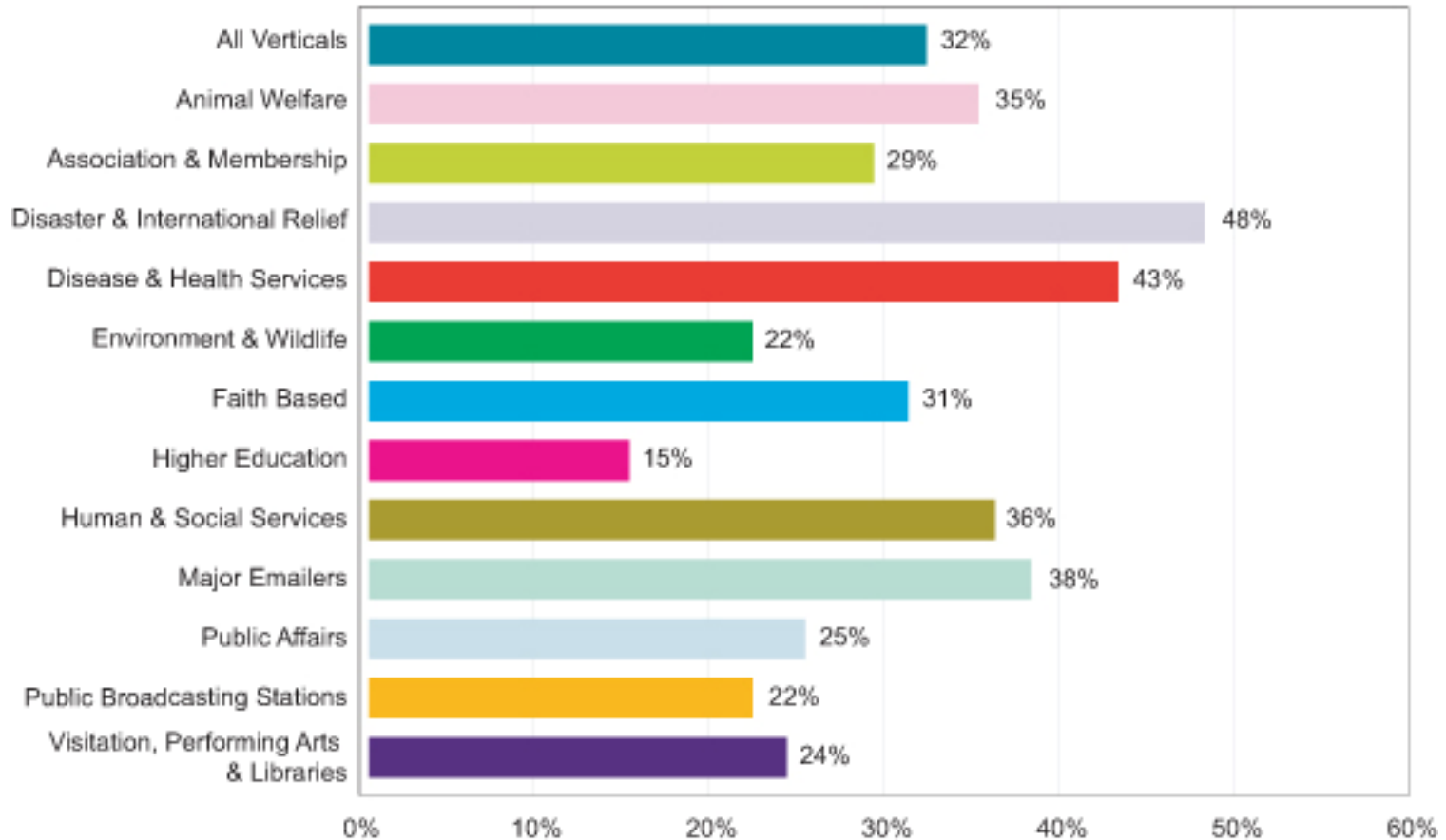


Source: Strategic One Study / Benchmark / Convio CSS customers

Online Marketing Nonprofit Benchmark Index™ Study

Monthly Email File Year-Over-Year Growth by Vertical

Median Email File Size Change from from July 2005 - June 2006 to July 2006 - June 2007, n = 221



Questions to Ask Yourself

1. Is email acquisition a priority within the organization?
2. What is our current email growth rate?
3. Compared with the number of contact records we have, how many email addresses do we have?
4. What is the “state” of our existing emails?

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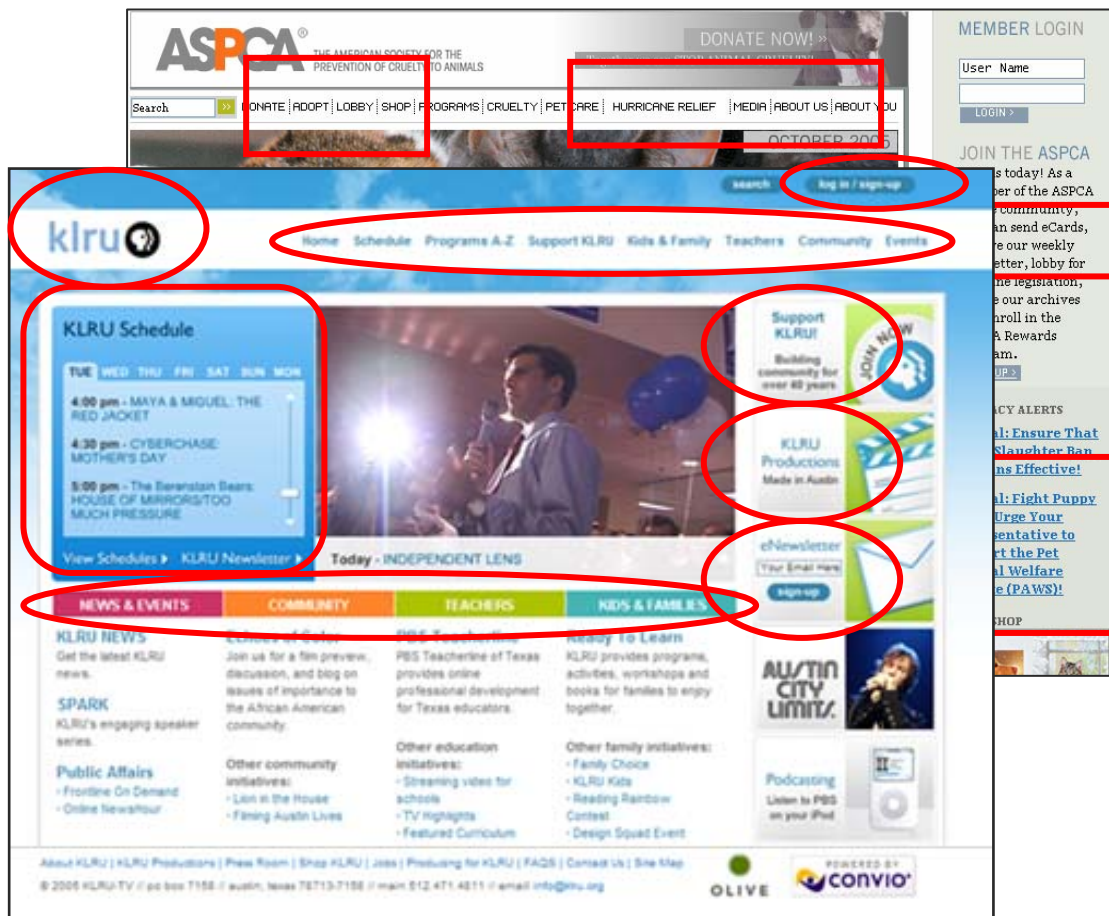
Offline Promotion

- Promote Web address on EVERYTHING!
- Drive direct mail recipients to take action online
- Capture emails at EVERY constituent contact



Email Capture Techniques

- The overlooked step after generating Web site traffic...home page optimization



Capture techniques

- ▶ Petitions
- ▶ Pledges
- ▶ eCards
- ▶ Surveys
- ▶ News letters
- ▶ Downloads

Convio customers see > 50% increase in email file size, with smaller organizations growing even faster!

Keep Content Fresh

- Avoid “brochureware,” make your site interactive
- Respond to external events
- Schedule regular updates but don’t be a slave to the schedule

The screenshot shows the American Red Cross website. The header includes the American Red Cross logo and the text "American Red Cross Celebrating 125 Years of Service". Below the header is a navigation menu with links for HOME, NEWS, STORE, PRESS ROOM, FAQs, JOBS, and PUBLICATIONS. A search bar is present with the text "Find the Red Cross Nearest You" and a "FIND" button. A sidebar on the left lists various services: Disaster Services, Get Prepared, Biomedical Services, Military Members and Families, Health and Safety Services, International Services, Volunteer Services, Youth Services, Nursing, Diversity, Government Relations, and Facility Use. Below these is a "HELP NOW" section with links for Donate Now, Give Blood, Tissue Donation, and Volunteer. The main content area features a news article titled "Heavy Rains Pound Southern States" dated Wednesday, October 25. The article text describes heavy thunderstorms in the Gulf Coast region. A link titled "Local Collaboration Builds Bridges, Bolsters Resilience within Gulf Coast Community" is also visible. At the bottom of the main content area, a link titled "Red Cross Offers Cold Weather Health and Safety Tips" is highlighted with a red circle. A "Spotlight" section on the right side of the page lists various news items, including "EARTHQUAKE Hits Big Island", "STAYING Safe after an", "POWER Outages | En E", "SAFE & WELL List Web", "FACING Fear: A Lesson Pla", "Young People cope with T", "HURRICANE SEASON 2006", and "HURRICANE Safety Info".

Lambda Legal: Email Newsletter



- Informative, well-written, and cleanly designed
- Customize content based on recipient's donation level, geography, interest
- 35% annual increase in readership



Banners Customized for Membership Level



Regional events box customized for each members home region. Get active and enjoy the events in your neighborhood.

Jersey City Pride
Jersey City, New Jersey * 8/25/07
Join Lambda Legal for Jersey City Pride! We will have an informational booth where we will be giving out some fun and useful Lambda Legal items! If you want to help out at the booth, please email [Damaia Davis](mailto:Damaia.Davis@lambdalegal.org) or call 212-809-8585, ext. 224 by August 23rd.

Lambda Legal in the Pines
The home of Joshua Dunkelmeer, Fire Island Pines, NY * 7/14/07, 4:00-8:00 p.m.
Join us for our annual summer party on Fire Island! Contact [Adam Pedersen-Doherty](mailto:Adam.Pedersen-Doherty@lambdalegal.org) at 212-809-8585 for more information. [Purchase your tickets online!](#)

Lambda Legal's Summer Events
Check out our hot events in the tri-state area this summer! Lambda Legal has great things planned in the [Hartford, Connecticut](#) and [Northern New Jersey](#). Contact [Adam Pedersen-Doherty](mailto:Adam.Pedersen-Doherty@lambdalegal.org) at 212-809-8585 for more information.

Save the Date: August 14, 2007
And the Winner is...
The votes are in. The winner for the 2007 "Life Without Fair Courts" Illustration Contest is...someone that will be revealed in next week's *Advocate*. Make sure to pick up a copy on August 14, and check [Lambda Legal's website](#) for an exclusive on the three finalists and what fair and impartial courts mean to them.


Interactive member campaigns. This six month contest allowed members to vote for their favorite cartoon imagining a world without fair courts.

Member giving. Provides targeted incentives to specific members to support the cause that matters to them.

Choose your size
(So we'll never have to shrink from a challenge)
MAKE A GIFT NOW!



Advocacy to Drive List Growth and Online Revenue



THE HUMANE SOCIETY OF THE UNITED STATES

PETITION FOR POULTRY

Chickens and turkeys deserve humane treatment, too!

Take Action! Since the 1950s, federal law has required that animals be rendered "insensible to pain" before slaughter. Seems like such a modest requirement reflecting our society's belief that animals should not suffer unnecessarily, right? **Yet this most basic requirement does not extend to more than 95 percent of the animals slaughtered for food in this country - 9 billion a year - simply because it excludes poultry.**

We need your help to change this shocking situation. Poultry deserve the same basic protections that cows, pigs, lambs, and other livestock have. Join thousands of Americans in urging Congress to amend the law by completing your information at right to sign the Petition for Poultry. And then, please, tell a friend.

Please note that when you sign the petition, you will receive periodic email alerts. This is extremely important, since taking action online is a critical part of our animal protection work. However, you can unsubscribe at any time.

Petition for Poultry Signatures

100,989 petition signatures as of today

THANK YOU for signing the Petition for Poultry

Sign this Petition

SIGN NOW

Email: *

First Name: *

Last Name: *

Address:

Address Line 2:

City:

State/Province:

--Choose One--

ZIP/Postal Code:

Country:

United States

* Required Field

Humane Society's Petition for Poultry

- Final total: 100K petition subscribers
- 55K new list members
- Of new list members, 7,446 (14%) have since donated online

Provide Opportunities to “Step Up”



Water Conservation
There is no life without water.

[home](#) | [take the pledge](#) | [donate now](#) | [tell a friend](#)
[around the house](#) | [water and your health](#) | [water conservation](#) | [water facts](#)

Take The Pledge

Water conservation begins at home. Reduce the global demand on our precious water resources by taking the Water Conservation Pledge! **Our goal is to save one million gallons a year. Count Yourself In!**

I pledge to use water wisely in and around my home and save 10 gallons (38 litres) a day.


Signed,

* Name: First Last

* Email:


Yes, I would like to receive e-mail from Nature Canada

Downloadable Materials & Other Incentives



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

JOIN THE ASPCA TODAY
WE ARE THEIR VOICE.™



WAYS TO HELP

- DONATE NOW
- SHOP ONLINE
- LOBBY FOR ANIMALS
- FIGHT CRUELTY
- ADOPT

EXPERT ADVICE

- Pet Care
- Animal Poison Control
- Animal Behavior
- Disaster Preparedness

ABOUT US

- About the ASPCA
- Pressroom
- ASPCA Blog
- Jobs at the ASPCA
- ASPCA Community

PROGRAMS

- ASPCA® Mission: Orange™
- Equine Program
- ASPCA Professional
- Humane Education
- For Kids: ASPCA Animaland
- New York City

DOWNLOAD FREE ASPCA DESKTOP WALLPAPER!

Sign up to receive the *ASPCA Weekly Update* and you'll receive access to our free ASPCA desktop wallpaper!

Putting our wallpaper on your computer is a great way to let your friends, family, and co-workers know that you care about animals and support the ASPCA—and they look great, too.

Already receive our ASPCA Weekly Update? Please confirm your name and email address and you'll be able to download your free ASPCA desktop wallpaper.

Yes, I want my free ASPCA wallpaper!

* First Name:

* Last Name:




* Email:

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

FREE PET SAFETY PACK

Help keep your pets safe with a free pet safety pack from the ASPCA!

In the event of an emergency, our pet rescue window decal alerts rescue personnel that pets are inside your home. The safety pack also includes an ASPCA Animal Poison Control Center magnet—a great way to keep the APCC's toll-free emergency number and website address handy in case your pets get into something they shouldn't!

Your information:

First Last

* Name:

* Email:

* Street 1:

Street 2:

City State ZIP

* City/State/ZIP:

Yes, I would like to receive e-mail from ASPCA

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

*Country:

*Where did you hear about this free offer?

*Please tell us more about yourself:

*Do you have any DOGS at home?

*Do you have any CATS at home?

SIGNUP NOW!
AND THE ASPCA WILL
RECEIVE A \$75 BONUS

The ASPCA receives .2% of all purchases made using this card

eCards – Not Just for Holidays

HERE'S AN EXAMPLE OF THE SUMMER GAMES E-CARD THAT YOU CAN SEND TO YOUR FRIENDS:

* = Required Fields

* Your Name: First Last

* Your Email:

Yes, I would like to receive e-mail from Citizens For Global Solutions

- Spread the organization's name and mission
- Incentive to register

PARALYZED VETERANS OF AMERICA

Home About PVA News Membership Publications Store Contact Us Donate Now

Spinal Cord Injury
Spinal Cord Diseases
Research & Education
Disability Rights
Veterans Benefits
Veterans Issues
Legal Issues
Accessible Design
Sports & Recreation
Support PVA
Email Sign-Up

TEXT SIZE ▲▲▲

FREE Address Labels

View a PSA

Show your gratitude to a veteran or service member by sending an e-card.

Do you know someone who has served or is serving our country? Show your appreciation with an eCard. Be sure to check back, the card designs and messages will change periodically.

Select a card design below:

* = Required Fields

* Your Name: First Last

* Your Email:

Yes, I would like to receive periodic email updates.

Remember me. What's this?

Select an eCard:

Courage
Dream
Thank You For Defending Our Freedom
Thank You For Serving
Veterans Day - A Time To Reflect
Veterans Day - Never Forgotten
Veterans Day - The
Veterans Day - Welcome Home

Ticketed Events (galas, golf outings, raffles)

Email capture

Mailing list

Buy Tickets for: Child Advocacy Center Fundraiser April 2006
All fields are required.

First Name:
Last Name:
Email:

Yes, I would like to receive periodic updates and communications from Montefiore Medical Center
 Remember me. [What's this?](#)

Available Ticket Classes for This Event:

Ticket Class	Available	Order Limit	Price
General Seating (Opens new window)	No Limit	50	\$20.00
MVP Tickets (Opens new window)	No Limit	20	\$125.00
Hall of Fame tickets (Opens new window)	No Limit	20	\$250.00

Request Ticket Purchases Here:

Quantity	Cost (calculated)
Number of General Seating Tickets: <input type="text" value="0"/>	Cost: <input type="text" value="\$0.00"/>
Number of MVP Tickets Tickets: <input type="text" value="0"/>	Cost: <input type="text" value="\$0.00"/>
Number of Hall of Fame tickets Tickets: <input type="text" value="0"/>	Cost: <input type="text" value="\$0.00"/>
Total Tickets Requested: <input type="text" value="0"/>	Total Cost: <input type="text" value="\$0.00"/>

I am unable to attend, but would like to make a contribution to support the important work of The Child Advocacy Center.

Total Amount:

Would you like to receive an email reminder for this event?
 Yes, email me a reminder

Additional donation ask

Automated reminders

Building Email File: Viral Marketing

- Designed compelling campaign creative and leveraged publicity of celebrities and news to drive traffic to a micro-site
- 40% of micro-site visitors signed the petition resulting in significant email file growth in just a few months

NRAblacklist.com music: stop play

Sheryl Crow
is on the list

They're all on a **19-page blacklist** of "anti-gun" individuals, including authors, religious organizations, businesses and celebrities compiled by the National Rifle Association. And like many blacklists, the purpose is all too clear: to intimidate and silence anyone who disagrees with the NRA's extremist agenda.

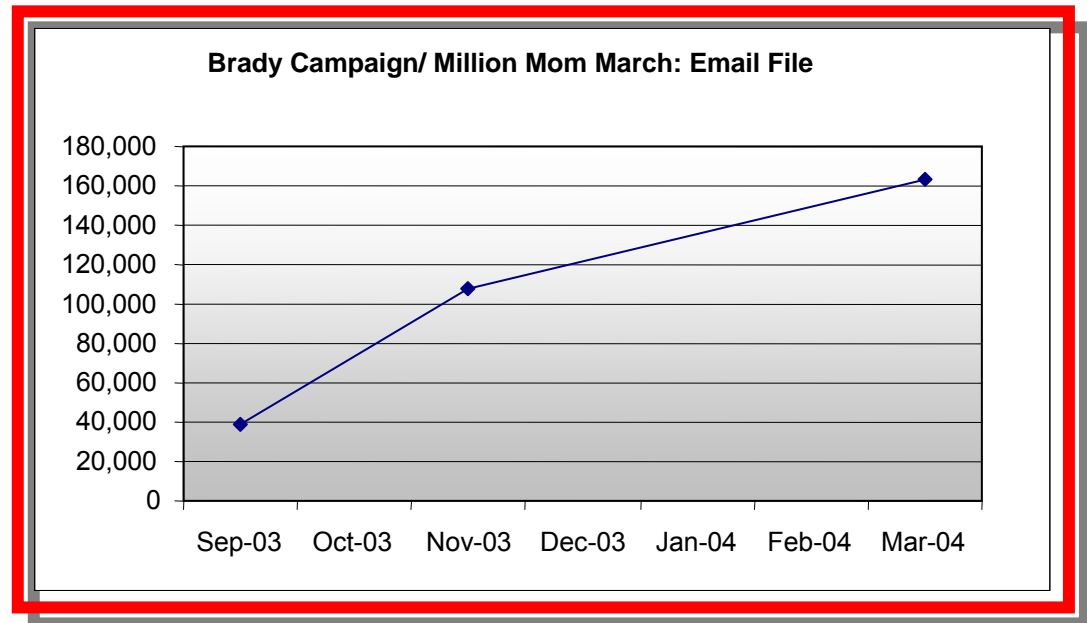
Right now the NRA is frantically showing dangerous bills through Congress that would make it easier for criminals to get guns. It's time for our political leaders to stand with the American people and stand up to the NRA to stop the flow of illegal guns into our communities.

Join the thousands of others who have added their names to the NRA Blacklist by signing this petition to stop Congress from rolling back sensible gun laws.

to join this honor roll,
Sign the petition

sponsored by **stoptheNRA.com**

who knew being on a **blacklist could be such a ball?**
Join us in Washington DC on 05.08.04
[click here](#) for more information!



NRAblacklist.com

Sign this petition.
Our initial goal was 10,000 people. Then we asked for 25,000, and in less than 2 weeks we were at 50,000. Now we've received 175,000! Please add your name to this petition that we will send to Congress.

First Name: Last Name:

E-mail: Zipcode:

Questions to Ask Yourself

1. How many different ways do we have to capture email addresses?
2. Have we really thought about the “What’s in it for me?” from the constituent’s viewpoint?
3. What content/programs do we have that could be modified to help capture email addresses?

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“Not everyone wants to hear everything”

- 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

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?

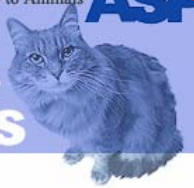
Results:

- 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.

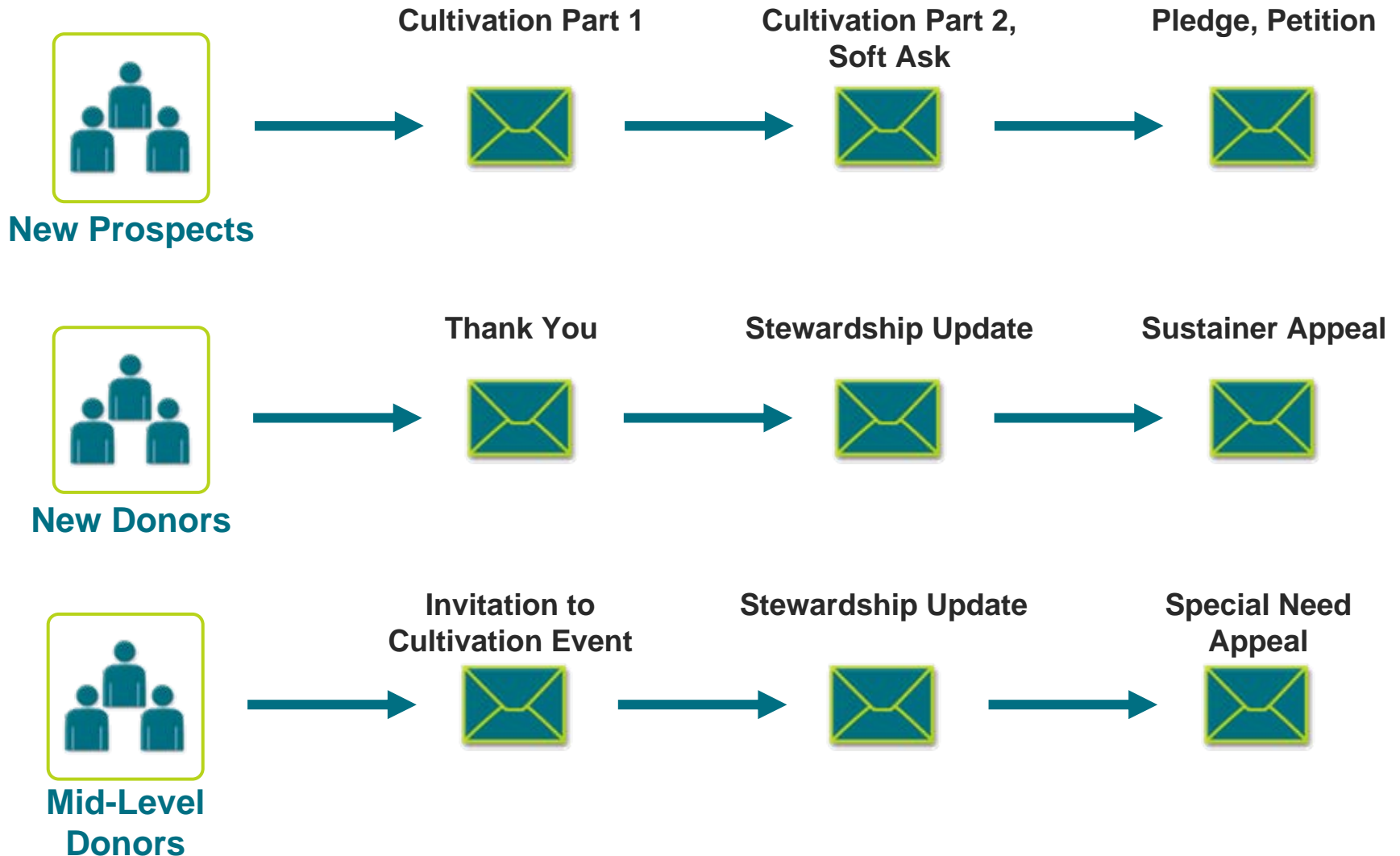


MR. GREY
A loving, floppy cat who loves to sleep all day in his pink kitty bed, Mr. Grey tested positive for Feline Immunodeficiency Virus (FIV). The ASPCA's FIV program will help him find a home where he is either the only cat or with another cat who is FIV positive.



[read more >>>](#)

Build Relationships, Not Transactions



Questions to Ask Yourself

1. Do we appropriately segment, or do we send “everything to everyone”?
2. How are we building relationships before we ask for the next level of engagement?
3. Are we always communicating with the idea of creating value for the constituent, or are we simply asking?

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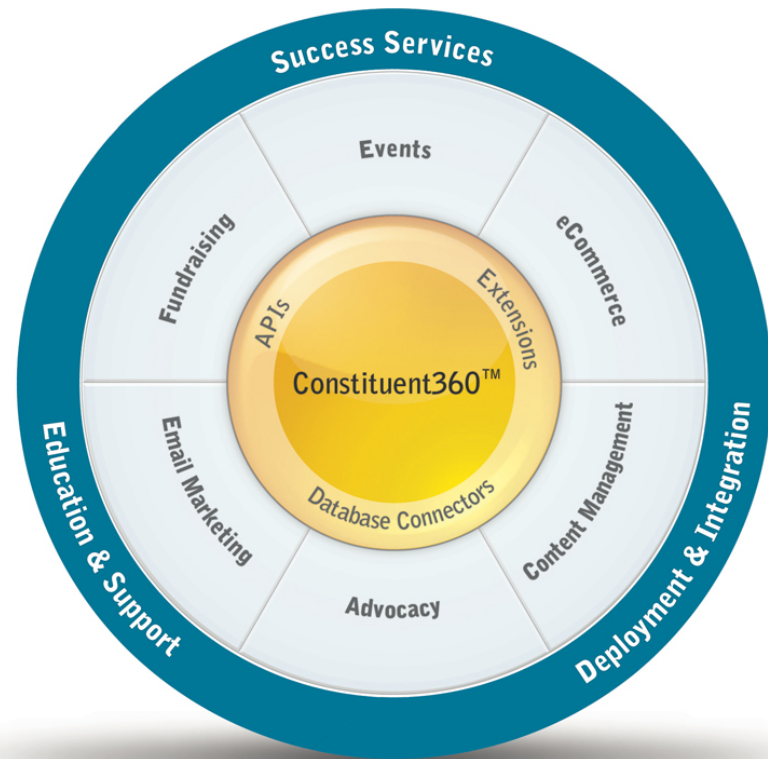
About Convio

A leading provider of software and consulting, helping more than 1,200 nonprofits build relationships and drive support online



The Convio Solution

- 100% hosted (Software as a Service), including management of key IT processes
- Modular approach lets you select the right configuration for your organization
- Includes technology and services to integrate with donor databases
- Applications, integration tools, APIs and partnerships support open extensibility
- Services available to support you through strategy, deployment, training and execution



Next Steps

- Watch for follow-up email with slides
- Get your team together and discuss the various email acquisition techniques
- Check with Convio about workshops in your area or other planning resources
- Contact us for more information at **www.convio.com/contact** or **888-528-9501**



Thank You

