



The Nonprofit Executive Internet Strategy Group

brought to you by Convio



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The Nonprofit Executive Internet Strategy Group

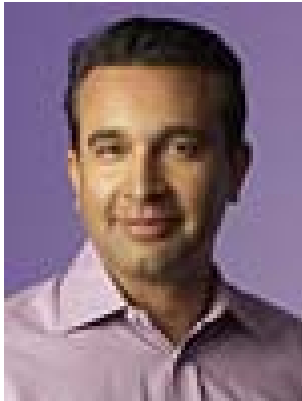
brought to you by Convio



Nonprofit Expert Round Table:

An Open Discussion of Online Strategies
with a Select Panel of Nonprofit Marketing and
Internet Experts

Today's Expert Panel



**Vinay Bhagat – Founder
and Chief Strategist,
Convio**



**Sarah DiJulio - Executive
Vice President, M+R
Strategic Services**



**Nick Allen – CEO,
Donordigital**



To Ask Questions:



- Please feel free to ask questions at anytime during the presentation via the chat window on your screen and we will answer your question at the end of the session.
- We will have Live Q&A at the end of the presentation. Please listen at the end of the session for instructions from the operator.



Online Strategies: What's Working (and not working) in 2008

Presented by
Sarah DiJulio
September 17, 2008



HUMAN
RIGHTS
CAMPAIGN[®]



STRATEGIC SERVICES

2008

THE YEAR
TO WIN



Last year:



- 2 renewal emails tied to DM
- 2 End of Year prospect appeals
- 1 membership appeal
- Total Raised: \$123,828



HRC 'Year-to-Win' Membership Drive Campaign Timeline

	Dec 17-23	Dec 24-30	Dec 31-Jan 6	Jan 7-13	Jan 14-20	Jan 21-26	February	March
HRC.org	Home Page Feature; Thermometer Up on Pages	Home Page Feature	Home Page Feature (focus on video)	Home Page Feature	Home Page Feature	Lightbox Takeover		
Standalone Emails	Email #1 – Launch (12/17)	Email #2 – Personal note from Joe (12/30)		Email #3 – Focus on Politics (1/8)	Email #4 – 1 Year out from Inauguration (1/20)	Email #5, #6, Deadline (1/24, 1/28); Partners asks		
Other Emails	E-News Feature (12/19)	Holiday Card (12/24)	Resolve Video (1/1)		Huckabee Action on Year to Win theme (1/16)	E-news post-campaign report		
Web 2.0	Initial Post, Thermometer Up	Post re: Holiday card	Post re: Video	Web badge push	Post re: Results so far	Post re: Deadline		
HRC BackStory	Initial Post, Thermometer Up	Post re: Holiday card?	Post re: Video		Post re: Results so far	Post re: Deadline		
Mobile Text			Last chance to give in 07 text? (12/31)			Deadline Reminder? (1/25)		
Direct Mail	Renewal 0 begins returning <i>Envelope Closers</i>		Ren 1 Drops <i>Membership Card & Sticker</i>			Ren 2 Drops <i>Carbon Copy Package</i>	Ren 3 Works <i>Annual Workplan</i>	
Telemarketing							TM 1 <i>TM Responsive</i>	TM 2 <i>General File</i>

April – September: Renewals 4 – 9; monthly chaser calling, emails TBD

2,008 new members.
2,008 renewing members.
By January 28, 2008.



2008

THE YEAR TO WIN



Become an HRC Member for 2008!

2008 is the year to win **the election**, the **public debate** and the **hearts and minds** of Americans all across our country. It's the year to win new protections for GLBT Americans in the **workplace**, the **health care system**, the **religious community**, and in the **laws that shape our family lives**.

We're starting now, with a campaign to sign up 2,008 new members and renew 2,008 current members before January 28. Your membership gift will enable us to seize the tremendous opportunities of the coming year - by employing every tool in our formidable political arsenal.



Simply fill out the form below to become an HRC member and drive the fight for equality forward. With a gift of \$35 or more, we'll send you a terrific HRC winter hat as our way of saying thanks.



Select a Donation Amount:

- \$35
- \$50
- \$75

Your Contact Information:

Prefix:

First Name: *



WORKING FOR GAY, LESBIAN, BISEXUAL AND TRANSGENDER EQUAL RIGHTS

2008

THE YEAR TO WIN

2008: The Year to Win

2,008 new members.
2,008 renewed members.
By January 28, 2008.
We can make history this year.
Be a part of it.

[Join or Renew Now ▶](#)

- Donate to HRC
- Take Action
- Volunteer
- Attend an Event

E-MAIL THIS PAGE

YOUR COMMUNITY



San Francisco Pride Festival

Select your state to see what's happening in your community.

Alabama

SIGN UP
for email alerts

Your Email:

Lead the charge for equality



Apply today

HRC's Show on XM Radio



Monday 6-8pm EST

Our Corporate Sponsors



BRONZE SPONSOR

LATEST NEWS RSS

Statement from Joe Solmonese on the departures of Matt Foreman and Kevin Jennings

Joe Solmonese on the departures of Matt Foreman, Executive Director of the National Gay and Lesbian Task Force, and Kevin Jennings, Founder of the Gay, Lesbian and Straight Education Network



- ▶ Human Rights Campaign Campaign Working to Mobilize GLBT Community for Election 2008
- ▶ Right Wing Bigots Return to 1980 HIV/AIDS Fear-Mongering Tactics
- ▶ Human Rights Campaign Highlights Best Places to Work for 2008
- ▶ Director of Oscar-Nominated Documentary to Appear on XM Radio Show "The Agenda with Joe Solmonese."

[▶ MORE NEWS](#)

HRC BACK STORY RSS

- ▶ Florida primary training session in Tampa draws GLBT supporters from all walks of life
- ▶ Hot Spots and hot topics on The Agenda with Joe Solmonese XM Satellite Radio Show
- ▶ In a new video, Al Gore says gays and lesbians should have the same rights as heterosexual people
- ▶ HRC regional field director gets a first-hand look at the workings of the Nevada caucus

[▶ READ THE BLOG](#)





You have the power to shape a nation where equality is more than a sound bite in a stump speech.

Donate now and we'll send you this great HRC knit hat!



Dear Friend,

In a sense, 2008 starts today.

As New Hampshire primary voters go to the polls, we'll get a glimpse of the coming year. Will we be fighting against an outspoken anti-GLBT zealot? Or a candidate who claims to be a "moderate" but is just as bad for GLBT Americans?

No matter who the nominees are, the bottom line is this: **none of us can afford to be a passive observer this year.**

So take an active step *right now* to fight for equality in 2008: join HRC. **HRC is already exerting our influence on the elections** – from our nationally televised presidential forum to our high-profile education campaign to repeal "Don't Ask, Don't Tell" – and we'll be doing much more as the race heats up. **Be a part of it.**



The Year to Win is here – don't wait any longer to join us as a 2008 HRC member and take on the fight for equality. Donate now and we'll send you this great HRC knit hat!

Last week, Mike Huckabee and Mitt Romney led the pack in Iowa, reminding us of what's at stake in these elections. This time next year, as we celebrate the end of George Bush's term, will we be inaugurating a president who will defend GLBT equality – or someone who won't support gay marriage "unless Moses comes down with two stone tablets from Brokeback Mountain"? (Yes, that's an actual Huckabee quote.)

You have the power to shape a nation where equality is more than a sound bite in a stump speech.

It's time to change America.

Become an HRC member for 2008 and we'll send you a special gift.

Join Now

Test: hats for prospects

Hat: 0.07% response

No Hat: 0.05% response



Your membership is NO LONGER ACTIVE.

Make sure that one year from tomorrow, we're celebrating.

We can create the change our country needs, with your help.

[Renew your membership now for 2008](#)

Renew Now

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We can create the change our country needs, with your help.

[Renew your membership now for 2008](#)

Renew Now

2008 TO WIN



2008 TO WIN



Dear Lapsed,

One year from tomorrow, on the west steps of the U.S. Capitol, our next President will be sworn in.

Will that day usher in an era of equality? Or will we be staring down another *four* years of anti-GLBT leadership? What if our next President is even more hateful toward our community than George Bush has been?

For us here at HRC, these are not idle questions. They're what's behind our **unprecedented on-the-ground effort** around the state primaries. We've spent months pouring **staff, resources, materials** into key states - all to make sure we're positively framing the debate on GLBT rights.

Who's driving it all? YOU. You can help define what our struggle is about - instead of allowing the radical right to do it first. You can support our work in these states. And you can determine the future of our country in the process.

There's one simple act that makes it possible: **come back to HRC before January 28. YOUR HRC MEMBERSHIP IS LAPSED, and we hope this is the moment that inspires you to renew your support.** Help us reach our online goal of 2,008 new and renewing members - we're already nearing 1,500!

Your membership is NO LONGER ACTIVE.

Make sure that one year from tomorrow, we're celebrating.

We can create the change our country needs, with your help.

[Renew your membership now for 2008](#)

Renew Now

Dear Renewal,

One year from tomorrow, on the west steps of the U.S. Capitol, our next President will be sworn in.

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[Renew your membership now for 2008](#)

Renew Now

\$7,792

Lapsed member test

\$1,150

Did you make any resolutions last night? Have you broken any yet?

I'm excited to share this new HRC video with you...



[Click here to animate this eCard](#)

Season's Greetings
from the Boards and Staff
of the Human Rights Campaign.



HUMAN
RIGHTS
CAMPAIGN®

Dear Friend,

Did you make any resolutions last night?

Have you broken any yet?

I'm excited to share a **new HRC video with you**: it's a close-up look at some of the faces of our community and the changes they want to make in their lives this year.

[Watch now >>](#)

I have to say, people came up with some great, unexpected ideas about how to promote GLBT equality in 2008.

And there are a few other resolutions in there that might surprise you, too. For example, did you know what "lesson one of the Beyoncé handbook" is?

Me neither. **Don't ask. Just watch.**

This video is inspiring. It's funny. And it'll get you thinking about the small things you can do to make a big difference - in your own life, in your community, and in our country.

We have so much to do together in 2008.

Happy New Year!

Warmly,

A handwritten signature in black ink, appearing to read "Joe Solmonese".

Joe Solmonese
President

P.S. Here's a resolution you can keep right away: [donate now and help us reach our goal of](#)



If you're a regular reader of this blog, you know how many obstacles we've overcome.



HRC BACK STORY

WORKING FOR GAY, LESBIAN, BISEXUAL AND TRANSGENDER EQUAL RIGHTS



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[« Two historic victories in Texas!! | Main | HRC/One Iowa continue to prepare GLBT Iowans for Iowa presidential caucuses »](#)

2008 – The Year to Win

December 20, 2007

[Chris Johnson](#)

2008

THE YEAR TO WIN

This week, the Human Rights Campaign launched a major membership campaign to support our work in the coming year—a year that has the potential to be a historic turning point for GLBT equality.

HRC President Joe Solmonese explains, in an excerpt from the campaign-launch email:

This year – this moment – is unlike any that has come before. With unprecedented progress behind us, we're poised to win sweeping changes in 2008, from statehouses to the White House, from major civil rights legislation to the hearts and minds of everyday Americans.

2008 is the rare election year in which our country can vote for a fundamental change in direction. We have the momentum. We have the strategy. **We need to know how big we can go in 2008. So we're starting now, with a campaign to sign up 2,008 new members and renew 2,008 current members before January 28.**

Anti-gay extremists are still looking for ways to put us back on the defensive. In fact, one presidential candidate has even advocated for isolating AIDS patients and another has stated that homosexual



THE HRC BLOG

The Human Rights Campaign's perspective on the news, issues and events affecting the every day lives of gay, lesbian, bisexual and transgender people across the country.



Members of the GLBT community may come from many different backgrounds, but we are stronger when we all come together to fight discrimination based on our skin color or who we love. Fill out our survey today to make sure gay, lesbian, bisexual, transgender, and questioning people of diverse racial and ethnic backgrounds are heard.

CATEGORIES

[Aging \(1\)](#)

[Coming Out \(19\)](#)

[Elections \(40\)](#)

[Hate Crimes \(69\)](#)



2008

M E M B E R

Marc Ruben

MEMBER SINCE: 2005 MEMBER # 123456

SIGN HERE



HUMAN RIGHTS CAMPAIGN

THE YEAR TO WIN

2008

HRC MEMBERSHIP RENEWAL

YES - HRC membership is a personal affirmation of our commitment to equality. And 2008 is the year to win fundamental change for everyone in our country, especially GLBT Americans. To help make the most of the many opportunities and challenges facing us in the coming year, I enclose my 2008 HRC membership renewal in the amount of:

- \$10 \$25 \$50 Other \$ _____

123456 R08KGSEEH

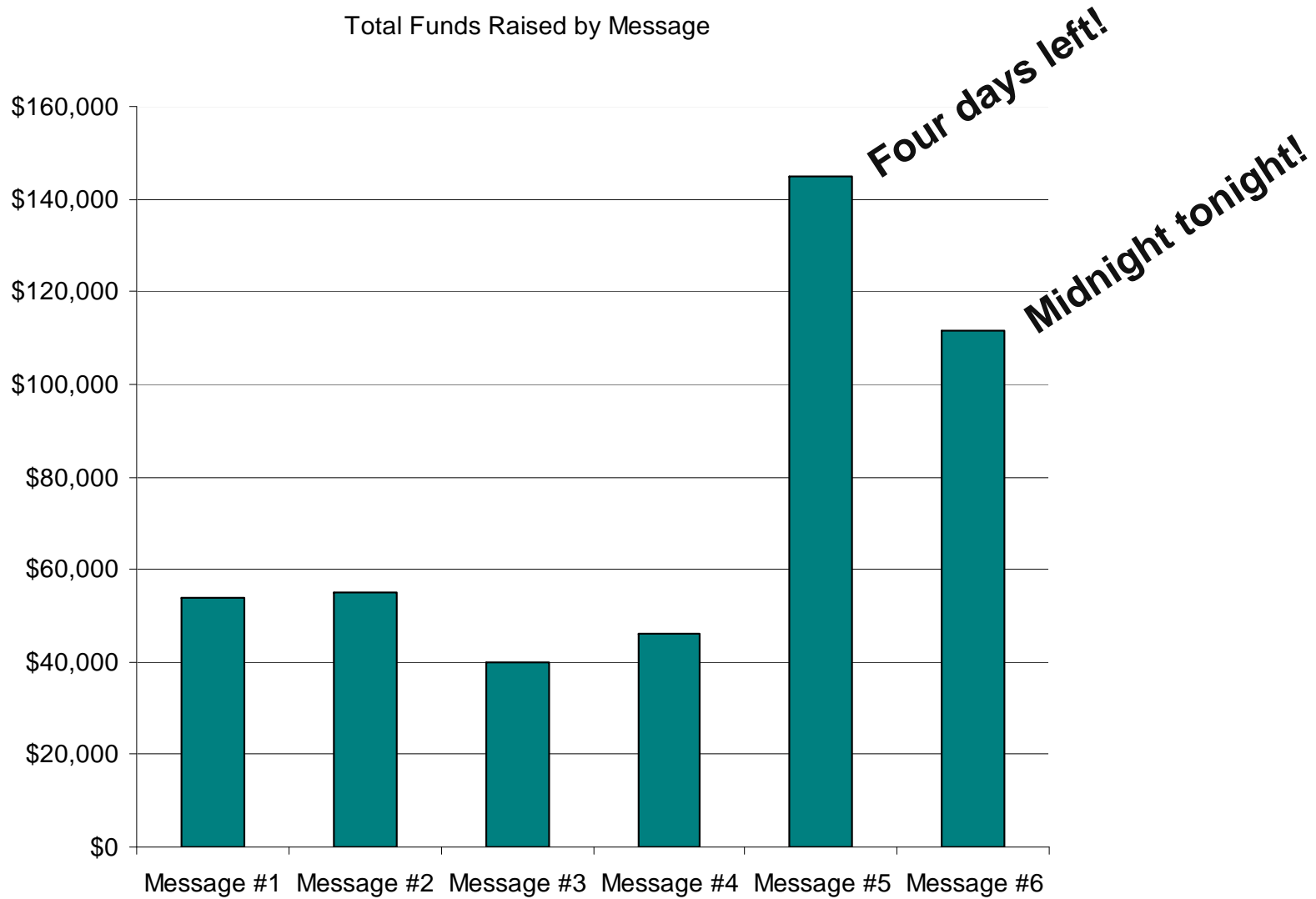
Remove your membership

payable to HRC) or credit card information.

2008 = YEAR TO WIN



Total Funds Raised by Message



Online:



New Donors: 4,311

Renewals: 5,031

Total Raised: \$496,270



Social Networking



Facebook | Causes | Save Darfur - Mozilla Firefox

File Edit View History Bookmarks Tools Help


http://apps.new.facebook.com/causes/72?m=c48b38recruiter_id=212304

Gmail GCal Exer eOps Staff eOps Agenda Google Maps Google Docs TypePad Seattle Public Library -...

Save Darfur

To end the ongoing genocide in Darfur, Sudan.

Beneficiary: Donations to the cause benefit:

 **SAVE DARFUR COALITION**
A 501(c)(3) nonprofit


Positions:

1. Fully deploy the agreed-upon hybrid AU-UN peacekeeping force now.
2. Pressure China to help end the genocide
3. Enforce existing international sanctions against the government of Sudan.

▼ See Extended Info

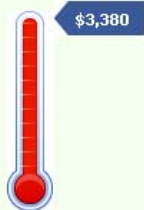
953,546 MEMBERS **\$27,649** DONATED

[Invite](#) [Donate](#)



Fundraising Goal

Congratulations!
Thanks to the 71 donors who helped.




\$3,380

Applications Menu

Applications Online Friends (15)

Done



Invite

Donate

View Members

View Past Announcements

Share +

How You Are Helping

0 members recruited

\$0 donated

\$0 raised

[Go to Your Action Center](#)

Your Fundraising Pledge

You do not have a personal fundraising pledge.



Online strategies: what's working

Convio Webcast, September 17, 2008

Data from
donorCentrics™ Internet Giving Collaborative
Benchmarking Report CY 2007 (June 2008)

presented by Nick Allen



Demographics: online v. mail

- Age
 - Online: concentrated 35-64
 - Mail: over 65

- Younger
 - 13% online donors under 35
 - 14% over 65
 - Household income
 - More HH over \$100k

- Gender
 - Gender ratios similar online and off
 - Men give more than women
 - Online women give more than offline men

Online revenue and donors as % of totals (most successful)



- Revenue: 17.5%
- Donors: 15%



Online donors v. offline

- Give with same frequency
- Give bigger gifts
- Provide higher revenue/donor (even controlling for loyalty)

Offline, online, both



- Offline v. online average gifts
 - \$79 v \$154
 - \$79 v. \$148
 - \$52 v. \$74

- Offline v. online multi-channel donors
 - \$212 v. \$302
 - \$192 v. \$258
 - \$115 v. \$157

Typical multi-channel giving



- % mail-acquired donors giving online: 6-7%
- % online-acquired donors giving by mail or phone: 15-25%

Retention, conversion



- Mail donors give more if they have e-mail address on file
 - 24% of mail donors under 25 had e-mail on file
- Longer donor giving by mail, less likely she will also give online
 - Very few mail donors renew online (<6%)
- Longer a donor on file, more revenue/year, both channels
- Multi-year retention rates similar



Six basic ways to integrate

1. Import your online data into offline donor database
2. Review giving levels online and off to determine gift strings
3. Ask mail donors for e-mail and test appending e-mails to their records
4. Send e-mails to get renewal gifts before you start mailing or phoning
5. E-mail mail donors for emergencies
6. Send mail appeals to online donors, advocates, subscribers



The Nonprofit Executive Internet Strategy Group

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Thank You

Questions about the content of today's Webinar or the Exec Program?
Email us: execgroup@convio.com

In the follow up to this Webinar, you will receive a link to download a recorded version of this event for your review, or to share with others in your organization.

We'll see you again on October 21st at the last in our series of Exec Group Webinars: **“Successful Online Strategies in Action - Nonprofit Executives Discuss their Online Success**

Your email invitation is coming soon!