



# MOVE PEOPLE

## 5 Winning Online Strategies for Nonprofits

*Tips and technologies that boost outreach, advocacy and fundraising*

# Agenda

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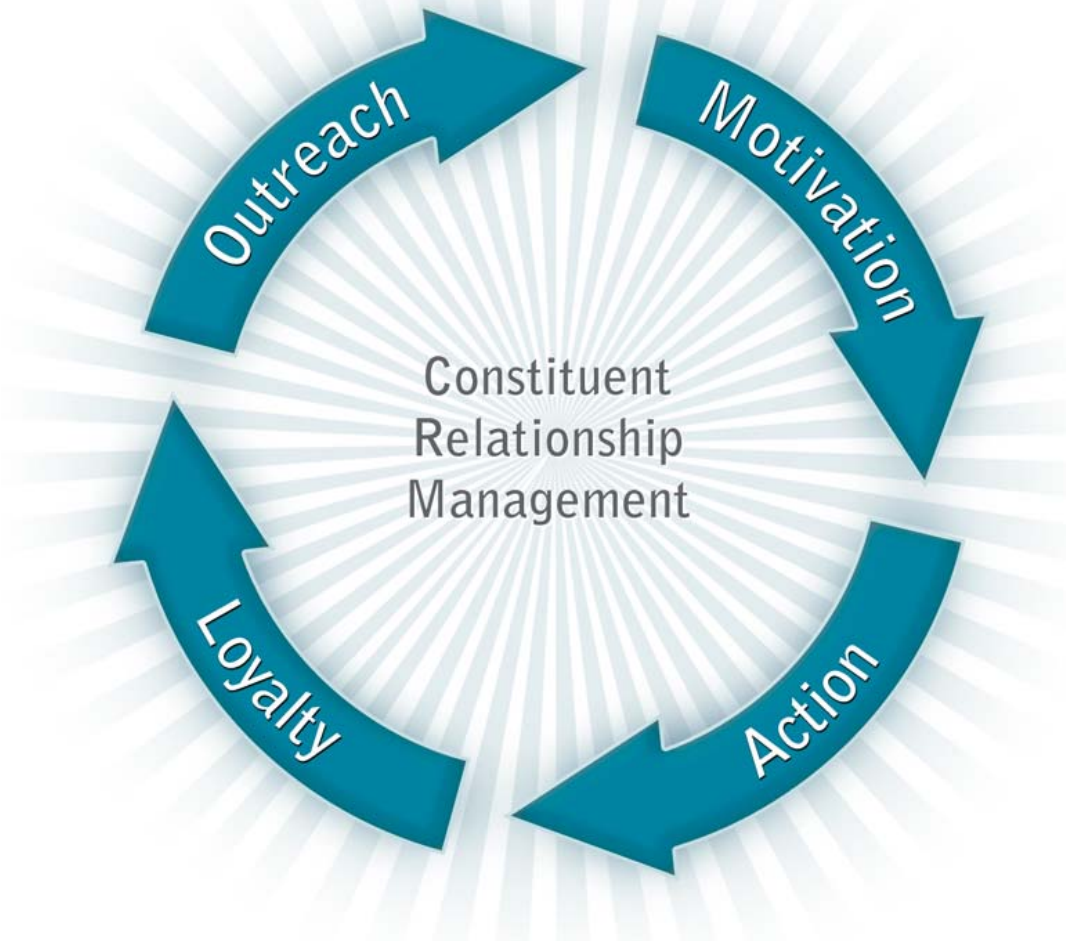
- Online Tools for Nonprofits - Overview
  - The Role of Online Marketing and Fundraising
- Winning Strategies
  1. Leverage Your Supporter Data
  2. Engage More People
  3. Evaluate Communication Strategies
  4. Target and Segment
  5. Get Started Now

**Are you seeing the bigger picture?**



# Overarching Strategy for Results

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# How is online different?

**Younger**

**Viral**

**Organic**

**Creative**

**Immediate**

**Communicate**



# Winning Strategy #1:

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# Selecting a Donor Database

# Who should we be talking to?

ngo's social workers board members donors patients referral sources  
service recipients teachers  
prospects volunteers  
staff alumni service providers  
parents activists first responders  
event attendees

# How should the data be accessed?

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Anyone

Anywhere

Anytime



## Winning Strategy #2:

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# Capture Email Addresses

# Building Email File



# Building Email File: Website Conversion

The screenshot shows the homepage of the Civil War Preservation Trust. At the top left is the CWPT logo, which features an American flag design with the letters 'CWPT' overlaid. To the right of the logo is the text 'CIVIL WAR PRESERVATION TRUST' and 'SAVING AMERICA'S CIVIL WAR BATTLEFIELDS'. In the top right corner, there are links for 'Login' and 'Free Registration', a search bar, and a 'GO' button. Below the navigation bar, there are several menu items: 'BATTLEFIELDS', 'LAND PRESERVATION', 'EDUCATION', 'ABOUT US', and 'STORE'. A large banner image depicts a battle scene in a forest. Overlaid on this banner is a text box that reads 'SAVE RAYMOND, MISSISSIPPI' and 'Save the battlefield where one of the most significant battles of Grant's Vicksburg Campaign was fought.' Below this text is a 'LEARN MORE' button. To the right of the banner is a 'TAKE ACTION' section with four options: 'Donate', 'Membership', 'Speak Out', and 'Save a Battlefield', each with a corresponding icon. Below the banner, there are two smaller sections: 'CHANCELLORSVILLE VIRTUAL TOUR' with a photo of a virtual tour interface, and 'NEW ONLINE MAP COLLECTION' with a map showing 'Devil's Den' and 'Warren Avenue'. At the bottom right, there is a 'SIGN UP FOR OUR NEWSLETTER' section with an 'Enter Email Address' input field and a 'SIGN UP' button.

CWPT CIVIL WAR PRESERVATION TRUST  
SAVING AMERICA'S CIVIL WAR BATTLEFIELDS

Login | Free Registration | Search  GO

MAPS  
PHOTOS  
VIDEO  
BOOKS  
BLOGS

BATTLEFIELDS ▾ LAND PRESERVATION ▾ EDUCATION ▾ ABOUT US ▾ STORE ▾

TAKE ACTION ▾

**SAVE RAYMOND, MISSISSIPPI**  
Save the battlefield where one of the most significant battles of Grant's Vicksburg Campaign was fought.

LEARN MORE

**JOIN THE FIGHT**  
HELP SAVE OUR HISTORY

- Donate
- Membership
- Speak Out
- Save a Battlefield

CHANCELLORSVILLE VIRTUAL TOUR

NEW ONLINE MAP COLLECTION

SIGN UP FOR OUR NEWSLETTER

Enter Email Address  SIGN UP

# Downloadable Materials & Other Incentives



ALMOST A QUARTER OF THE WORLD'S MAMMALS  
FACE A HIGH RISK OF EXTINCTION WITHIN 30 YEARS

DONATE

ADOPT

TRAVEL

LOG-IN

Other WWF Sites

HOME | WHO WE ARE | WHAT WE DO | PLACES | SPECIES | SCIENCE | CLIMATE | ACT NOW

search site



email sign-up

enter your address

current enews

Click the globe to explore WWF's work

SHARE

## Free WWF Wallpaper

Enjoy majestic species and vibrant landscape photos from WWF on your own desktop! Simply sign up to receive free WWF email, including e-newsletters and latest conservation results.

Already signed up? Just confirm your email address below to get your free wallpaper.

Sign up below to receive free WWF email and get these great wallpapers:

\* Name:  First  Last

\* Email:

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

[Privacy Policy](#)

Get Free Wallpaper!

## Current Wallpapers

### Polar Bear Wallpapers



Snow Leopard Wallpapers:

# Winning Strategy #3: Target and Segment

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# Double the response rate





# Personalization for Retention

50%  
increase in  
retention



**Renew your Membership Today ONLINE**

We're about to send your renewal notice in the mail. However, **if you make your gift online today, you can help us reduce postage costs and put more of your money towards programming.**

Won't you take a moment right now while you're online to renew your support of your favorite public radio programming found only on Chicago Public Radio?

Our highly trusted news programs such as *Morning Edition*, *All Things Considered* and *The World* not only connect you to the Chicago region, but offer you increased coverage of global news during these challenging times.

Your gift of \$120 or more, entitles you to our **Chicago Public Radio MemberCard good for a year's worth of 2-for-1 savings** at more than 300 restaurants, B&B's, and cultural venues around Chicago.

We can't do it without your support. I urge you to consider increasing your investment in public radio to for the coming year. Please select your renewal contribution amount and renew online right now, and thanks.


Sincerely,  
Pam Prosch  
Membership Director and  
Board Member of Chicago Public Radio

Don't miss out on our special MemberCard offer with any \$120 contribution or more.

**Yes!**  
I'd like to Renew today.

It's a quick, easy and secure transaction.

Click below to give.

 \$25  
\$50  
\$75

Give other \$ amount


## Winning Strategy #4:

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# Evaluate Communication Strategies



# Re-Thinking Email Communications



What  
When  
Who  
How  
Where  
Why

# Campaign Approach and Follow Up



**Message 1**  
\$1,811 Gifts



**Message 2**  
\$1,951 Gifts



**Message 3**  
\$2,900 Gifts

**\$6,912 Total, Almost 4X the initial amount**

# Integrated Appeal Calendar

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Membership Renewal	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Spring Direct Mail Campaign		✓	✓	✓								
Newsletter	✓		✓		✓		✓		✓		✓	
Advocacy Alert	✓	✓	✓	✓					✓	✓	✓	
Fall Direct Mail Campaign									✓	✓	✓	
Holiday Newspaper Ad											✓	✓

## Results

- Typically lift response 5-15% through integration
- Also able to execute low cost web-only appeals



# Relationship Pathways

# Welcome Series

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New Prospects



Part 1



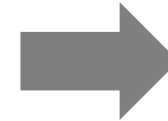
*"Thanks so much,  
and by the way,  
you might not  
know...."*



Part 2



*"Thanks again, and  
just wanted to  
update you on...."*



Pledge,  
Petition,  
Ask



*"Please help us  
by...."*

# Winning Strategy #5: Get Started Now

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# Assessment

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- How can online initiatives support my overall goals?
- Where am I today with my online efforts?
- Take inventory of baseline numbers

# Start Small - Grow Fast

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- Walk 
- Jog 
- Run 



# Engage with Convio

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- We **provide nonprofits with the right tools**
- We help you **move beyond just storing data**
- We **make it easier for you**
- We provide **strategy and services to make you successful**

In the coming days you will receive a link to a personal website with specific information that matches your interests and needs.

For copies of this presentation slide deck or if you have any questions please email: [info@convio.com](mailto:info@convio.com) OR call: **888-528-9501**