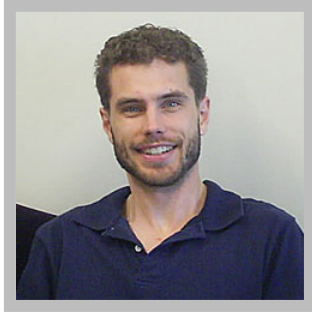

Holiday Campaigns That Work

3 billion reasons, 5 proven tips

Patrick Hansen and Kenan Pollack
Senior Interactive Consultants

About Us



Patrick Hansen

Senior Interactive Consultant

- Eight years experience nonprofit 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



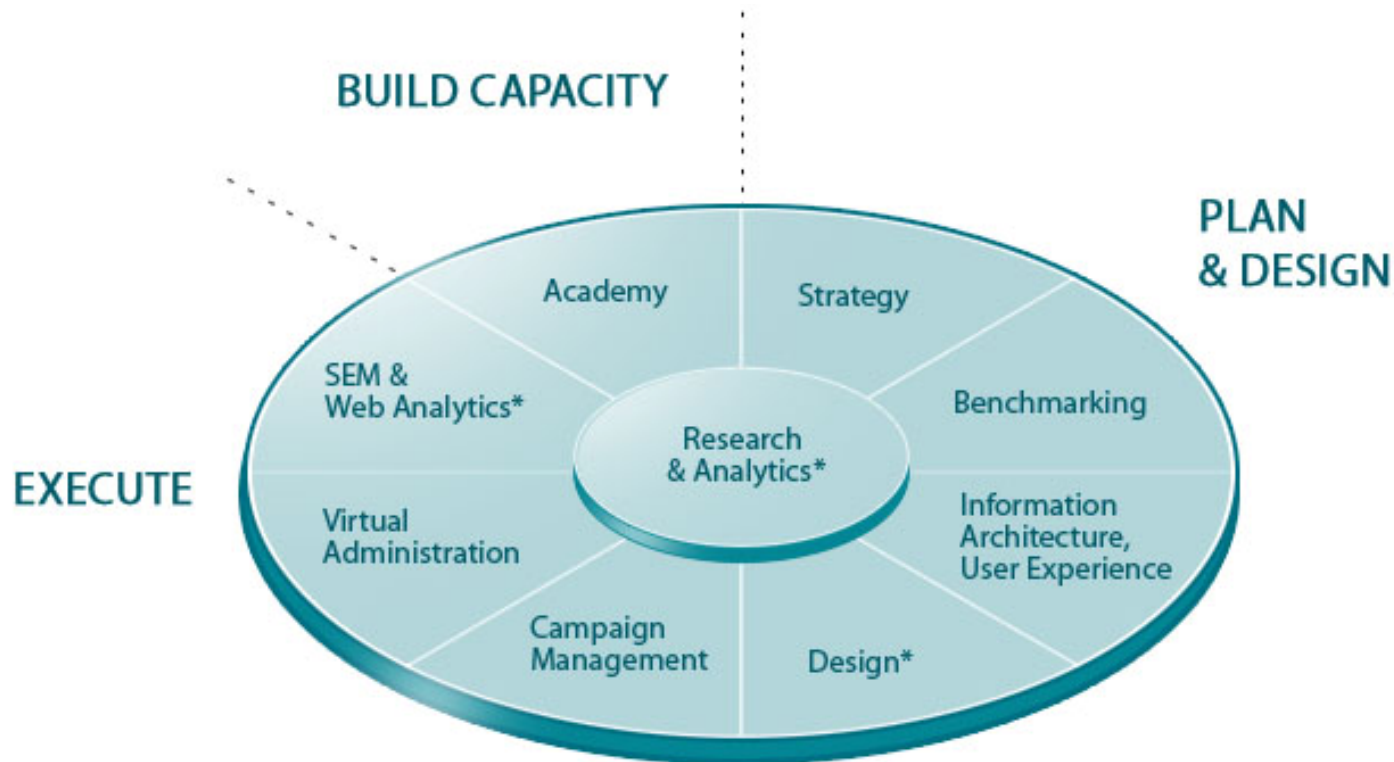
Kenan Pollack

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

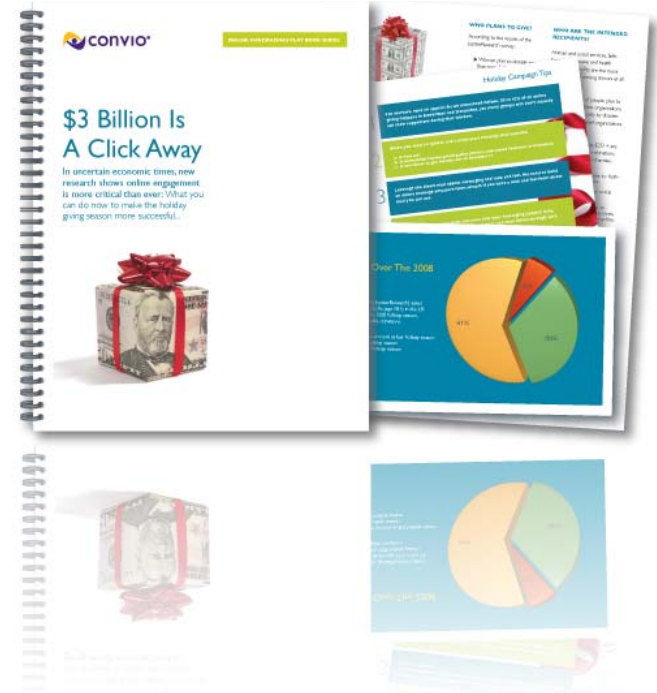
50+ person agency within Convio to provide clients with the strategy, interactive services and online marketing best practices to achieve ongoing success



* Utilize specialized partners

\$3+ Billion Is A Click Away

- A new study by Convio and JupiterResearch found:
 - ▶ An estimated 89.5 million online US consumers plan to give more than \$3 billion to nonprofit organizations during the holiday season of 2008
- Will your organization be one of the lucky recipients?
Don't leave it up to chance...



Planned Spending over the 2008 Holiday Season

Some 46% of the group who said their financial situation became substantially worse over the past 12 months **still plan to donate online this holiday season.**

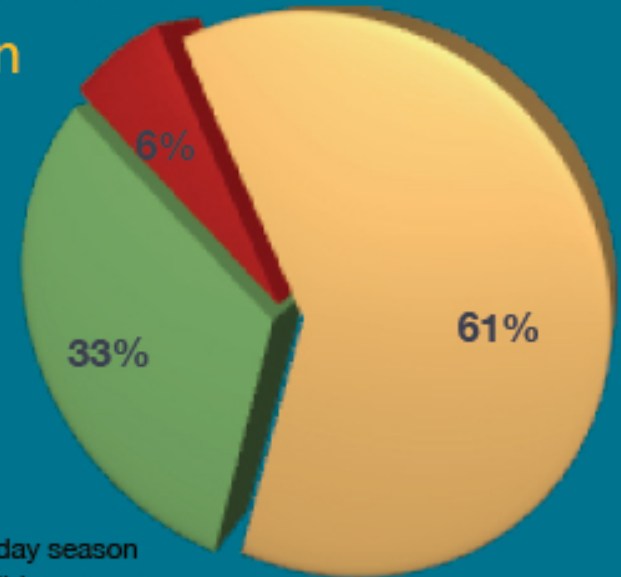
Also, **46% of 18-24-year-olds and 50% of 25-34-year-olds plan to donate online**, with 13% planning to donate more this year than last

Planned spending over the 2008 Holiday Season

US Online Adults (age 18+)

The Convio survey (conducted by JupiterResearch) asked a sample of 175.6 million online adults about their planned spending over the 2008 holiday season, including their plans regarding charitable donations.

- I plan on donating less than last holiday season
- I plan on donating more than last holiday season
- I plan on spending about the same amount as last holiday season



Five Proven Tips



1. Send an appeal
2. Make it a multi-part campaign
3. Leverage direct mail
4. Test your messaging
5. Send a year-end message

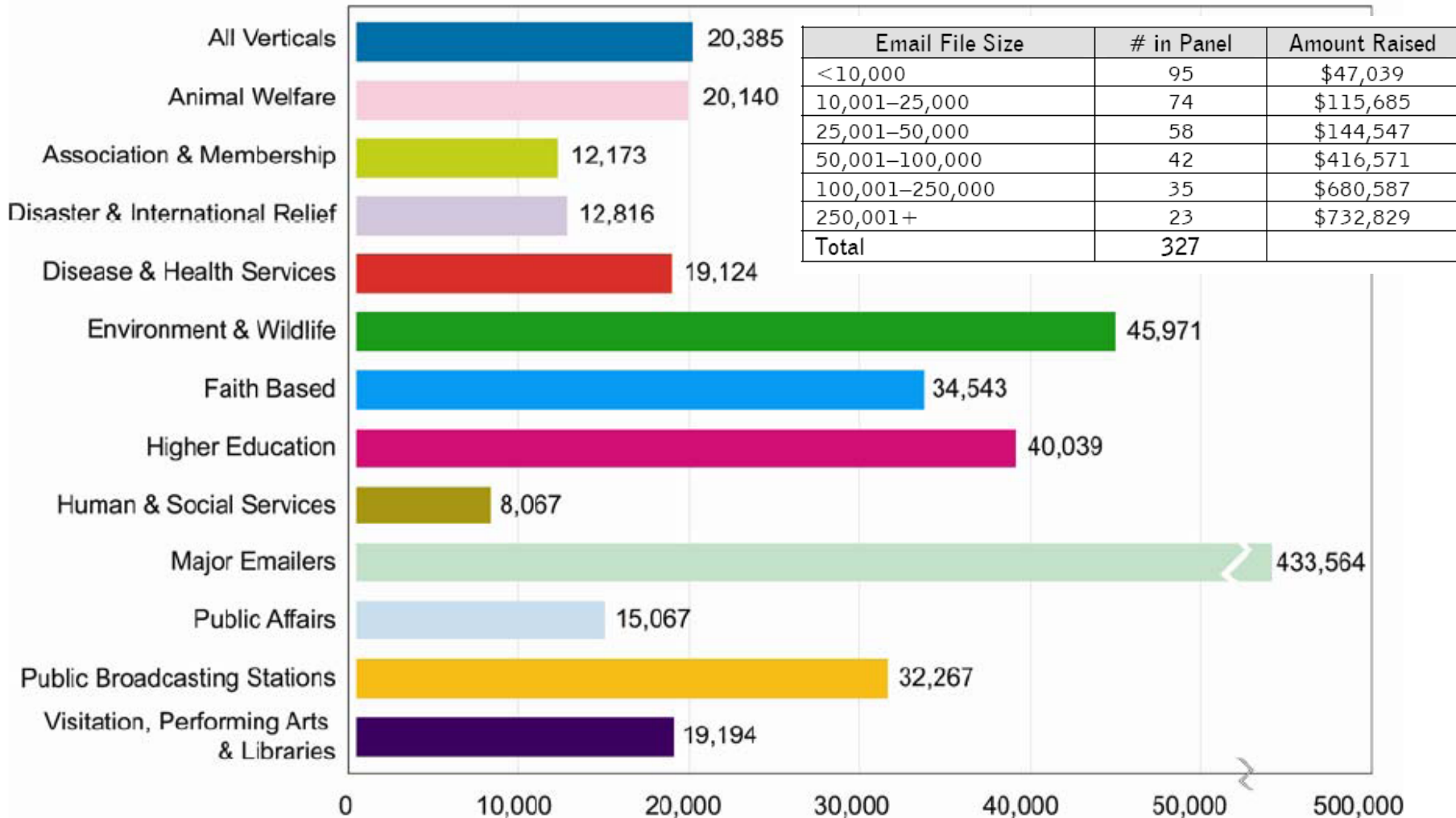
Five Proven Tips



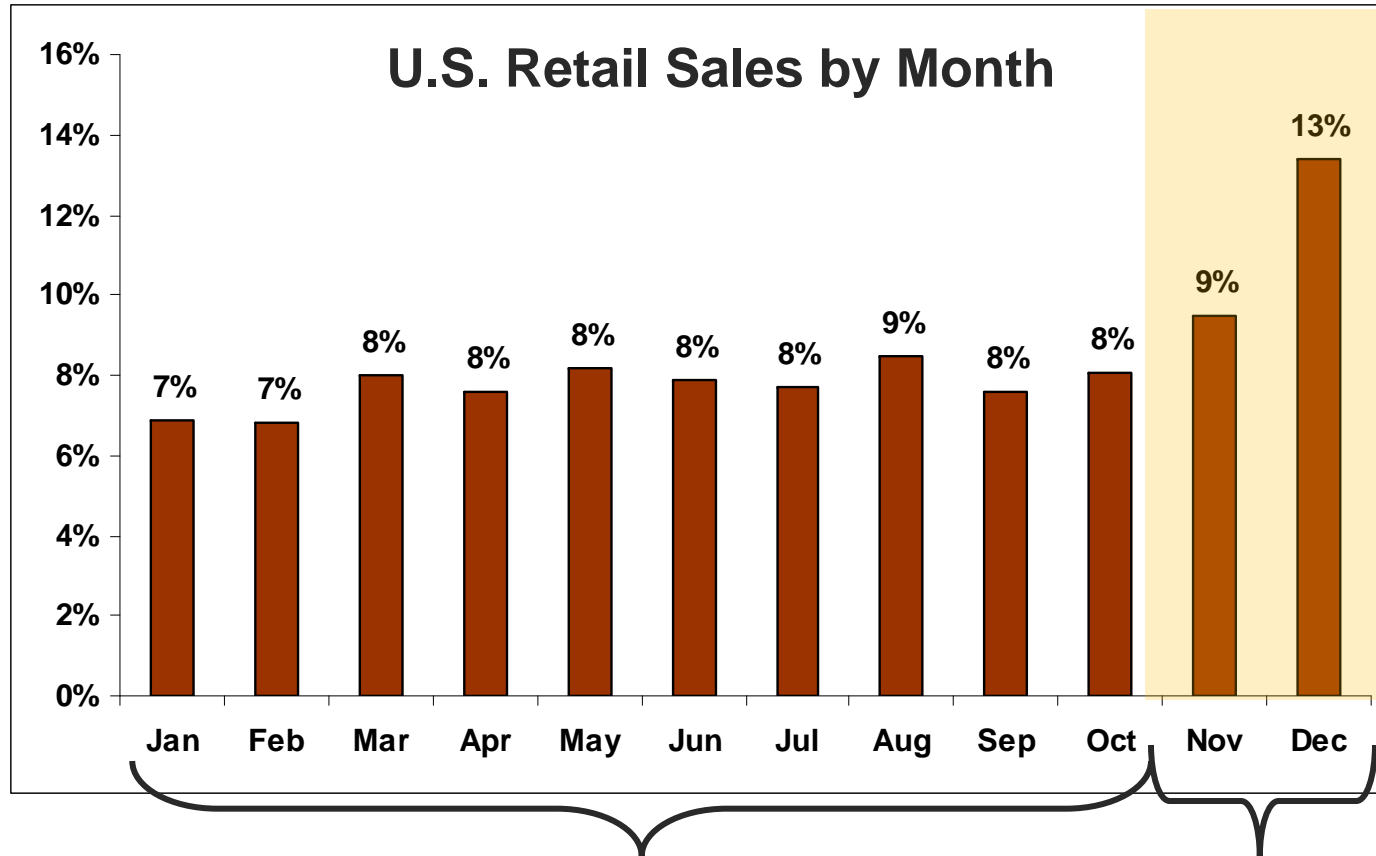
1. Send an appeal
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4. Test your messaging
5. Send a year-end message

Email file size and online income potential

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



Why plan a year-end appeal?



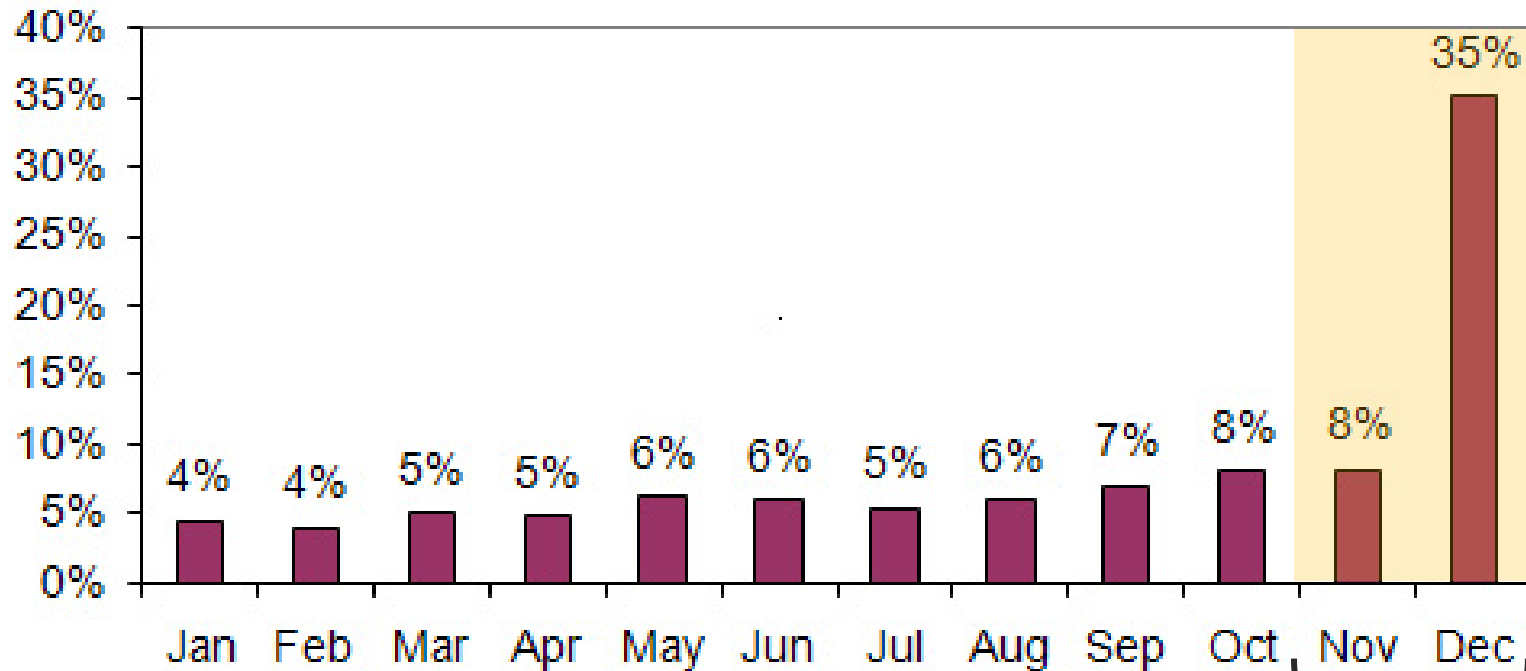
83% of calendar year accounts for 78% of total online fundraising

While November and December accounts for 22% of total sales

Source: 2007 Department of Commerce retail sales data

Why plan a year-end appeal?

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

Five Proven Tips



1. Send an appeal

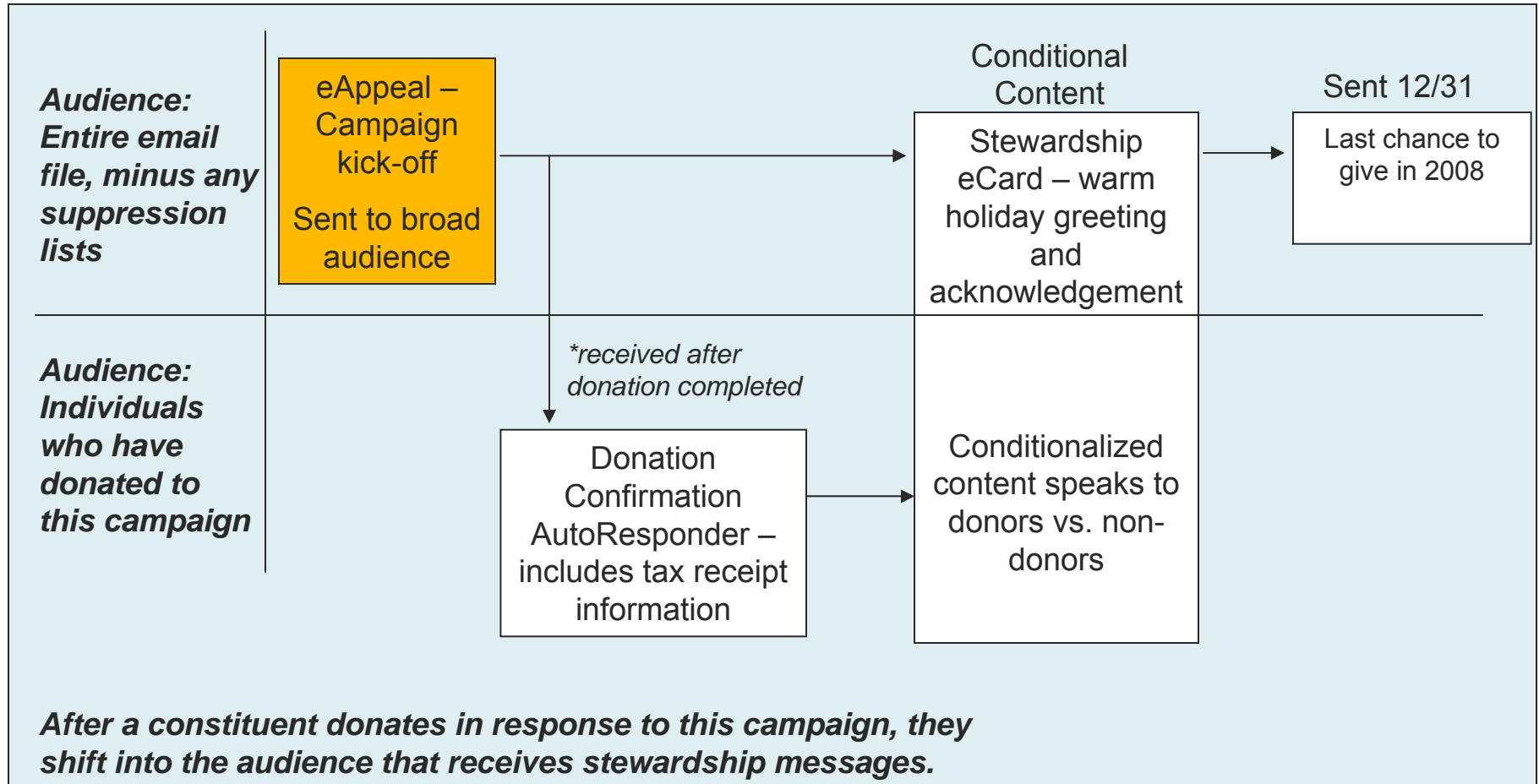
2. Make it a multi-part campaign

3. Leverage direct mail

4. Test your messaging

5. Send a year-end message

Tip #2: Multi-Part Campaigns



Tip #2: Multi-Part Campaigns

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**

POMedia, Inc. • 12 Western Avenue • Petaluma, CA 94952 • 707-778-0339
TellaFriend | 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 Nat 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 member of our online audience, for the first time recently to ask for your financial support of Riverwalk Jazz. We exceeded more than 510,000 towards the goal of 526,000 to be raised by the end of the year. Your online year-end gift helps put us 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 helping 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!

Sincerely,

Jim Cullum

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

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Tip #2: Multi-Part Campaigns

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 President, Riverwalk Jazz

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 TellAFriend | 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.

Last-Chance to Give

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If you are hearing and seeing on our Web site, please make a year-end, tax-deductible gift which will play a part in providing 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!

Sincerely,

 Jim Cullum

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

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 TellAFriend | 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.

Five Proven Tips



1. Send an appeal
2. Make it a multi-part campaign
3. Leverage direct mail
4. Test your messaging
5. Send a year-end message

Tip #3: Leverage Direct Mail

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.

▼ 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.stfrancisohouse.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

Gift Ask & Array: Frutiger 55 Roman 12/12

ID# Keycode: Frutiger 55 Roman 12/12

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](#)

Tip #3: Leverage Direct Mail

Together, We're Providing Healthier Choices

Yes! I want to support Cleveland Foodbank's efforts to fight hunger in Northeast Ohio. Please use my generous gift to provide more fresh fruits, vegetables and nutritious food to hungry men, women and children in need.



\$LG \$UG1 \$UG2 \$UG3 Other \$ _____

Mr. and Mrs. John D. Sample
Donor
Amergent
9 Centennial Drive
Peabody, MA 01960

I would like to receive e-mail updates from the Cleveland Foodbank. Here is my e-mail address: _____

Please make check payable to Cleveland Foodbank. Your gift is tax-deductible to the extent allowed by law. For credit card donations, please see the back of this form.
15500 South Waterloo Road, Cleveland, OH 44110 www.clevelandfoodbank.org

XXXXXXXXXXXX

The vital link between food & hunger

April 25, 2008

Cart Sort
Mr. and Mrs. John D. Sample
Donor
Amergent
9 Centennial Drive
Peabody, MA 01960
Bar Code

Dear Mr. and Mrs. Sample,

Generous friends like you enable the Cleveland Foodbank to provide nutritious food to struggling people in Northeast Ohio. I can never thank you enough for all your support.

Right now, for many families – and perhaps your own – the food budget isn't going quite as far as it used to. Food costs are at an all-time high and gas and energy costs are as well. As a result, food pantries and soup kitchens are reporting sharp increases in the number of people seeking food.

Fresh produce is particularly expensive, making it difficult for many people to afford the USDA-recommended five to nine daily servings of fruits and vegetables. For many hungry families right here in Northeast Ohio, nutritious fruits and vegetables are a luxury they can't afford.

When people are forced to cut back on their food budget, they often purchase inexpensive, high-fat prepared foods that temporarily fill their stomachs, but offer very little nutrition. That means growing girls and boys and the elderly – those at the highest risk in our community – aren't receiving the vitamins and nutrients they need to lead healthy lives.

We must continue to grow our Fresh Produce Initiative – and all of our efforts to fight hunger – to keep our hungry neighbors healthy. Hungry men, women and, especially, children are counting on us. And we are counting on you!

Won't you please reach out once again with a generous gift of \$LG, \$UG1 or even \$UG2 today? Together, we'll provide a steady supply of fresh, healthy food to our local hunger centers and the families they serve.

Children – who make up nearly one-third of all the people we help – need a nutritious diet to grow up healthy. When they don't get the vitamins and nutrients that fruits and vegetables provide, they become sluggish – impeding their ability to learn and fulfill their potential in school.

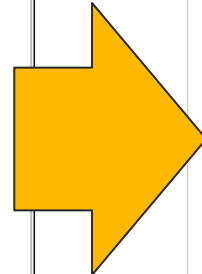
And it's not just children who suffer. Senior citizens and people who are ill need fresh produce to keep up their strength, quicken recovery times and ensure better health.

Our Fresh Produce Initiative is one way we get fresh fruits and vegetables to people in need. Here are a few other ways you help us keep our community healthy and fed...

- Community organizations that are members of the Foodbank can select from perishable foods and fresh produce at our onsite Marketplace, increasing the produce available to our member agencies.

(over, please)

15500 South Waterloo Road, Cleveland, OH 44110 www.clevelandfoodbank.org



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

Cleveland Foodbank

The vital link between food and hunger

Tell a Friend | www.clevelandfoodbank.org | Donate

Together, We're Providing Healthier Choices

Dear System,

Just yesterday, a 24-foot Cleveland Foodbank truck dropped off 9,400 pounds of fresh foods to our farmer's market site at Calvary Hill Baptist Church on Cleveland's east side. [You can help us keep our trucks rolling to farmer's markets all across Northeast Ohio.](#)

Our staff unloaded pallets of apples, onions, bread and dairy products so that the long line of children and their parents, the elderly, and others in need from the neighborhoods surrounding the church could have access to healthy foods.

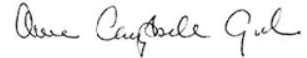
This is one of nine free farmers market sites we run on a regular basis, and we need to increase this number. I'm sure that you, like I, have found that your food budget isn't going nearly as far as it used to. For families who are already struggling to make ends meet, it has become difficult to pay for necessities like rent or utilities and the nutritious foods they need most.

The produce and fresh foods we provide help ensure that the children, elderly and families we serve have the nutritious foods they need to stay healthy and help them get by in these days of high gas and food bills.

Please consider [making a gift online](#) to help us support our distribution of fresh foods through our Fresh Produce Initiative and all of our programs that bring healthy foods to local men, women, and children in need. It only costs one dollar to make 21 pounds of produce available to families that need them most. What an investment!

Thank you for your support of all the work we do!

Sincerely,



Anne Campbell Goodman
Executive Director


p.s. If you've recently made a gift to the Foodbank, thank you so much for your generosity. We couldn't do it without you!

Email: info@clevelandfoodbank.org
15500 South Waterloo Road, Cleveland, OH 44110
Phone 216.738.2285
Copyright © 2000-2007 Cleveland Foodbank, Inc., All Rights Reserved

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.](#)

Donate Now

Through our Fresh Produce Initiative, the Cleveland Foodbank provides over 113,400 pounds of produce at no cost to families in need each week! Your gift will provide critical support to this and all of our food distribution programs >>



Five Proven Tips



1. Send an appeal
2. Make it a multi-part campaign
3. Leverage direct mail
4. Test your messaging
5. Send a year-end message

Tip #4: Test Your Message

- Given the economic situation this year, test (subject lines, content) message options (i.e. A/B variants) with the first send to see how your constituents respond.
- In the final message, go with the send that tested the best

Five Proven Tips



1. Send an appeal
2. Make it a multi-part campaign
3. Leverage direct mail
4. Test your messaging
5. Send a year-end message


Tip #5: Send a Year-end Message

Help families in need this holiday - make a gift today!

America's Second Harvest
The Nation's Food Bank Network
Ending Hunger.

Our Holiday Shopping List:
5.9 million bags of groceries!

TELL-A-FRIEND
>>CLICK HERE<<



GIVE NOW!

Remember, we're faced with a major shortage right now and need to raise funds for an additional 400 truckloads — above and beyond our normal holiday campaign. Please help!

Last chance to give in 2007

Dear System,

This is your last chance to give a hunger-fighting gift in 2007 and take advantage of the special \$250,000 matching grant to help families in need.

As you know, our goal is to fill 5.9 million bags for the holidays. **We still have more than 2 million bags left to fill, and we need your help.**

Remember, with our board of directors' matching grant, every dollar you give **DOUBLES** to provide not 4, but 8 bags of groceries.

Gifts given by Dec. 31 are tax-deductible for 2007.

Won't you give one last gift this year and help us fill 5.9 million bags of groceries?

Thank you for your partnership in the fight against hunger.

Sincerely,

Vicki Escarra

Vicki Escarra
President and CEO

P.S. **Give one last gift in 2007 and DOUBLE YOUR SUPPORT** to help fill 5.9 million bags of groceries this holiday and fill the shelves of our near-empty food banks and pantries!

[Privacy Policy](#) | [Subscribe](#) | [Unsubscribe](#) | [How We Work](#) | [DONATE NOW!](#)

Questions? If you have any questions about this message or any other America's Second Harvest issue, please [contact us](#) or call 1-800-771-2303.

America's Second Harvest — The Nation's Food Bank Network, 35 E. Wacker, Suite 2000, Chicago, IL 60601

[Forward this message to a friend.](#)

Where Do I Begin?

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

	November	December	January
Main Priorities	Theme/message planning, draft copy and creative for appeal	Finalize, approve and proof copy and design elements. Build!	Begin 2009 relationship and start working on next steps, including monthly program.
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.	Maintain stewardship pieces (newsletters) and develop monthly giving program if not already in place.
Key Objectives	Have theme and visuals (borrowing from direct mail appeal if possible) nailed down.	Send all messages, in particular the 12/31 one. TEST ALL EMAIL AND DONATION FORMS AS OUTSIDE USER!	Don't go silent on your newest or repeat donors! Engage them with next steps going into 2009.

How Do I Predict & Measure Success?

	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, 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 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*)

About Convio

- Leading provider of software and consulting to help nonprofits drive support online
- Focus on helping nonprofits get results from their online investment
- Internet strategy and campaign consulting capabilities



Thank you!

To download the **Free Holiday 2008 Giving Report** please visit:

www.convio.com/holiday2008_web

To download a copy of the presentation slides please visit:

www.convio.com/holiday2008_slides