



KEEP UP THE *MOMENTUM*

FINISH THE YEAR STRONG AND TAKE
ADVANTAGE OF YOUR END-OF-YEAR
FUNDRAISING NOW

8 Strategies to Make Giving Easier When Times
and Funds Are Short

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You, like most nonprofits, will see an increase in online giving starting in November and extending through the end of December. Are you ready to tap into the potential of millions of consumers giving this holiday season?

Consider the following statistics:

- 35-42 percent of online giving happens in November and December each year.
- The average online gift during the final quarter of the year (October – December) is \$84.51... 25% larger than the average gift size during any other time of the year (\$67.47).

Do not leave your year-end fundraising to chance. Now is the time to think strategically about your holiday giving campaign to maximize your online results. Consider the first rule of fundraising: *If you want to raise more funds, you have to ask.*

You can't afford to delay in your holiday giving campaign efforts. It's too important to wait around just hoping the donations will come in. Integrating the online channel should be a priority for your year-end appeals, particularly if you're scaling back your offline efforts due to budget cuts. Email is a cost-effective and efficient way to reach out to donors and track their responsiveness (e.g., open rates, click-through rates, response rates). With more information about each of your online supporters, you can create targeted and personalized year-end messages that are more likely to resonate and raise more funds.

It's never too early to tweak or fine-tune your year-end campaign — and with the Internet, it's not yet too late to start planning and executing it. Take advantage of this season's high volume online giving and make it easier for your donors to give when time and funds are short.

8 FAIL-SAFE STRATEGIES TO FINISH THE YEAR STRONG

- 1. For starters, send an appeal!** As we mentioned before, 35 - 42% of all online giving happens in November and December, yet many groups still don't actually ask their supporters during that window.
- 2. Design your appeals to use a multi-part message,** including:
 - a. A main ask
 - b. A stewardship/seasons greeting piece (think e-card near Christmas or Hanukkah)
 - c. A last-chance-to-give literally sent on December 31
- 3. Leverage your direct mail appeal's messaging and look and feel.** No need to build an online message structure from scratch if you have a look and feel from direct mail you can use. You've already created excellent content to reach your intended audience...leverage it to get your message out as quickly as possible.
- 4. Make your Donate/Give Now button prominent.** Insert it "above the fold" and use graphics to make it stand out in email communications and on your website. Also, provide multiple text links to overcome the suppression of images in emails. When you can, suggest giving levels that align with your typical donor history.
- 5. Put a human face on all your communications.** Highlight specific goals, successes and inspirational stories. Use images and photos.

Don't make appeals about hard economic times, but instead thank your donors for helping support the completion of mission-critical projects that will have lasting benefits throughout the year. Tune your messaging to connect with your donor and create a lasting relationship.



- 6. Test your messaging** (subject lines, content) first to see what will perform better, and then follow through with that version as your final message.
- 7. Match your donation form design to the look and feel of the campaign.** Let the visitors to your website who weren't directly contacted know you are doing a campaign and invite them to participate.
- 8. Implement a thank you or year-end celebration of success program** to capture interest this holiday season, which can include a simple year-end ask. Then in January, start nurturing supporters for 2010 gifts before and during the holiday season. Continue the conversation. Think beyond the one-off gift.

NOW IS THE TIME, ONLINE IS THE PLACE

Even in times of slowing economic activity, the year-end/holiday giving season is important to your fundraising success. Be extra attentive to your donors — all of them.

Now is the time to keep in touch by communicating your appreciation for them, and by communicating the value and the need that are served both by your organization and their contributions. Most people try to maintain some level of giving even in times of recession. Make it easy for consumers to choose you: if you are not already, start fundraising online. If you are online, make sure your website and communications are donor friendly, make sure your offline appeals have an online giving option, use the Internet to build lists for future cultivation and use the online presence you have now to reach out with a holiday campaign.

Online fundraising is no longer a secret weapon for reaching donors; it is a critical channel to reach your fundraising and relationship goals. Now is the time; online is the place. To tap into the online giving of millions of consumers this holiday season and to get your share of the enormous magnitude of holiday giving, act now and implement some of the practical ideas we've discussed.

ABOUT CONVIO

Convio is the leading provider of on-demand constituent relationship management (CRM) software and services that give nonprofit organizations a better way to inspire and mobilize people to support their organization. Convio Online Marketing, the company's online marketing suite, offers integrated software for fundraising, advocacy, events, email marketing and web content management, and its Convio Common Ground™ CRM system helps organizations efficiently track and manage all interactions with supporters. All Convio products are delivered through the Software-as-a-Service (SaaS) model and are backed by a portfolio of best-in-class consulting and support services and a network of partners who provide value added services and applications focused on the unique needs of nonprofit organizations. For more information, please visit www.convio.com.

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