



# New Perspectives for Online Fundraising and Marketing

Beyond Web sites and donation forms



# Agenda

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- Your Online Opportunity – It's Bigger than You Think
- Planning Strategically
  - ▶ Active email acquisition
  - ▶ Relationship Building
  - ▶ Constituent Empowerment
- About Convio
- Next Steps to Learn More

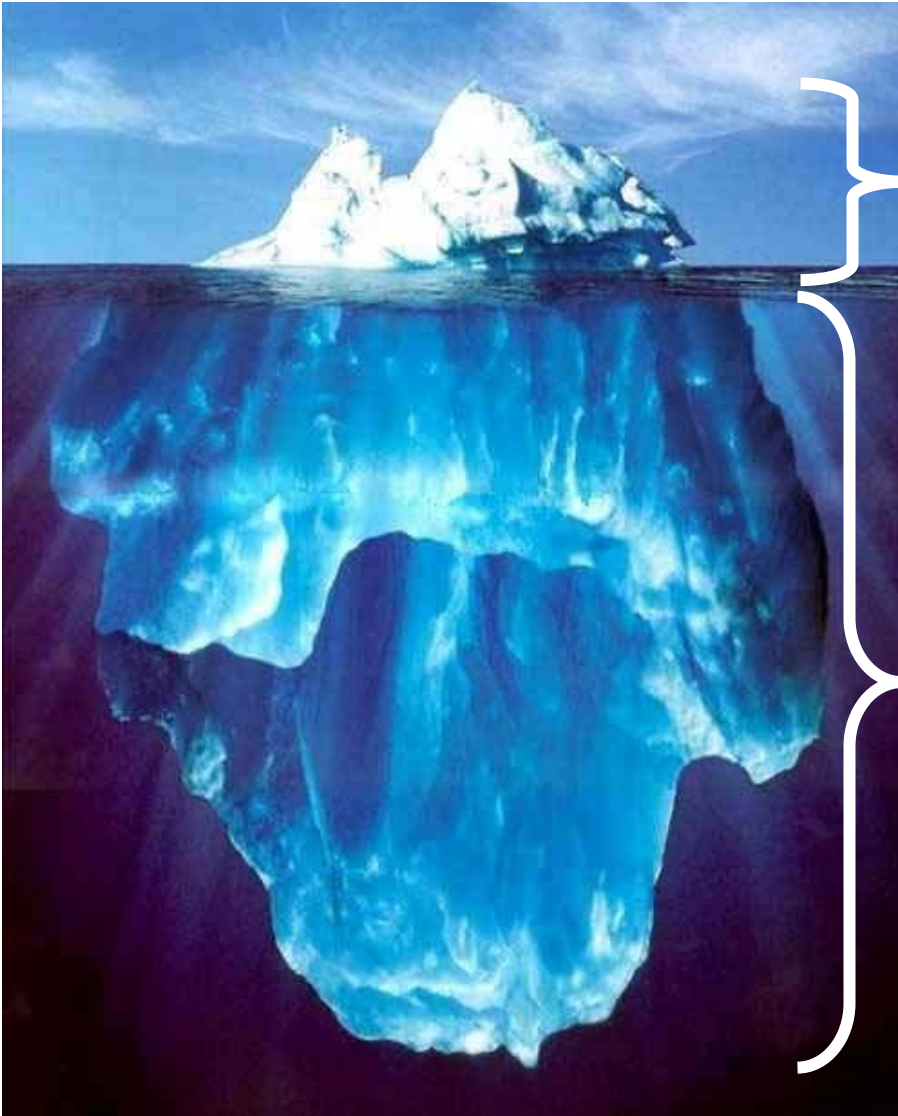
# Your Online Opportunity

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- Most nonprofits know the Internet is a huge opportunity...
  - ▶ Online donations grew 51% '06 over '05 to \$6.9B
  - ▶ Online donations forecasted growth ~ 40% per year
  - ▶ Target audience increasingly online oriented
- You have a Web site; you're in the game

*But, are you planning for the full opportunity and investing appropriately ?*

# You Could Be Missing Out



Basic online presence

Strategic plan

Active email acquisition

Relationship building

Constituent empowerment

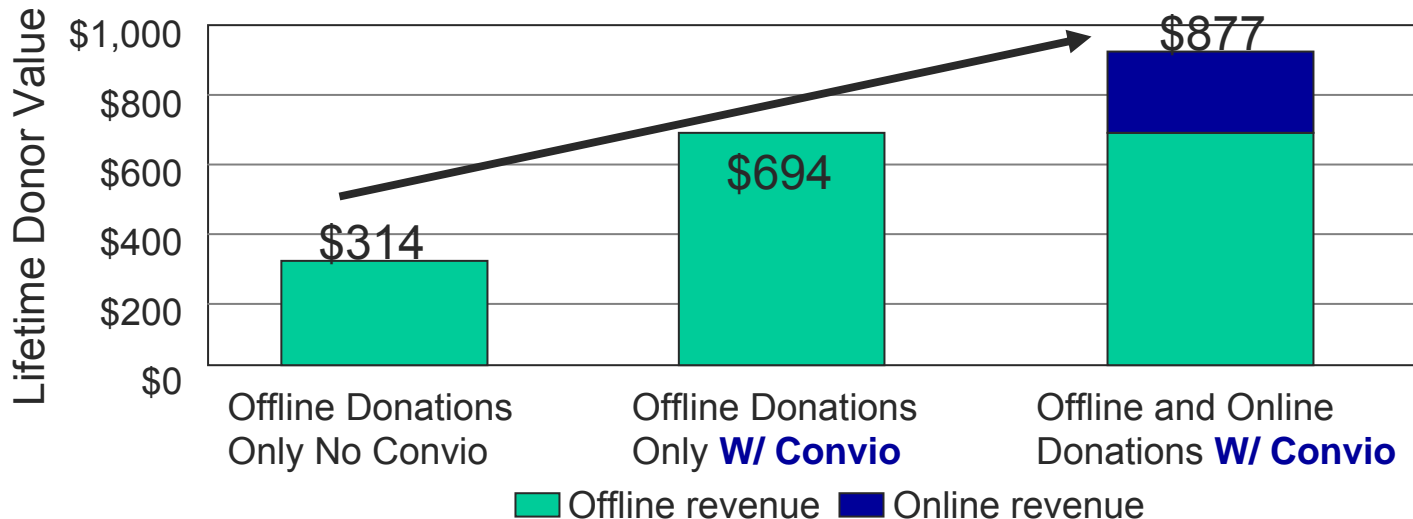
# The Impact

## ■ Online Results:

- ▶ > 40% increase in # of online gifts
- ▶ > 10% increase in average gift amount

## ■ Lifetime Value Results:

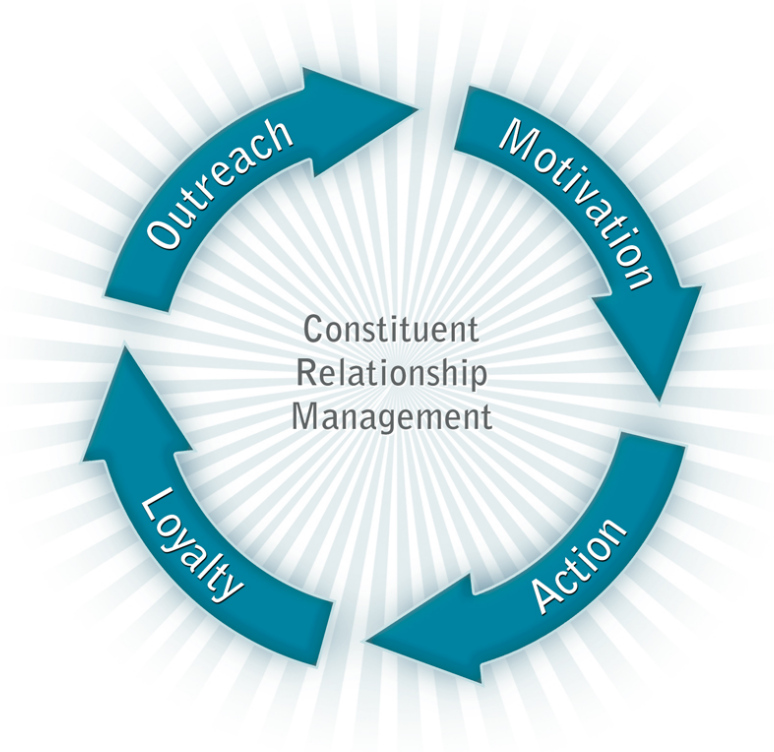
- ▶ Nearly a 3X increase



Source: Strategic One Study / Benchmark / Convio CSS customers

# The Strategy: eCRM

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- 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

# Questions to Ask Yourself

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1. Is the online channel part of our organization's overall planning, or is it an afterthought?
2. What are our online goals for the next 12 months; how do they tie to our overall goals?
3. How quickly could we update content, engage our base, and drive activity if we were featured on the Today Show?

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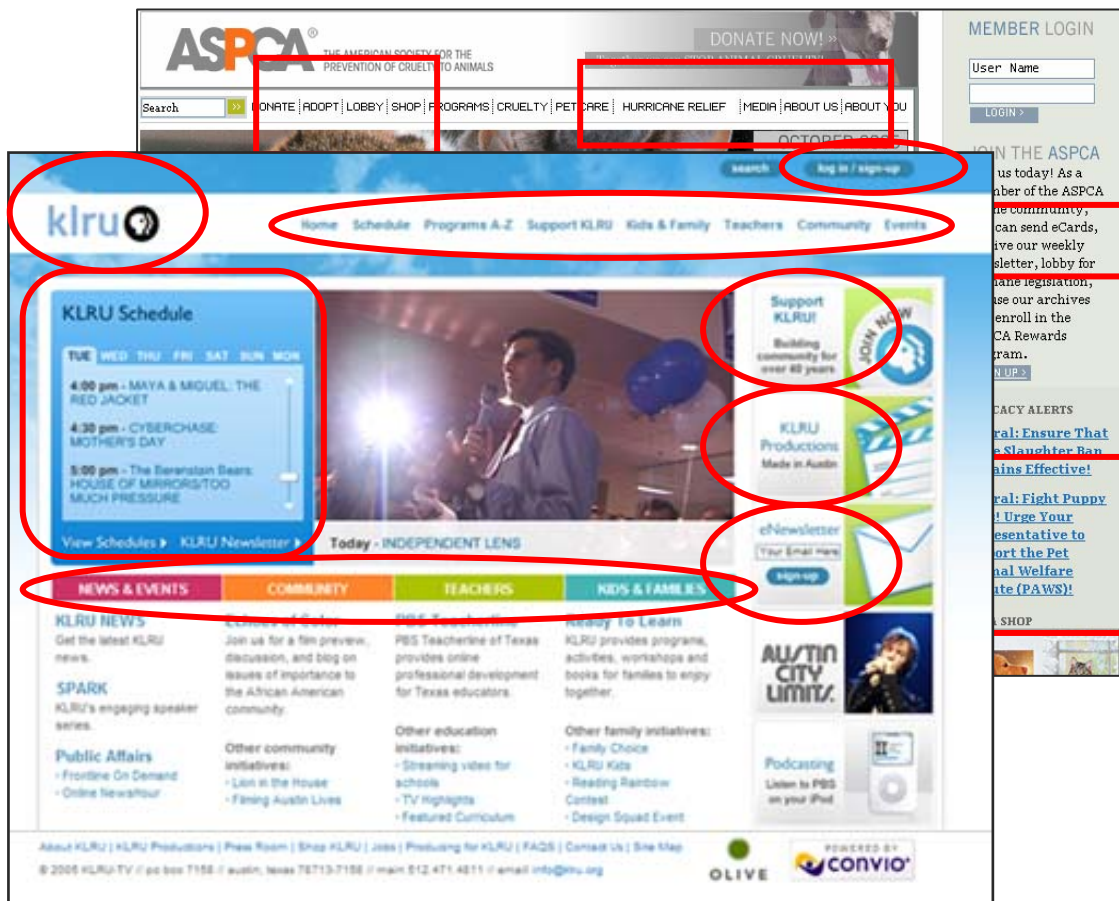
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# Email Capture Techniques

- 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!

# Leverage Your Growing Base

## Viral campaigns vs. passive tell-a-friend link

Help Canada's Government Get Serious About Climate Change




Donate Now >>

Dear Sirs,

The effects of global warming are getting worse every day. We know you share our passion about this issue, you've already taken a stand by telling Prime Minister Harper that you care about climate change and the affects on wildlife and our environment - [you can do even more!](#)

Canada has a new Minister of the Environment, John Baird. [Tell Minister Baird that Canada's Government must set absolute emissions targets](#) on the biggest industrial polluters if it's the only way he can prove he is truly serious about fighting climate change.



Tell Minister Baird to fight climate change and hold big business accountable.

[Sign the petition now!](#)


- While households account for roughly 25% of Canada's greenhouse gas emissions, industry accounts for about 30%.
- In the last two years alone, the five biggest oil companies in the world recorded a combined \$207 billion (US) in profits.
- Canadian energy giant EnCana booked some of the biggest profits in Canadian history - \$5 billion (US) in the first four months of 2009!
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- Canadian energy giant EnCana booked some of the biggest profits in Canadian history - \$5 billion (US) in the first four months of 2009!

Don't let the oil and gas companies cry poor while they remain some of the biggest contributors to global warming today. There's more you can do to address the world's most profound environmental challenge. Help Nature Canada's efforts to stop climate change [make your donation today.](#)

Sincerely,  
Nature Canada

1) Promote campaign in stand alone email to current constituents

Help Prevent the Next Great Age of Extinction Stop Global Warming!



Donate Now >>

Dear Sirs,

Global warming over the next half-century could bring about a wave of extinctions not seen since the age of the dinosaurs. As the climate crisis wreaks massive changes upon earth and its animal and plant species, [we must act today to save our endangered wildlife.](#)

**Why Are Over a Million Species at Risk?** Climate change is turning plains into deserts, altering forests and changing marine environments. Deforestation, oil and gas development, and urbanization rob wildlife of more of their habitat every year. Many scientists believe these combined threats could cause these mass extinctions in our lifetimes. But the effects of climate change are reversible, if we act now.

**Your contribution can support Nature Canada's important work to stop global warming and save endangered species.**

What is Nature Canada Doing to Save Endangered Species?

1. Raising the Alarm about Climate Change. Climate change is the most significant new threat for extinctions this century. Nature Canada is ensuring Canadians are informed about the greatest environmental challenge we face today.
2. Protecting Wildlife. Nature Canada is working to reverse the trend toward extinction by informing the public about the plight of Canada's species at risk. We also offer decision-makers solutions and call on the government to re-commit to meeting all Canada's obligations under the Kyoto Protocol.
3. Establishing Protected Areas from Coast to Coast. National parks, wildlife areas and migratory bird sanctuaries provide homes for plant and animal life and maintain the natural processes that are key to human health, clean air and water. We're working to complete a system of interconnected protected areas to guard our precious wildlife environments.

Support Nature Canada's work to protect wildlife you love. [Make your donation today!](#)

Sincerely,  
Nature Canada

**Make a stronger connection with nature! Browse into us all of our Handson Guides to Greater Living! Each brochure contains helpful tips and information for appreciating and protecting nature.**

- Backyard Living
- Bird Conservation
- Living by Water
- Parks and Protected Areas
- Plants and Climate Change
- Species at Risk

2) Call to action - forward to a friend



Save the Polar Bears!  
You Can Help Us Fight Climate Change

XXX - Canada's polar bears aren't just treading on thin ice. Soon there might not be any ice left at all. We need your help today.

Support Nature Canada

<b>GIVE \$ 50 NOW</b>	<b>GIVE \$ 75 NOW</b>	<b>GIVE \$ 100 NOW</b>	<b>GIVE any amount</b>
\$50 may help establish Canada's first marine wildlife area - home for more than 4 million birds, suffering significant ecological stress.	Your gift of \$75 could be invaluable as we work towards rescuing 31 of Canada's national parks, suffering significant ecological stress.	A \$100 contribution today may help preserve and protect 521 species currently at risk. It is already too late for 13 Canadian species. We can't let this continue.	Whatever you can afford will help our community-based work to offset habitat loss, climate change and pollution across the country!

powered by **CONVIO**

Update email preferences | Unsubscribe | Forward to a friend | Update Profile

© 2006 - 2007 Nature Canada. All Rights Reserved. Disclaimer: Privacy Policy  
Environ Online Media Inc.

3) Landing page: call to action pledge / petition / gift / survey / eCard / etc

# Questions to Ask Yourself

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1. How many different ways do we have to capture email addresses?
2. Are we properly valuing email addresses and pursuing them appropriately?
3. What content do we have that would be of interest to our constituents?
4. Compared with the number of contact records we have, how many email addresses do we have?

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# 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?

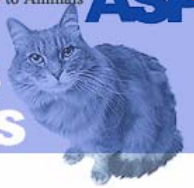
## Results:

- 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 >>>](#)

# Campaign Approach and Follow Up



## Message 1 12/13/07

1,907 Delivered

338 Opens

\$1,811 Gifts



## Message 2 12/20/07

1,878 Delivered

315 Opens

\$1,951 Gifts



## Message 3 12/29/07

1,838 Delivered

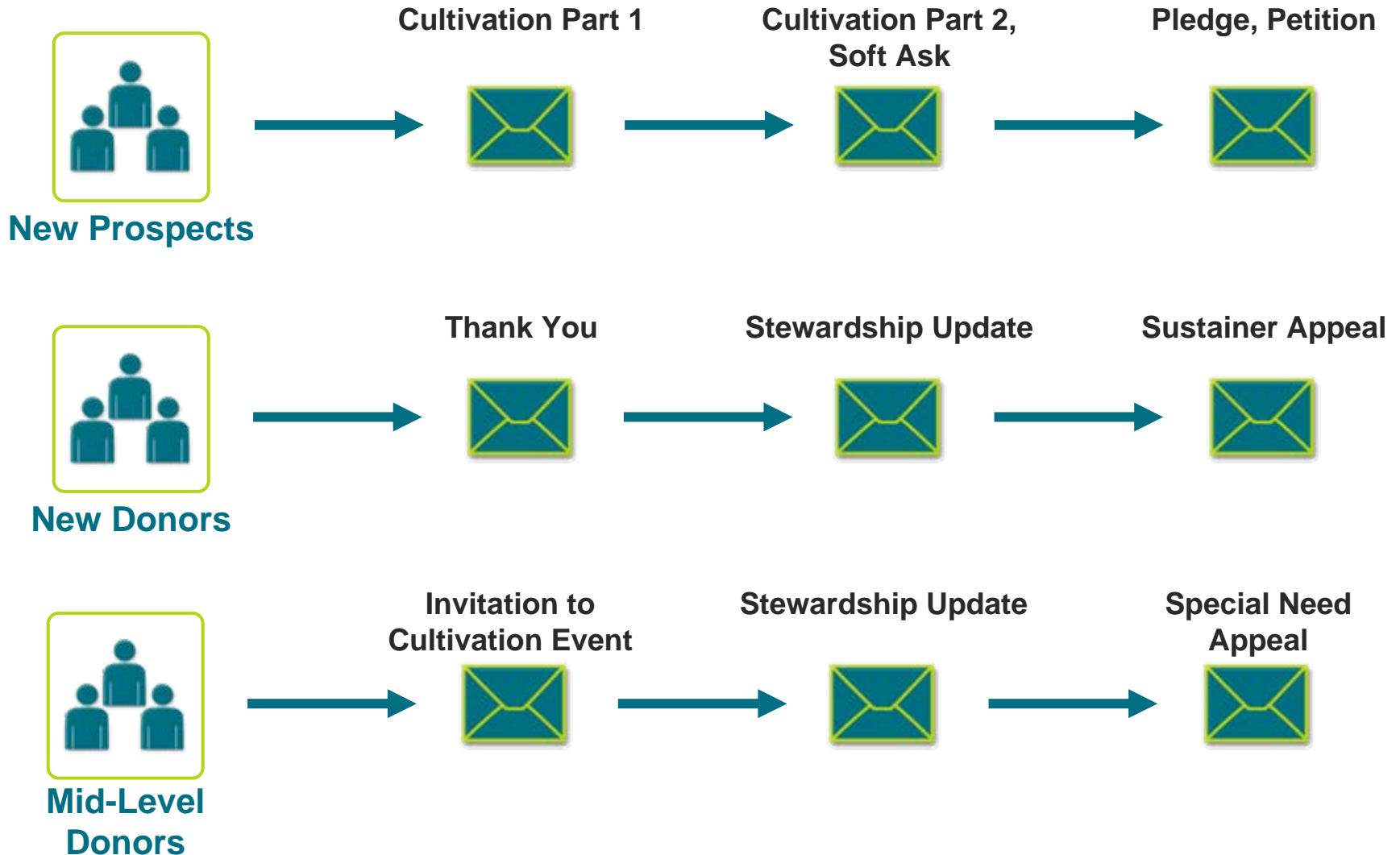
331 Opens

\$2,900 Gifts

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



# Relationship Pathways



# Questions to Ask Yourself

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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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# The Traditional Marketing Model

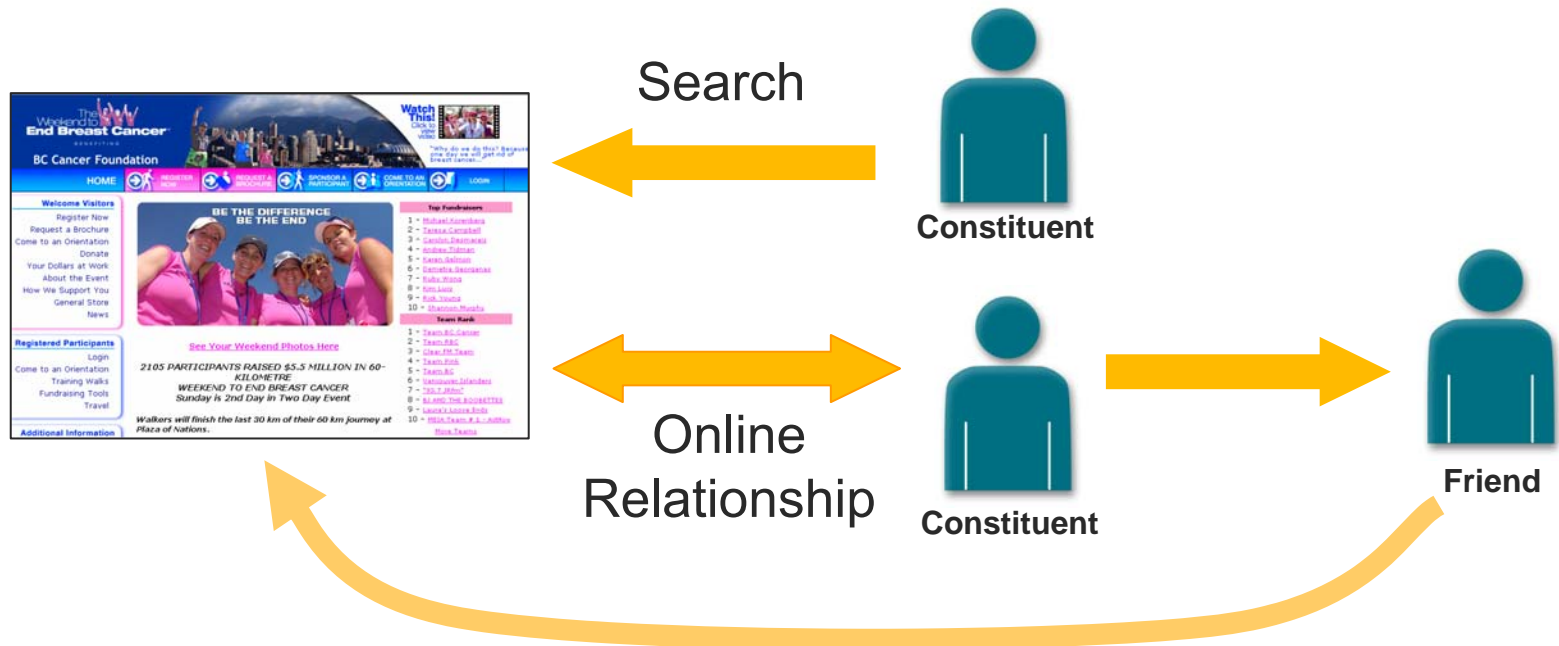
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- Traditionally, nonprofits marketed to constituents
- This approach continues to be a large part of a nonprofit organization's marketing mix



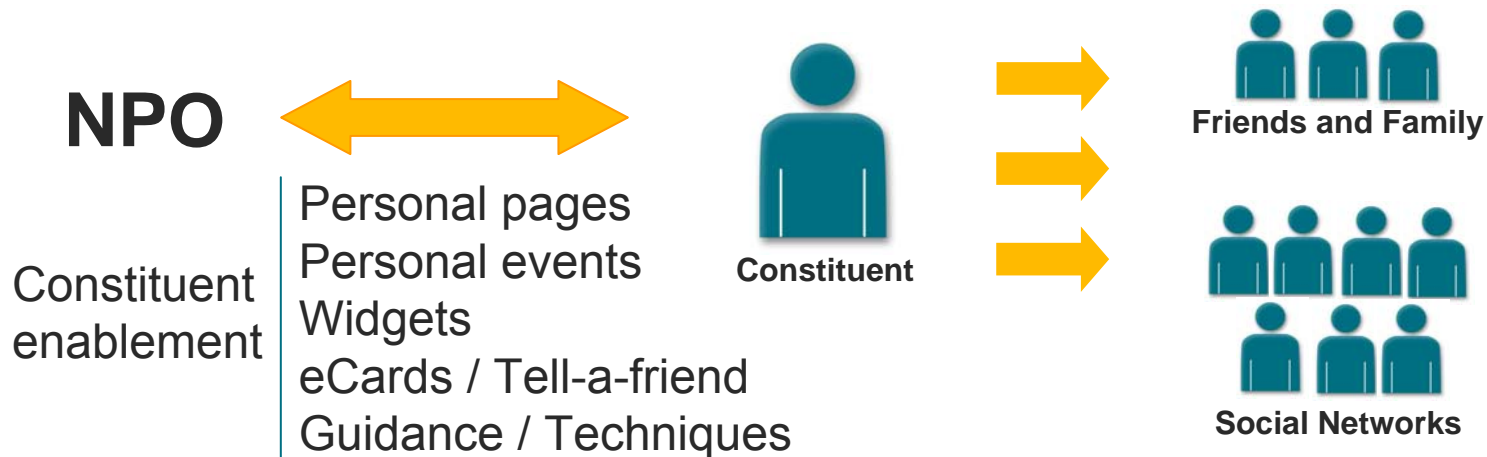
# The Shift: Constituent Empowerment

- Today, this model is enhanced with constituents connecting to causes themselves and via friends
- The Web makes it easy for constituents to find you and for you to benefit from loyal constituents



# Active Empowerment

- Enabling constituents to market for you is critical
- Nonprofit marketers are realizing success by:
  - ▶ Empowering constituents with online tools
  - ▶ Attracting empowerment-minded influencers



# Constituent Empowerment: Personal Sites

- Create an online toolkit to allow constituents to create a personalized fund and Web page with a story, image, and way to give online
- Tributes, personal events, personal pages, etc
- All funds raised are trackable to specific fundraiser; every individual donor provides email address, becomes an online constituent

CHILDREN'S NEUROBIOLOGICAL SOLUTIONS

Accept No Boundaries

Nonprofit Research Foundation

Home | Contact Us | Site Map | Privacy Policy | QuickLinks

Register

Email Address

First Name

Login

**Brianna Aliza Kaiserman Fund**

**The Beginning**

The whole time I was pregnant with Brianna all my doctor's visits were normal. I even knew that I was carrying a girl based on my ultrasound. So it was a total shock when I started having contractions a little less than 24 weeks into the pregnancy. My husband had his first red squad drive us down to the hospital. Initially I thought I would just be going to the hospital and getting checked out and come back home after hearing that famous expression, "Better safe than sorry" because noone likes to think when they've come that far along into the pregnancy that anything bad can happen. You always hear about the miscarriages early on in the pregnancy so naturally, early on I was nervous and as time went by I became more relaxed with my pregnancy. Upon arrival at the hospital, I had to go to the bathroom but the nurse made me stay on the bed until I was checked out. Once I was checked out with an ultrasound the doctor discovered that the baby was going to be delivered. At that point, everything happened real fast, there wasn't even time to have my bathroom needs met. The doctor told us that the baby probably wouldn't live. However, an emergency c-section would give a slightly better chance although even with a c-section my baby would probably die. Despite hearing this, we chose the c-section so arrangements were made in the unlikely event that my baby should live for her to be transferred to another hospital with a NICU. After being resuscitated my baby did live. We got to see her for a split second before she was transferred and at the time I was out.

Miss Brianna Kaiserman

Fundraising Goal: \$15,000.00

Total Number of Gifts: 114

Total Value of Gifts: \$15,355.00

**Jewish National Fund** United States

Donation Opportunities In Your Area The Work We Do About Us

[Log into your JNF Account](#)

**Help Me Go to Israel and Help the People of Israel**

**Total Money Raised**

100%+

Goal: \$800.00  
Achieved: \$911.00

[Make a gift!](#)

**Fundraising Honor Roll**

Hi, welcome to my personal Alternative Spring Break (ASB) to Israel page!

With your help, I will be spending my spring break not on vacation, but doing volunteer work in Israel. I am raising money for my Alternative Spring Break trip to Israel, while contributing to Jewish National Fund's Northern Renewal Campaign, a worthy cause at the same time!

Here's how you can help me get to Israel on ASB this March:

Each tax-deductible contribution that you generously give on my behalf, will be used to reforest and rebuild Northern Israel. Once I raise a minimum of \$800, I will be going to Israel with the Jewish National Fund to take part in projects that are part of the Northern Renewal Campaign.

Operation Northern Renewal will focus on reforestation, upgrading parks and recreation sites, developing tourism, preparing land for agriculture and providing research and development, working on

# Constituent Driven Events

**American Cancer Society**

The American Cancer Society's  
**Team ACS**

[Click here to request information on Team ACS!](#)

Home | [Active Events](#) | [Tribute Events](#) | [Create An Event](#) | [Find a Participant](#) | [Contact Us](#)

*Fighting Cancer Takes Teamwork!*

**SIGN IN**   **GO**

Running a marathon? Honoring a loved one lost to cancer? Hosting a bake sale? With Team ACS you can memorialize the milestones in your life by turning them into a lifesaving effort. By joining Team ACS, you join the fight against cancer by supporting the American Cancer Society's lifesaving work in research, education, advocacy, and patient services.

### Active events



Get Active to Fight Cancer. Are you a "triathlete"? Never miss a 10K? Or are golf tournaments more your style? Whatever the sporting event, Team ACS can help make your athletic endeavor a lifesaving activity.

**GO**

### Tribute events



Memorialize a Loved One. Looking for a way to honor a loved one lost to cancer or celebrate a friend's decade of survivorship? Want to make a wedding, anniversary, or birthday have a meaningful and lasting impact?

**GO**

### Create an event



Create Your Own. The sky is the limit. With Team ACS, you can add a fundraising component to nearly any event you can dream up. Help the American Cancer Society bring us all closer to a future free of cancer.

**GO**

Team ACS is a program that allows our generous supporters to fundraise for the American Cancer Society while participating in events around the country. If you are participating in one of our American Cancer Society events, please visit their sites directly:



# Constituent Empowerment: Off Your Site

**Create Your Easter Seals Widget**

**Step 2:** Select the widget you want to use, set your fundraising goal and click "Accept." The page will reload.  
**Step 3:** Click "Get Snippet." Copy and paste the HTML code on to your personal Web page or blog.

*Need help? Click here for detailed instructions.*

That's it! You're ready to tell friends and family about your campaign and track your progress.

Widget Option #1      Widget Option #2      Widget Option #3

**CLICK HERE TO DONATE!**

I'm raising funds for **Easter Seals** to help children living with autism.

Sample Goal Text  
Sample Achieved Text

Help Easter Seals provide help, hope and answers to individuals and families living with autism.

My Goal:

Keep me up to date via Email.

**Accept**

I'm raising funds for **Easter Seals** to help families living with autism.

**CLICK HERE TO DONATE!**

Sample Goal Text  
Sample Achieved Text

Help Easter Seals provide help, hope and answers to individuals and families living with autism.

My Goal:

Keep me up to date via Email.

**Accept**

**EVERY 20 MINUTES A NEW CASE OF AUTISM IS DIAGNOSED.**

**CLICK HERE TO DONATE TO EASTER SEALS**

Sample Goal Text  
Sample Achieved Text

Help Easter Seals provide help, hope and answers to individuals and families living with autism.

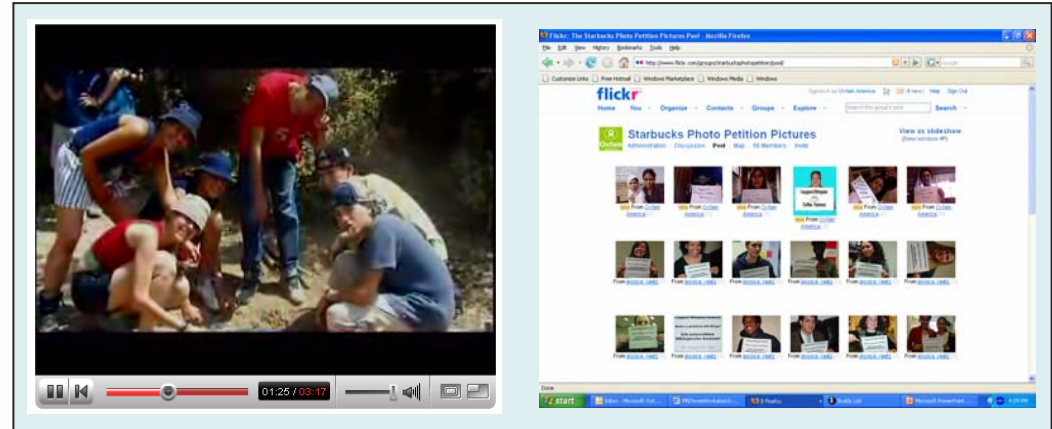
My Goal:

Keep me up to date via Email.

**Accept**

## Widgets

- Engaging the empowerment-minded constituent
- Part of overall online marketing strategy



## Social Media Campaigns

proper to signing petition to "Stop Violence Against Women."

**Sign the petition >>**

[cp>ca href="http://ga2.org](http://ga2.org)

**Stop sexual violence**

[cp>ca href="http://ga3.org](http://ga3.org)

baners on our site

**Music**

**DINNER IN DARFUR**

**The International Rescue Committee's Details**

Status: Single

**Sign Up Now**

Your E-mail Here

Sign up for the monthly newsletter or for our breaking news or advocacy lists now!

**Photos**

View IRC Photos on Flickr

iTunes

Listen to exclusive IRC podcasts on iTunes.

**More IRC**

Renowned "Love NY" designer Milton Glaser has designed a poster to help raise awareness of the crisis. Proceeds will benefit the IRC.

Download the screensaver (it's pretty sick, I have it running as my own screensaver) or buy a poster.

Visit the IRC on Squisso and create your own lens on refugee issues.

## Social Network Involvement

# Questions to Ask Yourself

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1. Which of our constituents could tell their stories through personal fundraising pages?
2. Are we being approached by constituents who want to do more?
3. Is there an event that could help generate excitement around small community events?
4. Is our board or management asking about Web 2.0 “stuff”?



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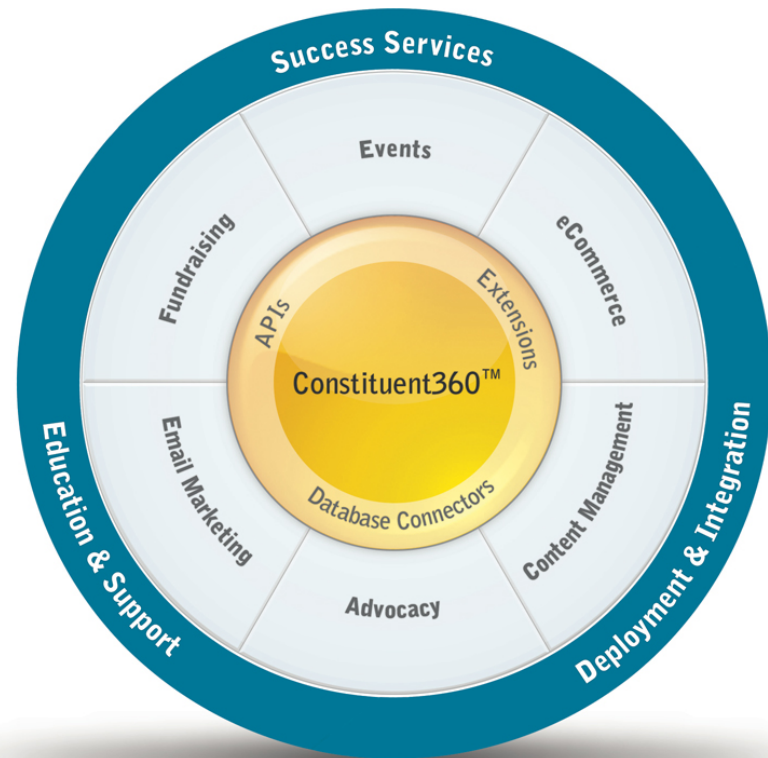
# About Convio

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



# Summary

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- 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
- When evaluating vendors, consider:
  - ▶ Does the company understand strategic constituent communications?
  - ▶ Is the software open to allow us to take advantage of Web2.0 capabilities?
  - ▶ Does the company offer the strategy, technology and services that we need to be successful?

# Next Steps

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- Watch for follow-up email with slides and questions to ask yourself
- Get your team together and discuss the questions
- Watch your email for an invitation to the follow-on Webinar about tips and techniques for acquiring email addresses
- Contact us for more information at **[www.convio.com/contact](http://www.convio.com/contact)** or **888-528-9501**



# Thank You

