



**The Nonprofit Executive Internet Strategy Group**

*brought to you by Convio*



# Online Strategies in Action

Leading Nonprofit Executives Discuss their Online Success



# Today's Moderator



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

# 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.

# Key Topics



- Cross-channel integration
- Staffing models for the Web
- Strategic planning for effective CRM
- Rolling out Web technology to affiliates

# Defenders of Wildlife



**Jeff Regen**

**Vice President of Online Marketing & Communications**

# About Defenders



- Defenders of Wildlife is a conservation organization working to protect imperiled wildlife and habitat in North America and around the world
  - Founded 1947
- Sister organization: Defenders of Wildlife Action Fund (501c4) is a political nonprofit that uses policy advocacy and electoral campaigns to support pro-environmental lawmakers and defeat anti-environment ones
- Membership and email stats (Defenders of Wildlife)
  - ~530,000 members (donors)—majority from direct mail
    - ~160,000 of these have valid email (30%)
  - ~800,000 e-supporters (including members)

# Online Marketing & Communications Department



- Manages all websites, emails, social networking sites, other online activity
  
- Departmental objectives
  1. Fundraising
  2. Advocacy and outreach
  3. Education
  4. Expanding reach (email list, site traffic, social networking sites, etc.)
  5. Action Fund: Impact electoral campaigns and hold officials accountable



# Department Structure—Centralized, In-House Model



- 9-person department
  - 1 VP
  - 3 Online Campaigns (email advocacy, fundraising, outreach, Web 2.0)
  - 3 Online Publishing (websites, design, technology support)
  - 1 Marketing Analyst
  - 1 Coordinator
  
- Most activities conducted in-house; use consultants occasionally for larger design projects, other special projects
  
- Very close coordination with Membership, Development, Government Relations, Programs and IT
  
- Systems—best of breed approach
  - 1 eCRM (Convio)
  - 1 CMS (Crown Peak)



# Pros/Cons of Centralized Structure



## Pros

- Strategy
- Online expertise/skills
- Coordination of all efforts
- Consistent messaging, tone online
- More testing/segmentation
- Coordinate efforts well with other departments

## Cons

- Not as much government relations expertise
- Limited direct mail expertise

# Selected Results (last 12 months)



- Fundraising
  - ~\$5MM raised
  - ~50% of new major donors (\$1k+) came in online due to highly successful Action Fund campaign; typically ~35% come in online
  
- Advocacy and outreach
  - 1.4MM+ actions
  - ~1700 attendees of public hearings, meet-ups and in-district meetings with elected officials
  - ~500 volunteers at Wildlife Volunteer Corps events
  - Pool of LTE writers, spokespeople
  
- Monthly traffic to all websites ~600k-900k unique visits
  
- ~1.3MM views of youtube videos

# Easter Seals



**Shirley Sexton**  
**Assistant Vice President of Interactive Marketing**

# Easter Seals



For 88 years, Easter Seals has been providing services that help individuals with disabilities and special needs, and their families, live better lives.



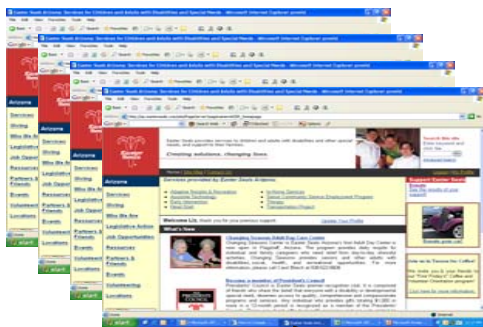
# Easter Seals Online Network Over 130 Web sites: one database



[easterseals.com](http://easterseals.com)  
+80 affiliate Web sites

[walkwithme.org](http://walkwithme.org)  
56 affiliate  
event Web sites

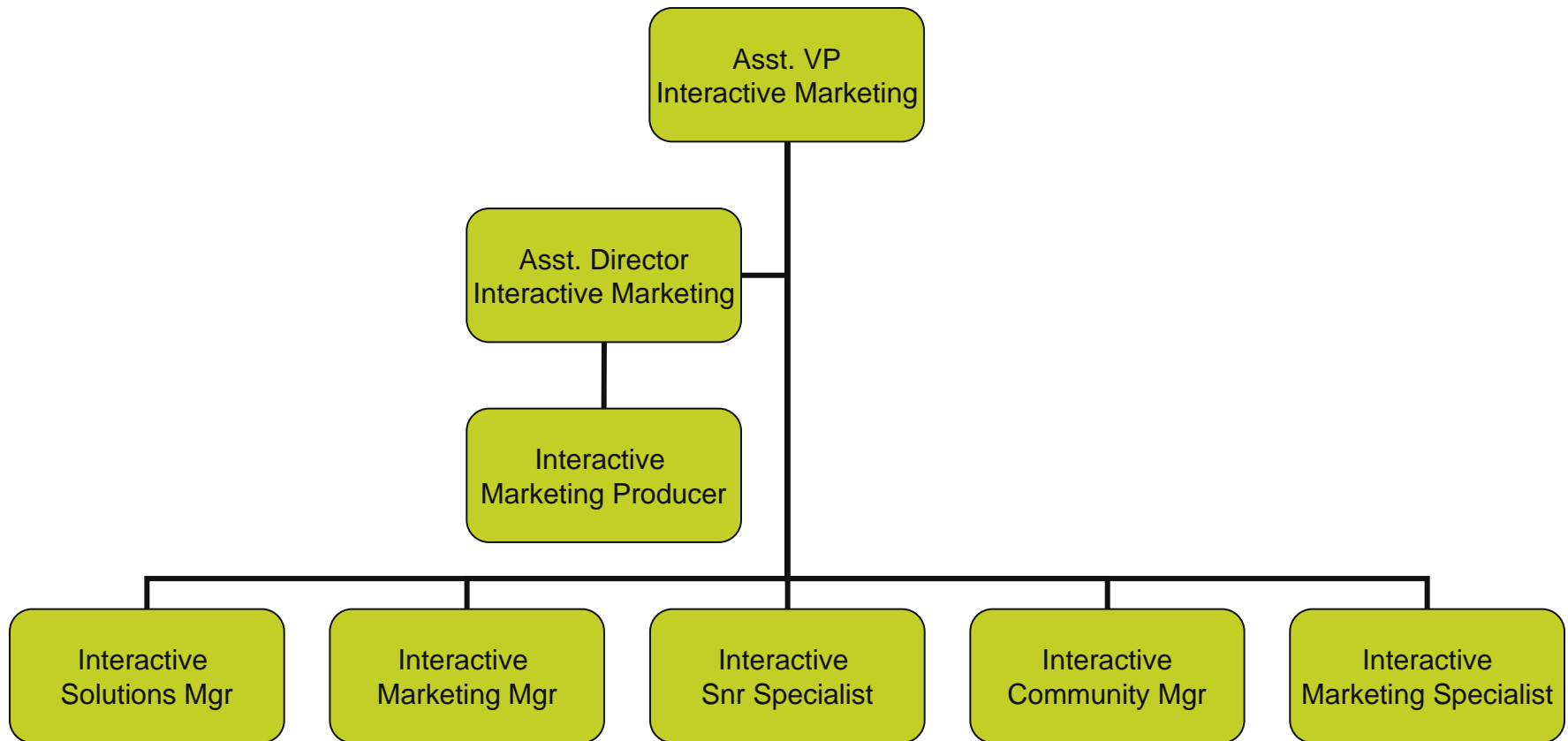
[projectaction.org](http://projectaction.org)



Two way data-sync  
with direct mail  
database

Easter Seals Online Network database on Convio

# Easter Seals Interactive Marketing Group





# Strategic objective priorities for Easter Seals online



**Attract new donor prospects and increase donations**

**Assist client prospects in reaching appropriate services**

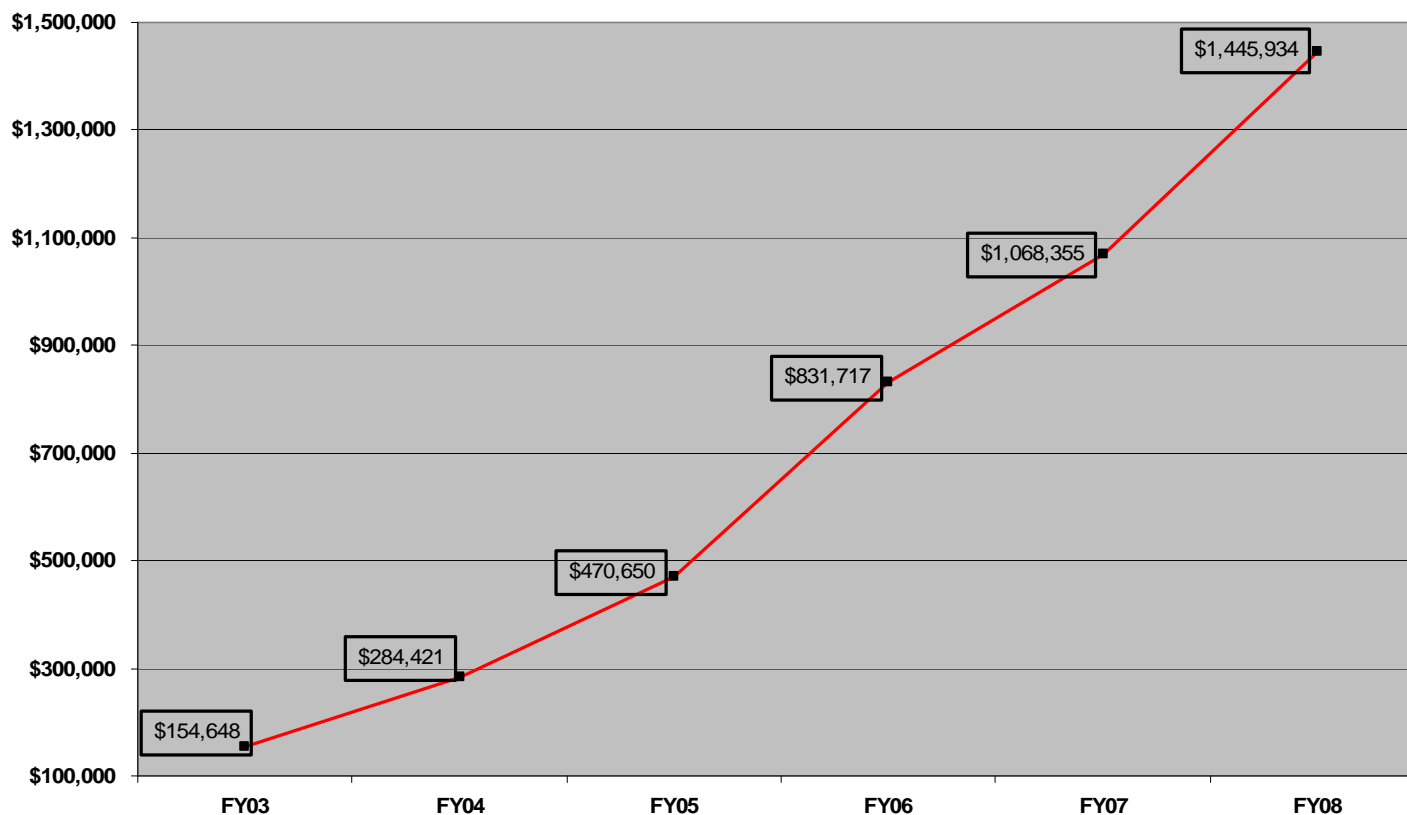
| <b>Primary Audiences</b>                                      | <b>Secondary Audiences</b>   |
|---|--|
| Potential and current donors<br>Potential and current clients | Corporate Partners<br>Referral Network<br>Advocates<br>Volunteers<br>Media/Press<br>Legislators & Influencers<br>Staff |



# Easter Seals Online Fundraising Growth



**Total Online Network Income  
FY03-FY08**



Note: Total Online Network Income includes all income from Affiliates, Headquarters, Walk With Me and Miscellaneous online income outside of Network (eBay, Facebook Causes, Mission Fish, etc.)

# Key Internet Metrics Dashboard



| Metric   | FY08             | FY07             |
|--|------------------|------------------|
| <b>Average Unique <u>Monthly</u> Site Visitors<br/>(Sep '07 – Aug '08)</b> |                  |                  |
| Entire Online Network*   | 121,212          | 109,267          |
| www.easterseals.com  | 85,428           | 73,336           |
| Walk With Me   | 4,365            | 4,348            |
| Project ACTION   | 5,239            | 4,323            |
| NCST (launched 7/07)   | 1,842            | N/A              |
| <b>House File</b>  |                  |                  |
| Deliverable email addresses**  | 176,447          | 164,354          |
| <b>Monthly Registration Rate***</b>  | 5.42%            | 6.085%           |
| <b>Profiling</b>   |                  |                  |
| # of file with affinity data****   | 31,135           | 20,359           |
| <b>Online Donations</b>  |                  |                  |
| Affiliates + Headquarters  | \$754,466        | \$484,219        |
| Walk With Me   | <u>\$691,468</u> | <u>\$584,136</u> |
| Total  | \$1,445,934      | \$1,068,355      |

\*\* Deliverable email addresses is defined as total opt-in unique subscribers to monthly eNewsletter and other Interest lists.

\*\*\* Registration rate is the number of site registrants divided by the number of unique site visitors.

\*\*\*\* Affinity data equals those who have identified themselves or someone close to them as having a disability.

# American Diabetes Association



**Dr. David Nickelson**  
**Director of Internet Strategy & Operations, Communications & External Relations**



# About the American Diabetes Association



- The nation's leading 501(C)3 nonprofit health organization providing diabetes research, information and advocacy
- Founded in 1940, the ADA conducts programs in all 50 states and the District of Columbia
- The mission of the Association is to prevent and cure diabetes and to improve the lives of all people affected by diabetes
- To fulfill this mission, the ADA funds research, publishes scientific findings, provides information and other services to people with diabetes, their families, health professionals and the public. The Association is also actively involved in advocating for scientific research and for the rights of people with diabetes

# ADA Online Program Evolution



- Began with homegrown online tools to support registration for America's Walk for Diabetes (AWFD) and Tour de Cure (TdC) in 1999
- In FY2003, ADA partnered with Convio. After a year of testing, AWFD and TdC Web sites went live for registrations and participant fund raising using Convio TeamRaiser. School Walk for Diabetes began using TeamRaiser the following year in FY2005, with Rip's B.A.D Ride coming online fully in FY2006
- In the last four years, the online fund-raising for ADA's signature events has raised over \$39.2million
- ADA began using Convio's e-mail campaign tool to send out e-newsletters and targeted messages in October 2004. Currently, almost a half million constituents receive e-newsletters from ADA
- ADA has also used Convio's Advocacy module since 2004. 99,702 constituents have generated 995,028 messages to legislators about improving access to quality care, eliminating discrimination against people because of their diabetes, and making sure the federal government adequately funds diabetes research and programs

# American Diabetes Association: 2007 Results



“Convio provides ADA with a way to understand the unique needs of individual constituents, and helps us enrich their online experience.” — *Dr. David Nickelson, Director, Internet Strategy & Operations, American Diabetes Association*

- Increased TeamRaiser revenue 35% to \$11M. YTD 2009 = 12.3M ( > 10%)
- Used Email module to conduct first-ever Gift of Hope campaign, raising over \$200K for the catalogue. GOH 2009 is in the field and being tracked by segment.
- Grew usable email house file 15% in 2007 to 739,967, YTD 2009 = 932,216.
- A recent Americans w/ Disabilities Restoration Act action alert generated 1200 responses in 3 hours, bringing total responses on this issue to over 20K

Sign In: [User Name] [Password] GO  
Forgot Your Password!

American Diabetes Association  
**Tour de Cure 2008** REGISTER DONATE VOLUNTEER ABOUT CONTACT

FIND YOUR LOCAL TOUR  
Select a state... v

REQUEST INFORMATION TRAINING FUNDRAISING TEAM UP! WHY WE RIDE THANK YOU GIFTS TELL A FRIEND NATIONAL TEAMS  
AT&T GOLD'S GYM JOHNSON & JOHNSON VALERO DIGNITY MEMORIAL

TOP TEAM FUNDRAISERS Team CLS, Cleveland, OH raised \$28,738

Welcome  
Tour de Cure is a series of fund-raising cycling events held in 40 states nationwide to benefit the American Diabetes Association.  
The Tour is a ride, not a race, with routes designed for everyone from the occasional rider to the experienced cyclist. Whether participants ride 10 miles or 100 miles\*, they will travel a route supported from start to finish with rest stops, food to fuel the journey and fans to cheer them on!  
Last year, more than 32,000 cyclists in 78 Tour events raised nearly \$13 million to support the mission of the ADA: to prevent and cure diabetes and to improve the lives of all people affected by diabetes.  
Take the Ride of Your Life. Sign up today.  
Register or Request More Information online, or by calling your local American Diabetes Association office at 1-888-DIABETES.  
\*Ride route distance varies from event to event.

No one ever told me what having diabetes meant.  
When Christy Davis was diagnosed with diabetes at age 20, she did not know anyone with the disease, nor did she understand what it meant to live with it. [Read more...](#)

Win a signed pro jersey!  
Tour de Cure's national media sponsor, Discovery Health Channel, has generously provided all Tour de Cure participants a chance to win an autographed Discovery Health Pro Cycling Team jersey. All the members of the 2006 Discovery pro cycling team have signed the one of a kind jersey. One winner will be selected at random from all registrants. Click here to see the jersey.

Thanks to Our National Sponsors:  
PERFORMANCE Bicycle DISCOVERY Health  
powered by convio



# ADA, Convio, and Integrated Marketing



- Barriers: History and Silos
  - Financial disincentives to cooperation and coordination
  - No structure for coordination and management
  - Evolution of Convio installation and staff model constrained use of tools to full capacity
  
- Solution: Strategic Plan + Consolidated Business Model
  - ADA Strategic Plan
  - eCRM Strategy
    - Infrastructure Review
    - Collaboration re: integration with Convio Client Success Services (CSS)
  - Development
    - Add'l modules; eCommerce and CMS (under consideration)
  - Deployment
  - Operations
    - Ongoing      IST services



# The What and How of CRM for ADA



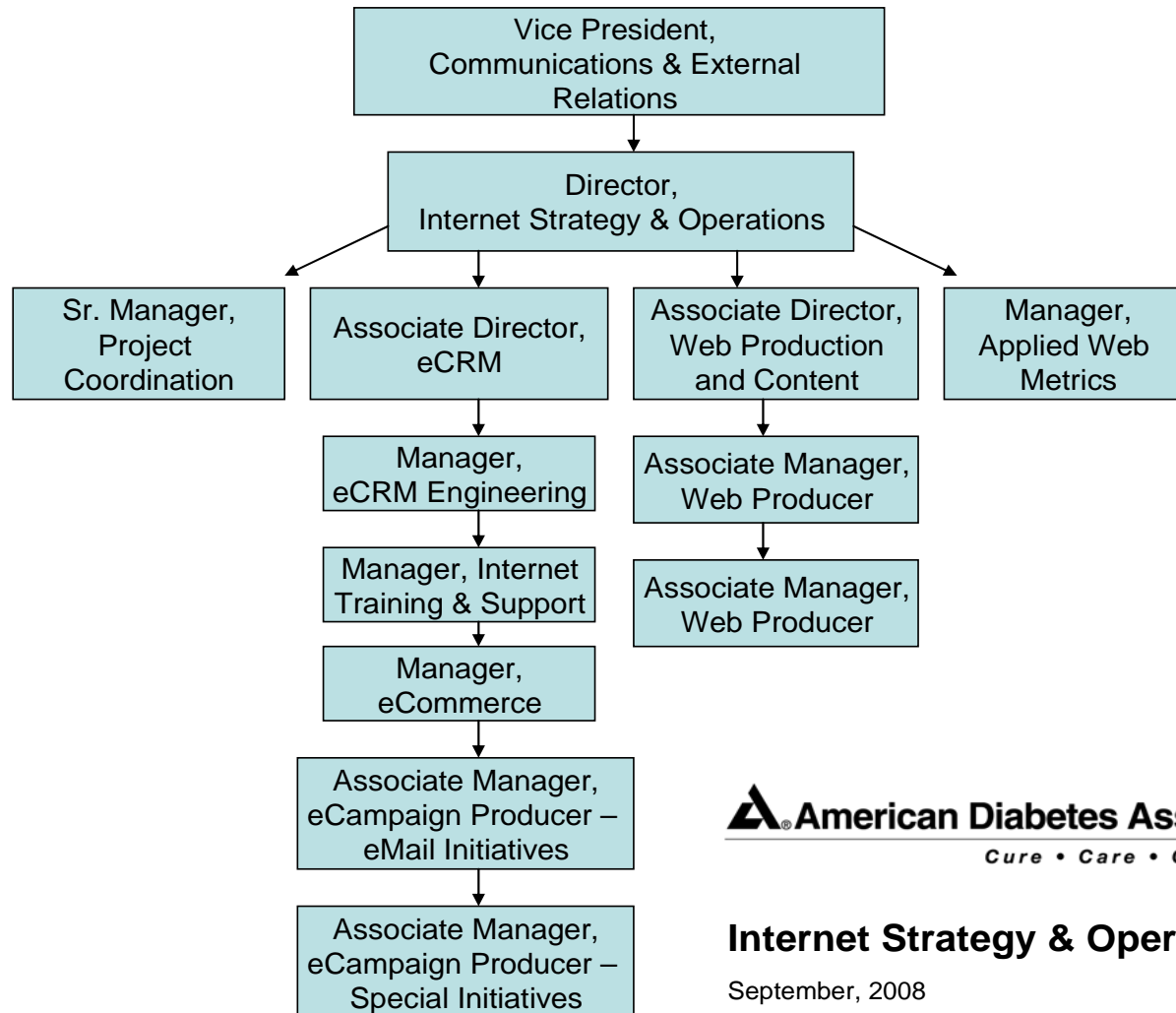
- Stewardship:
  - “Where they are at” to “where they want to be”
    - Help them to find/do exactly what they want to do quickly and efficiently
    - Get to know them to the extent that they are willing to be known
    - Suggest other engagement pathways that might be of interest them
- Structure and Process Improvements
  - Foundation Building
  - File Building
  - Engagement
  - Targeted Giving

# Organization Staffing



- Stakeholder input and review groups
  - Convio Users Group
  - Product Coordination Group
  - Content Coordination Group
  - Product Integration Group

# Department Staffing



## Internet Strategy & Operations

September, 2008



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# Thank You

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

# See you at the Convio Summit!



- **Convio Summit 2008 & Pre-Summit Executive Meeting**
  - November 17 – 19: Renaissance Austin Hotel, Austin Texas
    - Receive a 50% discount on your conference registration
    - Register online at [www.convio.com/summit-2008](http://www.convio.com/summit-2008)
    - Use promotional code: CNVDMG.