



Practical Internet Strategies for Disaster Response

Vinay Bhagat, Founder & Chief Strategy Officer, Convio

Alan Graham, President, Mobile Loaves & Fishes

Kimberly Reckner-Gromada, Manager of Online Fundraising, American Red Cross

June 10, 2008



Our Speakers



Kimberly Reckner-Gromada
Manager of Online Fundraising
American Red Cross



Alan Graham
President
Mobile Loaves & Fishes

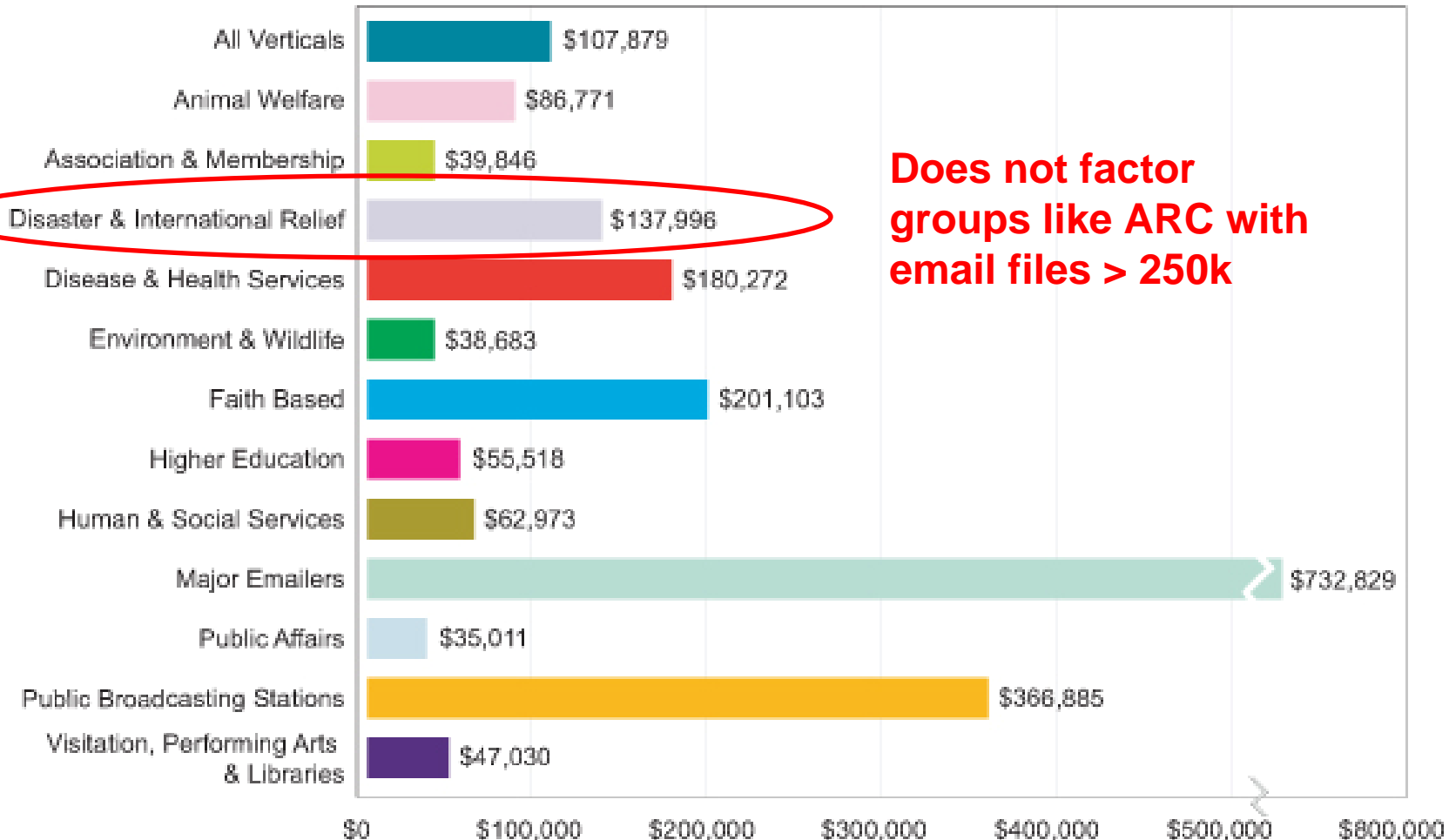
What We Will Cover Today

- Online fundraising context for relief groups
- Internet marketing best practices via case studies from one very large nonprofit and one small one
- How Convio can help your organization

Relief Benchmarks: Online Fundraising

Online Revenue (Fundraising) by Vertical

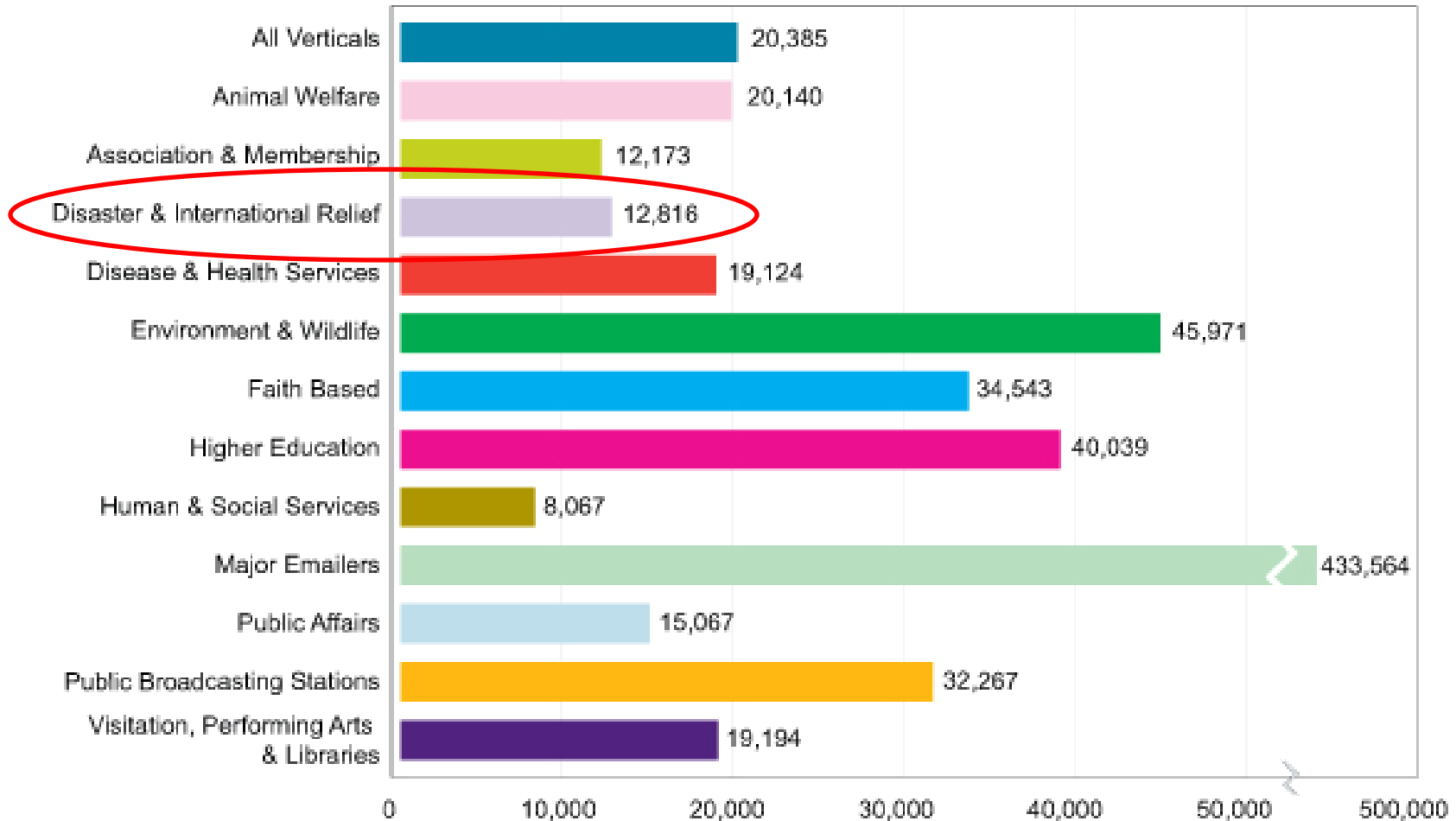
Median Total Revenue for July 2006 - June 2007, n = 327



Source: 2008 Convio Online Marketing Nonprofit Benchmark Index™ Study

Relief Benchmarks: Email File

Total Email File Size by Vertical
Median Housefile Size as of June 30, 2007, n = 419



Source: 2008 Convio Online Marketing Nonprofit Benchmark Index™ Study

Key Online Success Strategies Discussed

- Emergency response email campaigns
- Inspiring donors to give
- Optimizing the giving experience
- Monthly giving
- Web 2.0 and constituent empowerment
- Integrated multi-channel marketing
- Using e-commerce (merchandising)

Case Study: Mobile Loaves & Fishes

- Provide food, clothing and dignity to our brothers and sisters in need
 - ▶ 15 Trucks
 - ▶ 5 Cities, 4 States
 - ▶ 11,000 Volunteers
 - ▶ Serve ~ 400,000 meals/yr
 - ▶ Over 1 million meals served in 10 years
- Programs
 - ▶ Truck Operations
 - ▶ Habitat on Wheels
 - Park Place Village
 - ▶ Disaster Relief
 - ▶ MLF Shares



Challenges Pre-Convio

- Ineffective Constituent Relationship Management
- Online fundraising ineffective
- No ability to grow house file
- No ability to do events (i.e. TeamRaiser)
- Could not track effectiveness of online fundraising

Focus on Disaster Relief

History

MLF Board Strategic Initiative

6/05 Neal Nolan, NO native volunteers for 6 mos. to organize MLF Disaster Relief program

7/05 MLF contracts with Convio


8/05 MLF Communications Coordinator Attends Convio Training



8/29/05 HURRICANE KATRINA STRIKES

Katrina Response Email Appeals/ Updates

- 8/29/05 first email campaign goes out late afternoon
- Campaign goal: \$25,000
- Hours after e-mail goes out MLF is receiving donations averaging \$100 non-stop
- Series of 14 e-mails sent
 - ▶ Requests for aid
 - ▶ Reports from the field with ask
 - ▶ Requests for volunteers to go on trip & coordinate efforts
 - ▶ TOTAL RAISED - ~\$350,000



Mobile Loaves & Fishes
URGENT! HURRICANE RELIEF
Providing food, clothing, and dignity to our brothers and sisters in need.

WE URGENTLY NEED YOUR HELP! Hurricane Katrina has slammed into New Orleans and the Gulf Coast and has devastated some of the poorest of our brothers and sisters in need. Mobile Loaves & Fishes is mobilizing its resources and volunteers to help aid in the recovery from this devastation. We are coordinating with disaster relief agencies and local government entities to aid this devastated area. PLEASE CLICK HERE TO FORWARD THIS MESSAGE TO YOUR FRIENDS RIGHT AWAY.

This is how you can help:

Prayer -- Please pray for those MLF Volunteers going to serve our brothers and sisters in need and for those ravaged by this terrible hurricane.

Money -- Mobile Loaves & Fishes needs to raise \$25,000. We will be traveling to Louisiana with several of our trucks plus cargo trailers and a travel trailer. We will be equipped with food to help feed our brothers and sisters who have lost their homes and those working to bring stability back to this region. We will need money to purchase gas, food, and other essentials for the trip. Click here to help us provide food, water, and other essentials.

We plan to provide a place of rest for our brothers & sisters inside an air conditioned travel trailer; a place of prayer, a place of comfort, a place to get a cup of coffee or just a place to recline from a hard days work, perhaps even a place to sleep. When we return home we will integrate this trailer into our Habitat on Wheels program that provides travel trailers to our homeless brothers and sisters on the streets of Austin. Click here if you can help us purchase this trailer.

Volunteers -- If you are willing and able we would love to take a small army with us:

- about 20 people
- departing Wednesday, August 31
- returning Saturday, Sept. 3

We will need people able to prepare and serve food, who are physically capable of working with chainsaws and related tools to clear debris, who can comfort and supply simple first aid, etc. Email info@mobileloavesandfishes.org if you would like to volunteer. We are also in need of trucks with towing hitches to help us with our supplies.

Equipment -- Can you loan us your pancake air compressor, generator, chainsaw, tree trimming equipment, or other helpful equipment? We need you to deliver your equipment to 903 S. Capital of Texas Highway, Austin (the St. John Neumann commissary site). If so, email info@mobileloavesandfishes.org.

These efforts on our part will not diminish our efforts here at home. The volunteer core teams of each of our Primary Communities where trucks are located are prepared to deliver meals nightly using private vehicles. No runs should be cancelled due to our efforts to respond to this disaster.

The founders of Mobile Loaves & Fishes have always anticipated that the assets and resources of this organization would someday help our neighbors who were overcome by a natural disaster—this day has come. Thank you for your understanding, patience and generosity in helping our brothers and sisters in need in our neighboring state.

Disaster Activities

- Initial food/water delivery
- Laundromat & Cleaning supplies delivery
- Cleanup mission trip
- Rebuilding mission



Key Strategies Deployed

- Content managed website
- Multiplication Campaign – Sustainer donations ranging from \$10 to \$30 per month
- Integration of Web 2.0 – Social networking, streaming video
- Integration of Convio to Salesforce.com

Why Convio – Results!

- Powerful fund development strategy
- Raised lots of \$\$\$\$ in a variety of campaigns
 - ▶ ~\$400,000 raised by 1,369 donors
 - ▶ >200 Sustainer donors; >\$100,000/yr
- Affected public opinion
- Powerful web presence
 - ▶ We mentor a lot of nonprofits
- Sustainability – smoothing out income and stabilizing cash flow

Future Efforts

- Initial e-blasts
- Live video & field reports
- Teamraiser “tell-a-friend” push
- Tributes – empowering people to serve
- Blog
- Social page links (FaceBook, MySpace, YouTube, Twitter)

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.The YouTube logo, featuring the word "You" in black and "Tube" in white on a red rounded rectangle, with the tagline "Broadcast Yourself™" below it.The Twitter logo, featuring the word "twitter" in a light blue, rounded, lowercase font on a light blue background.The MySpace logo, featuring a white icon of three people and the text "myspace.com" in white, with the tagline "a place for friends" below it, all on a dark blue background.

Case Study: American Red Cross

Approach and challenges before Convio

- Internal IT team developed and managed online fundraising capabilities
- Impossible to keep pace with advances in technology innovation – feature requests from fundraising team
- Usability challenges (e.g. ease by which administrators could send emails)
- Challenges with outages/ system reliability

Vision: Donor-Centered Fundraising

HOW: Strategic Fundraising Approach

- Apply eCRM within direct response fundraising strategy
- Provide targeted, relevant, and engaging interactions with constituents
- eCRM: online constituent relationship management. It is a methodology to attract, motivate and retain the constituents who support your organization. Four stages include Outreach, Motivation, Action and Loyalty

Online Fundraising Milestones – Last 3 Years

Aug 2005 – Convio donation site launch and 340 Corporate Sites

Sept 2005 – Record \$90M raised online in one day for Katrina

Fall 2005 – Spanish Site and Sustaining online giving launched

Dec 2005 – Ended year with \$500M+ total online

Apr 2006 – Chapter Online Giving Pilot Launch (COGP)

Fall 2006 – Oklahoma Heroes Teamraiser Plan

Fall 2007 – Partnered web initiatives :

BRNY offline / online integrated campaign

Grtr Columbus and Alexandria web events support

Current 2008 – Strategic Integrated Fundraising Plan

Successes

FY07	\$13,231,391
FY08 YTD	\$15,602,894

- Grown email file to over 2 million constituents
- Grown COGP house file to 200K constituents
- Sent > 125 million emails through Convio
- Finalized COGP Pilot program
- Launched the Oklahoma Heroes Campaign and raised over \$350K
- Started BRNY offline/ online integrated campaign
- Completed first chapter events processing with Greater Columbus and Alexandria
- Spanish/English website and donation site hosting

Optimizing Donor Experience

- ✓ **User-friendly** donation process
- ✓ **Proper Acknowledgement** and Recognition
- ✓ **Simple, pleasing** look and feel
- ✓ **Customize** donation pages for campaigns
- ✓ **Prominent signup** on homepage
- ✓ **Recurring (sustainer) giving** option
- ✓ **Honor/memorial gift** options/process
- ✓ **Major gift** triggers
- ✓ Polling, **Surveys**, Interactive
- ✓ Capture contact **interests and preferences**
- ✓ Send **targeted**, action-based messaging

OMU ENEWS

1 Minute Update JULY 2007

Dear Friend of the Red Cross,
The word from forecasters describing hurricane season 2007 is "intense". I don't worry about the Red Cross being ready. Our Disaster Response teams are positioned to mobilize at a moment's notice, and our systems are in place. But I do urge you to get serious now about disaster and emergency safety if you haven't already. Get a kit. Make a plan. Be informed. Hurricanes can cause serious flooding, wind damage and power outages well inland from the coast. Even if hurricanes aren't a worry where you live, having an emergency plan and kit gives peace of mind and confidence that you're protecting yourself and loved ones. Wildfires, thunderstorms, tornadoes and lightning are threats no matter where you live. Remember this summer, play it safe first. Then kick back and enjoy! Red Cross applauds you and appreciates your support.

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- OVER \$100K Raised in August 2007 OMU w/ Disaster Alert
- OVER \$1 MILLION RAISED ONLINE IN AUGUST

1 Minute Update AUGUST 2007

DISASTER ALERT

Red Cross Response Teams in the south quickly mobilized to communities in Southern Texas as hurricane Dean surges on its path in the Gulf. Red Cross workers in the Midwest are providing shelter and support to families from Oklahoma to Minnesota, whose homes were flooded from the torrential rains of Tropical Storm Erin. Our resources and readiness rely on voluntary donations from the American people. [To help us in these efforts, please visit our National Disaster Relief Page.](#)

Last week's 8.0 magnitude earthquake in Peru caused over 500 deaths and over 1,000 injuries. As children and families try to recover, American Red Cross is supporting the Peruvian Red Cross relief effort. [To help the victims of this deadly earthquake, click here.](#)

SPOTLIGHT ON KIDS

Dear Friend of the Red Cross,

Summer is fading fast and no one is more disappointed than the kids! It's back to school for good old-fashioned homework and education.

Our focus this issue is fittingly on kids, those Red Cross is helping and those who help us.

Red Cross celebrated [International Youth Day](#) August 12, honoring the more than one billion young folks around the globe, supporting and engaging them in making a difference in the lives of others.

As we remember the millions who suffered from Katrina two years ago—children, elderly, families, pets—we are also reminded this month how disaster inspired a nation to respond. See how Red Cross' [Hurricane Recovery Program](#) (HRP) has been helping survivors full force on their roads to recovery, providing careful stewardship and accountability.

Many children have school to look forward to, but in other parts of the world kids struggle daily to stay alive. Red Cross' [Child Survival Program](#) is reducing childhood illnesses and death in Cambodia, and empowering its communities with tools to sustain the progress.

Kids are our future—love them, educate them, and keep them safe. Enjoy the rest of summer!

Warm Regards,

Kathleen Loehr
Senior Vice President
American Red Cross

P.S. "Back to school" time signals a primer on School Safety. Brush up by visiting [Redcross.org](#) for [tips](#) and useful information.

GET PREPARED

Summer School: Making the Best of a Disaster
In one week, 20 teenagers learned a lifetime of skills. The program was part of the

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to prepare, the only route was to act. When his father, Matthew, was called for him to assist his grandfather Dave Habif, 75, Rocky acted immediately to save his life.

Appeals



APRIL 2007

Dear Friend of the Red Cross,

Disaster can strike anytime, anywhere and with little or no warning—just ask Steven Chin.

A firefighter knocked on Steven's door at 12:30 on a Sunday morning, warning him that the river near his house was rising, and his family needed to prepare to evacuate their home.

At 1:30 am the firefighter returned to notify him that he had less than an hour before the river reached his home. After seven years in their house, Steven and his family had to pack up and leave. The house was almost under six feet of water, and their entire neighborhood was flooded. The realization that they were stranded and homeless began to sink in, along with feelings of fear and anxiety.

Steve, his wife Yetta, sons Michael and Nikolas, and daughter Danielle made it safely to higher ground and to a nearby American Red Cross shelter. Opened in a local fire station, the shelter provided the Chin family and other local residents with a safe place to sleep, a warm meal, blankets, water, clothing, comfort and care.

Even while Red Cross responds to headline tragedies such as tornadoes and floods, we are also helping families prepare for the next emergency through community disaster education, teaching lifesaving skills such as first aid and CPR, providing support for military members and their families, and stocking nearly half of the nation's blood supply.

Your financial gift right now can help secure these lifesaving services and resources needed for the next emergency, the next family, and the next community.

The nation takes comfort in knowing the Red Cross will be there to provide services to our military and their families, relief from disaster, and prepare people with the skills and confidence to save lives in an emergency.

The critical human services Red Cross provides are crucial and cannot be taken for granted—and **your support is our lifeline.**



We may not know when the next crisis will arise, but thanks to friends like you, Red Cross will be ready across the street and across the country.

Yours truly,

Kathleen Loehr
Senior Vice President
American Red Cross

P.S. Help us continue to prepare for and respond to the emergencies that are happening to families like the Chins today—and every day—by **making a secure donation now.** Thank you.

DO YOU KNOW...
Your area's flood risk? If you are uncertain, call your local Red Cross chapter, emergency management office, or planning and zoning department.



AUGUST 2007

Dear Friend of the Red Cross,

The Minnesota bridge collapse is a sad and stark reminder to us that disaster WILL strike without warning.

In a matter of **four seconds, everything changed** for the surviving families of the Minneapolis bridge collapse, the sons and daughters of the deceased, the friends whose loved ones wouldn't be coming home again.

We wouldn't be the Red Cross if we weren't prepared for the unexpected. And it's people like you who help us be prepared. [Your support makes this kind of response possible.](#)

Our staff and volunteers rushed to the scene to set up shelter and serve food to the affected families and rescue workers. Our mental health counselors worked around the clock comforting the grieving families—especially those who waited days for word back from recovery officials. And some still wait. Our hearts go out to everyone affected by this tragedy...

I want you to feel that, as with every American, you can rely on us during the darkest hours of disasters and emergencies. But realistically our Red Cross response hinges on having the resources, talent and ability to do so—whether responding to disasters or helping people prevent, prepare for and respond to other emergencies.

We can't afford NOT to be prepared, especially as we reach the height of hurricane season. But our financial reserves are **dangerously low, and your support now is vital.** Responding to thousands of disasters this past year has put a serious strain on our funds.

Your gift of \$25, \$50 or \$100 today— as much or as little as you can afford – can make a meaningful difference for people like the families and rescuers in Minneapolis.

Please join me in **supporting a mission** that nearly every American may rely on at some point in their lives. I know I can count on you. My sincerest thanks goes out to you.

Warm regards,

Kathleen Loehr
Senior Vice President
American Red Cross

P.S. Fortunately, no killer hurricane is making landfall tonight. But no one can dispute that a Katrina-size storm may be on the horizon before this season ends. **Please help us be ready** this hurricane season, and for the many needs we meet every day.

Disaster Egrams



NOR'EASTER STRIKES COAST---Headline Here

Dear Friend of the Red Cross,

Right now, the Red Cross is taking action in the community of this tropical storm in providing relief for the recent tornadoes that struck a 200 mile radius and affected hundreds of homes and thousands of people. This has been termed a national disaster, and local and national Red Cross Relief Services are on the scene providing food, shelter, medical assistance and general shoulders to lean on.

Your support is greatly needed in our effort. This is the quickest way to put your compassion to action and help us make a difference for the families of Texas.

Consider making an online donation to your Red Cross to aid us in helping others. Your support is valued and necessary. [Click here to make your secure online donation.](#)

Thank you

American Red Cross

Help Red Cross with Nor'easter recovery and response by making a secure online donation.

[DONATE NOW](#)

[TELL A FRIEND](#)



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Thank you

American Red Cross




Help Red Cross with disaster relief and recovery for those affected by the Kansas Tornadoes by making a secure online donation.

[DONATE NOW](#)

[TELL A FRIEND](#)

Stewardship Reports

ONE-YEAR AND TWO-YEAR KATRINA STEWARDSHIP REPORT EMAILS LAUNCHED TO KATRINA DONOR GROUP

 **American Red Cross**


A YEAR OF HEALING

The American Red Cross Response to Hurricanes Katrina, Rita and Wilma.

The past year is a testament to the people of the United States and the world. They worked shoulder-to-shoulder, implemented plans under immense pressure, and managed critical resources. Their experiences were forged by fortitude, and often, washed by tears.

The American Red Cross One-Year Hurricane Report is a tribute to the hope, dedication and relief that survivors of the 2005 Hurricane Season received in the days, months and year after the largest natural disaster ever to hit the Gulf Coast devastated the region and the country.

We hope you will take a moment to read over the report and feel a sense of honor for the help and the hope your time and money contributed to the lives of those affected by these hurricanes.



[CLICK TO VIEW THIS SPECIAL REPORT](#)

FOR THE GENEROUS SUPPORT AND HOPE YOU GAVE TO MILLIONS, THANK YOU.

 **American Red Cross**

THE FACE OF RECOVERY

The American Red Cross Response to Hurricanes Katrina, Rita and Wilma



Dear Katy,

Two years ago, three hurricanes changed millions of lives. Every day since, the Red Cross has mobilized partnerships and manpower and relied on experience to provide survivors with the tools they need to chart their path to recovery. Through the Hurricane Recovery Program (HRP), survivors are getting the help they need on a daily basis.

"It is the goodness that is in people who come to help people they never knew and will never see again... the story of what we can do when we look out for each other."

Russ Paulsen, Executive Director of HRP

[CLICK HERE TO VIEW THIS SPECIAL REPORT](#)

We are so grateful for your trust and your support. Take a few minutes to browse "The Face of Recovery". Read stories of survivors' trials and triumphs, and learn about the community of action that's improving lives—of which you are a vital part. Thank you again for your powerful Red Cross support!

Warm Regards,



Kathleen Loehr, Senior Vice President
American Red Cross

Communications and Marketing

MARLEE MATLIN EMAIL SERIES FOR CELEBRITY OUTREACH



Get Prepared

Dear Friend,

Do you know what to do when the fire alarm goes off in your workplace? Where would you go if you had to evacuate your home tomorrow – and how would you get there? Do your friends and coworkers know how to help you in case of emergency? Do you know how to help them?

The American Red Cross will always be there to help us when we need it. The Red Cross also empowers us to help prevent emergencies and prepare ourselves before disaster strikes. Everyone should learn how to take care of themselves and their families in case of emergency. And as a person who is deaf, I feel an even greater responsibility to plan for the unexpected because I need to plan how to communicate in case the services are not available. We must take it upon ourselves to make sure we're as safe and ready as we can be – not only for our own wellbeing, but for the wellbeing of those around us, too.

The Red Cross offers extensive resources on you can get prepared for a disaster or emergency. You can get guidance on how to make a family emergency plan and build an emergency supplies kit, and learn simple, everyday safety tips like fire prevention and first aid. The Red Cross also teaches courses in lifesaving skills, including CPR, AED use, swimming lessons and even pet first aid. You never know when you might need these skills to save a life – or when you need someone else to help save yours.

Visit www.redcross.org (or www.cruzrojaamericana.org for Spanish) or contact your local chapter to learn more.



Help Your Community



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Give the Gift of Life

Dear Friend,

Every two seconds someone in America needs blood. You have the power to help ensure they get it.


People who donate blood through the American Red Cross provide nearly half of the nation's blood supply. New donations are needed every day to meet the needs of people who have suffered accidents or who have cancer, blood disorders or other diseases.

With every donation your blood can make a lifesaving difference for up to three people. You can also volunteer to give blood for use in research, providing a necessary resource for important medical advances.

Giving blood is easy and only takes about an hour. So be a hero to someone in immediate need...a friend, a neighbor, a stranger...or contribute to research that could benefit us all.

Become a frequent American Red Cross blood donor.
Visit www.givelife.org or call 1-800-GIVE LIFE (1-800-448-3543).

For Spanish visit www.cruzrojaamericana.org or call 1-866-POR VIDA (1-866-767-8432).



Multi-Channel Direct Response

- Combine disparate direct marketing platforms and programs into one cohesive, strategy driven, revenue producing, cost-effective program
- Utilize all channels – mail, phone, web and email
- Utilize all segments – web leads, other warm prospects, regular donors, middle and major donors, Hispanic donors, monthly donors
- Deliver stable and predictable revenue
- Driving priority is to engage, satisfy and maintain long-lasting donor relationships

Donors Who Give Through Mail & Online

	Renewal
	Default Renewal Donor Conversion Series
Online Channel Origin	<ul style="list-style-type: none">■ Test addition of mail Newsletters■ Test swap of online appeal for mail appeal■ Test mail cultivation touch points
Mail Channel Origin	<ul style="list-style-type: none">■ Test addition of OMU■ Test addition of updates and/or stewardship■ Test swap of mail appeal for online appeal
Phone Channel	<ul style="list-style-type: none">■ Test thank you call■ Test phone ask

Methodical Approach for Integration

- ✓ **Constituent data mining** – identify multi-channel constituents, examine gift histories; create segments and test through direct response series.
- ✓ **Test “alternate” channel** -- online donors with mail; and mail with online.
- ✓ **Integrate mail campaigns with online** giving choice – coded URL, website landing page, homepage graphic
- ✓ **Companion emails** to announce, remind and supplement mail campaign
- ✓ **Donor research** - survey on online and mail preferences, attitudes, perceptions, ongoing trending
- ✓ **Create multi media fundraising campaign**, integrated branding / message with email, web, media, and mail
- ✓ **New donor 2nd gift conversion** – online and mail sequence series testing for new donor conversion
- ✓ **Test telemarketing/email sustainer conversion series** on new online disaster donors

Direct Mail / Online Integration



American Red Cross

[DONATE ONLINE](#) | [OTHER WAYS TO DONATE](#) | [FAQS](#)

Red Cross State Drive

Show Your Support Now

Alabama State Residents, Save Time and Postage:
Thank you for your interest in making a donation to the American Red Cross Alabama State Drive. As we explained in the recent letter you received, people throughout Alabama are banding together in a statewide drive to support the American Red Cross. As a past supporter of the Red Cross, I know you share their desire to be there for people who will need the Red Cross in the future.

Won't you join them by sending your [contribution](#) today?

The local chapters of the Red Cross must be prepared to provide food, shelter and counseling for disaster victims. They must be there to support firefighters and other emergency personnel. And they must provide CPR, first aid and other emergency preparedness training that creates stronger communities ready for the uncertainties ahead.

It all starts with [you](#) and [your donation](#) to the Alabama State Drive.

Simply click the button below to make your donation.

DONATE NOW

If you would like to direct your gift to a Red Cross effort not listed, please contact 1-800-HELP-NOW or mail your donation to American Red Cross, P.O. Box 37263, Washington, D.C. 20013. Please indicate how you wish your gift to be used. The best way to help victims of disasters across the country each year is to donate to the Disaster Relief Fund, which enables the Red Cross to provide shelter, food, counseling and other assistance to those in need.

[Other Ways To Donate >>](#)

The American Red Cross is not a government agency and all Red Cross disaster assistance is free thanks to the generosity of people like you. The value of your donation is increased by the fact that the rate of volunteer Red Cross workers to paid staff is almost 38 to one. Contributions to the American Red Cross, a tax-exempt organization under Section 501(c)(28) of the Internal Revenue Code, are deductible for computing income and estate taxes.

POWERED BY CONVIO

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American Red Cross

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Simply click the button below to make your donation.

DONATE NOW

If you would like to direct your gift to a Red Cross effort not listed, please contact 1-800-HELP-NOW or mail your donation to American Red Cross, P.O. Box 37263, Washington, D.C. 20013. Please indicate how you wish your gift to be used. The best way to help victims of disasters across the country each year is to donate to the Disaster Relief Fund, which enables the Red Cross to provide shelter, food, counseling and other assistance to those in need.

[Other Ways To Donate >>](#)

The American Red Cross is not a government agency and all Red Cross disaster assistance is free thanks to the generosity of people like you. The value of your donation is increased by the fact that the rate of volunteer Red Cross workers to paid staff is almost 38 to one. Contributions to the American Red Cross, a tax-exempt organization under Section 501(c)(28) of the Internal Revenue Code, are deductible for computing income and estate taxes.

POWERED BY CONVIO

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DIRECT MAIL STATE DRIVE

- First offline to online test
- Customized URLs by state inserted into the direct mail letters to test conversion of mail donors to online

Fundraising in a Box

In less than two weeks, there were over 500 chapter and national registrations to the resource portal



American Red Cross

Fundraising in a Box


Register with Fundraising in a Box to get the most out of this exciting resource.

By registering, you will have access to downloadable files, including customizable donor-ready materials. You'll also be able to join discussion groups, participate in live chat events and more with added features being added in coming weeks.

[LOGIN](#) | [REGISTER](#)

Access to this resource is limited to American Red Cross fundraisers, including paid staff and volunteer board members. If you're not sure if you qualify or have any trouble with the registration process, please call 202-303-5807 or email StewardshipNHQ@usa.redcross.org.

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American Red Cross

Fundraising in a Box

READY, SET, GO!

Ready ————
Plan. Budget. Prepare for a disaster. Develop a United Way strategy.

Set ————
Get your Board on board.

Go ————
Find your Red Cross HEROES. Strengthen individual giving. Steward donors so they'll give again and give more. Introduce a new approach to the Clara Barton Society.

Home
[Development Planning](#)
[Disaster Fundraising](#)
[United Way](#)
[Board Development](#)
[HEROES Campaign](#)
[Individual Giving](#)

Contacts
[CrossNet](#)

Welcome to the "Virtual Box"
Jane Gilbert, SVP of Service Area Support, and Kathleen Loehr, Interim SVP of Development

You are in the right place. The Fundraising in a Box project built this microsite what we've taken to calling "Fundraising in a Virtual Box" in an effort to give you fast, easy access to the many useful fundraising materials compiled through the project. It's live, and growing. In the coming months, you'll find the site expanding as more features are added, including live chats hosted by fundraising colleagues, blogs for posting success stories and challenges, launching of discussion groups, and much more. As new materials are added to Fundraising in a Box, they will be posted here, as well.

This project is a partnership between fundraising-savvy chapters, Service Area development staff and the Strategic Fundraising Initiative. Together, we've gathered a strong set of materials some you'll be able to put into action right away and some you'll come back to reference at some future date. We're still working,

Donor-Centered Fundraising at the American Red Cross
Penelope Burk, president of Cygnus Applied Research, Inc. and author of Donor Centered Fundraising

Donor-centered fundraising is a customer service-oriented approach to raising money defined by seven years of research and testing with not-for-profits, fundraisers and donors. "DCF" raises more money by retaining donors longer and by maximizing their generosity more quickly.
[Read Full Article](#)

Helping Hands for Fundraising
Jeanine Burger, Mid-Atlantic Service Area Council Member, York County (SC) Chapter Volunteer and SFI Advisory Board Member

The thing about fundraising is that it doesn't come naturally to everyone at the Red Cross. Without the right tools and guidance, it can be intimidating and frustrating. That's why I'm so pleased to see Fundraising in a Box.

Through my participation in SFI, I have continued to be impressed with the fundraising expertise pulled from the field and national levels. These people know fundraising in practice and not just theory. The tools and methods they have compiled in Fundraising in a Box really are proven things. When put in the right hands, they will boost chapter fundraising to the next level.

Who are those right hands? Certainly paid fundraising staff and chapter executives. But I also challenge you to find ways to involve your chapter chairs and boards. It will be a process, but this valuable resource can take the fear out of fundraising, open

Stewardship

SAMPLE STEWARDSHIP REPORT
BANNERS FEATURED IN OMU ENEWS

HURRICANE RECOVERY ENEWSLETTER



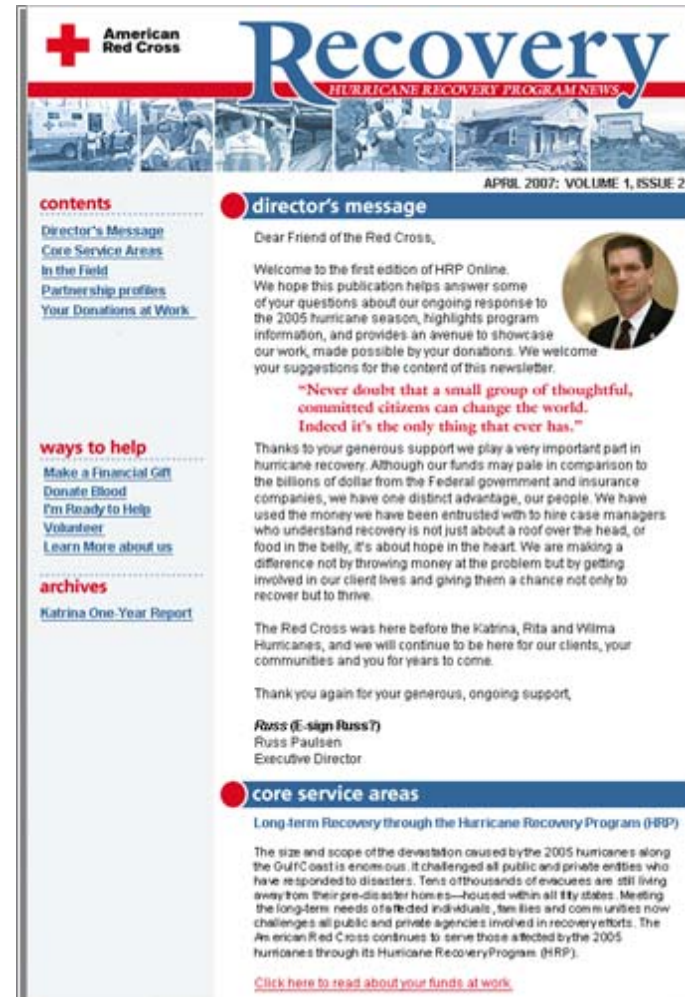
**SPECIAL REPORT:
THE FACE OF RECOVERY**
The American Red Cross Response
to Hurricanes Katrina, Rita and Wilma
[CLICK HERE FOR A TWO-YEAR REPORT](#)



TSUNAMI
RECOVERY PROGRAM
[CLICK HERE FOR A SPECIAL
TSUNAMI TWO-YEAR REPORT](#)



SPECIAL REPORT: A YEAR OF HEALING
Red Cross Response to Hurricanes Katrina, Rita and Wilma.
[Click here to view a recently released special report.](#)



American Red Cross
Recovery
HURRICANE RECOVERY PROGRAM NEWS
APRIL 2007: VOLUME 1, ISSUE 2

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[I'm Ready to Help](#)
[Volunteer](#)
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archives
[Katrina One-Year Report](#)

director's message
Dear Friend of the Red Cross,
Welcome to the first edition of HRP Online. We hope this publication helps answer some of your questions about our ongoing response to the 2005 hurricane season, highlights program information, and provides an avenue to showcase our work, made possible by your donations. We welcome your suggestions for the content of this newsletter.
"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed it's the only thing that ever has."
Thanks to your generous support we play a very important part in hurricane recovery. Although our funds may pale in comparison to the billions of dollars from the Federal government and insurance companies, we have one distinct advantage, our people. We have used the money we have been entrusted with to hire case managers who understand recovery is not just about a roof over the head, or food in the belly, it's about hope in the heart. We are making a difference not by throwing money at the problem but by getting involved in our client lives and giving them a chance not only to recover but to thrive.
The Red Cross was here before the Katrina, Rita and Wilma Hurricanes, and we will continue to be here for our clients, your communities and you for years to come.
Thank you again for your generous, ongoing support,
Russ (E-sign Russ?)
Russ Paulsen
Executive Director

core service areas
Long-term Recovery through the Hurricane Recovery Program (HRP)
The size and scope of the devastation caused by the 2005 hurricanes along the Gulf Coast is enormous. It challenged all public and private entities who have responded to disasters. Tens of thousands of evacuees are still living away from their pre-disaster homes—housed within all 11 states. Meeting the long-term needs of affected individuals, families and communities now challenges all public and private agencies involved in recovery efforts. The American Red Cross continues to serve those affected by the 2005 hurricanes through its Hurricane Recovery Program (HRP).
[Click here to read about your funds at work.](#)

Special Features: E-Commerce

*“The OMU hit 6/7/07. Up to that day we were averaging 50 orders. On 6/7/07, we processed **221 orders**, 6/8/07=274, 6/9/07=116, 7/10/07=50, 7/11/07=86 and 7/12/07=72.*

The overall month, we processed over 700 orders. Averaging \$4000 a day, when the OMU hit, we went to averaging over \$10,000 a day.”

NICOLE WARDEN □

Product Management and Business Planning

Preparedness and Health and Safety Services


EBAY REQUESTED A PRINT VERSION OF THIS EMAIL TO BE FEATURED IN THEIR GIVING WORKS PROGRAM TOOLKIT

FATHER'S DAY IS SUNDAY, JUNE 17!

Help Dad Be Red Cross Ready!

Growing up, we have always looked to Dad for love and guidance. And protecting family is job one for Dad. You can help make his job easier with these handy Red Cross preparedness gifts. He'll love it, and it teaches lessons in safety that will carry on forever.

ON SALE NOW FOR A LIMITED TIME!

 DELUXE EMERGENCY PREPAREDNESS KIT buy now	 VINTAGE-STYLE EMERGENCY PREPAREDNESS KIT buy now	 SPORT SAFETY TRAINING HANDBOOK buy now
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Place your order by June 19, 2007, to guarantee standard delivery in time for Father's Day.

Start Shopping!

Check out Redcrossstore.org for other unique Father's Day gifts up to 50% OFF!

Give Dad a distinguished and humanitarian look with these handsome Red Cross cufflinks, or try the ultra-hip *Man's Best Friend Teel*

From baseball cards to vintage cars, you'll find whatever Dad wants on eBay.

Thanks to the eBay Giving Works program, your gift to Dad can give back to the Red Cross. Every seller listed on the Red Cross page will donate 10-100% of his or her winning bids to the Red Cross.

  [Click here to start shopping eBay!](#)

How Convio Can Help You

- Deep experience in sector
 - ▶ Largest to very small orgs
- Comprehensive, cohesive platform designed to help you grow
 - ▶ Flexible online fundraising
 - ▶ Robust email marketing
 - ▶ Constituent empowerment and Web 2.0
 - ▶ Web content management
 - ▶ Donor database integration
- Comprehensive success services in-house and via 170 strategic partners
 - ▶ Strategy and campaign execution
 - ▶ Benchmarking and analytics
 - ▶ Information architecture, user experience
 - ▶ Virtual administration
 - ▶ Convio Go!



Your Partner In Driving Results

For Additional Information

- Learn about our solutions for disaster response:
www.convio.com/relief
 - ▶ You'll find case studies, on-demand webinars, and other resources
- Questions? www.convio.com/contactus