

Steer Your Board in the Right Direction

Prepare to make your case for an investment in
online fundraising

Recommended Game Plan



Online Potential

Offline-only donors

who get email from an organization

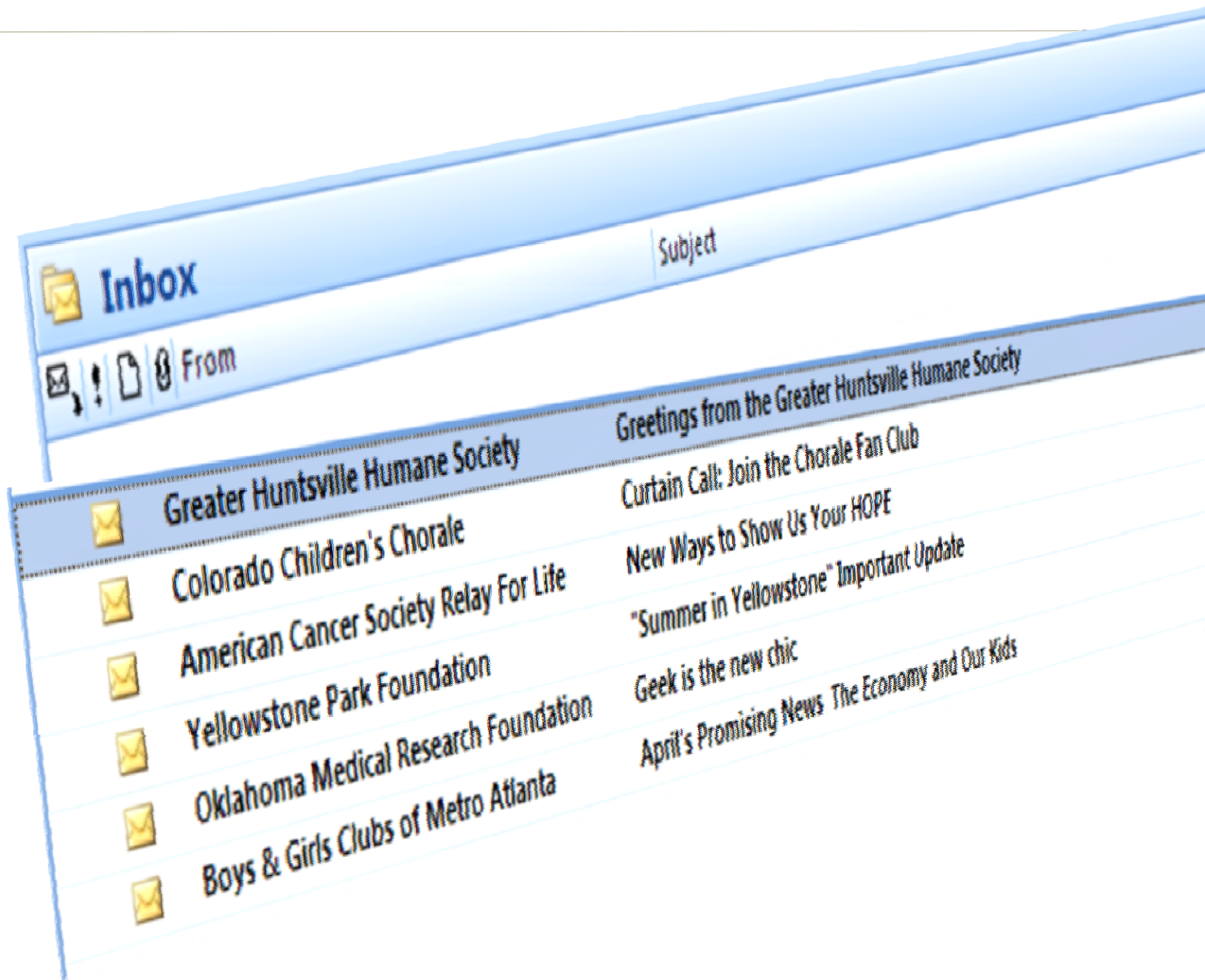
give double

Organizations can expect
over a lifetime

\$14 in online revenue

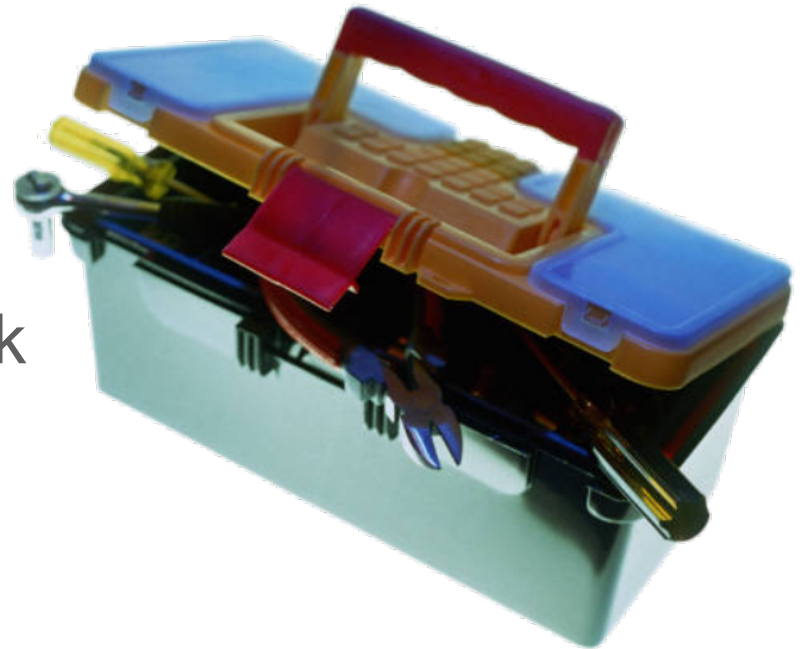
for every email subscriber recruited

Online Competition



Get Your Board Onboard Toolkit

- Tools to persuade your board that:
 - The Internet is not a fad
 - A website is not enough
 - Online marketing works
 - Investing beats hoarding
 - You've done your homework
 - You have a plan...and you can prove it works!



Today's Speaker

- Expertise: how people and organizations work
 - Masters, Organization Development
 - Ph.D. in Human and Organization Systems
 - Consulting 20 years for strategic leaders & boards



Dr. Linda Ford

Board Consultant

PhD, Human and Organization Systems

Get Your Board Onboard

Fundraising partnerships that work

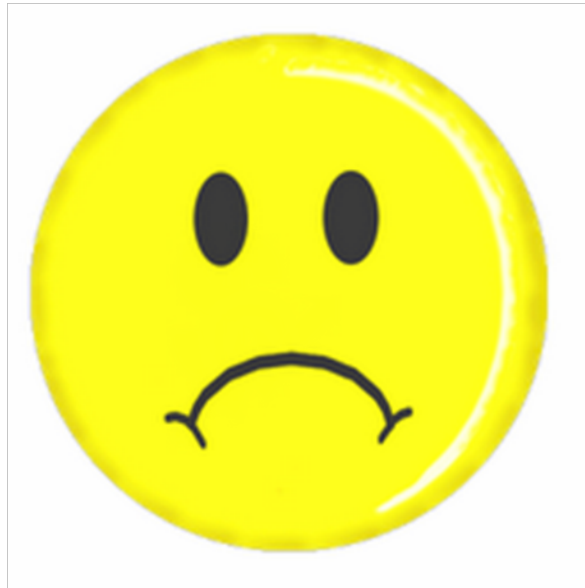
A Tale of Two Funds

The Wizards of Wealth



A Tale of Two Funds

The Well-meaning Wonders



What made the difference?

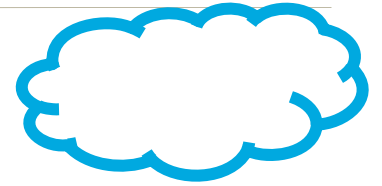
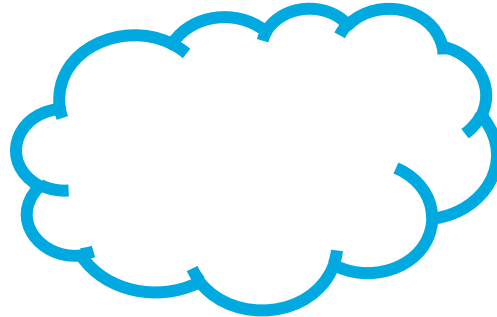
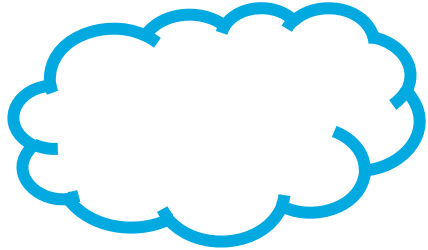
More important mission?

The Fourth Factor

A few high profile donors?

The economy?

WoW Gorilla's Guide



5 Diagnostic Questions

Question #1

Does your Board treat financial support (including fund development) as one of its key tasks?

Question #2

Is the Board actively developing itself to meet the strategic goals of the organization?

Question #3

Does the Board spend more meeting time on forward-looking matters than backward looking?

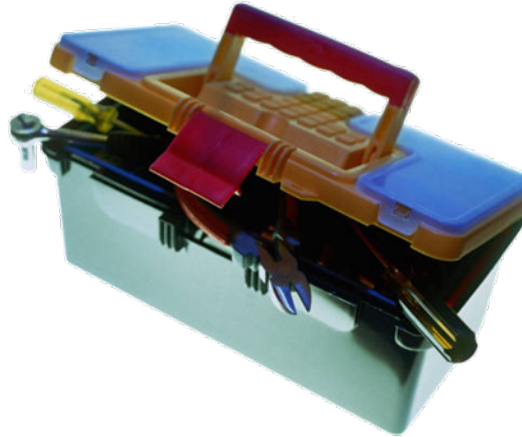
Question #4

Do Board members reach into their circles of influence on behalf of the organization?

Question #5

Can individual Board members speak currently and specifically about the organization's impact in the community?

Your Toolkit



Proposal: Strategic Fundraising Investment The Convio Go!™ Program

Strategic Fundraising Investment | Page 3

Online Communications and Fundraising Proposal (Convio Go! Program)

An offline donor who gets regular compelling email gives double the lifetime amount of such a donor who doesn't receive emails! And \$13.94 is the average amount of annual online revenue that can be gained (on by securing one additional email subscriber! With our economy the worst in 50 years, and demand increasing, we can no longer afford to surrender potential income to competing organizations with more advanced online strategies, especially now.

And beyond today's uncertain economy, the donors of tomorrow will increasingly follow a 24-hour news cycle, becoming insensitive to messages that aren't fresh and relevant. Sixty-six percent of mid and major-level donors visit a nonprofit website before donating for the first time, which isn't surprising at they spend 18 hours online each week! Overall, 73% of Americans are online.* We propose to invest where our donors are, via a unique program run by Convio, whose clients have raised nearly \$2 billion dollars online to date.

Current fundraising and communication status

Key metrics			
Current donor record count	#	Year-to-date unique website visitors	#
Current email list size	#	Year-to-date online fundraising	\$

Cost of the Convio Go! Program:

- [INSERT PROPOSED PRICING]

What we get for the money:

- A proven online communication calendar for the first year, including a lead consultant and an interactive production team that will generate email and webpage templates and produce monthly eNewsletters that will help strengthen donor loyalty.
- With our team's creative input, the Go! Program will also build, test, and deliver an online list growth campaign and two online fundraising campaigns. All results will be benchmarked against other participating organizations.

The ability for our website visitors to:

- Subscribe to our online communications with just an email address.
- Optionally provide or update their contact data or answer our questions about their motivations.
- Forward our email messages or eCards to friends and family.

Interact with custom webforms like "Contact Us" pages, petition pages, and more.

Donate securely via credit card anytime, including optional monthly giving options.

Help for our staff to:

Get coaching we could not otherwise afford from experienced online consultants (unique cohort format).
Update our website and send email messages ourselves, with no per-mailing cost.
Pull reports on emails opened, links clicked, etc. and manage subscriber profiles (with full automation of sign-ups, unsubscribes, and a welcome series for new subscribers).

Launch our own branded online donation forms (specific to any event, tribute/memorial occasion, natural disaster, media opportunity, etc.).

Very low risk:

65 other organizations have chosen this unique and effective program to boost online fundraising. The organizations participating in Convio Go! in 2008 made an average of \$300 for every \$100 invested. We can get out of our Convio contract at 12 months if we want (termination for convenience).

Convio calculates our 3-year ROI to be: [INSERT PER ONLINE CALCULATOR]

A private reference check with [INSERT NAME, TITLE, ORGANIZATION] increased our confidence in this solution.

Star Marketing (CRM) with Direct Mail Fundraising: Adding a New Communication and Donorship Channel Increases Donorship from 600,000 to 1,000,000
Star Marketing (CRM) with Direct Mail Fundraising: Adding a New Communication and Donorship Channel Increases Donorship from 600,000 to 1,000,000
Public: Using the Internet to Connect Your Middle and Major Donors [www.convio.com/usandireable]
The American Life Project Survey [www.pewtrusts.org/newsroom_detail.asp?id=23772]

Questions & Comments

Get Your Board Onboard

**Manage The Fourth Factor
or it will manage you!**