

Integrating Online and Offline Campaigns

If an email from your organization gets buried in a constituent's inbox, it might be rediscovered after you send a follow-up card in the mail. Similarly, a series of emails with matching creative and compelling content might draw more attention to a mail appeal. By taking an integrated approach to your marketing efforts, you'll capture the attention of your constituents, remind them to participate in your campaign, and at the same time reinforce your brand and mission.

Benefits

- Reinforce messaging and branding by telling the same story across multiple channels
- Improve campaign results and grow your list
- Recruit and retain donors

Driving home the message

To maximize results for your integrated campaigns, you will need to focus on several areas:

- **Be consistent in your creative.** Use the same creative across multiple channels to deliver a consistent message. In doing so, you reinforce key components of your campaign and are more likely to motivate the recipient to take the desired action.
- **Include a personal touch.** Try something that donors will relate to — an upcoming holiday or perhaps an emotional story that relates to your mission. By coming up with a theme that you use online and offline, you can stir your constituents' hopes and fears — emotions that often lead to giving or taking action.
- **Direct constituents to other channels.** Sending a direct mail piece? Make sure it encourages recipients to visit your website. Hosting an event? Ask for attendees' email addresses and permission to contact them in the future. Launching a telemarketing campaign? Encourage the individual to fulfill his or her donation online.

And, don't forget that timing is everything. Integrating online and offline campaigns means that you will have lots of moving parts. You will need to plan the timing of the various components carefully to ensure current and prospective constituents feel valued, not bombarded.

Real Results

Big Duck, a Convio partner, worked with [Parent Project Muscular Dystrophy](#) (PPMD), the largest nonprofit organization in the United States focused entirely on Duchenne muscular dystrophy, to explore multi-channel marketing. In November 2007, they launched a fundraising campaign with a direct mail piece, a five-part email message series, a unique donation landing page, and on-site banners promoting the annual appeal campaign. The delivery of emails and posting of banners were timed carefully to support the direct mail appeal and reinforce the message. Big Duck, who works closely with PPMD on its print and online communications and fundraising, developed the [campaign concept and creative](#). Following are highlights from the campaign.

Develop a strong concept. The campaign's theme centered on PPMD's work to end Duchenne. Since the push was happening in November-January, Big Duck developed a holiday gift list as the theme for PPMD's campaign. Because Duchenne robs boys of their muscle function and independence, the holiday list was for a boy with Duchenne — asserting every parent's hopes for his or her child to 'walk further, climb higher, breather deeper, live longer, ... all of the above'.

Launch the online campaign. Just before Thanksgiving (and prior to mailing the appeal), Big Duck sent the first email in which PPMD's founding president & CEO thanked everyone for their support and invited people to share what they're thankful for on a message board. Big Duck hoped to engage PPMD's active community of parents, families, and supporters before the appeal arrived in the mail. There was no "ask" in this first

email. A banner ad on [PPMD's site](#) also promoted giving thanks on the message board. The result: 2,000+ views and dozens of postings.

Introduce a direct mail piece and reinforce it with another email. Highlighting the hopeful holiday concept, Big Duck created a non-traditional mail piece that looked like a greeting card. The list artwork appeared on the front, and the inside included the text, "Some holiday lists are more essential than others." PPMD mailed the card to 12,000 previous donors. Big Duck simultaneously sent an email from PPMD's founding president & CEO that used the visual from the direct mail piece and announced a matching gift totaling \$25,000 from PPMD's incoming board chair. PPMD also promoted the matching gift on its website with banner ads.

Connect at an emotional level. During the second week of December, Big Duck sent a third email, this one from PPMD's incoming board chair who explained why he was matching online gifts through the end of 2007. As the parent of a boy with Duchenne, he made a heartfelt plea. This email had the highest open rate, response rate, and dollars raised.

Make a last-ditch effort. Big Duck sent an email (from PPMD's executive vice president) on December 31 to remind people there was still time to participate. The email used the same campaign theme and listed several New Year's resolutions, including "Donate to PPMD." The tax deduction motivated last-minute donors, who generated 27% of funds raised in the online campaign.

Leave them feeling good. To boost response, PPMD started and ended the campaign with messages to thank donors. The final email came from the executive director, who thanked supporters for exceeding the fundraising goal.

By integrating online and offline channels, PPMD raised almost \$400,000 through its 2007 year-end appeal campaign (a 60% increase from 2006), with 54% of online donations from new donors.

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. The company's online marketing suite offers integrated software for fundraising, advocacy, events, email marketing and web content management, and its 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.

About Big Duck

Big Duck works exclusively with nonprofit organizations to transform the way they communicate. Combining expert strategy with award-winning creative, we deliver smart communications to raise money and visibility. Since 1994 organizations have relied on our deep knowledge of the nonprofit world to help them build strong relationships with donors, clients, policymakers, and other key constituents. Visit www.bigducknyc.com.

Get Started Now

Big Duck considers your organization's overarching communications goals and audiences. Then, they combine strategic, values-driven thinking with practical, award-winning creative to deliver integrated campaigns that help you raise money and awareness.

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