



MOVE PEOPLE

Nonprofit Success Workshop

Best Practices in Fundraising Strategies to Meet Your 2011 Goals

Ken Kuhler, Convio | January 25, 2011

Keys for Success – Today's Agenda

- Next Generation of Canadian Giving
 - The data and what it really means
- Practical Applications of the Research
 - Understanding the multichannel approach
- Deeper Dive into Online Best Practices
- Hear from a Go! expert:
 - Tara Tassone, Ontario Association of Food Banks

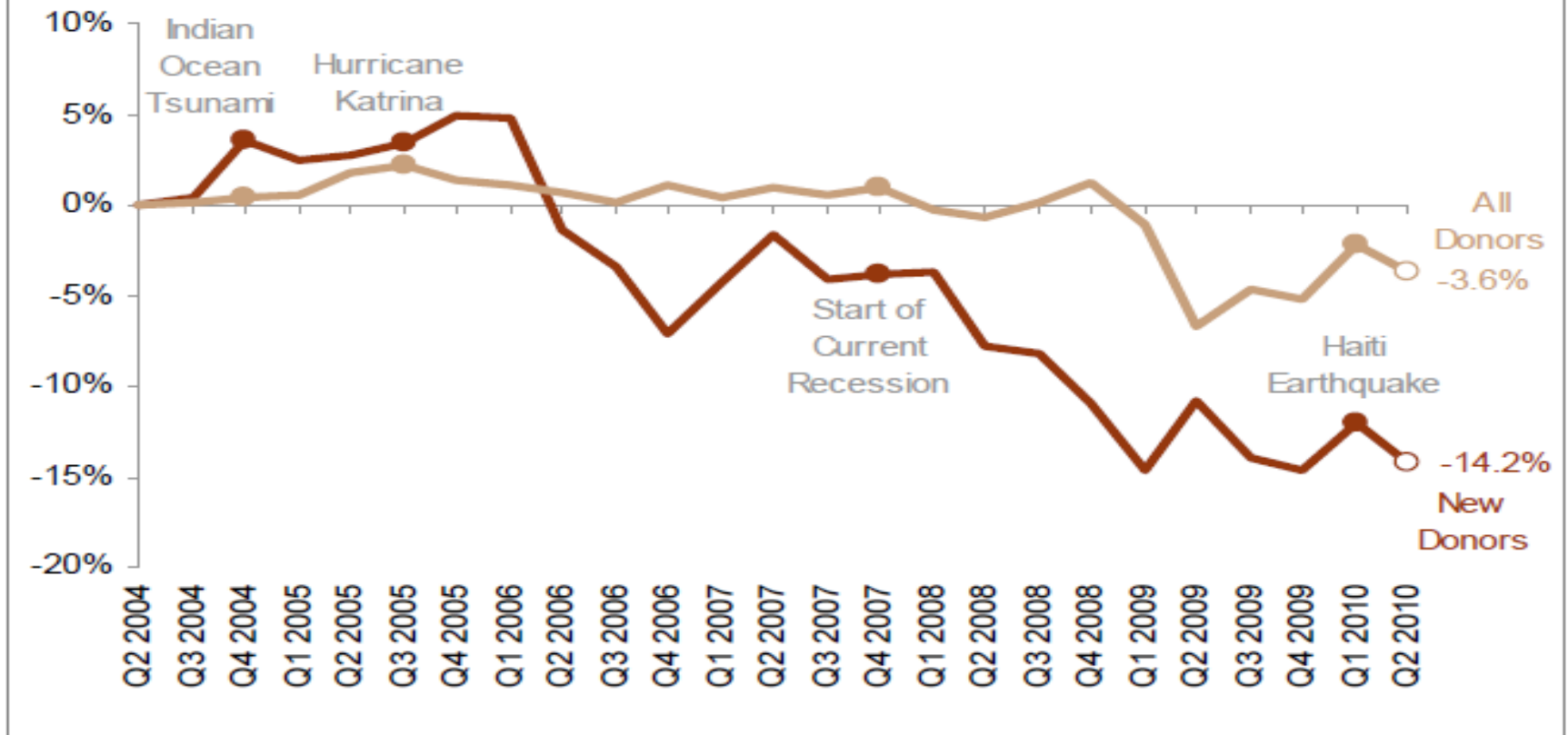
Next Generation of Canadian Giving

- To download: www.convio.com/canadanextgen
- Data on how four generations of Canadians give, how they want to be involved with you and the implications for nonprofits trying to reach these distinct age segments.



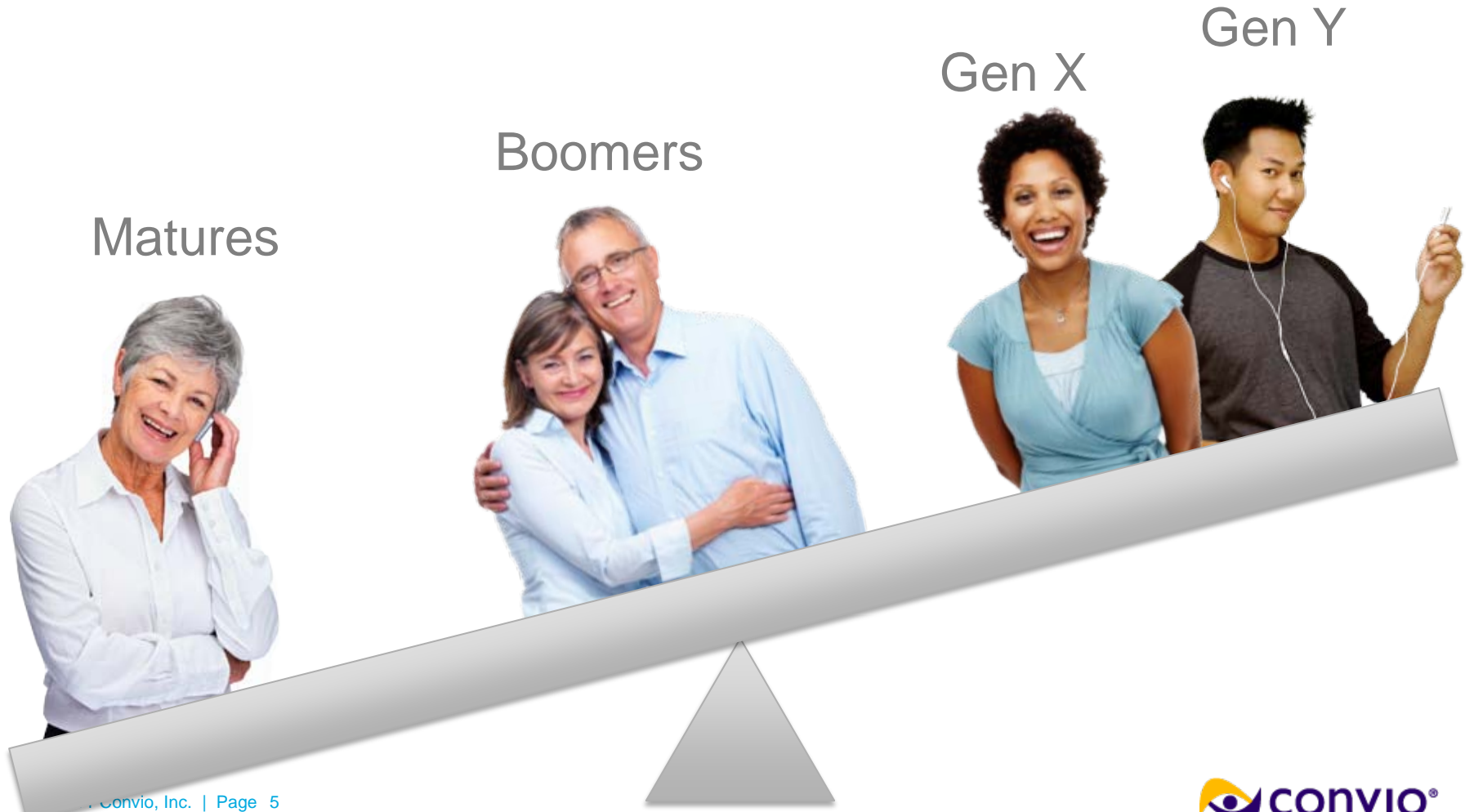
Finding and Retaining Donors

Fig. 5: Six-Year Overall Index New Donor Trends
Cumulative Rolling 12-Month Median Change from Q2 2004



Source: Target Analytics donorCentrics Report

Fundraising Emphasis: Matures



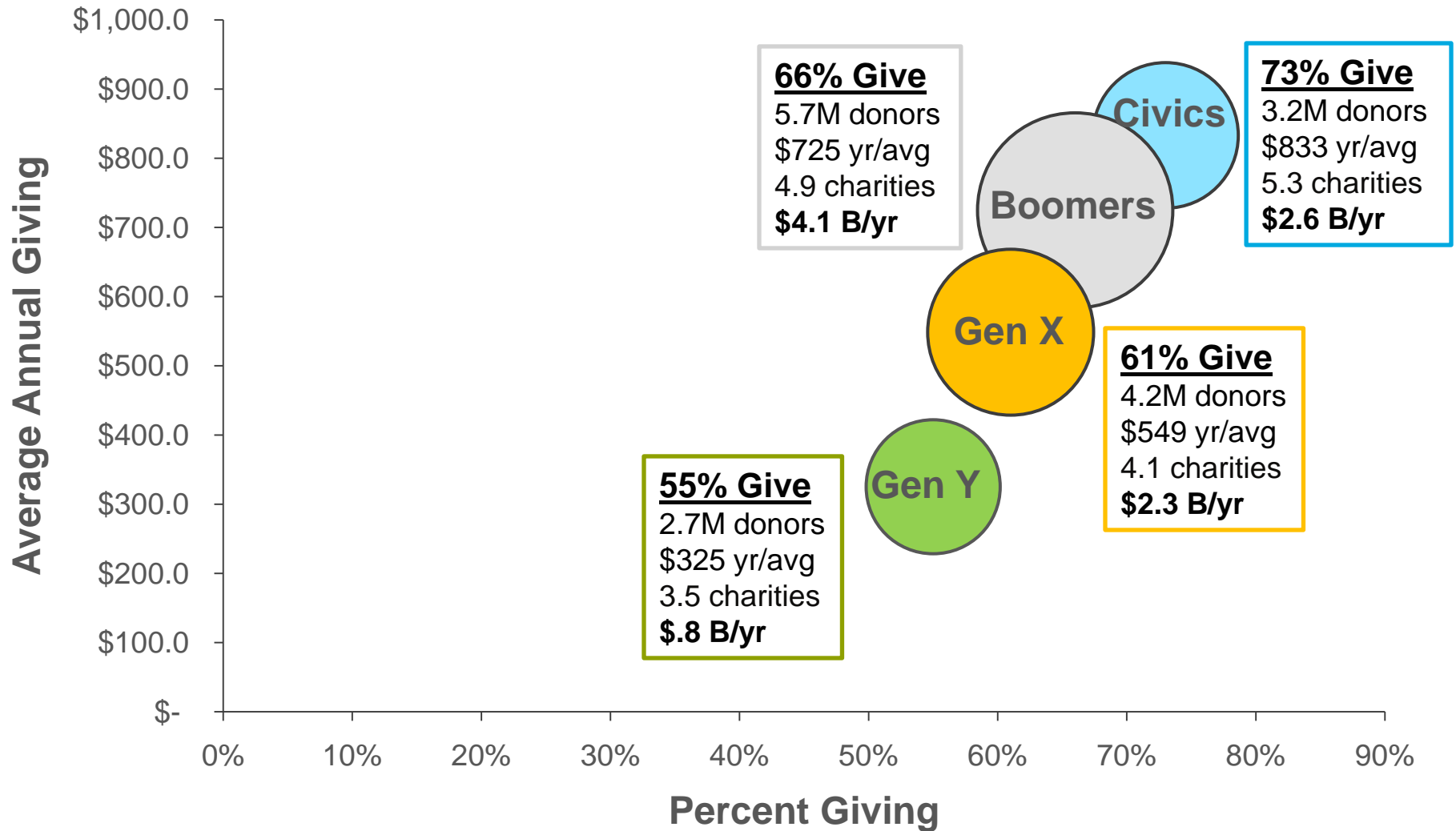
Matures

Boomers

Gen X

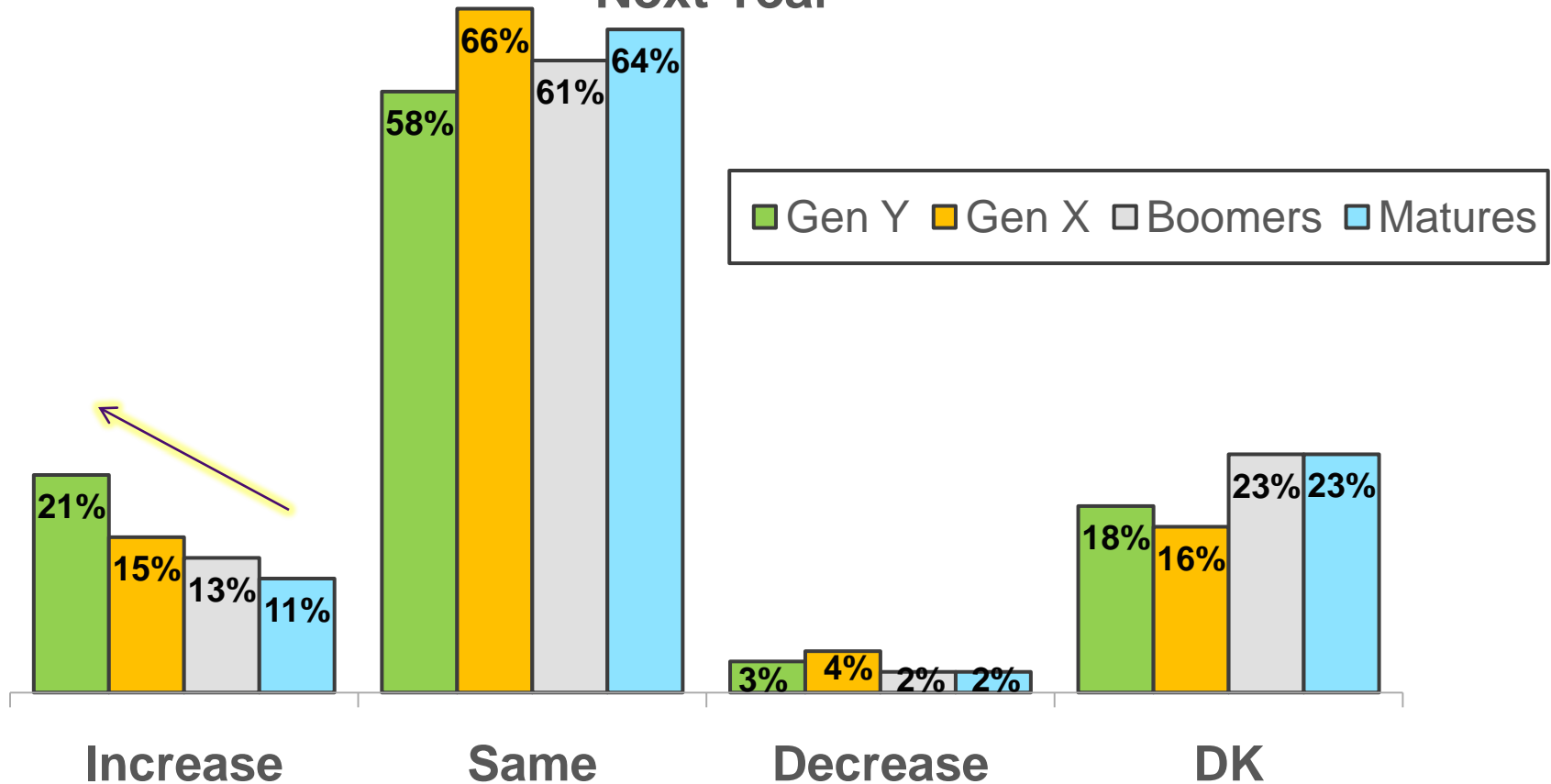
Gen Y

Canadian Generational Giving



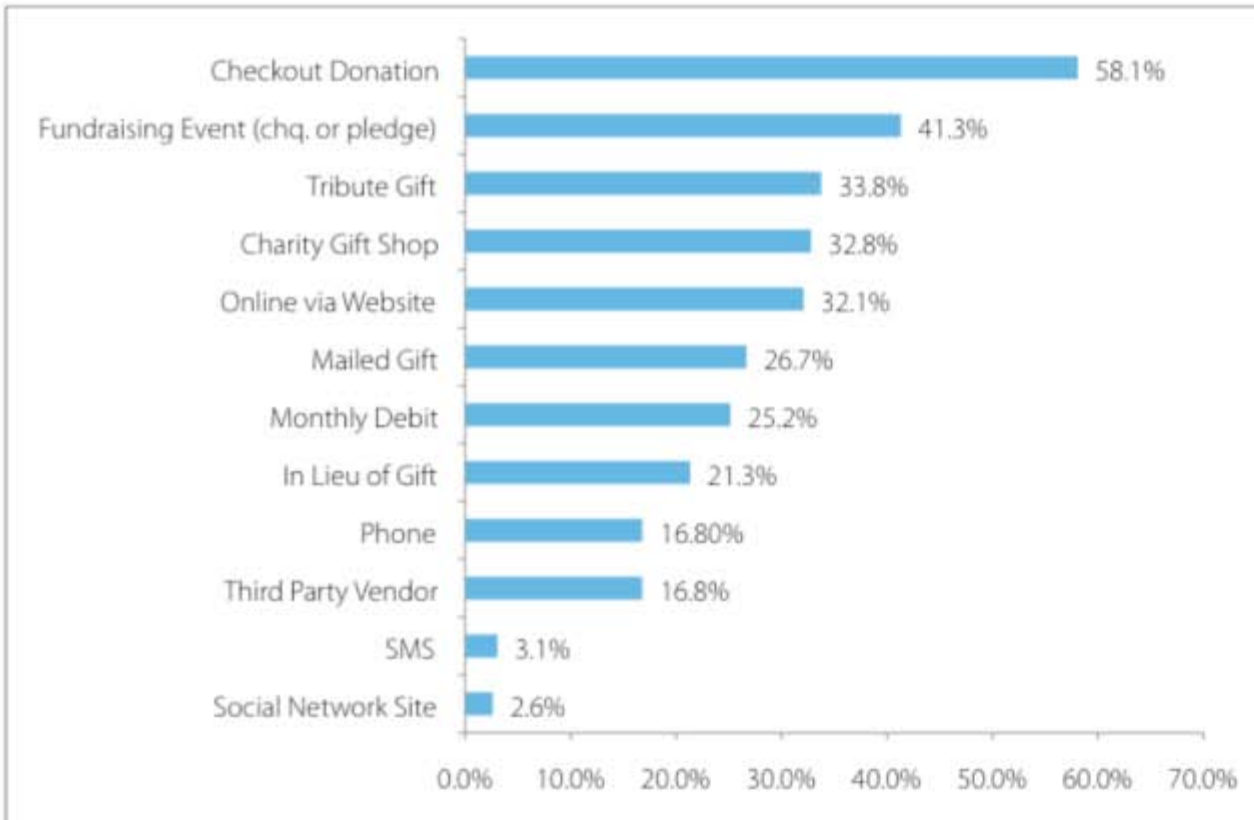
Will we still have jobs in the future?

Donations Planned to One of Three Named Charity Next Year



Let's look a little more closely at Canada

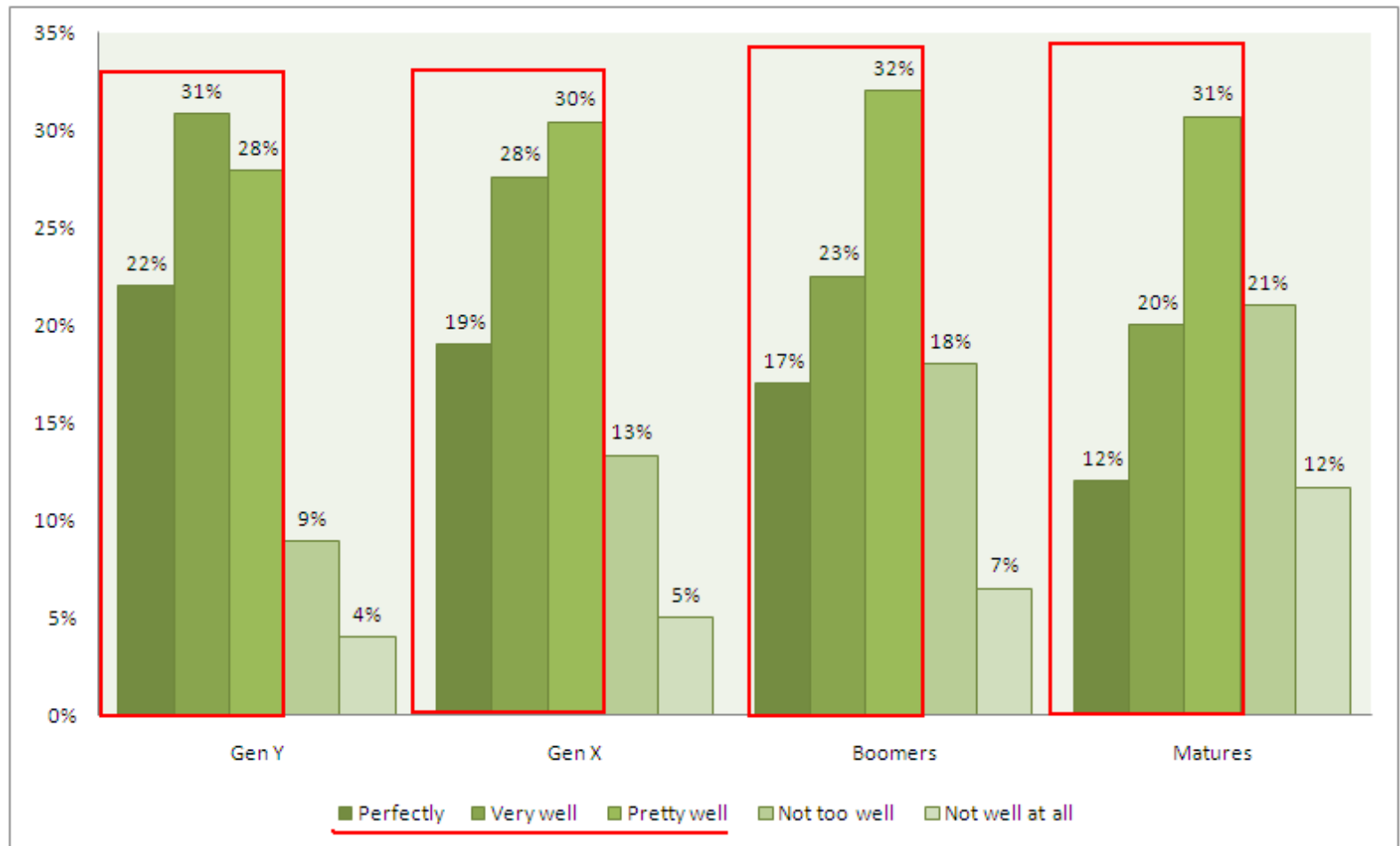
% donated this way in last 2 years (total)



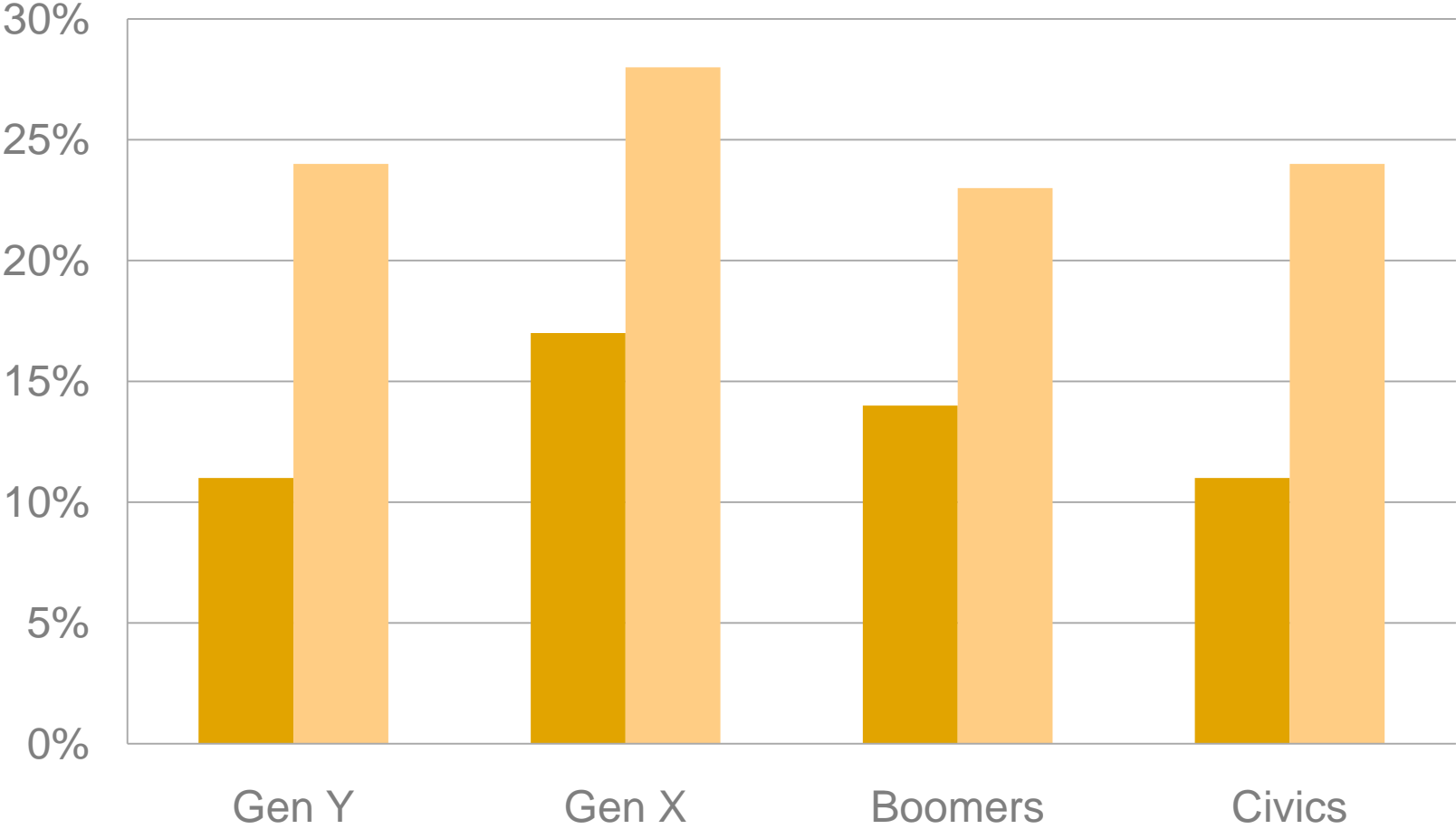
Gen Y	Gen X	Boomers	Civics
58.5%	63.7%	55.6%	54.7%
27.3%	42.9%	43.8%	44.0%
19.1%	27.6%	36.6%	50.0%
30.2%	34.1%	33.7%	30.3%
41.0%	37.0%	29.1%	23.7%
12.2%	17.3%	33.3%	38.0%
24.8%	28.2%	23.5%	24.3%
22.2%	23.0%	20.6%	19.7%
6.4%	13.8%	21.2%	19.3%
24.2%	20.6%	13.7%	12.0%
7.3%	3.7%	2.3%	0.3%
4.7%	2.8%	2.3%	1.3%

Figure 3: Donation Channels Overall and by Generation

Prefer Friend or Family to Ask Instead of Charity



Monthly Giving Comparison



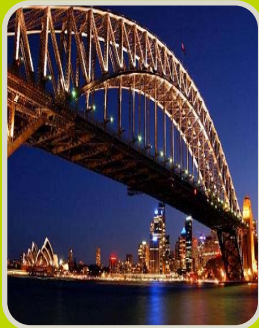
Can anyone guess when this picture was taken?



Applying Generational & Channel Learnings



Audit **online strategy** and tactics to determine how we're meeting generational needs.



Create **connections** between the online and offline worlds to support generation "migration" and giving channel preference.

How are we meeting Generational Needs?

Genera tion	Civics	Boomers	Gen X	Gen Y
Attitudes/ Values	Unconditional Looking for you to be good stewards of their \$	Time vs. Money Premeditated Giving	Online Connection Peer Motivated	Time to Give Back What's In It For Me? Random
Tactics + Strategies				

Assessment: How do we reach Civics?

Unconditional

Stewardship of Donor \$'s

- Annual Tax Receipts
- Charity Navigator Insights
- Fundraising Expenditure Disclosure
- E-Newsletters



August 31, 2007 Volume 11, Issue 35

[Visit AARP.org](#) [Join AARP](#) [Send To A Friend](#)

Virtual Volunteering
Learn how you can help [make the world a better place](#) on your own time, in your own home or office.

The Quiet Crisis: The Rising Costs of Health Care
If Ben Franklin was alive today, he might write that "nothing is certain but death, taxes and rising health costs." Health care costs are soaring, and more Americans than ever feel less certain they can afford the care they need if something really went wrong. [Something needs to change, and soon.](#)

Game On!
Up, down or side to side, our [crossword puzzles](#) provide hours of fun. New puzzles every day!

AARP Radio: Alison Krauss
She's picked lots of songs she's enjoyed performing and added some new ones. [Alison Krauss](#) talks about working with other musicians and her new album: A Hundred Miles Or More.

Member Benefit: PeoplePC Online
Get unlimited Internet access from PeoplePC Online at the special AARP member rate of \$4.97 a month for the first 4 months, then \$9.95 a month. Surf up to 5x faster with our FREE Accelerator technology! Plus, enjoy Email Virus Protection, Pop-Up Blocker™

ADVERTISEMENT
With SPG, AARP Members are always Preferred!
ENROLL NOW!

ADVERTISEMENT
LENSCRAFTERS
AARP Member Discount
30% OFF
▶ Get Details

ADVERTISEMENT
Free Shipping on Note Cards!
plus, 30 free prints for new customers
get started
snapfish by iStockphoto

ADVERTISEMENT
Want to...
convio
MOVE PEOPLE™

How are we meeting Generational Needs?

Genera tion	Civics	Boomers	Gen X	Gen Y
Attitudes/ Values	Unconditional Looking for you to be good stewards of their \$	Time vs. Money Premeditated Giving	Online Connection Peer Motivated	Time to Give Back What's In It For Me? Random.
Tactics + Strategies	Longer-form appeals			
	Annual Tax Receipts			
	Guidestar/BBB/Charity Navigator logos			
	Fundraising Expenditure Disclosure			
	E-Newsletter			

Assessment: How do we reach Boomers?

Pre-meditated Giving

Time vs.. Money

- Renewal Appeals and Notices
- Event Fundraising Donations (vs. Participation)
- Basic Donation Forms
- Volunteer Opportunities



Celebrating Nature
This Earth Day, learn how our donors support nature!
[Read Their Stories](#)

THE LEGACY CLUB
stories of hope

Celebrating Nature | A Gift for You and Nature | Planning for the Future | We Know Real Estate

Gift & Estate Planning

Discover Ways to Give & Save

Smart and creative gift planning with The Nature Conservancy can help you meet your financial objectives, as well as your charitable goals. Explore the many ways you can help the Conservancy protect the lands and waters you love while maximizing your philanthropic giving. [Discover your options today.](#)



Leaving a Conservation Legacy

By making a bequest to The Nature Conservancy, Bob Newson is able to protect nature for the future and leave a conservation legacy. [Read his story.](#)

myRealEstate Gift Guide

Gifts of Real Estate

In three easy steps, [My Real Estate Gift Guide](#) can show you how a gift of real estate to the Conservancy can meet your needs...and create a legacy for the natural world. [Get started.](#)

THE LEGACY CLUB
stories of hope

Ceremonies

- Equality Checks and Address Labels

Take Action

Membership Center

- mobilize your community to take action.
- expand the voice and visibility of the LGBT community.
- help to change hearts and minds, and
- bolster a nationwide effort to end hate and discrimination.



How are we meeting Generational Needs?

Genera tion	Civics	Boomers	Gen X	Gen Y
Attitudes/ Values	Unconditional Looking for you to be good stewards of their \$	Time vs. Money Premeditated Giving	Online Connection Peer Motivated	Time to Give Back What's In It For Me? Random
Tactics + Strategies	Longer-form appeals	Renewal Appeals and notices		
	Annual Tax Receipts	Event Fundraising Donation (vs. participating)		
	Guidestar/BBB/Charity Navigator logos	Basic Donation Forms		
	Fundraising Expenditure Disclosure	Volunteer Opportunities		
	E-Newsletter	Data Mining Planned Giving		
		E-Newsletter		

Assessment: How do we reach Gen X?

Random, peer motivated

Online connection

- Create/Donate to a Tribute Fund
- Make a Sustained/Committed Gift
- Sign a Pledge
- Event Attendance
- Mobile Site Optimization



How are we meeting Generational Needs?

Genera tion	Civics	Boomers	Gen X	Gen Y
Attitudes/ Values	Unconditional Looking for you to be good stewards of their \$	Time vs. Money Premeditated Giving	Online Connection Peer Motivated	Time to Give Back What's In It For Me? Random
Tactics + Strategies	Longer-form appeals	Renewal Appeals and notices	Creation of/Donation to a Tribute Fund	
	Annual Tax Receipts	Event Fundraising Donation (vs. participating)	Make a Sustained/Committed gift	
	Guidestar/BBB/Charity Navigator logos	Basic Donation Forms	Sign a pledge	
	Fundraising Expenditure Disclosure	Volunteer Opportunities	Event attendance	
	E-Newsletter	Data Mining Planned Giving	Mobile Site Optimization	
		E-Newsletter		

Assessment: How do we reach Gen Y?

Time to give back

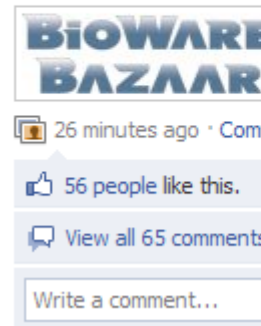
What's in it for me?

- Premiums/Contests
- Event Fundraising Participation (vs. Donations)
- Social Media
- Mobile Outreach

JOIN THE MARCH



Mass Effect 2 Welcome to the BioWare Bazaar. This is your chance to earn tokens by reregistering your games, following us on Twitter, answering surveys, etc. and then you can redeem your tokens in an online auction to win hoodies, custom painted PCs. You can learn more at <http://social.bioware.com>



JOIN THE MARCH

Sleep Out to End Malaria on April 24th.

WORLD MALARIA DAY - APRIL 25, 2010

How are we meeting Generational Needs?

Genera tion	Civics	Boomers	Gen X	Gen Y
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Tactics + Strategies	Longer-form appeals	Renewal Appeals and notices	Creation of/Donation to a Tribute Fund	Premiums/Contests
	Annual Tax Receipts	Event Fundraising Donation (vs. participating)	Make a Sustained/Committed gift	Event Participation (vs.. Donation)
	Guidestar/BBB/Charity Navigator logos	Basic Donation Forms	Sign a pledge	Social Media
	Fundraising Expenditure Disclosure	Volunteer Opportunities	Event attendance	Mobile Outreach
	E-Newsletter	Data Mining Planned Giving	Mobile Site Optimization	
		E-Newsletter		

How should we respond to new technologies?

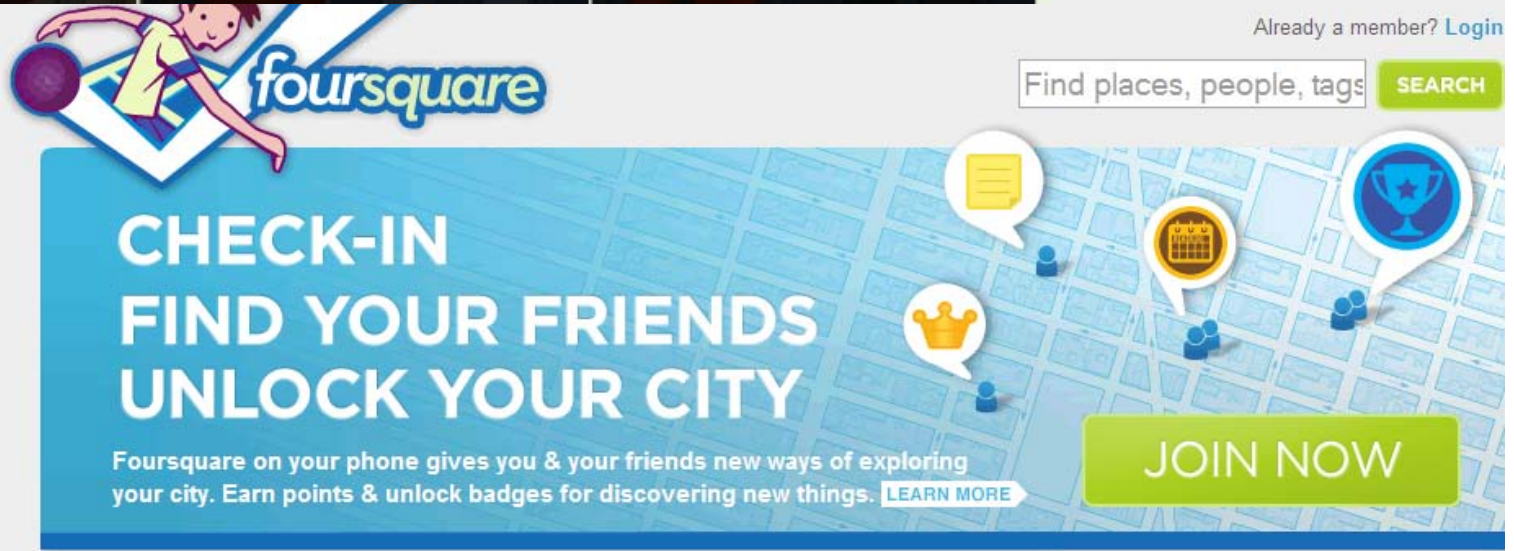


Gowalla Welcome Spots Trips Friends Blog Download Sign In

The easiest way to share places you go with friends. **SIGN UP!**

Check in Share with Friends Enjoy Rewards

The banner features three panels: a woman sitting on a bench using a mobile phone, a man in a green shirt standing at a cafe counter, and a woman in an orange apron holding a tray with coffee cups.



Already a member? [Login](#)

Find places, people, tags **SEARCH**

foursquare

**CHECK-IN
FIND YOUR FRIENDS
UNLOCK YOUR CITY**

Foursquare on your phone gives you & your friends new ways of exploring your city. Earn points & unlock badges for discovering new things. [LEARN MORE](#)

JOIN NOW

The banner features a stylized map background with various icons: a yellow notepad, a crown, a trophy, and a location pin with a calendar icon. A person is shown running on a path in the top left corner.

How should we respond to new technologies?

- Determine gaps in existing strategy that new technology might fill. Is our strategy balanced for each generation?
- Set realistic goals for the type of response and constituents that technology will drive as part of investment strategy.
 - Is donor conversion a realistic goal for Twitter?
 - Should Facebook be used to drive awareness and outreach through peer-to-peer sharing and gift giving
 - Would we drive visitation to a museum through Gowalla “check ins”?
- Ensure that constituents, particularly Gen X and Y, have the ability to respond in a channel of preference.

Create Online + Offline Connection

- Research tells us that a multi-channel approach is the only option for reaching across generational constituencies and for planning for the next generation.
- Key tactics will ease the migration to incorporate digital channels as Boomers come on line and younger generations make more significant financial impact.
 - Online feeder acquisition
 - Multi-channel campaign methodology
 - Segmentation methodology



Online Feeder Acquisition

- In the multi-channel world the goals of any online fundraising manager should extend beyond revenue raised online, but the ability to influence the overall relationship through online campaign.
- Online must serve as a list acquisition channel for offline campaigning, similar to capturing an email address in offline channels.

The screenshot displays the website for St. Joseph's Indian School, Chamberlain, SD. The header includes the school's logo, name, address, and contact information. The main navigation bar contains links for Home, About St. Joseph's, Our Children, Our Programs, The Lakota Culture, and How You Can Help. A search bar and text size options are also present.

The page features several key sections:

- eClub Signup:** A section on the left with a form for email address and zip code, and a "Sign Up" button. Below it is a "Donate Today" section with a "Donate Now" button.
- Member Log In:** A section at the bottom left with a "Member Log In" button.
- Make a difference for Lakota children:** A central banner with the text "Limited time! Your gift in any amount will be DOUBLED!" and an image of two children. Below this is the "Our Vision & Mission" section.

Two smaller versions of the eClub Signup form are shown on the right side of the page, each with a "Sign Up" button. The top-right version includes a "Make a difference" link and a cross icon. The bottom-right version includes a "Make a difference" link and a cross icon.

Test eClub Signup: No Image or Premium
Test eClub Signup: Image and Premium
Test eClub Signup: Image, No Premium

Multi-Channel Campaign Methodology

- Take a multi channel campaign approach by following an integrated fundraising calendar.
- Allow constituents to respond in the channel of choice, regardless of solicitation channel – and expect response to cross channels.
- Respect previous giving behaviors and promote offers with consistency.
- Don't overlook a customized homepage experience (in addition to email and direct mail) for delivering your integrated appeal.
- Expect to measure response on an aggregate basis. Ease tracking by using shortcut URLs in direct mail.

Segmentation Methodology

- Is it time to begin capturing birth year data and segment based on generational characteristics and assumptions?
- Does the offer and primary action change based on what we know about constituents?

Cancer Organization Cancer Research Month				
Generation	Civics	Boomer	Gen X	Gen Y
Call to Action	Give to all Cancer Research	Give to a Cancer Tribute Fund	Give to a Cancer Tribute Fund	Create a Tribute for Cancer Research

Deeper Dive into Online Best Practices



The image features two hands, one positioned higher and one lower, both reaching towards each other. The hands are light-skinned and appear to be in motion. The background is a bright blue sky filled with soft, white clouds. The overall composition is clean and focused on the gesture of reaching.

#1: REACH!

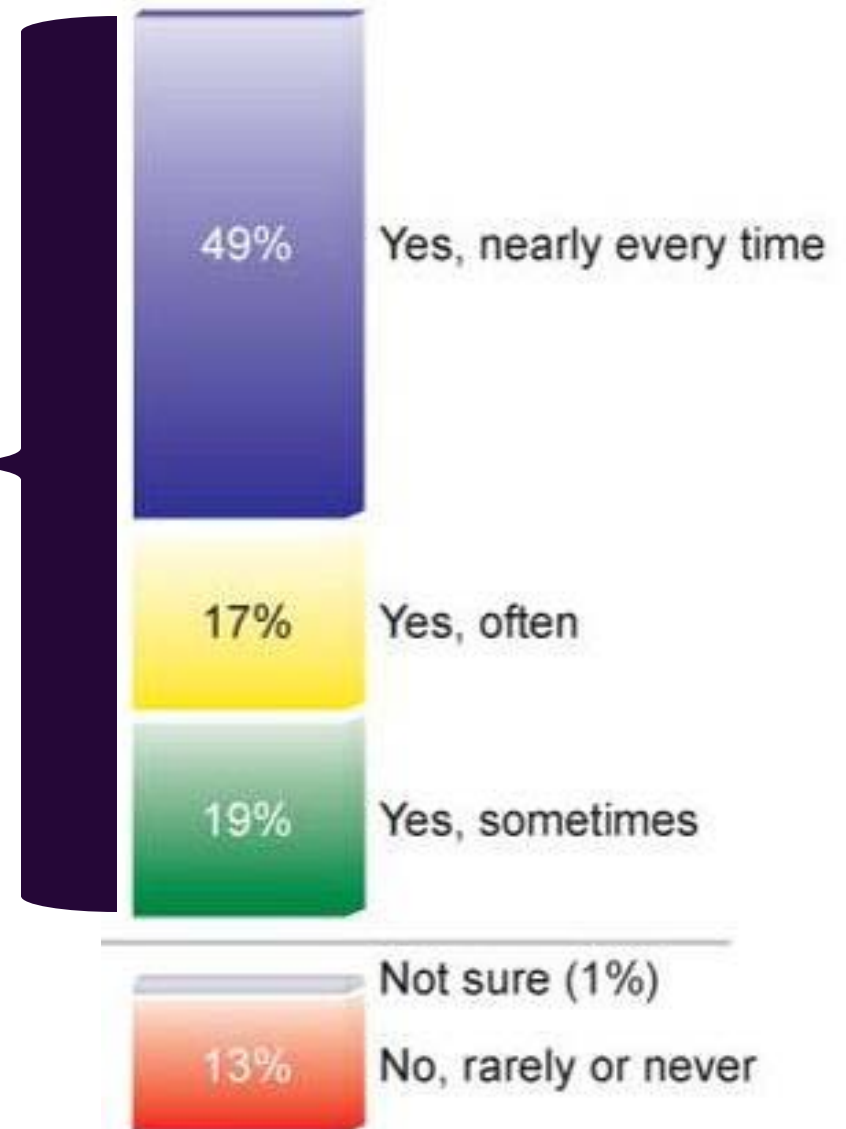
Be everywhere they are: website, email, Facebook, YouTube & Twitter – roughly in that order of priority

Constituents have many different entry points to your organization



Your Website Is Critical

85% of “Wired Wealthy” are likely to visit your website before making their first gift



Source: Convio, Sea Change Strategies, Edge Research
<http://www.convio.com/wiredwealthy>

Example of an engaging website

DONATE | CONTACT CBCF | FRANÇAIS

CANADIAN BREAST CANCER FOUNDATION™



FONDATION CANADIENNE DU CANCER DU SEIN™

ABOUT CBCF
CBCF IN ACTION
HOW YOU CAN HELP
BREAST CANCER
OUR PARTNERS

You're already connected. Register today.

Whether you're an individual or a team, walk, run and give generously.

SUNDAY, OCTOBER 3



REGIONS

ATLANTIC

BC/YUKON

ONTARIO

PRAIRIES
NWT

Each year, thousands of Canadians are touched by breast cancer. It not only impacts the individuals living with the disease, but their families, friends and loved ones as well. At the Canadian Breast Cancer Foundation, we are working to create a future without breast cancer. With the support of thousands of volunteers, the generosity of donors and over 70 corporate partners, we are funding some of the most relevant breast cancer research programs in the country.

→ MAKE A DONATION

[Donate Now!](#)

Enter your email address to connect with us today!

NEWS

- 09.28.10 2010 Canadian Breast Cancer Statistics Announced
- 03.22.10 The winning team of the Wife and you running for™ Team Challenge 2010 is the Elmwood Eagles! [Click here](#) to watch their inspiring video.
- 03.10.10 Canadian Breast Cancer Foundation and Universal Music Canada launch Music Downloads Store
- 02.05.10 Canadian Breast Cancer Foundation contributes to National Feed Cancer Supplement
- 01.22.10 Joint announcement on behalf of Canadian Breast Cancer Foundation and Susan G. Komen for the Cure®
- 01.06.10 Canadian Breast Cancer Foundation Launches iPhone™ App!
- 11.23.07 Advisory re: door-to-door canvassing

→ TO MEDIA CENTRE

MAKE A DIFFERENCE & SHOP

Make your shopping count, by selecting products that support the foundation and breast cancer research!

Shop for the cure and contribute to a future without breast cancer.

SHOP PINK!



Follow us on:



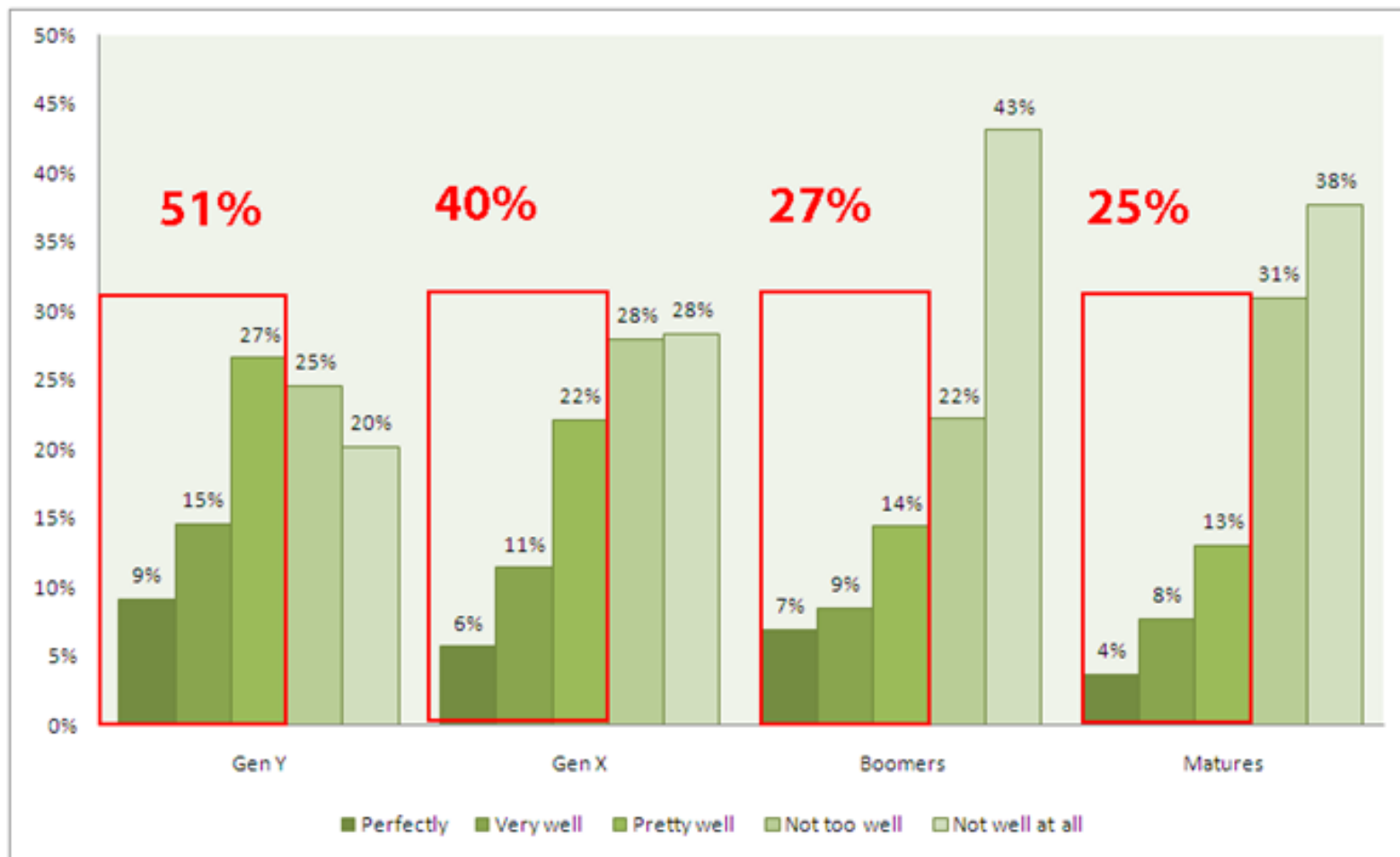



RUN 2010
Sunday, October 3
[Register Today!](#)

SHOP PINK!
AUGUST 25-26, 2010

MUSIC DOWNLOADS
EVERY DOWNLOAD MAKES A DIFFERENCE
[click here >](#)

Promote Causes Through Email & Social Networks?




Email Address Collection



How can we achieve success with Facebook - Social Media Integration

facebook Home Profile Account

 **Healthy Child Healthy World** Like

Wall Info **DONATE Today** Receive Our... RSS/Blog Discussions >>





Wake-Up Others. Deepen Our Impact. DONATE Today.

It's true - every gift will help us further *expand* our work and *prevent* hundreds of thousands of children from needlessly getting sick - and we **NEED** your support.

Achieving the *highest 4-star rating* from Charity Navigator, you can be assured that Healthy Child Healthy World is the most responsibly with financial management decisions, ensuring over 93% of all funding goes to programs and creating the deepest social impact.

Gift amount:

Credit Card Number: CVV Number:

Expiration Date: Credit Cards Accepted:    

Your Information

Title: First Name: Last Name:

Address 1:

Address 2:

City: State/Province:


ZIP/Postal Code: Country:

Email Address:

Yes, I would like to receive communications from this organization.

Create an Ad


Save Money,Go Green x



Instructions to make solar panel and wind turbine at home.

Like


Jobs for Navy Veterans x



Looking for a job? Discover your career in the federal government. Get employment information for veterans & transitioning military.

Like

MODIA Announces 3D EXPO x



RSVP to attend MODIA 3D EXPO Gala benefiting Make A Wish foundation. Purchase a 3D HDTV from MODIA and

Submit favorite video and fill out email to enter contest. Others could sign up to vote.



What is your Favourite Place?
Share it with others through the Nature Canada Favourite Places Video Contest

Welcome How It Works Register - Submit Your Video Watch Videos - Cast Your Vote Official Rules Support Nature Canada

Hello and welcome,

Thank you to everyone who sent videos to Nature Canada's first Favourite Places Video Contest!

People from around the world shared their passion for nature by submitting videos of their favourite place in nature. Finalists were chosen through popular vote, and Nature Canada judges selected a winner:

Mapleton Park, by Laura Parsley



The contest may be over, but you can still [Upload a video of your favourite place to YouTube](#) and share it with nature lovers everywhere.

We need your votes!



The top ten videos will be determined by you and our other online supporters.

Please take a moment right now to vote for your favourite videos.

[Place Your Vote](#)

Canadian Wildlife E-cards...Acquisition



Send a Father's Day E-card

Share your love of wildlife with your loved ones by sending one of CWF's special Father's Day wildlife e-cards. We have also created a wide array of **wildlife e-cards for every occasion** for you to share with your family and friends any time of year!



Happy Father's Day to a real fungi!

© Judy Daniels

[Send this e-card](#)



Happy Father's Day

© Michael H. Davies

[Send this e-card](#)



Thanks for keeping an eye on me!

Happy Father's Day.

© Pam Mullins

[Send this e-card](#)



Have a splashing good time.

Happy Father's Day.

© Paul Tessier, iStockphoto



You're still a cool cat!

Happy Father's Day.

© Christian Musat, iStockphoto

[Send this e-card](#)



Happy Father's Day to our alpha male!

© Len Tillim

[Send this e-card](#)

Acquisition – Petition for Climate Change

The screenshot shows the website for the Canadian Wildlife Federation (CWF). The header includes the CWF logo and navigation links: HOME, JOIN, HOW TO, RESOURCES, EDUCATION, ACTION, SHOP, DONATE. Below the header is a navigation menu with links: About Us, What We Do, Resources, Education, Action, Shop, Donate. A secondary menu includes: Donate, Subscribe, Shop, How-to, Awards, Contacts, Habitat Projects, Order our Posters, Get Teaching Materials.

The main content area is titled "Climate Change Adaptation Petition" and features a large image of an orca breaching the water. Below the image is a "Sign the petition now" button and a list of bullet points:

- Wildlife needs our help now to adapt to climate change.
- More than 500 species are already at risk here in Canada and this number will continue to rise due to climate change.
- Every single region in Canada has been affected by climate change.
- Protecting existing natural areas and restoring and improving degraded ones will help wildlife.
- The Canadian government is committed to lowering GHGs by 80 to 70 per cent by 2050 — this will be too late for many Canadian species.
- The Canadian government needs to allocate funding towards helping wildlife cope with changes to its habitat.
- By supporting the Canadian Wildlife Federation you will be helping wildlife and habitats everywhere in Canada.
- Systems like cap and trade, if imposed, will generate funds that could be directed to help wildlife adapt to climate change like never before.
- You can make a difference for wildlife right now.

Below the list, it states: "These statements are all true. But we must act now — wildlife can't wait. By signing this petition you will let the Minister of the Environment, Jim Prentice, know that wildlife matters to you and that funding to help wildlife adapt to climate change is critical."

The right sidebar contains sections for "Social Media" (with a share button), "Learn more about climate change" (with links for Advocacy, Postcards, Issues, News), "Feature Photo" (with a gallery view button), "Feature Video" (with a video player and a "Watch more videos" link), and "Spring CWF Note Cards" (with a share button).

Pledges for acquisition

Water Conservation

There is no life without water.

[home](#) | [take the pledge](#) | [donate now](#) | [tell a friend](#)
[around the house](#) | [water and your health](#) | [water conservation](#) | [water facts](#)

Take The Pledge

Water conservation begins at home. Reduce the global demand on our precious water resources by taking the Water Conservation Pledge! Our goal is to save one million gallons a year. Count Yourself In!

I pledge to use water wisely in and around my home and save 10 gallons (38 litres) a day.

Signed:

First Last

* Name:

* Email:

Yes, I would like to receive e-mail from Nature Canada

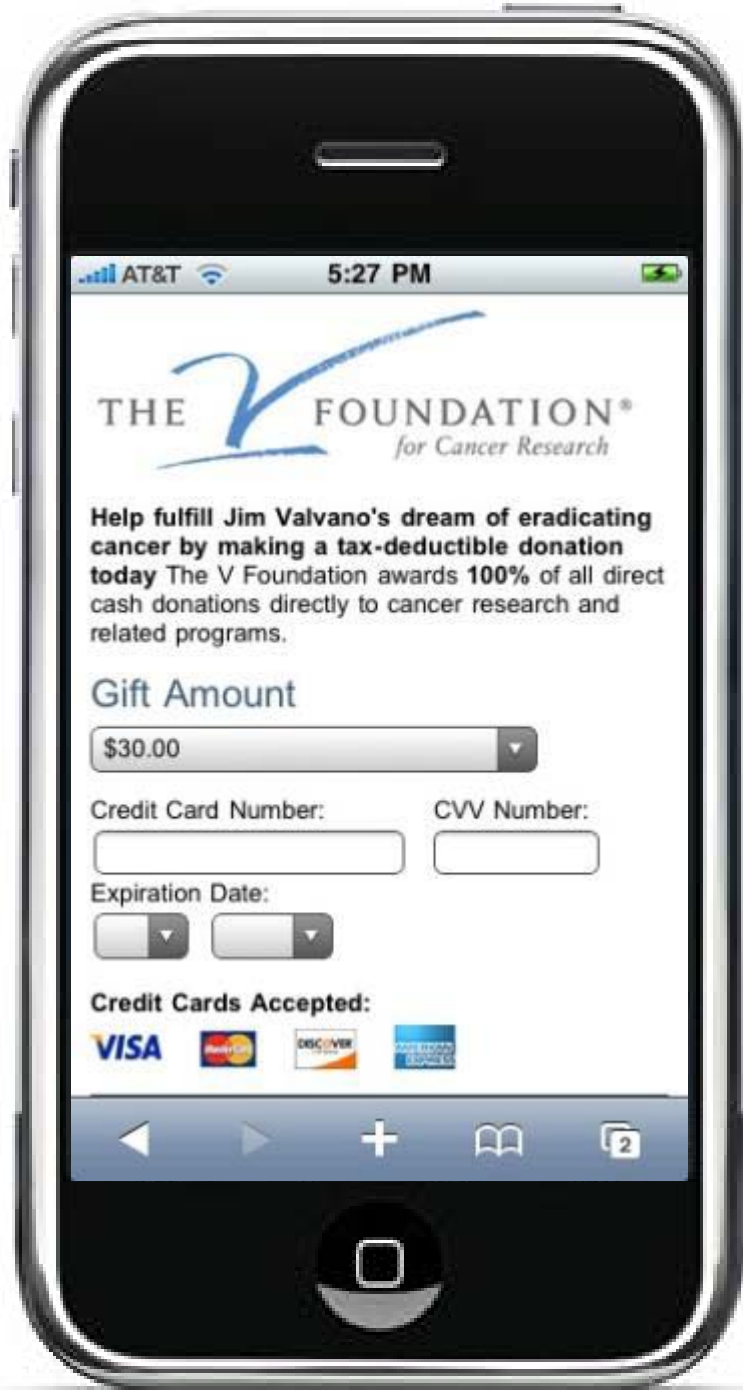
EASY ways that you can save water around the house
Don't run the tap while shaving or cleaning your teeth
Add an aerator to any tap
Reduce the length of a shower by one minute
Install a low flow shower head
Install a toilet tank displacement device
Run the dishwasher only when it is totally full
Water your lawn at night and save 55% lost to evaporation when watering during the day

Water Saved!
1 gallon (3.7 litres) a minute
1 gallon (3.7 litres) a minute
2.5 gallons (9.5 litres)
3 gallons (11.3 litres) a minute
.5 gallon (1.9 litres) a flush
10 gallons (37.8 litres) each saved load
5 gallons (19 litres) a minute

[Home](#) | [Take the Pledge](#) | [Donate](#) | [Tell a friend](#) | [About Us](#) | [Contact Us](#)



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#2. Know

Be interested in who they are, what they want, and how they relate to you.

(Mind reading ability not required).

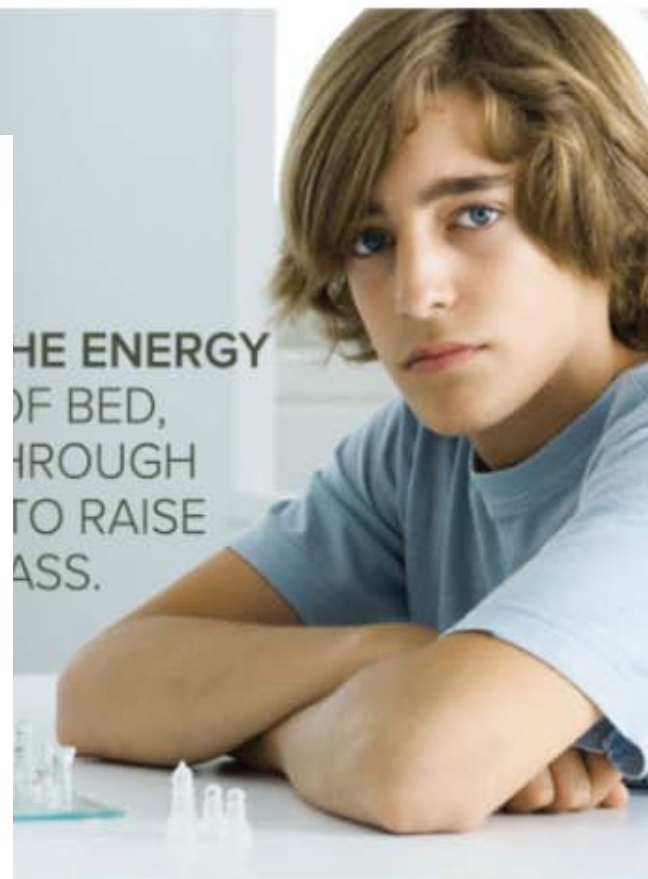
Support Zone

Our Help-Line:

MitoAction Membership is Free!

Receive support and
news

SUBMIT HERE >



THE ENERGY
OF BED,
THROUGH
TO RAISE
ASS.

Energy 5K Run & Family Mito Walk

Sep 13th, 2009 - Cambridge, MA
[Click here to REGISTER NOW!](#)

Follow Us



Twitter



Facebook



Youtube



Latest Updates

[Top Ten Back to School Tips for Kids with Mito](#)

[Monkeys with Mito have Normal Babies - with a little help](#)

[Munchausen by Proxy Accusations in Children with Mitochondrial Disease](#)

[Camp Korey hosts Week for Kids with Mitochondrial Disease!](#)

[More](#)

TOP 10

[Resources for every family](#)



Energy 5K Run & Family Mito Walk

September 13, 2009

Cambridge MA

[REGISTER NOW!](#)



Munchausen by Proxy in children with intestinal failure with Dr. Alex Flores

September 4th @ noon ed

[Open Teleconference - Learn More](#)

[Home](#) > [Join the Cause](#)

Registration

Please provide your contact information below:

Title:

First Name:

Last Name:

* Email:

Street 1:

Street 2:

City:

State / Province:

ZIP / Postal Code:

Phone Number:

Yes, I would like to receive e-mail from MitoAction
Email Format:

Yes, I would like to receive postal mail from MitoAction

What is your primary connection to Mito?

How did you find MitoAction?

What type of support do you need most?

May others contact you for support?

Please select response

Comments

Please select the areas of interest for which you would like to receive occasional email from us.

- Adult patient, parent or family member of someone with Mito
- Annual Family Walk & Awareness Event
- Clinician, social worker, teacher who works with Mito patient(s)
- Community advocate or friend of a person with Mito
- Legislative Advocacy and Call to Action Alerts
- Mito 411 Volunteer Team
- MitoAction Monthly News (our most frequent email option - don't miss a thing!)
- Other
- Quarterly Updates (our least frequent email option)
- Researcher, scientist, biotech

Submit

Reset Answers

Cancel

What is your primary connection to Mito?

How did you find MitoAction?

What type of support do you need most?

Who Are You?

Total Recipients:
2,196

Opens:
947 (43.24%)

Click-Throughs:
471 (21.51%)

Recipient Actions:
386 (17.63%)



Support, Educate, Advocate
Mitochondrial Disease Action Committee

We don't know who you are! Please help us get to know you better.

As you may know, MitoAction enjoys keeping our community up to date. It will help us to do an even better job communicating with you if you [let us know who you are!](#)

Are you a parent of a child with Mito? Are you an adult patient? Or maybe you are a therapist, or a community advocate? Perhaps you attend an event every year for a friend, and don't want so much email from us!

Whatever the case, please take 45 seconds right now and [click this link](#) to update your profile.

This way, we can be sure you are getting only the info that you really want and need! Plus, right now, as a way to show our appreciation, if [you update your current contact information](#) on our website, we'll enter your name in a drawing for a \$25 gift certificate to Starbucks Coffee!

Thank you, as always, for your ongoing support.

Warmly,

Cristy Balcells



[Unsubscribe](#) | [Forward to a Friend](#) | [Visit our web site](#)

14 Pembroke Street
Medford, MA 02155-4827

Mitochondrial Disease Action Committee Copyright © 2009. All rights reserved.

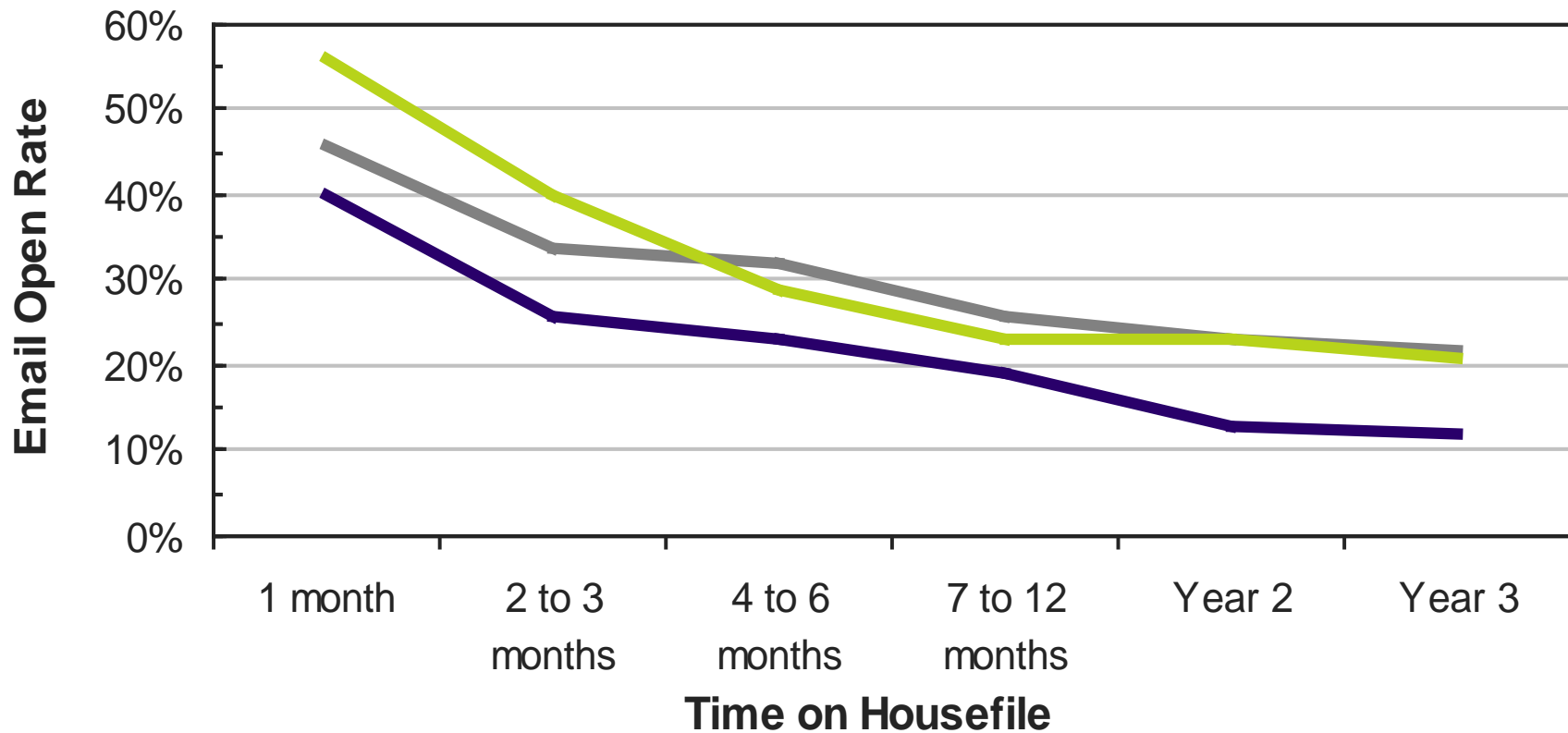
#3. Welcome




**Be intentional in
warming them up**

First Impressions Count!

Supporter engagement decreases over time



ACHF – Welcome Series



Alberta Children's HOSPITAL FOUNDATION

Welcome to our online family

Dear System,

Welcome to the Alberta Children's Hospital Foundation's online family! Whether you've been a supporter for years or just getting to know us now, thank you for taking the time to sign up and help to grow our online community.

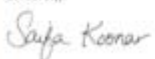
Below is your username and password. You'll be able to change your password once you login to Care Central.

User name: [convio](#)
Password: (administrator password masked out for security reasons)
[Login to Care Central](#)


Just by registering you've already gained access to your own user centre that we call Care Central. From here you'll be able to update your personal information, change your password, manage your personal fundraising and review your recent online donation history.

By becoming part of our online community, you'll get to meet some of our inspiring kids and families whose lives have been changed for the better thanks to the Alberta Children's Hospital and people just like you! You'll also receive special member updates so you can learn more about the wonderful programs, innovative research and state of the art equipment helping our children and families, all thanks to generous community support.

On behalf of the Alberta Children's Hospital Foundation and the thousands of kids who rely on care from our hospital every year, thank you again for taking the time to get to know us a little bit better.

Sincerely,

 Safa Koonar
 President & CEO
 Alberta Children's Hospital Foundation

[Send an E-Card](#) [Donate Now](#) [Join us on Facebook!](#)



Alberta Children's HOSPITAL FOUNDATION

You can make a difference

[Get Involved](#) [Success Stories](#) [Send an E-Card](#) [Donate Now](#)

Dear System,

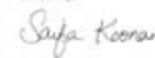
As a recent member to our online family, I'd like to share with you a story of how community support from people like you is helping kids here at the Alberta Children's Hospital.

When 11 year old Connor learned about cancer in his health class at school, he knew he needed to help. Using our online personal fundraising tool, Connor called his friends & family and raised an astonishing \$1,380.00 for cancer research at the Alberta Children's Hospital! Connor inspired everyone around him and proved that even the littlest hands can be a big help. [Click here to learn more & create your own personal fundraising campaign](#)


There are so many ways to get involved and help the thousands of kids and families who use our hospital each year. Visit our website to [learn more](#).

And Don't forget you can now use your username and password to access your personal user centre, Care Central.

convio
 (administrator password masked out for security reasons)
[Click here to login now](#)

Sincerely,

 Safa Koonar
 President & CEO Alberta Children's Hospital Foundation

Meet Alanna



When you see her bright little smile today it's hard to imagine how much little Alanna has had to go through in her young life.

When Alanna was just 15 months old, she developed a lump on her neck.

After tests and what seemed like thousands of blood tests, Alanna was diagnosed with an extremely rare form of cancer called Myofibrosarcoma. She was the only child doctor at the Alberta Children's Hospital had ever seen with this form of cancer.

[Click here to read Alanna's story.](#)

ACHF – Welcome Series

The screenshot shows an email from the Alberta Children's Hospital Foundation. At the top left is the logo for the Alberta Children's Hospital Foundation. Below the logo is a banner with the text "Why Give?" and several photos of children and families. Below the banner are four buttons: "Get Involved", "Success Stories", "Send an E-Card", and "Donate Now". The main body of the email starts with "Dear System," followed by the text "You have the power to save and change lives." Below this is a paragraph explaining that every gift, big or small, provides hope to 75,000 children and families who rely on the hospital each year. It states that by giving to the foundation, donors support excellence in family-centred child health programs, specialized life-saving equipment, and advanced pediatric research. A video player is embedded, showing a doctor in a white coat holding a small vial. Below the video is a "View Video" button. The email concludes with a signature from Saira Koonar, President & CEO of the Alberta Children's Hospital Foundation, and a "Donate Now" button at the bottom.

Alberta Children's HOSPITAL FOUNDATION

Why Give?

[Get Involved](#) [Success Stories](#) [Send an E-Card](#) [Donate Now](#)

Dear System,

You have the power to save and change lives.

Every gift - big and small - provides hope to the 75,000 children and families who rely on the Alberta Children's Hospital each year.

By giving to the Alberta Children's Hospital Foundation, you are supporting excellence in family-centred child health programs, specialized life-saving equipment, and advanced pediatric research.

Pediatric research like the kind that helped save 7 year old Michael's life...

[View Video](#)

Why Give?
Because your gift to the Alberta Children's Hospital Foundation helps kids get better faster.

Sincerely,
Saira Koonar
Saira Koonar
President & CEO Alberta Children's Hospital Foundation

[Donate Now](#)

Ontario Association of Food Banks



Welcome

Working towards a hunger-free Ontario

Dear Site,

Thank you for helping us passionately pursue a hunger-free Ontario. Whether you are familiar with our work or new to these issues, our online community is for you. You will receive our latest research as it happens, and be the first to receive program and event news. Your involvement will make a difference for many people, including young children and retired pensioners on a fixed income.

Since I joined the OAFB, we've helped people facing hunger by moving over 20 million pounds of food through our network of 120 community food banks. We've provided over \$1 million in direct funding to food banks across the province. A groundswell of support for ending poverty and hunger has emerged. The OAFB has influenced the provincial government on significant policy changes and investments in poverty reduction, including hundreds of millions invested in children's benefits and social housing. We've also released ground breaking research, such as the first ever cost-benefit analysis of poverty reduction in Ontario.

However, the challenge of hunger is persistent and growing. This past year, food bank use increased by 20 per cent. You may be surprised to learn that 140,000 Ontario children live in a household without enough food. Kids are skipping breakfast in the morning and teenagers are going to bed without any supper at night. Families are facing increasingly difficult times. Tens of thousands are losing their jobs. Hard working Ontarians are going from working on the line to lining up at their local food bank in a matter of months.

There are 350,000 men, women and children living in our province who will be forced to turn to a food bank each month. They are my neighbours and yours. They may live on your street, go to your local school, or work alongside you. I look forward to sharing their stories and our solutions with you. Please stay tuned for the many ways you can help. Thank you for supporting our vision of a hunger-free Ontario!

Sincerely,

Adam Spence
Executive Director
Ontario Association of Food Banks

From the desk of



Adam Spence
Executive Director

Donate Now

Tell A Friend

Our Vision

A hunger-free Ontario.

Our Mission

Nurturing communities by providing food, funding, and solutions to reduce hunger.



Welcome

Working towards a hunger-free Ontario

Dear Site,

Thank you for being part of our e-community!

Each day, there are 350,000 men, women and children struggling with hunger in every part of our province. You can help us make Ontario hunger-free. Helping can be as easy as dropping by your local farmers' market or sending an e-card to tell a friend. Here are a few simple ways that you can help:

Grow our community. Tell your friends, family and coworkers about the work we're doing to end hunger and poverty in Ontario. [Forward a message now!](#)

Make a Donation. For every \$1 donated, the OAFB can provide \$8 worth of food to member food banks in communities across Ontario. Donating online has never been easier. [Donate now.](#)

Get involved. Support your local food bank through our Buy Local/Share Local/tour at twenty-five farmers' markets in over fifteen communities this summer through fall. See [more ways to get involved.](#)

Learn about hunger. Visit our website for newly added [Research](#) and links to the OAFB on youtube, facebook and twitter.

Please stay tuned for more Hunger E-News. In the meantime, if you ever have a question, comment, or suggestion, feel free to [send us a note](#) through our website or send me an email. You can always call our team directly about giving or getting involved. You can reach our Development Manager Renee Benetbau at 647-261-0312. We would love to hear from you! Thank you in advance for your support.

Sincerely,

Adam Spence
Executive Director
Ontario Association of Food Banks

From the desk of



Adam Spence
Executive Director

Donate Now

Tell A Friend

Our Vision

A hunger-free Ontario.

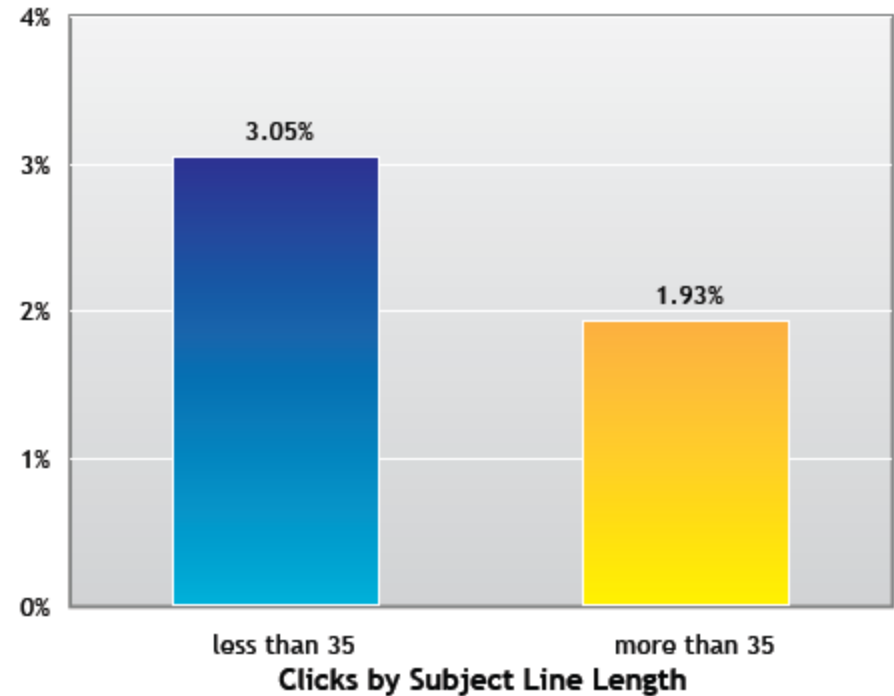
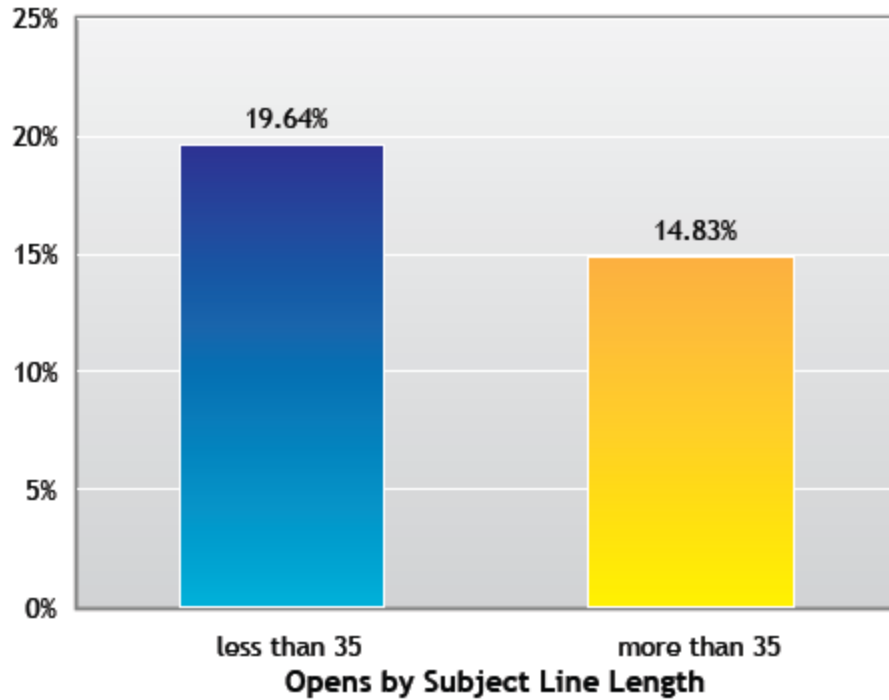
Our Mission

Nurturing communities by providing food, funding, and solutions to reduce hunger.

#4. Cultivate

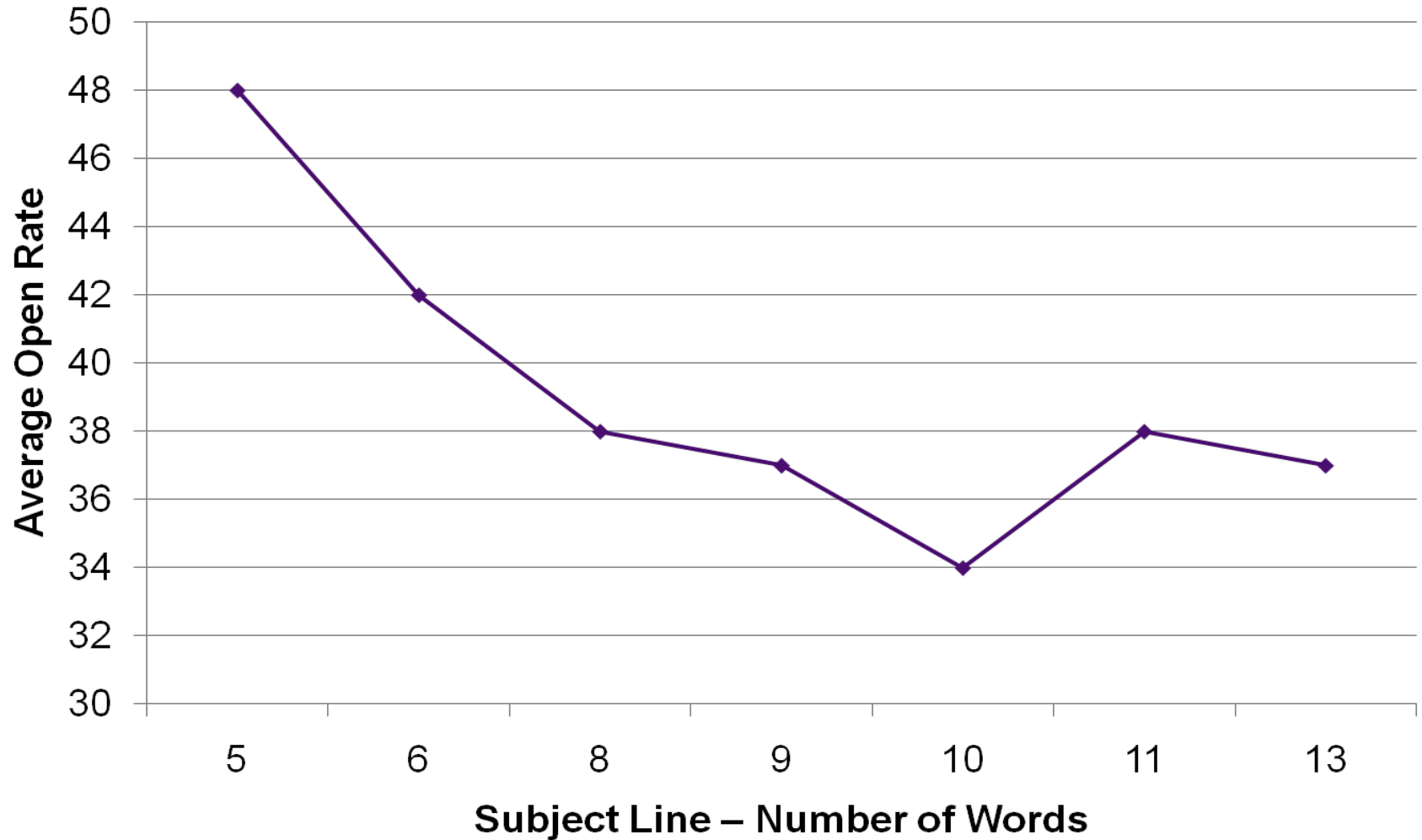
Be effective in
your online
communications

Subject Lines Matter

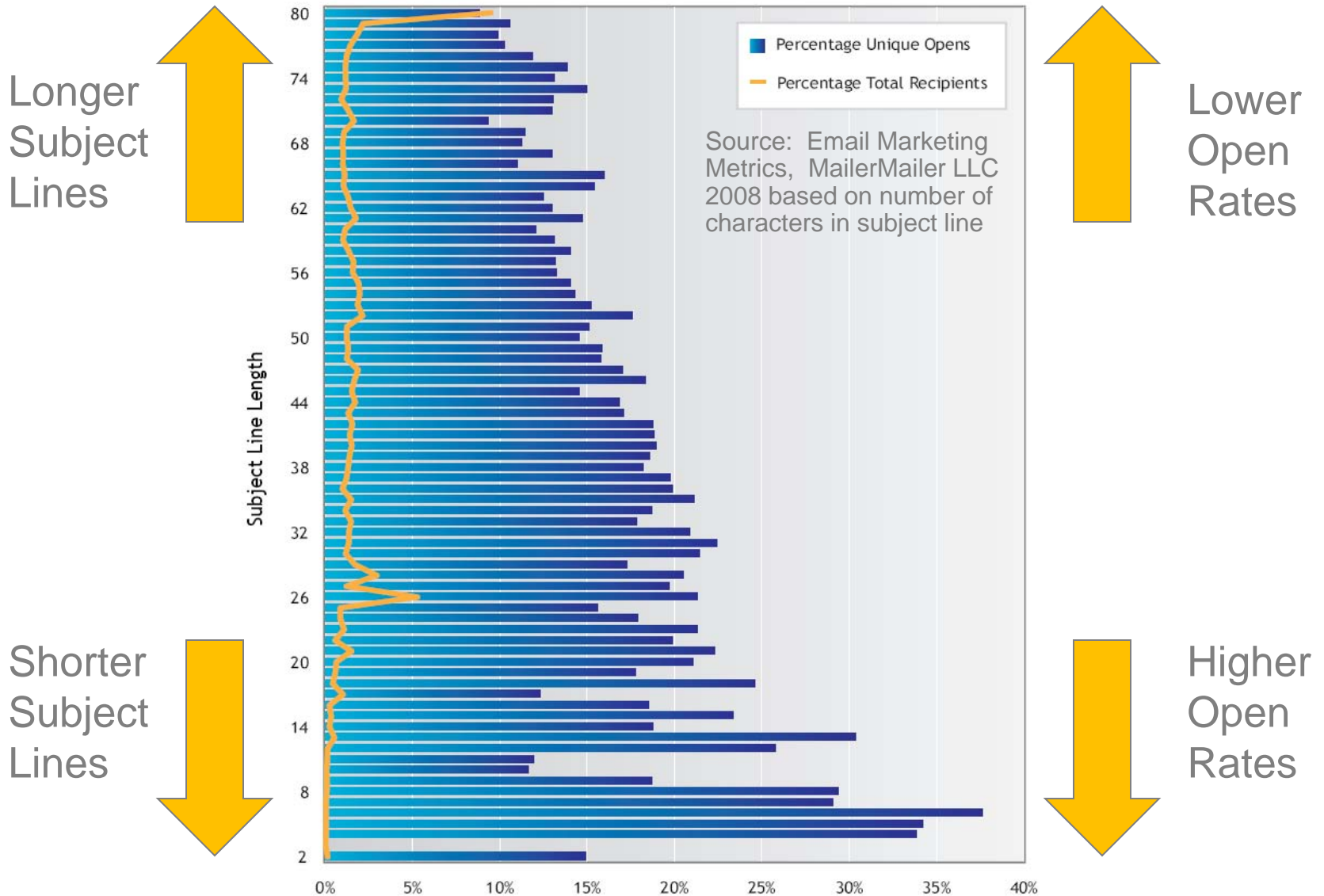


Short subject lines outperform long subject lines

Open Rate vs. Subject Line Length



Where are you on this chart?



Good E-newsletter – Ontario Association of Food Banks



Hunger eNews

Working towards a hunger-free Ontario

Forward to a Friend | Donate | Visit our Website

HUNGER eNEWS WINTER 2010

Ontario's Food Banks make Final Push for Farm Donation Tax Credit



Over the last two months, we have met with over 30 MPPs from all political parties to push for implementation of the farm donation tax credit for producers that donate local livestock and produce. With the provincial budget quickly approaching, it is vital that our voice is heard by Premier McGuinty. It is likely that the credit will be a part of the budget, but we will need your help to let the Premier know that this small investment will have a powerful impact on food banks and families across Ontario. Keep your eyes on your inbox for actions you can take to help us make the final push for this change.

Seeds of Community Harvest Ontario Planted



This year, the OAFB will launch an innovative program to source fresh fruit and vegetables for our neighbours facing hunger with the launch of our new Community Harvest Ontario (CHO) program. By engaging hundreds of volunteers through innovative agricultural partnership projects such as cleaning and harvesting, the program will generate hundreds of thousands of pounds of fresh healthy food annually for people facing hunger. Gleaning is picking fresh crops left on the land once harvest is completed. CHO brings farms and corporate partners together to increase fresh food donated to local food banks. [Read more about the program here.](#)

Food Bank Use Up: Ontario Hunger Report 2009



Released in December 2009, the annual Ontario Hunger Report provides an overview of hunger in the province and details background causes of hunger and poverty in Ontario. Key findings on food bank usage include:

- Over 375,000 Ontarians turn to food banks every month
- Number of Ontarians turning to food banks has increased by 19% in the past year alone
- 20% of households turning to food banks do not consume required servings of fresh fruit and vegetables

[Download the full report here.](#)

Donate Now

Tell A Friend

Sounds of the Season Heard Across GTA

CBC Radio's Sounds of the Season fundraiser and food drive raised \$275,000 and 3675kg of food for food banks in the Greater Toronto Area.

Rickard's Raised \$17,500

The second annual Rickard's Pic of Rickard's campaign generated \$17,500 for Ontario's food banks. Thank you to the Pick Group of Pubes and Holeson-Coors Canada.

Ottawa Gobbles Up Toronto in Turkey City Battle

Ottawa claimed victory over Toronto in the battle to become Ontario's Turkey City in a one-day fundraiser held at a Metro location in both cities. Thank you to the Turkey Farmers of Ontario.

Metro Helps Fight Hunger This Winter

During the important holiday period, the Metro Winter Food Drive helped generate over 125,000 lbs of much needed food items across Ontario. Thank you to Metro Ontario Inc. and their customers for their support.

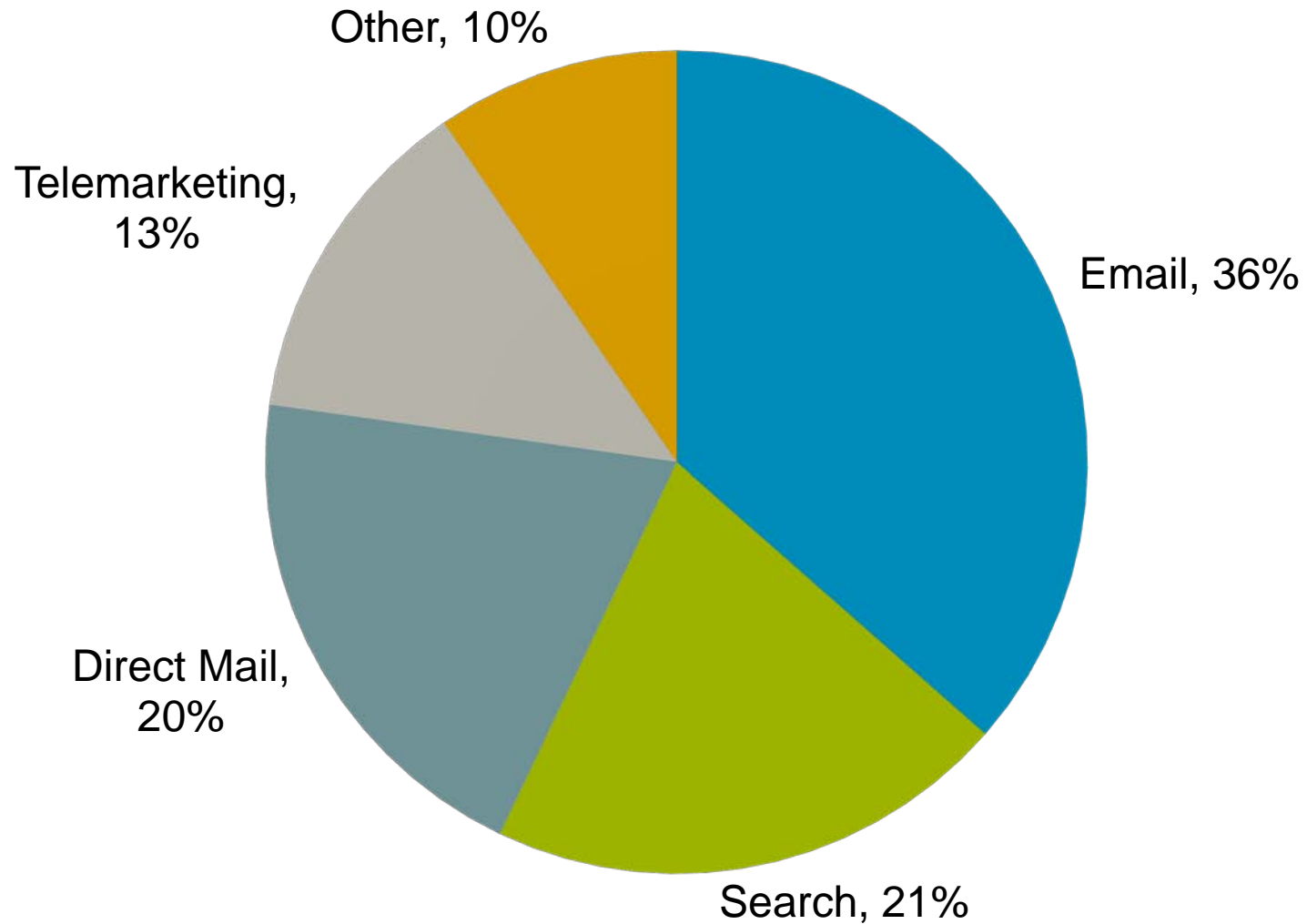
#5. Ask



Be bold in soliciting
gifts.

(Wishing and waiting
is not asking)

What Motivates an Online Gift?



Canadian Breast Cancer Foundation – Example of a good donation form

CIBC Run for the Cure
CANADIAN BREAST CANCER FOUNDATION


- ▶ ABOUT THE RUN
- ▶ RUN LOCATIONS
- ▶ TEAMS
- ▶ FUNDRAISING & REWARDS
- ▶ NATIONAL SPONSORS

GET INVOLVED!

- ▶ REGISTER
- ▶ DONATE
- ▶ VOLUNTEER

Contact Us

CANADIAN BREAST CANCER FOUNDATION



DONATE

1 Information

Help create a future without breast cancer

By choosing to support the Canadian Breast Cancer Foundation, you help us to invest in the research and community health projects that have the greatest potential to improve and save the lives of Canadians affected by breast cancer. The Foundation puts donor dollars to work in support of projects across the full spectrum of breast health, including prevention and education, screening, diagnosis, treatment and care.

With respect to fundraising, money raised in each region from local fundraising stays in that region to fund research and programs specific to the area. Ninety-five per cent of the net money from the Canadian Breast Cancer Foundation CIBC Run for the Cure stays within the region in which it was raised.

Please enter your donation to Toronto.

Donation Information

*Select Donation Amount:

\$00.00

\$75.00

\$100.00

\$150.00

Other

*Donation type:

One-time donation

Sustaining donation

Select a Donation Duration:

Total Donation:

Billing Information

Title:

*First Name:

Middle Name:

*Last Name:

*Is this donation from a company? Yes No

Company Name:

*Street 1:

Street 2:

*City:

*State/Province:

*Postal Code/ZIP:

Country:

Email address must belong to the donor to receive a tax receipt. If you do not have the donor's email please use donorfirstname.lastname@centralcibc.org

*Email Address:

Yes, I would like to receive communications from this organization.

Remember Me

Payment Information

Credit Card Type: VISA MASTERCARD AMERICAN EXPRESS DISCOVER

*Credit Card Number:

*CVV Number:

*Expiration Date: /

Canadian Cancer – Donation Form

Canadian Cancer Society - Canadian Society for cancer

You are viewing Nova Scotia
Choose province/territory

Home About Us Donate Contact Us

Canadian Cancer Society
Make a donation

Log in
Username:
Password:
Remember me?
Sign in

Account level?
Home
Monthly donation
General donation
In Memoriam donation
In Honor donation
Other ways to make your donation
Other ways to show your care

1 General donation
2 Personal contact

General donation
Donor information

The Canada Revenue Agency requires that donation receipts bear the name and address of the actual donor.

*Title:
*Firstname:
Middle name:
*Lastname:
*Suffix:
*Street:
Street2:
*City:
*Province/State:
*Postal code ZIP:
*Country:
*Phone Number:
*E-mail address:
 Yes, I would like to receive communications from the Canadian Cancer Society.

The Canadian Cancer Society is dependent upon the generous support of donors and volunteers to fulfill its mission. The Society collects your personal information in order to process your donation and to issue a tax receipt. For more information about our privacy practices, [view our privacy policy.](#)

Gift information
*Select an amount:
 \$20.00
 \$30.00
 \$50.00
 \$100.00
 Enter amount:

Tax receipts will be issued automatically for donations of \$10.00 or more.

Are you interested in becoming a monthly donor?
Monthly contributors notably reduce our administrative costs; they also provide us with a predictable source of income that allows us to more effectively plan ahead and maximize donor dollars. It's easy and convenient, and you can change or cancel at any time. [Join our monthly giving program now.](#)

Payment information
*Credit card type: VISA MC AMEX
*Credit card number:
*CVV number: [click here](#)
*Expiry date:

Privacy

©2011 Canadian Cancer Society. All rights reserved.

POWERED BY CONVIO
MOVE PEOPLE™

Encourage Sustainer Giving Programs...

BCSPCA
SPEAKING FOR ANIMALS

The British Columbia Society for the Prevention of Cruelty to Animals

[Click here to login.](#)

1 Gift & Payment Information — 2 Review Gift



ABOUT OUR CERTIFICATIONS

[Privacy Policy](#)

[Is online giving safe?](#)

Charitable
Registration Number
11881 9036 RR0001

Official receipts for
income tax purposes
will be issued in CDN
dollars.



The Highest Priority Needs Fund

The Highest Priority Needs Fund helps injured, homeless, neglected and abused animals throughout the province each and every day of the year.

This fund supports all that we do to help animals in need of care and protection including sheltering, medical attention, spay and neutering, rehabilitation, adoption, foster care, advocacy, education, and rescue. This fund also provides emergency life-saving support for unexpected disasters such as wildfires. Based on the BC SPCA's most urgent needs, this fund supports the BC SPCA's work for animals across the province each and every day of the year.

Join the PAW Plan Monthly Giving Program Online

Becoming a monthly online donor is the best way you can make a difference for homeless and abused animals -- all year long! Your monthly gift is conveniently deducted from your credit card* automatically each month and you can change or cancel your monthly support at any time. By giving on a monthly basis, you ensure more of your donation goes toward helping animals in need and allows the BC SPCA to create sustainable plans for animal care, education and rescue.

In return for your monthly support, you will receive:

- A subscription to our AnimalSense magazine
- Our annual BC SPCA Animal Lovers' Calendar (each fall)
- Official receipts for income tax purposes delivered directly to your email address*

On behalf of the animals we care for and protect, thank you! Your gift will help us to continue our life-saving work.

* Join the PAW Plan Monthly Giving program online for automatic deductions from your credit card on the 1st of each month or from your bank account on the 15th of each month. Offline PAW Plan donors will receive the same benefits as online supporters, but will receive one official receipt for income tax purposes each February by regular mail. Download and complete our [donation form](#) or call 604-681-1071 (toll-free outside the Lower Mainland) to sign up today.

To make a special one-time gift instead, please [click here](#).

To make a special one-time gift instead, please [click here](#).

To make a one-time gift in honour of or in memory of a loved one instead, please [click here](#).

Monthly Giving Program

Select a Monthly Gift Amount:

- \$200.00 (\$10 a day)
 \$150.00 (\$8 a day)
 \$80.00 (\$2 a day)
 \$30.00 (\$1 a day)
 \$21.00 (70 cents a day)
 Enter an Amount

Billing Information

Title:

*First Name:

Middle Name:

*Last Name:

Suffix:

*Address 1:

Address 2:

*City:

*Province/State:

*Postal Code/Zip code:

*Country:

Remember Me

*Email Address:

Would you like to receive
information from the BC SPCA?

- Anim@is Newsletter
 Event News
 FarmSense Newsletter
 Support our Work
 e-Teachers Newsletter

Canadian Wildlife – Purchase a “virtual Animal”

The screenshot shows the Canadian Wildlife Federation's online store. The header includes the organization's logo and navigation links: Home, Login, My Profile, Join, Ride, Contact Us, and a search bar. Below the header is a navigation menu with links for About Us, What We Do, Resources, Education, Action, Shop, and Donate. A secondary menu lists Clothing, Accessories, and Symbolic Gifts. The main content area is titled "Shop and Save Wildlife!" and displays a shopping cart with two items:

- Black Footed Ferret**: Priced at \$25.00. The description states: "The prairie grasslands were once home to the black footed ferret, a species that was for many years thought to be extinct. But thanks to the discovery of a small population in the mid 1980's, the black footed ferret is now getting a second chance at survival in Canada thanks in part to CWF's Endangered Species Program. Now that the ferrets have been bred and carefully released, we are embarking on a three year monitoring program which is crucial to the success of this fragile population." The item is available in a quantity of 1.
- Burrowing Owl**: Priced at \$25.00. The description states: "The burrowing owl makes its home in short-grass prairie but due to habitat loss and fragmentation, problems finding suitable prey and predators, the owl is now considered endangered. Grasslands are critical to the success of the burrowing owl, and Hinterland Who's Who will be releasing a new PSA that highlights the importance of this ecosystem." The item is available in a quantity of 1.

Each item includes a "More Information..." link and an "Add to Cart" button. The cart also shows a "View Contents of Cart", "Proceed to Checkout", and "Cancel" button, and a "Show All" link for "Symbolic Gifts/Cadeaux symboliques".

Online Store

- SIGN IN
- MANAGE ACCOUNT
- CUSTOMER SERVICE

Updates

- Home
- In the News
- Most Popular Pages
- Special Promotions
- RSS News Feed

Media Centre

- Home
- Press Releases
- PSAs
- Media Kits
- Media Contacts

End-of-Year: A Campaign Approach

Taking a **campaign approach** to end-of-year fundraising can generate **4X** the results



Sent on December 30/31st raised **56%** of total

eCard



Sent just before Chanukah / Christmas raised **19%** of total

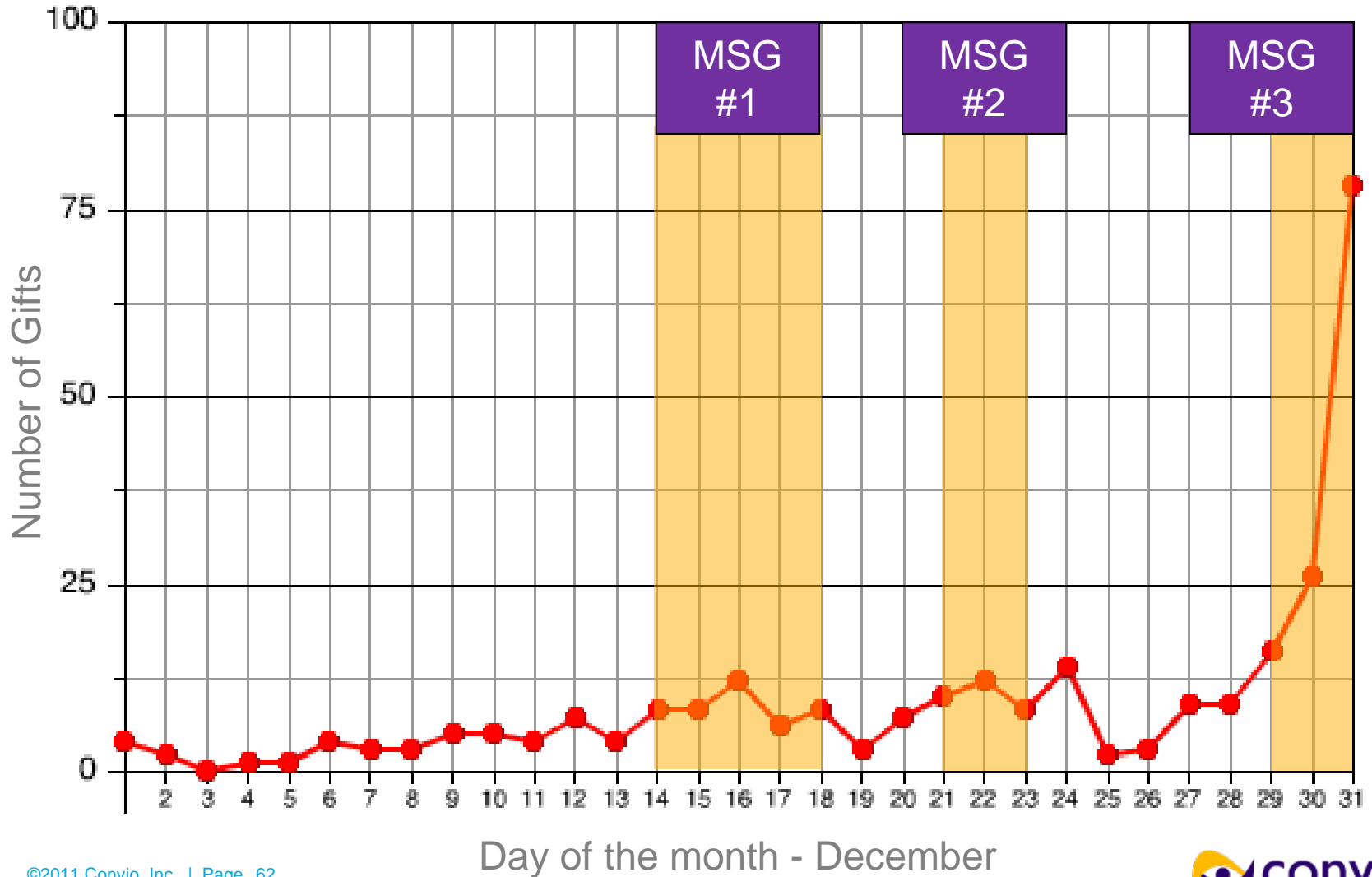
Kick-off




Sent mid-December raised **25%** of total

MSG #1

Campaign Timeline



Holiday Campaign – Message 1 Nature Canada



Dear ,

Every year, more of Canada's treasured animals and plants are threatened with extinction – and our beloved Polar Bears continue to be at the forefront of this devastating possibility.

With 65% of the world's polar bears here in Canada, it is our responsibility to ensure that the Canadian Arctic, the polar bear's home, is protected from the effects of global warming. Polar ice caps are melting at an alarming rate, robbing polar bears of the ice floes they need to survive. And temperatures are rising at almost twice the rate of the rest of the world.

[Fortunately, there's still time to slow global warming and save the polar bear and other precious Arctic species.](#)

Join us in our efforts to convince the government to lead the fight against global warming, conserve natural areas and protect polar bears and other Arctic species. [We need your support!](#)


The Arctic is one of the last truly wild places on earth and it's an essential part of our natural heritage as Canadians. That's why it's so critical we fight to protect it.

[Help stop climate change and protect our polar bears with your end of year gift!](#)

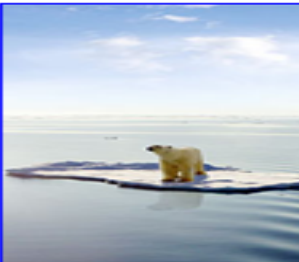
Whether it's in the Canadian Arctic or in your local community, Nature Canada works each day to preserve incredible natural areas that make Canada the envy of the world. We couldn't do it without you.

In the face of global warming, iconic animals like our polar bears are on a slippery slope to extinction unless we band together in their defense right now. [Take action now.](#)

Sincerely,




Ian Davidson
Executive Director
Nature Canada



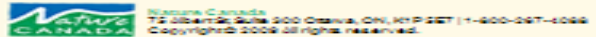
[Donate This Holiday Season >>](#)

Donate \$25 or more today and receive the Nature Canada Special Canoe Buddies plush toy in time for Christmas!



[Get Your Canoe Buddy Today >>](#)

[Update email preferences](#) | [Unsubscribe](#) | [Forward to a friend](#)




Nature Canada
75 BAYVIEW AVE. SUITE 200 (BAYVIEW, ON) M2H 3P7 | 1-800-267-4088
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Stewardship Holiday E-card



naturecanada.ca (formerly the Canadian Nature Federation)
85 Albert St., Suite 900 Ottawa, ON, K1P 6A4 | Phone: 613-562-3447 | Toll free: 1-800-267-4088

Nature Canada – Last Chance to Give




Dear ,

Your support is so important to us. As this year comes to an end, your donation will directly impact our work to preserve wildlife and their natural habitats throughout Canada.

Your year-end gift will be even more greatly appreciated during these economic times, when the pressure grows to ignore or put off important decisions about nature and the environment - despite the deepening climate crisis, and the growing list of endangered species who face an uncertain future. **Nature still needs your help!**

Urge you to make one final contribution to Nature Canada this year. With your help, we remain committed to carrying on the effort to protect wildlife and natural spaces.

Happy New Year,

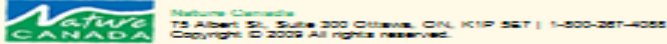


Ian Davidson
Executive Director


Help preserve wildlife and their natural habitats with your 2009 tax-deductible gift.

[Donate Now](#)

[Home](#) | [About Us](#) | [Contact Us](#) | [Privacy Policy](#) | [Terms of Use](#) | [Feedback](#)



Nature Canada
111 Albert St., Suite 200 Ottawa, ON, K1P 5K7 | 1-800-267-4055
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Unexpected events – Ability to be timely



We all know about the devastation that hit Haiti a few short weeks ago and the international disaster response needed in places like Port au Prince. Today, I want to tell you how one small community has managed to help some of those who fled the epicenter and [how you too can make a huge difference.](#)

Dear Patrick,

Formon is a remote Haitian community adjacent to Mucaya National Park, one of the last small segments of a forest which used to cover the area. We have been working there for just over a year helping local families move away from slash and burn subsistence living to self-sufficiency based on renewable silviculture and traditional horticulture. Last fall we even celebrated the re-opening of the only school in the community.

Then came the earthquake. Today, the rapid influx of families displaced by the devastation has doubled the population, yet thanks to the hard work and dedication of the entire community, I'm told that all the newcomers and their basic needs are being taken care of for now. Except for one important thing - and this is where your help will be essential.

The school is now totally insufficient for the needs of the community. Over 200 children are lined up to attend and there just isn't room for all of them.



whose only wish is to regain their lives and to forge a future for their children. [The school needs urgent funds to increase capacity to help the people of Formon. Your donation will have a major impact.](#)

Many thanks,

A handwritten signature in black ink, appearing to read "Patrick".

URGENT



You will double the impact of your gift if you respond today.

Every dollar you donate will match one from the Canadian International Development Agency (CIDA).

Please don't delay!

Donate Now

Provide a “mission related” value add premium to their gift. Nature Conservancy of Canada



A limited supply of 2010 calendars are now available online.

Make a charitable donation today and we'll send you a beautiful full-sized eco-friendly 2010 wall calendar illustrated with breathtaking photos of the very landscapes you're helping NCC protect.

We believe you share our commitment to keeping Canada's natural places and the many species that call them home safe forever. Please help us do just that, by [supporting our calendar campaign today](#).

Your charitable gift of 20 dollars or more helps to protect critical habitat and support the survival of native plants and animals like the Grizzly Bear. As thanks, we'll send you a full-sized eco-friendly wall calendar celebrating Canada's precious wildlife and habitats.

Donate online or call 1-800-465-8005 to reserve your calendar. Limited time offer.




Visit our website to [view the calendar](#) before making your tax receiptable donation.

Stewardship....Properly thanking donors

The screenshot shows the BCSPCA website. The header includes the BCSPCA logo with the tagline 'SPEAKING FOR ANIMALS' and the full name 'The British Columbia Society for the Prevention of Cruelty to Animals'. Navigation buttons for 'ADOPT', 'DONATE', 'VOLUNTEER', and 'ADVOCATE' are present. A search bar is located on the right. A secondary navigation bar lists 'WELFARE', 'CRUELTY', 'PET CARE', 'YOUTH', 'SUPPORT', 'NEWS AND EVENTS', and 'ABOUT'. The 'SUPPORT' section is active, with a sidebar menu containing links like 'Support Homepage', 'Our Priority Needs', 'Donations', 'Donor of the Month', 'Shop', 'Participate', 'Leave a Legacy', 'Corporate Giving', and 'Frequently Asked Questions'. A login form is also visible. The main content area features a breadcrumb trail: 'Home > Support > Donor of the Month > Donor of the Month'. Below this is a large image of two cats with a yellow 'Support' banner overlaid. The 'Donor of the Month' section contains the text: 'We are extremely thankful for the incredible support received from the following individuals and businesses in communities throughout the province.' Below this text, a list of donors is shown in two columns: June 2010 (See Ya Later Ranch), May 2010 (Craig Naherniak), and April 2010 (Jarome and Kara Iniola).

Stewardship - Keeping your Constituents informed of results




Thanks to you, 13,000 square kilometers of Boreal Habitat will be protected!

Dear Kate,

I love a good reason to celebrate, and we're still celebrating Canada's commitment to establish this country's next national park – a [National Park Reserve in the Mealy Mountains of Labrador](#). I want to thank you for your part in helping us achieve this success. By supporting Nature Canada you helped give us the voice we needed to work with local communities, First Nations leaders, and governments at all levels to make this dream a reality.



We have been working towards this day for over 15 years, and it is historic achievements like these that illustrate how important ongoing support from people like you really is in protecting habitats and wildlife.

The permanent protection of such a large area of boreal forest inside Mealy Mountains National Park Reserve ensures at-risk species like the woodland caribou and the harlequin duck have the habitat they need to survive. The park also serves as an anchor of protected space along the Atlantic Flyway, an important breeding ground and migration route for many arctic bird species.



I invite you to [view this special photo slide show](#) featuring some of the species that will now be protected, thanks to you.

Sincerely,



Ian Davidson,
Executive Director
Nature Canada


Help Achieve More Successes Like Mealy Mountains

With your support, we can restore more critical habitat, like Mealy Mountains, and push for greater protection of endangered species.


Working together, we do make an impact!

[DONATE NOW](#)

[Learn More About Mealy Mountains](#)



© 2009 – 2010 Nature Canada. All Rights Reserved. [Disclaimer](#), [Privacy Policy](#), [Update Your Email Preferences](#).

Follow Nature Canada on Twitter: 

Articulating what your contribution will accomplish



Become A Member Today



Your 2010 Membership Invitation

Dear Kate,

Have you thought of your New Year's Resolution yet? We invite you to consider a few ways you can resolve to do more for Nature in 2010, the International Year of Biodiversity.

- Do you feel compelled to help push the Canadian government to take a stronger stand on **global warming**?
- Do you want to see an increase of conservation efforts at **Important Bird Areas**?
- Do you want to protect the many **species at risk** and reduce biodiversity loss?
- Do you want to make a positive impact on the lives of children by connecting them with Nature?



If you answered yes, to any of these questions, then we have an easy way for you to show your commitment to making all of these things happen in 2010.

Become a Member of Nature Canada today.

Your \$50 membership fee will support all of these areas of our work throughout the year.

Nature Canada members do more than provide financial support. You have an impact on all of our efforts throughout the year.

During the International Year of Biodiversity, there is no better way to show your commitment to nature than by becoming a Nature Canada member in 2010.

[Update email preferences](#) | [Unsubscribe](#) | [Forward to a friend](#) | [Visit our website](#)



Nature Canada
13 Albert St., Suite 200 Ottawa, ON K1P 5E7 | 1-800-267-4055
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Effective Storytelling....Share success stories.

Some can, others can't, but everyone has a shot at national anthem auditions



SO PROUDLY HE HAILED:

Robbie Hearn, who regularly auditions for the Express' 'Star-Spangled Banner' singing duties, puts some emotion into his tryout on Sunday.

@ statesman.com

See video and photos of the Express' national anthem tryouts with this story online.

Intercept a Peyton Manning pass?

Make a free throw at the Erwin Center?

Actually, it's none of the above. It's singing "The Star-Spangled Banner," a song so difficult to sing that Roseanne Barr was so frustrated after her, uh, riveting performance in 1990 that she felt compelled to grab her crotch. A shame someone didn't grab the microphone first.

The 79 audition performances Sunday included individuals and groups as unorthodox as a Cedar Park karate club. They showed up undaunted at the United

See **BOHLS, C4**



Make their gift seem tangible

**RIGHT
TOPLAY**

HEAR FROM
JOHANN KOSS



ABOUT US

OUR IMPACT

THE TEAM

GET INVOLVED

NEWS & MEDIA

INTERNATIONAL

RIGHT TO PLAY / INTERNATIONAL / GET INVOLVED / DONATE

GET INVOLVED

Fundraise

Donate

Event Calendar

Volunteer

Stay Informed

DONATE

You have the power to
change a child's life

VOLUNTEER

You can make a difference
today

GET INVOLVED

Take charge and show
your support

DONATE

What does it cost to change the direction of a child's life?

Copy and paste this link into an email or
instant message

<http://www.righttoplay>

Your donation makes a difference. With your help, we can continue to ensure that children have access to regular structured sport and play activities that help them to develop self-esteem, a sense of belonging and become role models for other children. It doesn't take much to make a huge difference in a child's life.

DONATE NOW

self esteem: \$9

sense of belonging: \$12

role model: \$8

play: priceless

● Donate in Canadian Dollars*

● Donate in U.K. Pounds*

● Donate in US Dollars*

*Donations are tax deductible and a receipt will be
issued.

The child is becoming more aware of their importance and place in the world. They see competencies in themselves that are developing. Before, the child didn't know that they may have had a certain skill or

Engage them in your fundraising..



Uncork your generosity.

Dear Site,

Uncork your generosity this weekend.

Purchase a bottle of Pelee Island VQA Premium Select Chardonnay or Cabernet Merlot at LCBO stores across the province and **ten per cent of total sales from these wines will be donated to the Ontario Association of Food Banks** to help your neighbours facing hunger.

Look for the special Stepping Up to the Plate brand, which will be displayed prominently in your local LCBO store.

Here are some helpful tips and tasting notes on these very special wines:

Cabernet Merlot VQA

LCBO Tasting Note

Dark ruby red colour, smoky, ripe red berry aromas and flavours; dry and light-medium-bodied, well balanced, integrated tannins with moderate finish.

Serving Suggestion

Try with grilled meats, burgers, grilled sausage and rich pasta dishes.

Premium Select Chardonnay VQA

LCBO Tasting Note

Light yellow with greenish tinge; aromas of apple, citrus with a touch of vanilla and tropical fruit; dry, medium bodied, with balanced acidity, soft citrus, apple and oak flavours on the finish.

Serving Suggestion

Serve chilled with chicken and pasta with lemon/cream sauce.

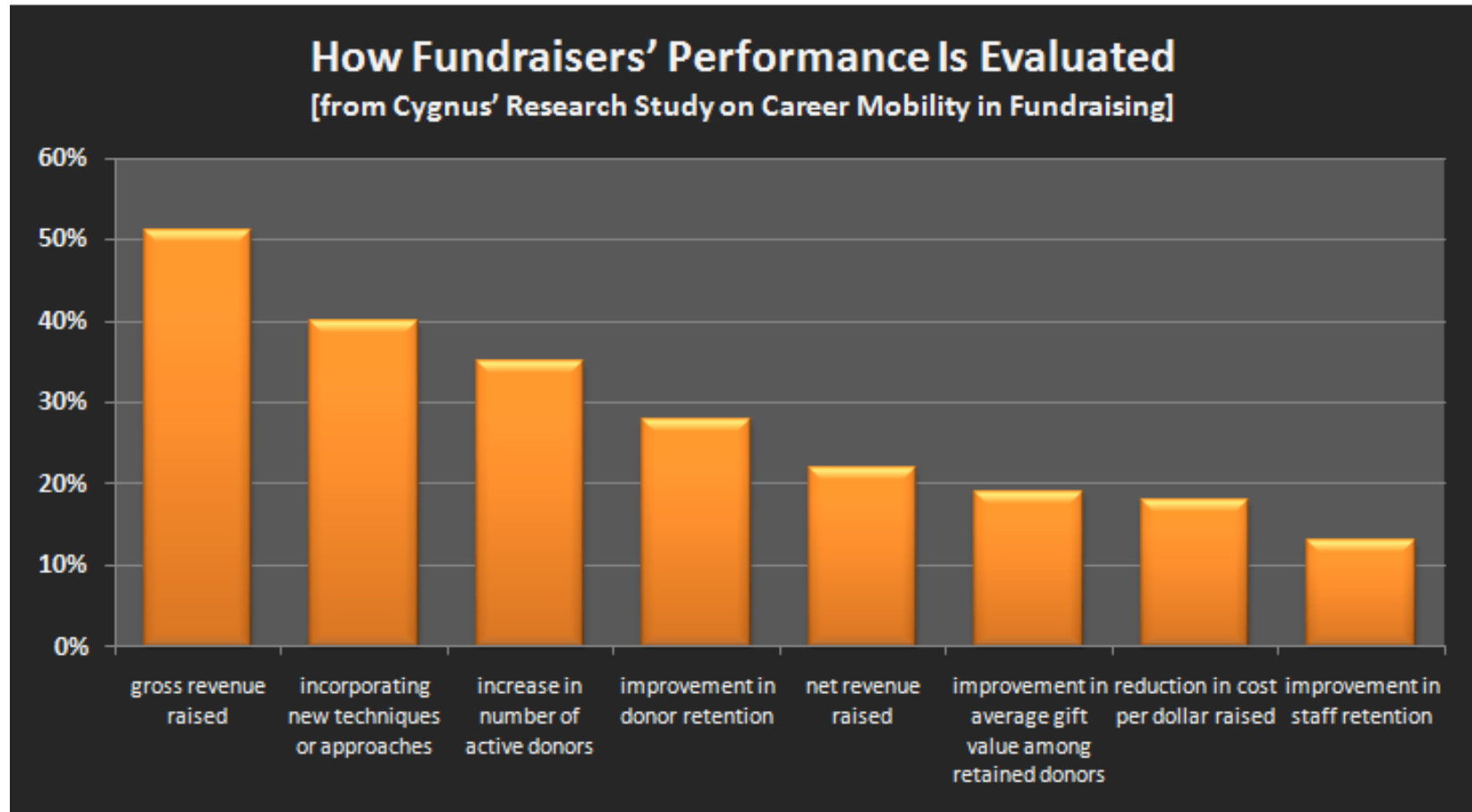


Tell A Friend

The Top 5 things you need to **BE SUCCESSFUL** online

- 1. Reach** – Be everywhere they are
- 2. Know** – Be interested in who they are
- 3. Welcome** – Be intentional in warming them up
- 4. Cultivate** – Be effective in communicating
- 5. Ask** – Be bold in soliciting gifts and making sure to properly steward them after the gift.

Fundraising Performance Metrics



Increased competition for wallet share. Be the organization that is “15 minutes ahead”.



Q&A

Thank you!

Kenneth Kuhler – kkuhler@convio.com

Barriers to Online Success

Limited Staff Resources

No Online Strategy

Limited Fundraising Experience

Can't Agree on the First Steps

We Have Limited Budget

Can't Implement a Plan

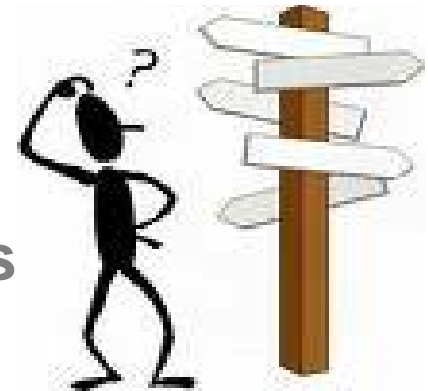
NO TIME!

Very Few Email Addresses

No Online Marketing Plan

Our Board of Directors is Risk Averse

We Need to Show a Return on Investment



Go! is more than just software...

Convio online fundraising and email software



A proven strategy and action plan

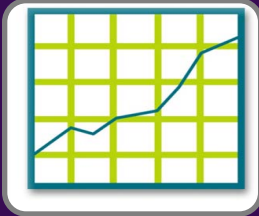


Convio consultant and services to guide and execute for you



Tangible results today
Foundation to build upon tomorrow

Convio Go! Program Objectives



Grow Your Email List



Communicate Regularly



Raise Funds

How It Works



START NOW = NEW DONORS IN Q1

Convio Go! Program Objectives



Grow Your Email List



Communicate Regularly



Raise Funds

Website Sign-Ups are High Quality

The screenshot shows the ANERA website homepage. At the top, the ANERA logo is displayed with the tagline "AMERICAN NEAR EAST REFUGEE AID". A navigation bar includes links for "ABOUT US", "OUR WORK", "PARTNERS", "NEWS & RESOURCES", and "WAYS TO GIVE". A secondary navigation bar at the top right contains links for "Share This", "Home", "Email Signup", "Contact Us", and "Sitemap".

The main content area features a large red banner with the headline "ANERA Responds in Gaza". Below this, there are three columns of content:

- Left Column:** A call to action "DOWNLOAD FUNDRAISING TOOLS FOR GAZA" with a download icon. Below it, a small image of a family with the text "You can help a family in Gaza" and the ANERA logo.
- Middle Column:** A headline "ANERA Responds in Gaza" with three small images (a box, a girl, and a woman). Below the images is the text "January: delivered more than \$4 Million worth of essential supplies into Gaza" and a link "ANERA'S ONGOING WORK IN GAZA".
- Right Column:** A call to action "Help Gaza Now!" with the text "Help us respond to the crisis in Gaza today." and a large orange "DONATE NOW" button.

Below the red banner, there are three columns of news items:

- Left Column:** "ANERA's Donor Community Responds" with a photo of people at a table. Text: "ANERA has witnessed an amazing outpouring of support and concern for innocent Palestinian families in Gaza who were caught in the crossfire. Read the story."
- Middle Column:** "Live From Palestine!" with a photo of musicians. Text: "This March, four professional musicians from the Edward Said National Conservatory of Music perform in the United States. Read about the concerts."
- Right Column:** "Community Center to Reopen" with a photo of children. Text: "On February 11, ANERA and local partners will reopen a community center at the heart of Nahr el Bared Palestinian camp in Lebanon. Read the story."

At the bottom right, there is a "Trusted and Respected" badge with the text "Read ANERA's Accountability Statement".

Two callout boxes are overlaid on the right side of the page:

- Top Callout:** "Help Gaza Now!" with the text "Help us respond to the crisis in Gaza today." and a large orange "DONATE NOW" button.
- Bottom Callout:** "E-news" with the text "Sign up to receive updates and alerts." and a "SIGN UP" button next to an "Email Address" input field.

How can we achieve success with Facebook - Social Media Integration

facebook Home Profile Account

Healthy Child Healthy World Like

Wall Info **DONATE Today** Receive Our... RSS/Blog Discussions >>

Wake-Up Others. Deepen Our Impact. DONATE Today.

It's true - every gift will help us further *expand* our work and *prevent* hundreds of thousands of children from needlessly getting sick - and we **NEED** your support.

Achieving the *highest 4-star rating* from Charity Navigator, you can be assured that Healthy Child Healthy World is the most responsibly with financial management decisions, ensuring over 93% of all funding goes to programs and creating the deepest social impact.

Gift amount:

Credit Card Number: CVV Number:

Expiration Date: Credit Cards Accepted:

Your Information

Title: First Name: Last Name:

Address 1:

Address 2:

City: State/Province:

ZIP/Postal Code: Country:

Email Address:

Yes, I would like to receive communications from this organization.

Create an Ad

Save Money, Go Green x

Instructions to make solar panel and wind turbine at home.

Like

Jobs for Navy Veterans x

Looking for a job? Discover your career in the federal government. Get employment information for veterans & transitioning military.

Like

MODIA Announces 3D EXPO x

RSVP to attend MODIA 3D EXPO Gala benefiting Make A Wish foundation. Purchase a 3D HDTV from MODIA and

Convio Go! Program Objectives



Grow Your Email List



Communicate Regularly



Raise Funds

onal Welcome Series

Furr-e-mail

HUMANE SOCIETY
— of Indianapolis —

Furr-e-mail

From the desk of

 John Aleshire

The Humane Society of Indianapolis helps thousands of cats and dogs in need every year. How can you help?

Make a Donation: Your financial contributions help fund our programs and make our lifesaving efforts possible. [Make an online donation today.](#)

Stay Informed: Visit our website for the latest news, helpful resources like our [Lost and Found Pets](#) page, and information about adoptable cats and dogs. [Explore IndyHumane.org!](#)

Volunteer: Whether you'd like to be a Canine Companion, Feline Friend, Foster Family, or offer specialized skills, there are many ways to donate your time to animals in need. [Learn about volunteering!](#)

Bark Your Calendar: Special events like Mutt Strut and low-cost microchipping days are great ways to support our mission and become involved. [View our upcoming events!](#)


Spread the Word: You can tell your friends and family about the many ways we're helping animals in need. [Contact us today to get help.](#)

Organize a Supply Drive: Ask family, friends, coworkers, or people at your church, in your neighborhood, or other community groups to donate much-needed items from our animals' [Wish List](#).

Share Your Story: Tell us about your adopted cat or dog. [Send your Happy Tail to us!](#)

Participate with Your Pooch: Want to spend some quality time with your dog? [Join our Pet Park](#) or sign up for our [Canine Training School!](#)

We care for our animals as much as you love your pet, but we couldn't save lives and help the community without your help. Get involved today the cats and dogs of Indianapolis need you!

Sincerely,

 John Aleshire
 Executive Director
 Humane Society of Indianapolis

Donate Now

Tell A Friend

Shelter Wish List

Our animals keep a list of supplies that help them in ways you may not think of.

12 Strays of Christmas
 Check out these special animals looking for a home for the holidays! [Learn more>>](#)

Medical Sponsors Needed
 To a shelter animal in need of medical care, there are few things better than receiving sponsorship. [Learn more>>](#)

Donate Now

Tell A Friend

History

Donate Now

Tell A Friend

Support



Promotion

Establishing Regular Communications

eNewsletter Template

If you are unable to view the message below, [Click Here](#) to view this message on our website



Forward to a Friend | Donate | www.clevelandfoodbank.org

Welcome to the first online edition of Food for Thought!

Your support of the Cleveland Foodbank is allowing us to do more than ever to feed hungry men, women and children across Northeast Ohio - so much that we can't say it all in our offline newsletter. Our online edition includes last-minute updates and news available only to you as a member of our online community. Like what you see here? Please [share this message with others](#) and ask them to join us in the fight to end hunger in our community.

Great News - Foodbank to Receive Much Needed Food



Relief for hungry northeast Ohioans should arrive soon, thanks to approval of the Farm Bill by the Congress last week. The long-awaited Farm Bill could not come at a more important time, as the demands of a falling economy and rapid increases in food and fuel prices escalate the need for hunger relief. At the Cleveland Foodbank alone, we estimate that we will be able to provide an additional 1.5 million meals in northeast Ohio in the year ahead, once this bill is finally enacted.

Our service territory's Members of Congress who voted in favor of the Farm Bill included Sen. Sherrod Brown, Rep. Stephanie Tubbs Jones, Rep. Dennis Kucinich, Rep. Steven LaTourette, Rep. Betty Sutton and Rep. Ralph Regula.

Please take a moment to contact these members' offices and let them know how valuable their support of the Farm Bill is. For Senator Brown, visit <http://brown.senate.gov/contact>; for Representatives, visit <https://www.house.gov/> for a listing of members.

April 2008 was a record-breaking month at the Foodbank!



This April, we distributed more food in a single month than any other month in our history. The total was 2,275,648 pounds of food, which is enough for approximately 1.7 million meals for low-income people in northeast Ohio. Our distribution continues to increase in response to [the escalating need for emergency food in northeast Ohio](#). Just last year, our member agencies in Cuyahoga county served 1 million more meals than they did the previous year. Thanks to our great volunteers, food and financial donors, this critically important food is available. [We couldn't do it without your help!](#)

You are receiving the Food For Thought eNewsletter by request at support@convio.com.

[Click here to update your profile.](#)

Donate Now

You're Invited!
Harvest for Hunger Recognition Ceremony on Thursday, May 29 at 8 a.m. at the Cleveland Foodbank. Join us as we celebrate the success of this year's Harvest for Hunger campaign, the Foodbank's annual food and funds drive. **To RSVP, please contact Lindsay Doerr at 216-738-2046 or ldoerr@clevelandfoodbank.org**

Food Drive at the Lake County Captains Game
June 10th at 7 p.m.
Bring a non-perishable item and receive \$2 off the ticket price to the game. Visitors are encouraged to donate "Super Six" items, our most needed food items, which include peanut butter, tuna fish, cereal, beef stew, canned soup and canned vegetables. [For ticket information click here.](#)

Community Support at Work!
For every \$1 invested in the Foodbank's Fresh Produce Initiative, we can make 21 pounds of fresh fruits and vegetables available to hungry men, women and children in our community! Make a donation today to [help support this program and all of our food distribution.](#)

Announcement Template

If you are unable to view the message below, [Click Here](#) to view this message on our website



The vital link between food and hunger

Tell a Friend | www.clevelandfoodbank.org | Donate

Dear System,

Welcome to the Cleveland Foodbank's online community—our most effective way to keep special friends like you up to date on the fight against hunger in our region.

We are grateful for your interest in our mission and want to share our work with you in a timely way. It is your generosity and concern that make our community's efforts to fight hunger successful. With community support, we can:

- Provide enough food for more than 55,000 meals a day
- Provide hot meals and nutrition education to at-risk children through after-school programs
- Distribute over 4,000 prepared meals a day for local shelters, hot meal programs and other feeding programs
- Distribute 5.6 million pounds of fresh fruits and vegetables annually to families in need

We look forward to updating you about our work—this is your community's food bank, and we want you in the loop! You can [update your profile or email address](#) or [unsubscribe from our email list](#) at any time.

Please share our news with your friends and family. Every bit of help you provide is important, whether it is through donating, volunteering, or helping to spread the word. We are glad to have you join us in the fight against hunger—together, we are making a real difference!

Sincerely,



Anne Campbell Goodman
Executive Director

From the desk of



Anne Campbell Goodman

Donate Now

Your subscriptions:

- Food For Thought
- Advocacy Updates
- Volunteer Updates

Subscribe

What's in our Food for Thought newsletter?

[View a recent online-only edition >](#)

Email: info@clevelandfoodbank.org
16500 South Waterloo Road, Cleveland, OH 44110
Phone 216.738.2285

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Convio Go! Program Objectives



Grow Your Email List



Communicate Regularly



Raise Funds

Best Practices Donation Form

Create Hope. Give like a Hero.

Your gift will help children with cancer by supporting the largest clinical program and world-class research at National Brain Tumor & Adolescent Oncology Center.

10% of every dollar supports the National Brain Tumor & Adolescent Oncology Center

Please use the form below to make a non-deductible donation right now. You can also call us at 212-588-3975 to make a donation by phone or mail, a check to Hope & Hero's Children's Cancer Fund, 655 Van Nostrand Avenue, 3rd Fl., New York, NY 10011.

Show Your Passion: If you are passionate about supporting Hope & Hero's you can share that with your bank and transfer it to our account by linking a Recurring Funding Plan to an ACH.

Donation Amount:

Thank a \$25 Amount:

- \$40.00 Suggested
- \$50.00 Cash Suggestion
- \$75.00 Pledge
- \$100.00 Cash Pledge
- \$200.00 more
- \$1,000.00 Suggestion
-

If possible, you can specify the area your gift supports:

Gift type:

This is an honor or memorial gift. Please thank the donor.

This gift is in honor of someone's gift.

Donor Information:

Title:

First Name:

Middle Name:

Last Name:

Suffix:

Street 1:

Street 2:

City:

State/Province:

ZIP/Postal Code:

Country:

Postal Address:

Yes, I would like to receive communications from this organization.

Payment Information:

Credit Card Type:

Credit Card Number:

CVV Number:

Expiration Date:

Donate now to give a child a second chance at life!

Your gift may enable support for the best of care, best and world-class disabilities and learning centers. Giving to Gillette ensures that no child will be turned away, regardless of a family's ability to pay. Your support also allows us to conduct groundbreaking medical research, and to purchase the equipment and supplies to better treat the children we serve. Please consider this:

Thank a gift amount:

- \$1,000.00
- \$500.00
- \$250.00
- \$100.00
- \$50.00
-

Yes, I would like to have this gift every month.

Does your employer match your contribution? Search here for your workplace:

How would you like to direct your contribution?

Are you making this donation in honor, memory or support?

We look to hear from our supporters. Please post any comments, feedback, or suggestions.

Billing Information:

Title:

First Name:

Middle Name:

Last Name:

Suffix:

Street 1:

Street 2:

City:

State/Province:

ZIP/Postal Code:

Country:

Postal Address:

Yes, I would like to receive communications from this organization.

Payment Information:

Credit Card Type:

Credit Card Number:

CVV Number:

Expiration Date:

Help Children Build Better Lives

Give to Childserv and support the future of our community. Your gift will help strengthen the promise of tomorrow for more than 1,000 children in Lake, Toiyabe and Clark counties. Childserv programs enhance early childhood learning, strong parental bonds, academic achievement, children's working families, positive self-worth, children, and safe, nurturing families for all children. Please give to Childserv and have an impact on a child's life.

Yes, I would like to receive communications from Childserv.

How can I best support?

Donor:

Thank a \$25 Amount:

- \$25.00
- \$50.00
- \$100.00
- \$200.00
- \$500.00
- \$1,000.00
- Other amount:

Yes, I would like to receive this gift every month.

Personal Information:

Title:

First Name:

Middle Name:

Last Name:

Suffix:

Street 1:

Street 2:

City:

State/Province:

ZIP/Postal Code:

Country:

Postal Address:

Yes, I would like to receive communications from Childserv.

Payment Information:

Credit Card Type:

Credit Card Number:

CVV Number:

Expiration Date:

Please enter your comments here:

An offseason fundraising campaign

Message #1:
Send 200 youths to
Yellowstone this
summer


Message #2:
We still have 115
youth who need your
support

Message #3:
We're able to send
178 youth – it's not
too late to give

THE YELLOWSTONE PARK FOUNDATION
support **ALERT**

Dear System,

[200 children are counting on your support](#)



Donate Now

With your help we can make this a summer to remember

You can change a child's life today

Through your support, the Foundation enables Park educators to bring more under-served kids to Yellowstone for an unforgettable Park experience. Yellowstone's acclaimed hands-on education programs are designed to help children learn about conservation, wildlife and even life-skills, such as problem solving and responsibility for their everyday actions. [Click here](#) to learn more about the programs and how the magic of Yellowstone can change children's lives.

Your donation today will allow us to give children an opportunity to visit the Park. It doesn't take much to change the life of a child.

- [\\$25 will pay for housing](#) for one child for one night in the Park
- [\\$60 will pay for classroom materials](#) for one group
- [\\$105 will pay for a three-night stay](#) in the Park for one child
- [\\$205 is a total cost of bringing one child](#) to Yellowstone for a multi-day learning experience

Inspiring children to be stewards of Yellowstone today is critical to the future of this national treasure.

I hope they can count on your support!

Paul A. Zambernaski

Paul A. Zambernaski, Executive Director

P.S. [Tell a friend about this campaign](#) and help us bring more children to Yellowstone this summer.

POWERED BY **CONVIO**

Monticello | Emmet to a Point | Visit.us.nps.gov
222 East Main Street, Suite 301, Bozeman, MT 59710 tel: 406.586.6300 fax: 406.586.6307
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THE YELLOWSTONE PARK FOUNDATION
support **ALERT**

Dear System,

We are excited to announce that so far we have raised enough to make a Yellowstone dream come true for 95 under-served children. But there are still 115 that are waiting for your support to have a chance to get away from their daily lives into the Yellowstone wonderland!

Make a gift and help support Youth Education programs

It will be one of the most memorable experiences they will ever have! They will be provided with all necessary facilities, equipment for a multi-day expedition, and lessons taught by Yellowstone rangers who specialize in youth education.



Donate Now

A donation of any size will bring us closer to our goal!

Yellowstone has so much to offer a child with an open mind and an open heart. Every day these kids will be out hiking and becoming more familiar and comfortable with Yellowstone's natural resources. They will learn about geothermal features and wildlife which will help them understand the interactions that occur in nature and their relationship to the natural world.

These kids are hungry for knowledge, but are often starved of learning opportunities. With your support, Yellowstone can offer endless opportunities for exploration. [You can make a gift online, right now.](#)

Thank you for making a difference in so many children's lives!

Warm regards,

Paul A. Zambernaski

Paul A. Zambernaski
Executive Director

P.S. [Tell a friend about this campaign](#) and help us bring more children to Yellowstone this summer.

POWERED BY **CONVIO**

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222 East Main Street, Suite 301, Bozeman, MT 59710 tel: 406.586.6300 fax: 406.586.6307
Yellowstone Park Foundation Copyright © 2008. All rights reserved.

THE YELLOWSTONE PARK FOUNDATION
support **ALERT**

Dear System,

Please accept our heartfelt THANK YOU!

178 out of 200 under-served children will come to the Park this summer to learn about the wonders and wildlife of Yellowstone. It will be a life-changing event for most of them. These are Native American children, the economically disadvantaged, children with disabilities, and others who may not otherwise have the opportunity to visit Yellowstone Park.

There's still time to give!

These children will participate in field trips, hikes, essay writing, artwork and photography. They will have an opportunity to analyze pressing environmental issues, and to suggest possible solutions to problems. They will learn about tison, elk, wolves and other living creatures and how they fit into their environment.

These children will learn to care about remaining wild places and the importance of preservation.

Knowing that you introduced the wonder of Yellowstone to a child is the most gratifying feeling! Each student will remember this experience for the rest of their lives. To come and will have the comfort of knowing that somewhere, out there, is a place so magical, yet real - Yellowstone.

On behalf of those kids - THANK YOU! You have just changed a child's life!

Warm regards,

Paul A. Zambernaski

Paul A. Zambernaski
Executive Director

P.S. [Tell a friend about this campaign](#) and help us bring more children to Yellowstone this summer.

POWERED BY **CONVIO**

Monticello | Emmet to a Point | Visit.us.nps.gov
222 East Main Street, Suite 301, Bozeman, MT 59710 tel: 406.586.6300 fax: 406.586.6307
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Email Acquisition Campaign

OMRF geek...it's the new chic

You already love OMRF. And we love you back. So much that we're ready to make you an honorary scientist. Every time you tell a friend about OMRF using one of our eCards, your name will be **entered in a drawing** for a free Geek Pack.

Our Geek Pack includes:

- A genuine, unused, biohazard-free lab coat—embroidered with your name!
- The latest in personal protective eyewear, because we practice safe science, y'all.
- And the finishing touch—a pair of second-skin lab gloves to protect your digits from harmful stuff. And of course, you better believe they make that nice, yeah-I'm-a-doctor snappin' sound when you tug 'em on. Extra cool.

When you don your Smarty Pants duds, your IQ will gain an instant 20 points. We guarantee it! Plus, you'll be **helping spread the word** that research is cool.

So please, pass it on! Don't forget to tell your fellow geeks. Be a Smarty Pants and get your name in the game.

**Geek is the new chic.
Support OMRF and win a Geek Pack!**



Win a Geek Pack
Click here to Sign Up!

Enter to Win!

Tell a Friend Email About the Chance to Win a Geek Pack

OMRF geek...it's the new chic


Don't let another day slip away! Get your name in the drawing for our fantastically cool Geek Pack today.

Be the envy of your friends when you step out in your personalized lab coat. Exude an air of confidence as you slip on your very own protective eyewear and gloves. You're feeling smarter just thinking about it, aren't you!

The more you share, the more chances you have to win. So, share OMRF with everyone you know.

Here's an example of the eCards you can send to all your fellow geeks!

talk nerdy to me



Enter to Win!

Version A ("Talk nerdy to me") eCard

OMRF geek...it's the new chic

Thank you for entering the OMRF Geek Pack Give-away! Don't forget that you can earn more entries in the drawing by sending eCards to your friends.

Be the envy of your friends when you step out in your personalized lab coat. Exude an air of confidence as you slip on your very own protective eyewear and gloves. You're feeling smarter just thinking about it, aren't you!

The more you share, the more chances you have to win. So, share OMRF with everyone you know.

Here's an example of the eCards you can send to all your fellow geeks!

it's all geek to me



Tell A Friend

Version B ("It's all geek to me")

Year End Fundraising Campaign



Dear Friend,
 Every year, many adults and children come to us during the year for support and help to manage their battle with mitochondrial disease. Sometimes they cry, "Doesn't anybody care?" We care about every patient and family affected by mitochondrial disease, and our wish this holiday season is that you care too.



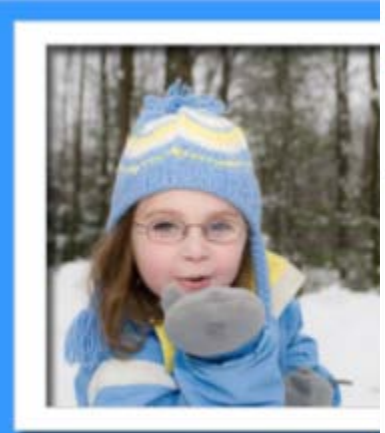
Anna Couture has Mito and attends a performing arts school. She put her dreams on hold to get a procedure in 2008, but is back on stage today.

- Donation Level 1:** [A gift of \\$20](#) covers the cost of the g-tube book for five children and their schools.
- Donation Level 2:** [A gift of \\$50](#) allows us to offer a support group by teleconference for 20 patients.
- Donation Level 3:** [A gift of \\$250](#) sponsors an affected teen's participation in the "But you don't look sick!" camp weekend.

[Your gifts today](#) will ensure that we can continue to serve every child, teen and adult who will be diagnosed with a mitochondrial disease in the coming year.

Sincerely,
 Cristy Balcells RN MSN
 Executive Director

POWERED BY **CONVIO**
 14 Pembroke Street Medford, MA 02155 tel: 978-675-1800
 MitoAction



Happy Holidays

[Make a Gift](#) [Send a holiday card](#)



Today is your last chance to [give a gift to MitoAction](#) in 2008. As we look forward to 2009, your tax deductible gift will help us ensure that **the best is yet to come**.

Shani in Spain wrote to me this year after her daughter was diagnosed with mitochondrial disease. She says,

"I have been so touched by the [MitoAction website](#) - you have provided me with so much support. There are no barriers to your giving - whether you live in the States or Spain, there is a group of people out there ready to help.

My eyes have been opened by how many amazing people there are out there building a network for other families and patients. I hope to help MitoAction spread the word to others out there for Mitochondrial Disease is often known as the invisible disease.

We see so much about war, disasters etc. in the world yet we here so little about these amazing people who dedicate their lives to helping others. Whilst sad to see what people go through, the beauty is that people are really standing together. MitoAction presents a positive way to live with disabilities. You are truly inspirational."



In memory of Sandra Heery Russell, and all who have lost a life from mitochondrial disease in 2008.

Won't you [give one last gift](#) this year and help us continue to empower families who are struggling to make sense of mitochondrial disease?

As always, thank you for your continued partnership in improving quality of life for all affected by "Mito."

Sincerely,

Cristy Balcells RN MSN
 Executive Director



[Donate Now](#)

Not Everyone with Mito can Give... With MitoAction, Everyone with Mito Will Receive



Support - Dedicated Go! Online Community

The screenshot displays the Convio Community website interface. At the top, there is a blue header with the 'COMMUNITY' logo on the left and 'Convio Customer Center' and 'Contact Support' links on the right. Below the header, a navigation bar includes a user profile for 'Mark Karavakis' and menu items for 'New', 'Your Stuff', 'History', and 'Browse'. The main content area features three tabs: 'All Content (89)', 'Discussions (78)', and 'Documents (11)'. A list of posts is shown with columns for Author, Subject, and a numerical value. A sidebar on the right contains 'Actions' (Start a discussion, Create a document, Create an announcement, Create a poll) and 'Notifications' (Receive email notifications, View feeds).

COMMUNITY

Convio Customer Center Contact Support

CONVIO[®]
MOVE PEOPLE[™]

Welcome, **Mark Karavakis** (Log out) New Your Stuff History Browse

Convio Community > Convio Go! Program

All Content (89) **Discussions (78)** **Documents (11)** Set as default tab

All Content

Author	Subject	
Alicia	Changing Survey URLs?	
abasam	Housefile-Building Campaign Guide: Offline Touch-Points	0 1 wk by gl
fbaebel	Resolving duplicates in C360	1 1 week ago by fbaebel
alexmon1	How do I find users who are in two specific groups?	0 1 week ago by alexmon1
tude	Campaigns & Donation Forms	1 1 week ago by alexmon1
gbaebal	Yahoo DomainKeys and Convio as authorized sender	5 2 weeks ago by gbaebal
gbaebal	Contacts only want certain messages	1 2 weeks ago by gbaebal
alexstat	duplicates made when responding to advocacy alerts or sending ecards	1 1 month ago by alexstat
alexmon1	eNewsletter Guide	0 1 month ago by fbaebel
alexstat	Snippet stopped working	1 1 month ago by alexstat1

Actions

- Start a discussion
- Create a document
- Create an announcement
- Create a poll

Notifications

- Receive email notifications
- View feeds

Popular Discussions

- Unable to view PageBuilder page after published
- Changing Survey URLs?
- Trouble with images in PageBuilder
- Welcome Series Examples
- Message sync

Support - Access to eLearning

Welcome, Mark Karavakis | Update



Home Training Community Support Best Practices Products Deployment Search

Training

Calendar | eLearning | Online Marketing | CMS | Advanced | Best Practices

Register for eLearning Classes

eLearning classes are instructor-led courses offered online. Each eLearning class covers a specific application or theme within the Convio tool suite, following scripted practice exercises that you can try on your own site after class.

- Classes are offered on a monthly rotation, starting with the core Convio components offered in the sequence they occur in the Convio Essentials curriculum: **Data Management, PageBuilder, Donations, Email Campaigns, Best Practices, TeamRaiser and Advocacy.**
- The core classes are followed by classes on additional components which your organization may or may not have purchased. You can listen to recorded version of all these classes from the [Training Downloads](#) page.

Click a class on the calendar to learn more and register.

Upcoming Online Training

Day View | Week View ◀ May 2009 ▶ List View

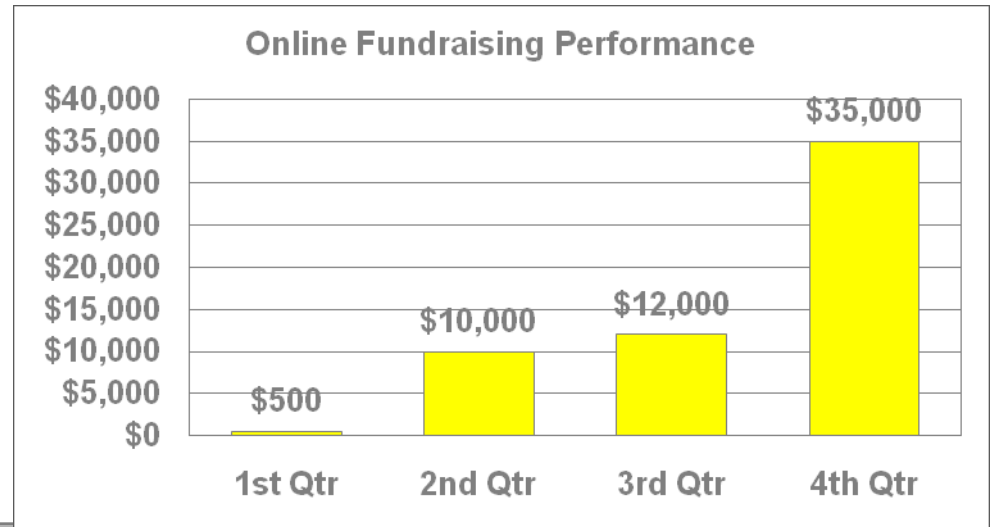
Sun	Mon	Tue	Wed	Thu	Fri	Sat
26 ☐ CONSTITUENT EMPOWERMENT	27 ☑ Convio Online 150: Advocacy I 4/27/2009	28 ☑ Convio Online 250: Advocacy II 4/28/2009	29 ☑ Convio Online 121: Personal Fundraising	30 ☑ Convio Online 240: Personal Events 4/30/	1	2
3 ☐ CORE TOPICS	4 ☑ Convio Online 101: Contacts, Interests &	5 ☑ Convio Online 201: Import/Export 5/5/2009	6 ☑ Convio Online 205: Surveys 5/6/2009	7 ☑ Convio Online 110: WYSIWYG 5/7/2009	8 ☑ Convio Online 216: PageBuilder 5/8/2009	9
10 ☐ CAMPAIGNS	11 ☑ Convio Online 130: Email Campaigns I 5/1	12 ☑ Convio Online 230: Email Campaigns II 5/	13 ☑ Convio Online 120: Donations I 5/13/2009	14 ☑ CMS 100: Content Authoring- 5/14/2009 ☑ Convio Online 220: Donations II 5/14/2009	15 ☑ CMS 100: Content Authoring- 5/14/2009	16
17 ☐ EVENTS	18 ☑ Convio Online 146: Calendar Events 5/18/	19 ☑ CMS 300: Template Syntax- 5/19/2009 ☑ Convio Online 141: TeamRaiser Configurat	20 ☑ Convio Online 142: TeamRaiser Management	21 ☑ Convio Online 143: Event Management Cent	22 ☑ Convio Online 145: Report Writer 5/22/20	23
24 ☐ CONSTITUENT EMPOWERMENT	25	26 ☑ Convio Online 150: Advocacy I 5/26/2009	27 ☑ Convio Online 250: Advocacy II 5/27/2009	28 ☑ Convio Summer '09 Preview Webinar ☑ Convio Online 121: Personal Fundraising	29	30
31	1 ☑ Convio Online 101: Contacts, Interests &	2 ☑ Convio Online 201: Import/Export 6/2/2009	3 ☑ Convio Online 205: Surveys 6/3/2009	4 ☑ Convio Online 110: WYSIWYG 6/4/2009	5 ☑ Convio Online 216: PageBuilder 6/5/2009	6

Support - Quarterly Benchmarking Reports

Benchmark Q4-2009 Go! Online Fundraising

My Cohort Average: **\$36,059**

My Cohort Median: **\$3,245**



Quarterly Online Fundraising Performance						
	Q1	Q2	Q3	Q4	My Go! Cohort N=5	All Go! Cohorts N=25
Donations	\$500	\$10,000	\$12,000	\$35,000	\$36,059	\$27,854
Number of Donations/Quarter	10	150	150	350	283	190
Average Donation	\$50	\$67	\$80	\$100	\$128	\$147
One Time Donors	10	115	125	250	215	171
Sustaining Donors	0	5	10	50	68	19
Percentage of Online Donors on File	0%	4%	8%	9%	8%	5%
Percentage of Online Non-Donors on File	100%	96%	92%	91%	92%	95%

A set schedule to keep you on track



Setup: Timeline Detail

Timeline	Weekly Call Focus	Your Tasks
Week 1	Kick-off	Apply for an Internet Merchant Account
Week 2	Product Overview	Complete First Three Convio Guides: Giving, Registration Flow, and Contact Us
Week 3	Data Management	Complete Data Management Guide
Week 4	Reporting	Provide Edits/Feedback on Convio Pages
Week 5	Go-Live Transition	Approve all Convio Pages & Integrate Into Your Website

Meet every deadline and your Convio tools will be live within the next six weeks!



Excel program calendar highlights all deadlines, office hours, and upcoming webinars

Go! clients get results!

Currently there are just over 100 organizations that are in or have graduated from the program. Overall client results to date:

- *Median email file list growth of 60%*
- *Median online fundraising growth of 100%*
- *Client's experienced, on average, a 200% return on investment in the Go! program*
- *Earn 31 hours toward CFRE certification!*
- *With 5 to 10 hours per week*



Go! Grad Success Post Go! Program

- 177% increase in emails sent after graduating Go!
- 82% increase in funds raised after graduating Go!

