



# **Online fundraising: harnessing technology to build and maintain relationships**

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**July 2, 2008**

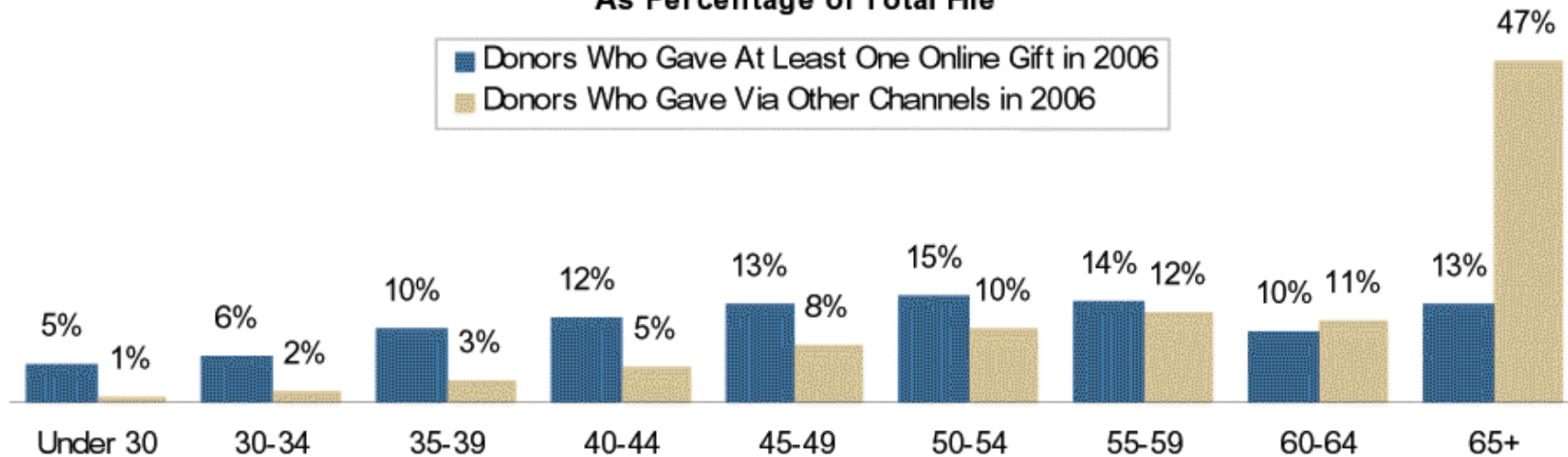
**Carl Bloom** associates  
advanced fundraising solutions

# Overview

- ✓ About nonprofits and online fundraising
- ✓ Steps to develop online fundraising
  - Online demographics
  - Integrated campaigns
  - Social networks
  - Donation processing - options and tools
  - Discussion

# Online demographics: age

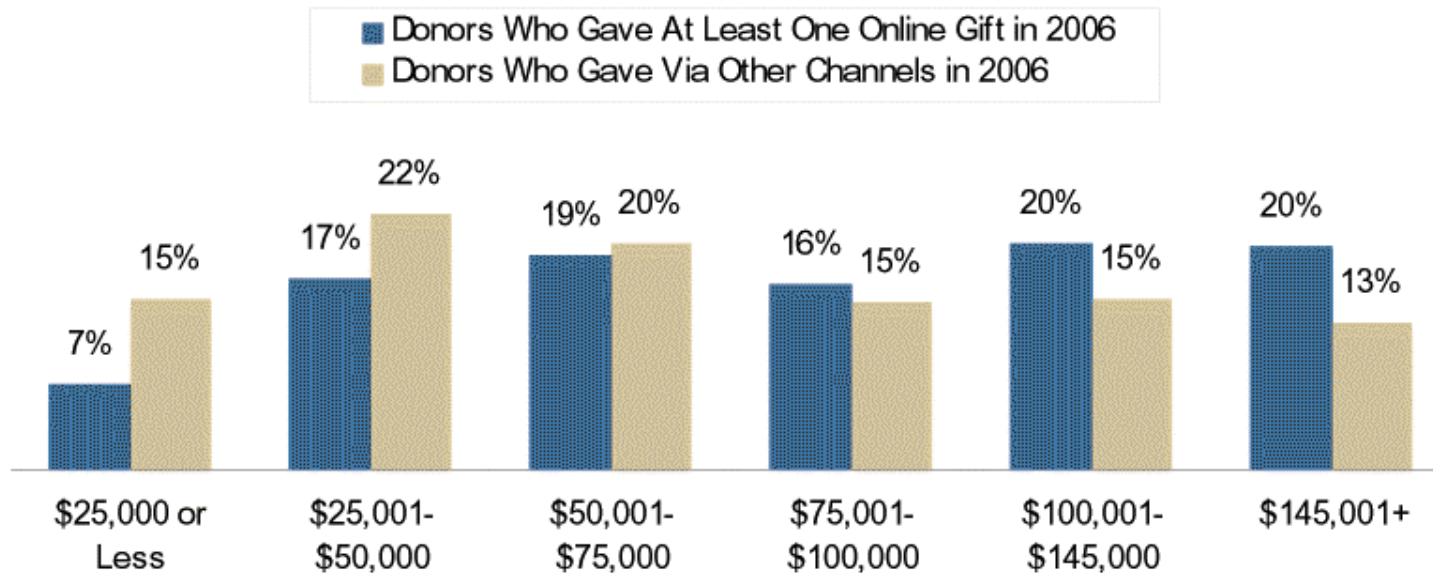
**Fig. 3: 2006 Median Donors by Age  
As Percentage of Total File**



Note: percentages for non-online and online donors will not necessarily add up to 100%, as each is a median of the percentages of the 12 participating organizations.

# Online demographics: income

**Fig. 4: 2006 Median Donors by Household Income  
As Percentage of Total File**



Note: percentages for non-online and online donors will not necessarily add up to 100%, as each is a median of the percentages of the 12 participating organizations.

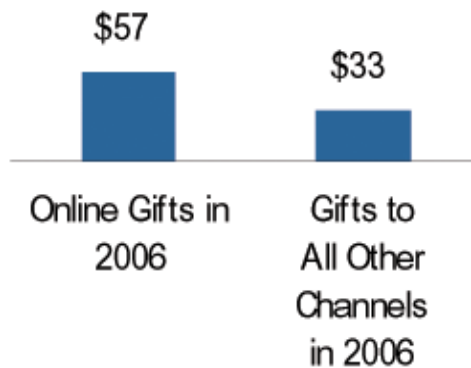
# Internet serves primarily as an acquisition tool



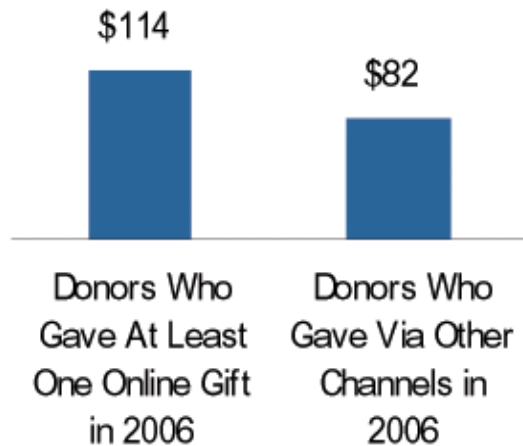


# Online & multi-channel donors give larger gifts

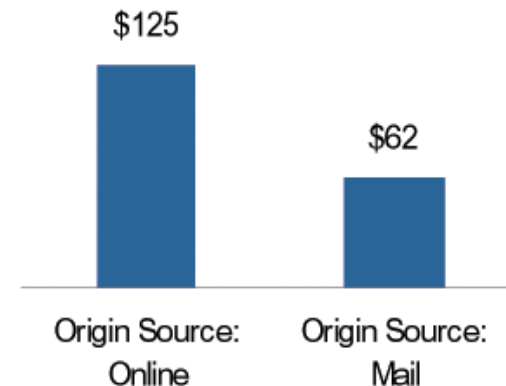
**Fig. 5: 2006 Median Average Gift**



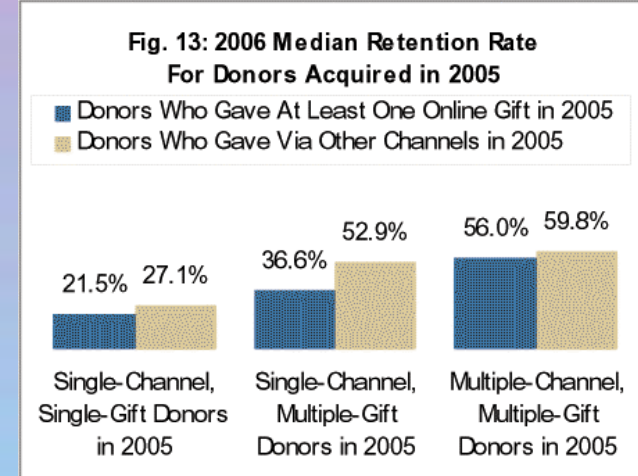
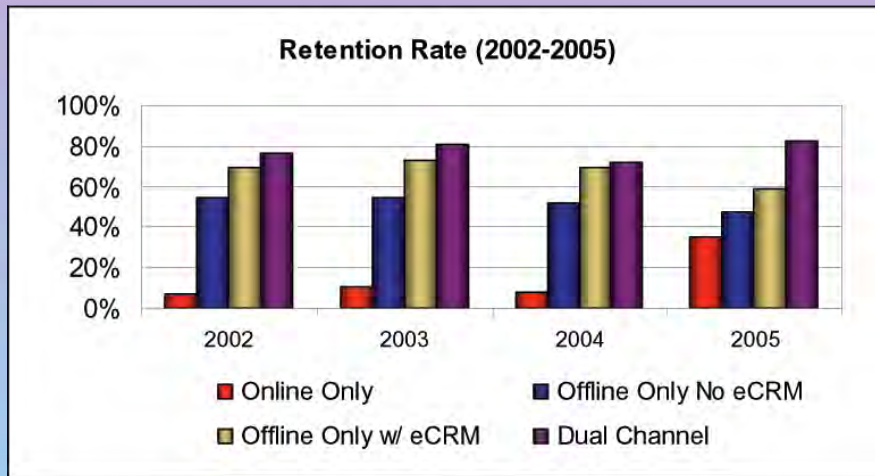
**Fig. 6: 2006 Median Revenue per Donor**



**Fig. 9: Median Three-Year Lifetime Value (2004-2006) of Donors Acquired in 2004**

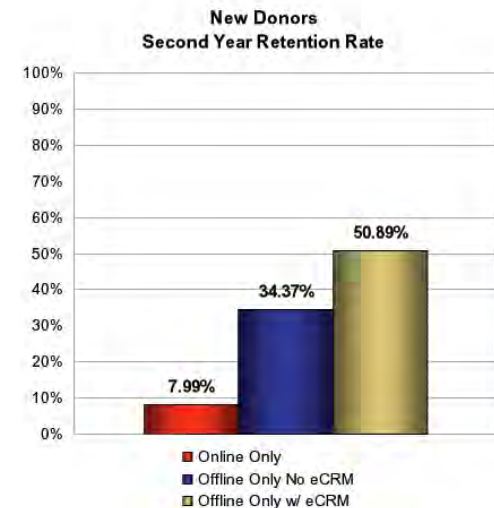


# Online donors: It's not all rosy



- Online-acquired donors are really hard to renew – horrible retention rate
- Online fundraising still accounts for a really small proportion of fundraising efforts for most organizations (1%)

***So, why do it???***



# Online fundraising: Why do it?

- Email and the internet are very good at tying everything else together
- They support other forms of giving
- It works so well, it's often confusing!
  - DMA: 33% of donors go online before making a gift through some other channel (other studies say more)
  - Convio: 50%+ of online gifts are “online white mail”



# Online engagement: Everybody's still figuring it out

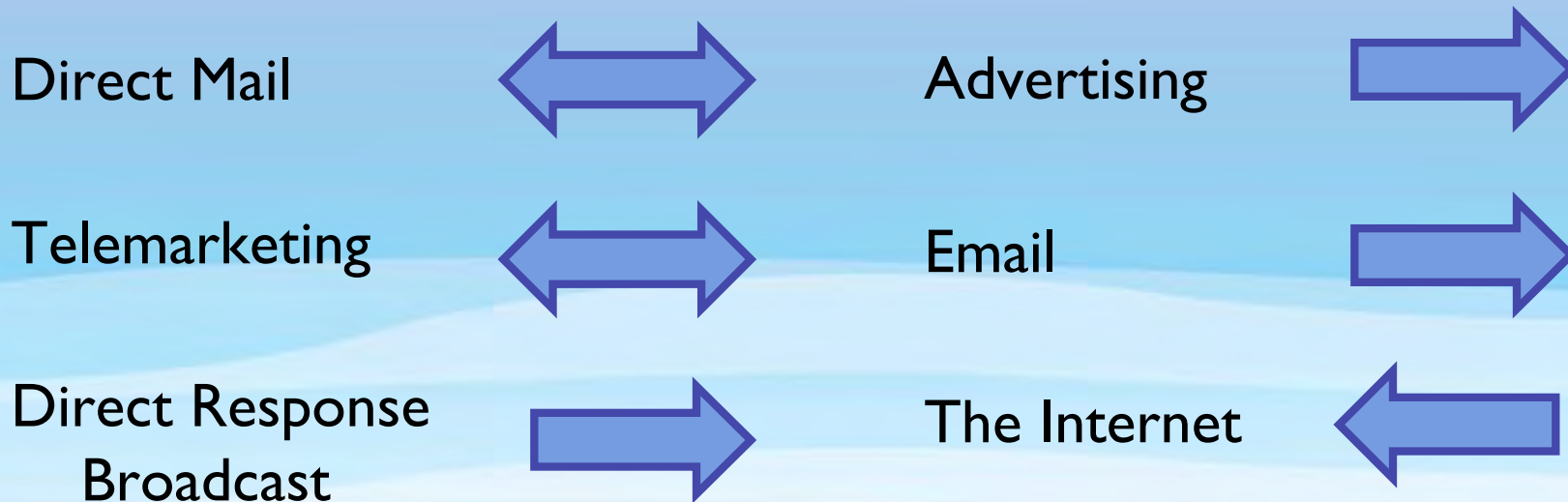
- Donors don't even know:
  - Self-identified web donors:
    - 47% give via direct mail vs. 37% online
  - Online activists:
    - 57% give via direct mail vs. 42% give online
- The for-profit world also confused:
  - J. Crew stopped printing and mailing of its catalog when online sales eclipsed catalog sales. Online sales plummeted.
  - Sharper Image retail store sales skyrocketed when a catalog was mailed. The catalog division now gets credit.

# Online Fundraising: So what *do* we know?

- Constituents are operating in “multi-channel mode”
  - Our constituents expect to be able to interact with us when and how they want. And we can’t control it!
- Each communications channel influences another’s performance
  - Direct mail recipients may choose to research or transact their gift online
  - Traditional direct mail donors may continue or expand their support because of email newsletters and online engagement
- Donors and customers have come to expect anything they can do offline, they should be able to do online.
  - They will find you.

# **Buzzword Alert: 'Integrated' & 'Multi-Channel' Marketing**

- Understand your tools: some are used to send a message (outbound) while others are used to transact a gift (inbound); some can do both



# Integrated Direct Response Fundraising at work

E-mail

Direct Mail

**Welcome Back Members Reply Form**

YES, I'll renew my support and rejoin KQED at the special Welcome Back Members rate of \$25. I will save \$15 and be entitled to full membership benefits.

Welcome Back Members rate: ☐ \$25 ☐ \$40 ☐ \$50 ☐ \$100 ☐ \$150 ☐ \$250 ☐ Other: \_\_\_\_\_

Charge my: ☐ AMEX ☐ VISA ☐ MC ☐ Discover ☐ My check to KQED is enclosed.

Send me (2007) up an alternative KQED membership card. My email address is: \_\_\_\_\_

Send me KQED's monthly program schedule, the Guide.

Mr. Sample  
Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_

Very important - see back for member benefits. THANK YOU!

KQED 400 Bay Area San Francisco, CA 94102-1010 www.kqed.org

KQED

## December Welcome Back Members Campaign

KQED must re-enroll 1,694 former members by December 31.

Do your part, Mr. Sample, by rejoining KQED for just \$25 - a savings of \$15 if you rejoin now.

Dear Mr. Sample:

If our records are correct, your KQED membership lapsed in Month X year Y - and we lost a valuable contributor we counted on. Since then, with program costs increasing, we have really missed the financial support you gave us.

If you still watch KQED TV or listen to KQED Radio, you need to support your favorite programs. It's a smart investment: As our membership grows and revenues increase, more great programs will come back to you.

But right now the numbers are out of balance at KQED. Membership growth has slowed and our revenue is lagging. We're not keeping pace with the rising cost of programs - and this is a very serious situation.

This year, KQED's programming costs are nearly \$2 million more than last year. We broadcast 8,760 hours of programs - and we try to offer something for everyone.

We must bring our revenue back in balance to pay for the programs you enjoy at Fill-in Street Address. That's why we urgently need more support from our television viewers and our radio listeners.

KQED must re-enroll 1,694 former members by December 31 to help the station reach its goal of \$512,635 - and we have a special offer to make it easier than ever for you to renew your KQED membership.

We're making December our Welcome Back Members month for people like you who have supported the station in the past. So you can save \$15 on your annual membership if you rejoin by December 31.

This special offer gives you a full year of membership for 37% less during this one-month-only promotion in December. And you will receive your KQED MemberCard entitling you to special discounts and other exciting perks (see back for full member benefits).

Your timely response is important because it isn't easy to find new members like you who are willing to actively support the quality programs they enjoy on KQED. Your response now will bring us one important member closer to our goal - and every donor counts.

Unfortunately too many viewers and listeners think we don't need their help. They don't see the connection between contributing and having their favorite programs on the air every day. But that connection is real.

We know you realize how unique KQED's programming is, and how valuable that makes the station to all of us here in Northern California.

We're so proud to bring you programs that dig deeper than the rest, like NOVA and THE NEWSHOUR WITH JIM LEHRER - and the intelligent analysis of KQED FM programs like MORNING EDITION and FOREM. In

**December Welcome Back Members Campaign**

KQED must re-enroll 1,694 former members by December 31.

Do your part, Mr. Sample, by rejoining KQED for just \$25. That's a savings of \$15.

I want to support KQED and save \$15.

Dear Robin Smith:

If our records are correct, your KQED membership lapsed. Since then, program costs have steadily increased.

If you still watch KQED TV or listen to KQED Radio, you need to support your favorite programs. It's a smart investment.

Right now, the numbers are out of balance at KQED. Membership growth has slowed, and our revenue is lagging. We're not keeping pace with the rising cost of programs - and this is a very serious situation.

This year, KQED's programming costs are nearly \$2 million more than last year. We must bring our revenue back in balance so we can pay for the programs you enjoy and value.

To meet this challenge, KQED must re-enroll 1,694 former members by December 31 to help the station reach its goal of \$512,635 - and we have a special offer to make it very easy for you to renew your KQED membership.

We're making December our Welcome Back Members month for people like you who have supported the station in the past. You can save \$15 on your annual membership if you rejoin by December 31.

It isn't easy finding new members like you who are willing to support the quality programs they enjoy on KQED. Your response now will bring us one important member closer to our goal and every donor counts.

I hope you realize how unique KQED's programming is, and how valuable that makes the station to life here in the Bay Area. If you do, please rejoin your membership today.

You'll save \$15 and still enjoy valuable benefits, including the KQED MemberCard entitling you to special offers on car rentals, hotels, the performing arts and many other attractions in Northern California and beyond.

But your most valuable benefit will be the satisfaction of helping us provide the highest quality programming on television and radio today.

Sincerely,

Marianne Petroni  
Executive Director, Membership

P.S. Please rejoin today. You and 1,693 others can help us reach the \$512,635 needed to stay on budget. And you'll save \$15 - that's 37% - when you act now during our December Welcome Back Members Campaign.

Did you know...

- Members currently provide 50% of our budget.
- It costs us \$82.916 per day (\$25.58 per minute) to keep KQED on the air.
- Without more members now, programming will be in serious jeopardy.
- With your gift of \$25 or more, you'll be entitled to special benefits.

Go Public ...  
Support your favorite KQED programs today!

Public Television, Public Radio, Education Network. www.kqed.org

2801 Marina Street, San Francisco CA 94102-1026 Phone 415 353 2230 Fax 415 353 2249

KQED | Public TV, Radio and Interactive

http://www.kqed.org/index.jsp

public broadcasting for northern california

today's highlights Dec 11, 2006

World Affairs Council it's your world

IMMIGRATION IN FOCUS KQED

History & Culture Immigration in Focus KQED presents thought-provoking programs, news, commentary, and events about immigration.

Support KQED Online Visit Our Website

Great Performances: Kiss Me, Kate

Support KQED

pledge now!

membership other ways to give

what's on? listen live add to Google

Welcome Back Members Campaign

https://secure.qa3.org/03/welcomeback1206\_1

**Welcome Back Members Online Reply Form**

Please renew your support and rejoin KQED at the special Welcome Back Members rate of \$25. Save \$15 and be entitled to full membership benefits.

Please select your membership level:

☐ \$25 Welcome Back Members Rate - save \$15

☐ \$40 Help KQED even more

☐ \$50

☐ \$100

☐ \$150

☐ \$250

☐ Other: \$ \_\_\_\_\_

Complete the following to renew your KQED membership:

Payment method:

Card number:

Expiration date:

Email:

Prefix:

First Name:

Last Name:

Address:

Address Line 2:

City:

State:

Zip:

Phone Number:

☐ Check this box to receive periodic email from KQED on your favorite programs, special events and more.

Required field

Submit

Verified Secure

KQED

Landing page (donation form)



# Start with Direct Mail

## Traditional Direct Mail

This vital component of your fundraising effort is still the most important part of any appeal. It's the vehicle through which the majority of members will be touched and how the majority of revenue will be raised. It arrives in your member's mailbox, bringing a timely, personalized message.

Carl Bloom associates  
advanced fundraising solutions

KQED 415

KQED

Name eeeeeeeeeeeeeeeeeee  
Name eeeeeeeeeeeeeeeeeee  
Addressssssssssssssssssss  
Addressssssssssssssssssss  
City State Zippppppppppppp  
hhhhhhhhhhhhhhhhhhhhhhhh

KQED needs 4,645 additional gifts from its members by December 31.  
But you're only responsible for one.

AND THAT'S YOURS, MS. SAMPLE.

Dear Ms. Sample:

Your support of KQED is a very smart investment: As our membership revenues increase, more great programs come back to you.

But right now the numbers are out of balance at KQED. Membership revenue has slowed. We're not keeping pace with the rising cost of programs -- and this is a very serious situation.

This year, KQED's programming costs are nearly \$2 million more than last year. We broadcast 8,760 hours of programs -- and we try to offer something for everyone.

We must bring our revenue back in balance so we can pay for the programs you enjoy and value. That's why we urgently need extra support from our members today.

KQED must raise \$512,635 by December 31 to help stay on budget this year.

This is why I'm writing to ask you for a special gift of support.


Ms. Samplejaneasamplejaneasamplejaneasample, your timely response is important because it won't be easy to reach our goal. But your response now will bring us one important gift closer -- and every dollar counts.

Too many viewers and listeners think we don't need their individual contributions to make quality programs possible on KQED. They don't see the connection between being contributing members and having their favorite programs on the air every day.

Your membership demonstrates that you realize how valuable KQED is to life here in **Name of Town** -- and we're grateful. That's why we depend on your continuing help.

The quality programs on KQED are possible because of your generous contributions. Make no mistake about it: Your support counts. If you want to help keep fair, independent programming on the air, please take a moment to mail your additional gift today.

(over, please)

 NATIONAL PUBLIC RADIO  
2601 Mariposa Street, San Francisco, CA 94115-1426 phone 415 553-2150 fax 415 553-2588  
© 2007 KQED. All rights reserved. KQED is a registered trademark of KQED.

**Ms. Sample,**  
Please detach and keep this as a record of your gift to KQED.

**KQED needs to raise \$512,635 by December 31.**  
YES! I'll help KQED meet its budget to pay for the quality programs I enjoy.

☐ \$500 ☐ \$100 ☐ \$50 ☐ \$25 ☐ Other \$ \_\_\_\_\_

Charge ☐ AMEX ☐ MC ☐ VISA ☐ Discover

Acct. # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Signature \_\_\_\_\_

**My check to KQED is enclosed.**  
Ms. Samplejaneasamplejaneasamplejaneasample  
Thank you for your help in meeting our \$512,635 goal by December 31.

**Mr. Sample**  
Addressssssssssssssssssss  
Addressssssssssssssssssss  
City, State Zippppppppppp  
hhhhhhhhhhhhhhhhhhhhhhhh

Thank you for your support.

KQED P.O. Box 7618 San Francisco, CA 94120-7618 www.kqed.org

We're so proud to bring you programs that dig deeper than the rest, like NOVA and THE NEWSHOUR WITH JIM LEHRER. And let's not forget the intelligent analysis of KQED FM programs like MORNING EDITION and FORUM. In today's world, these programs are more essential than ever before.

KQED also brings you wonderful programs like "A Tribute to James Taylor" on GREAT PERFORMANCES ... "Magnetic Storm" on NOVA ... "Christmas in Yellowstone" on NATURE ... plus KQED's own production, JEAN-MICHEL COUSTEAU'S OCEAN ADVENTURES, which explores national marine sanctuaries in a two-part episode, "America's Underwater Treasures."


Every weeknight you can tune in for a locally produced, uniquely Bay Area program:

- Mondays: THE JOSH KORNBLUTH SHOW offers offbeat interviews.
- Tuesdays: QUEST explores Northern California's natural wonders and threatened resources (premieres 2007).
- Wednesdays: SPARK, our Emmy-winning arts program, is in its fifth season.
- Thursdays: CHECK, PLEASE! BAY AREA, our runaway hit in which regular people review their favorite restaurants.
- Fridays: don't miss THIS WEEK IN NORTHERN CALIFORNIA, our benchmark public affairs program.

You also enjoy great performances of music and dance, ground-breaking documentaries on FRONTLINE and discovered treasures on ANTIQUES ROADSHOW. Children in the Bay Area can have fun while they learn with ARTHUR and CLIFFORD THE BIG RED DOG.


And KQED Radio keeps you connected, informed and entertained with ALL THINGS CONSIDERED ... MARKETPLACE ... PACIFIC TIME ... CAR TALK ... and more.

Your most valuable benefit is the satisfaction of helping to provide the best programming on television and radio today.

Sincerely,  
  
Marianne F. Petroni  
Executive Director, Membership and fellow member

P.S. We're counting on you and 4,644 other loyal members to help us raise the \$512,635 needed to stay on budget. Please mail your special gift of support today.

**Go Public ...**  
Support your favorite KQED programs today!



Thank you for supporting the programs you enjoy on KQED.

**The entire staff of KQED thanks you for your additional support. We will continue to deliver the excellent programs you enjoy.**

**Matching Gift Program**

You can double or triple your gift to KQED without any cost to you ... through your company's Matching Gift Program. Ask your Human Resources department for the necessary form (retirees, also), fill it out and mail it to KQED, Attn: Matching Gifts, 2601 Mariposa Street, San Francisco, CA 94110-1426. For more information about this program, contact KQED's Member Services Department at (415) 553-2150. Thank you.

**Did you know...**

- Members currently provide 50% of our budget.
- It costs us \$82,916 per day (\$27.58 per minute) to run KQED on the air.
- Without more member support now, programming will be in jeopardy.
- KQED needs your help to raise \$512,635 now.

KQED is an equal opportunity employer. Your support is appreciated. © 2007 KQED. All rights reserved. KQED is a registered trademark of KQED.



# Use Email to Support the Message

**KQED** public broadcasting for northern california

**KQED needs 4,645 additional gifts from its members by December 31. But you're only responsible for one. And that's yours.**

**I want to support KQED with my additional gift today.**

Dear Robin Smith:

Your support of KQED is a very smart investment: As our membership revenues increase, more great programs come back to you.

But right now, the numbers are out of balance at KQED. Membership revenue has slowed and we're not keeping pace with the rising cost of programs. This is a very serious situation.

**This year, KQED's programming costs are nearly \$2 million more than last year.** We must bring our revenue back in balance so we can pay for the programs you enjoy and value.

To meet this challenge, KQED needs immediate support from our members: We must raise \$512,635 by December 31 to help stay on budget this year. This is why I'm asking you for a special gift of support today.

Your timely response will bring us **one important gift** closer to our goal and every dollar counts.

You've demonstrated that you do indeed realize how valuable KQED is to life here in the Bay Area — and we're grateful. That's why we depend on you for your continuing help.

The quality programs on KQED are possible because of your generous contributions. Make no mistake about it: your support counts. If you want to help keep your favorite programs on the air, please take a moment to make an additional gift today.

Sincerely,

*Marianne Petroni*

Marianne Petroni  
Executive Director, Membership and fellow supporter

P.S. Please make a special gift today. We're counting on you and 4,644 other loyal members to help us raise the \$512,635 needed to stay on budget.

**Did you know...**

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- Without more member support now, programming will be in serious jeopardy.
- KQED needs your help to raise \$512,635 by December 31.

**Go Public ...**  
Support your favorite KQED programs today!

PUBLIC TELEVISION PUBLIC RADIO EDUCATION NETWORK [WWW.KQED.ORG](http://WWW.KQED.ORG)

2601 Mariposa Street San Francisco CA 94110-1426 phone 415 553 2150 fax 415 553 2349

**KQED**

## < Email

This electronic companion to your traditional direct mail piece reinforces the personalized message and provides convenient links to a special landing page on your station's website. The landing page (donation form) also supports the direct mail message and gives the member the ability to donate online.

Same colors as the direct mail piece.

Same look and feel as direct mail piece by sharing design elements.

## Landing Page (Donation Form) >

The outgoing email links your recipients directly to a specially designed page on your website which gives them a convenient way to give online. Once a gift is made, an auto-reply is immediately sent to your donor, you don't have to do a thing except count the responses and dollars.

Urgent New Gifts Campaign  
[https://secure.ga3.org/03/urgentnewgifts1206\\_1](https://secure.ga3.org/03/urgentnewgifts1206_1)

**KQED** public broadcasting for northern california

**KQED needs to raise \$512,635 by December 31, 2006.**  
Yes, I'll help KQED meet its budget to pay for the quality programs I enjoy.

**My extra gift is:**

☐ \$35  
☐ \$50  
☐ \$75  
☐ \$100  
☐ \$250  
☐ \$500  
☐ Other: \$

**Complete the following to make your additional gift to KQED:**

Payment method:

Card number:

Expiration date:

Email:

Prefix:

First Name:

Last Name:

Address:

Address Line 2:

City:

State:

Zip:

Phone Number:

☐ Check this box to receive periodic email from KQED on your favorite programs, special events and more.

**Required field**

Powered by **GetActive**

**KQED**

Carl Bloom associates  
advanced fundraising solutions



# The Web is a vital way to respond

Website integration is of even greater importance than email, providing clear and easy options to give online. Links will serve to attract those inspired to give after receiving direct mail and/or email, as well as those who venture to an organization's website on their own.

Add Gift and Lapsed campaigns are prominently displayed on home page, support and membership pages. Links lead visitors to the donation forms seen on previous slides.



< Home page



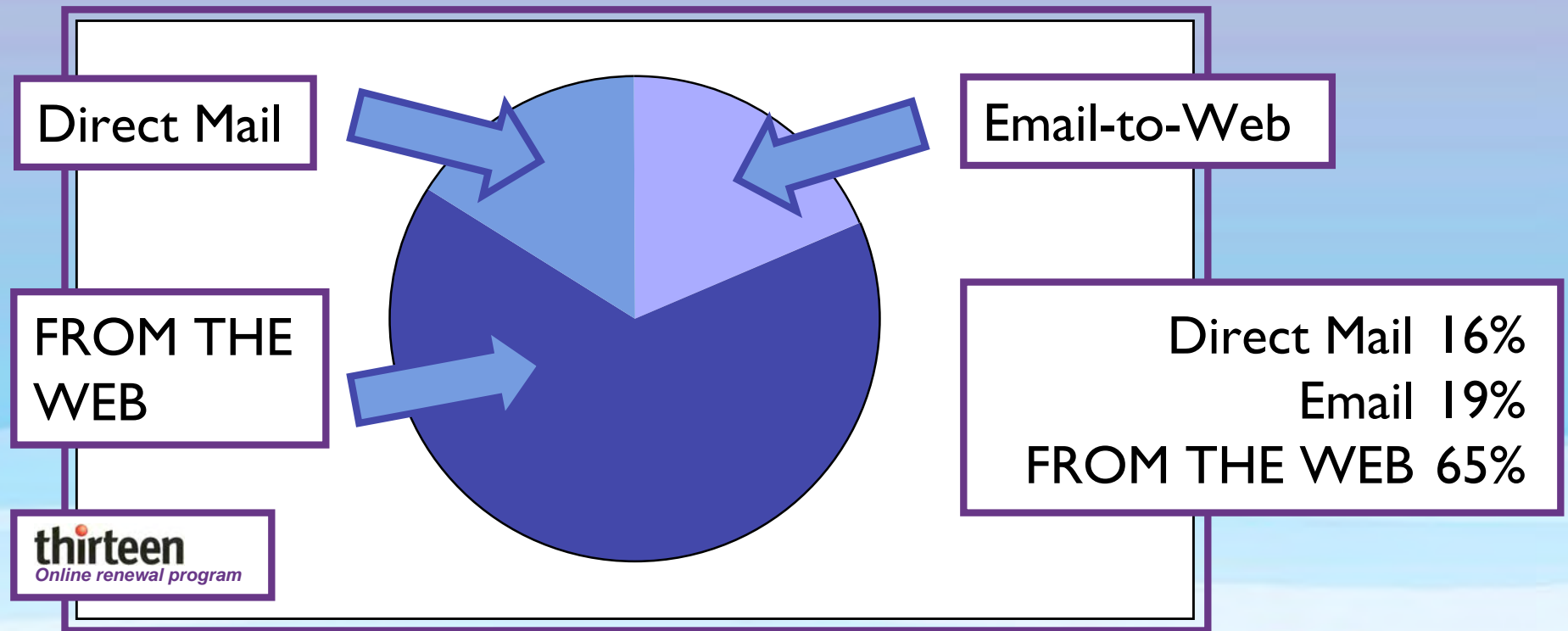
< Membership page



Support page >

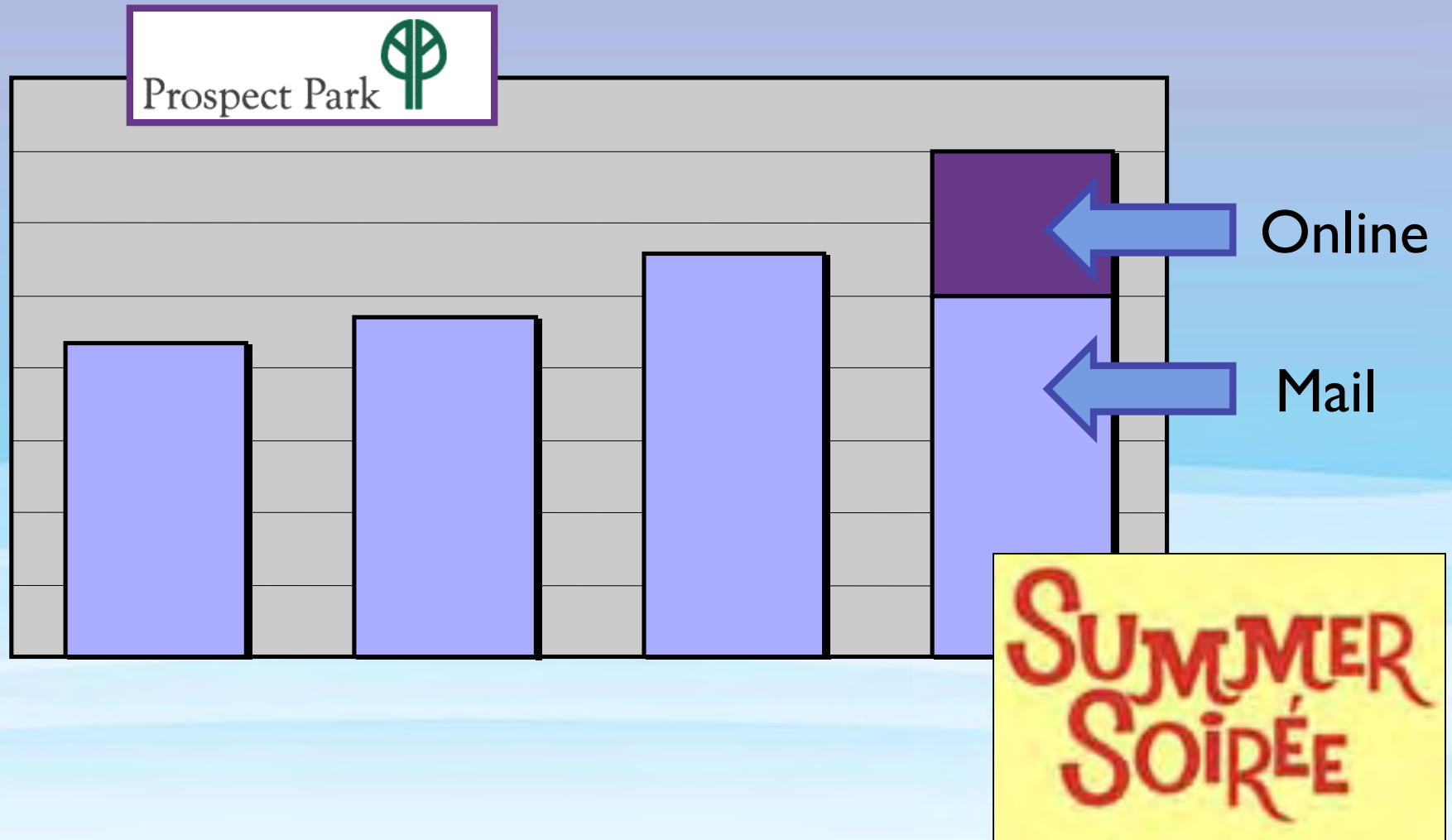
# Case Study – Thirteen/WNET

- Direct Mail-to-Web (10 Part Series)
- 3-Part Email Series
- Simple Links from the Web



# Case Study - Prospect Park

- It doesn't have to be complicated



# Case Study – Humane Society of the United States

- Humane Society Legislative Fund, lobbying for the Federal “PETS” Act
- Set-up four communication streams
  - Email appeal-only
  - Direct mail-only
  - Pre-email, followed by direct mail
  - Direct mail, followed by email
- Also segmented by source and recency
  - DM-acquired
  - Internet-Acquired (with Katrina subgroup)
  - Advocates (non-donors)
  - 0-6 months vs. 6-12 months



# Case Study – Humane Society of the United States

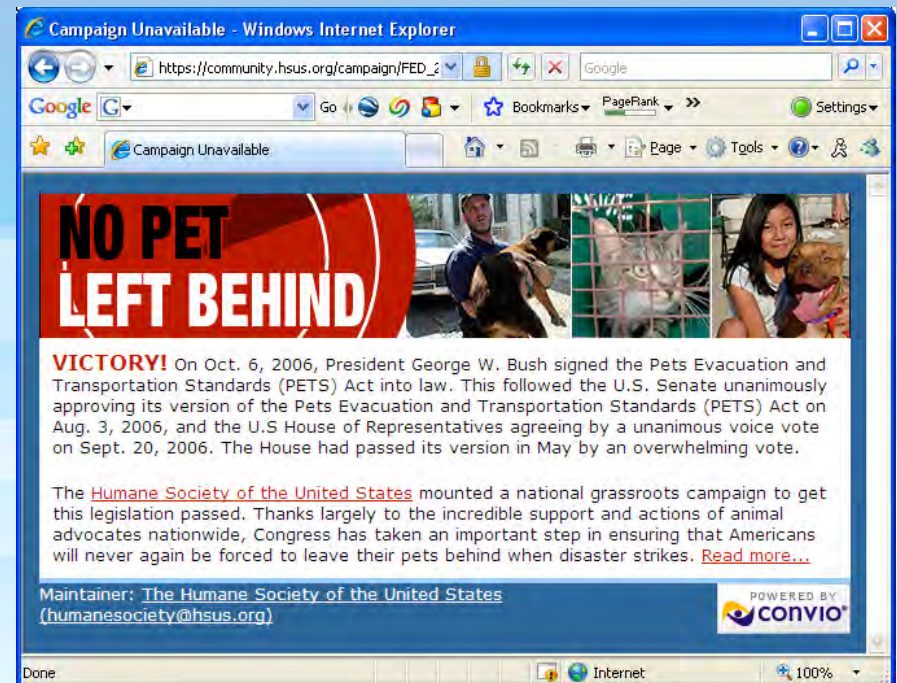
- Pre- and Post-emails were different versions
  - Pre-email: “Look for this envelope in your inbox”
  - Post-email: “Did you receive my letter in the mail?”
- Direct mail piece used ‘vanity URL’ on the reply-device: “To make your gift go to work faster, donate online using our easy, secure form at [www.fund.org/pets](http://www.fund.org/pets)



# Case Study – Humane Society of the United States

## Conclusions

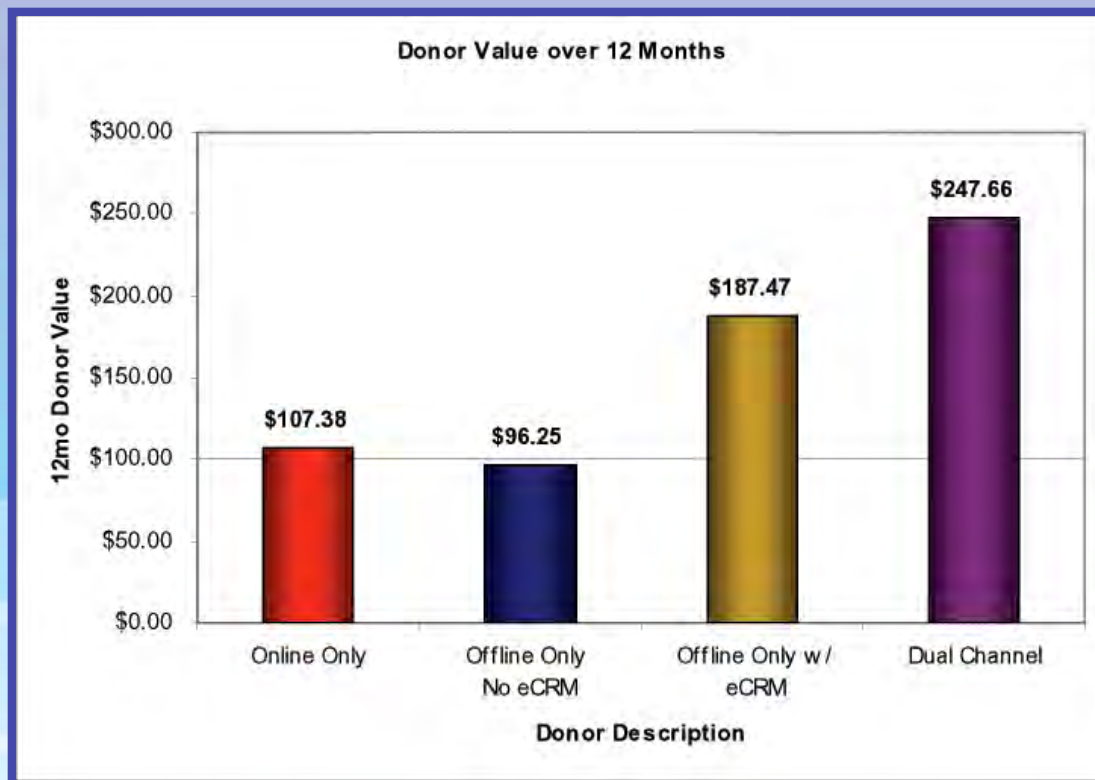
- Integrated messaging provides significant lift, with highest lift in DM/post email stream
  - Was the highest net \$\$ for both DM and Internet-acquired donors
- Net revenue per thousand is best in the email-only stream (because there was no expense)
- *There were only 3 responses to the ‘vanity’ URL*



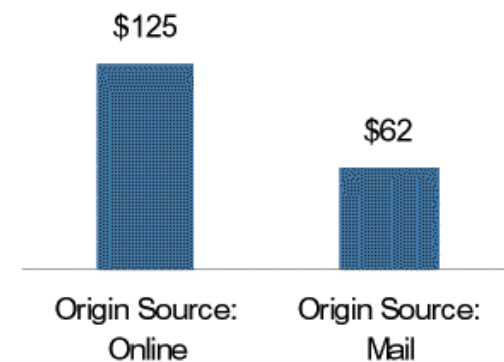
# Why Integration works

- By repeating the direct mail message, the donor is reminded about the need instead of introducing a new concept
- Each medium does what it does best:
  - DM: Traditional letter to make the case
  - Email: Urgency
  - Telemarketing: A warm, personal message
  - Online: A convenient way to respond / research
- The coordination assures the donor that the organization is serious and well-organized

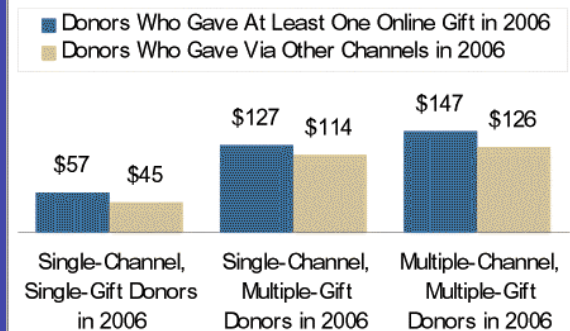
# Online & multi-channel donors have higher value



**Fig. 9: Median Three-Year Lifetime Value (2004-2006) of Donors Acquired in 2004**

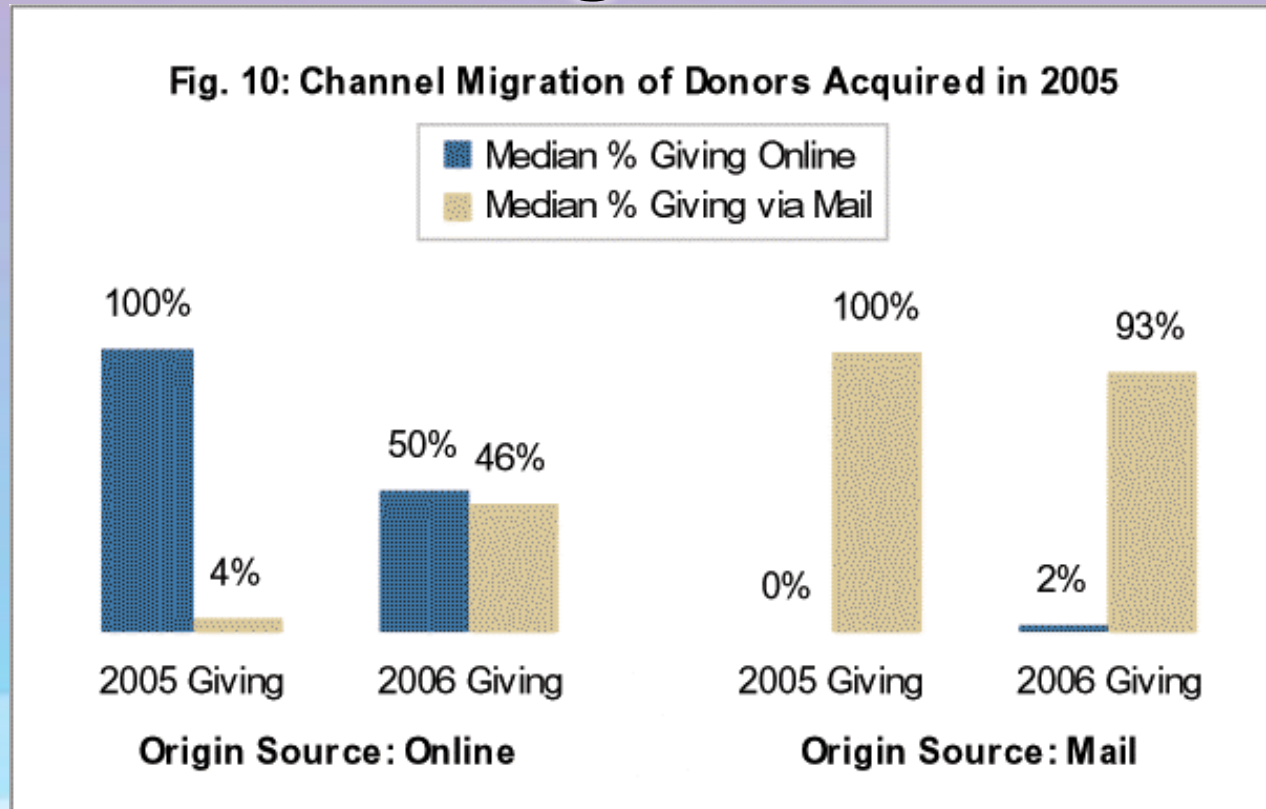


**Fig. 12: 2006 Median Revenue per Donor**





# Online giving results aren't well integrated\*



\* This is a self-fulfilling prophecy because NO ONE IS REPORTING RESULTS CORRECTLY!



# Think campaigns, not appeals

- See appeals the way donors see them -- not as isolated direct mail, email or phone initiatives, but as a flow of information offering a choice of ways to help.
- People will respond however it is most convenient at the moment.
- Plan at the beginning, not last minute (Don't forget!)
- Make a calendar
- Chart out the entire program

# Chart out your entire program

## WXYZ - FY08 MAIL SCHEDULE

  Pledge Drives
   Mail Dates
   Email Dates
   Home Page Promo
   Holidays Observed
 DM = Direct Mail
   Renewal Drop

### SEPTEMBER '07

S	M	T	W	T	F	S
			29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

8/29 DM ACQ1, LP1, AG1, Basic and ML  
 9/11 Integrated Email AG1 Basic ML, LP1  
 9/19 DM AG2 Basic & ML, LP2, ACQ2  
 9/21 Renewal Drop  
 9/24 - 11/30 Home Page Promo

### OCTOBER '07

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

10/2 DM AG3 Basic, LP3  
 10/2 Integrated Email AG2 Basic & ML, LP2  
 10/15 Integrated Email AG3 Basic  
 10/26 Renewal Drop

### NOVEMBER '07

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

11/21 DM AG1 Basic & ML, LP1, ACQ1  
 11/23 Renewal Drop

### DECEMBER '07

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

12/4 Integrated Email ACQ1, AG1 Basic & ML, LP1  
 12/5 DM AG2 Basic, LP2, ACQ2  
 12/17 - 2/29/08 Home Page Promo  
 12/18 Integrated Email AG2 Basic, LP2  
 12/21 Renewal Drop  
 12/26 End-of-Year Email to ALL

### JANUARY '08

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
						26

1 & ML, LP1  
 26

### FEBRUARY '08

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	

2/22 DM ACQ1, LP1, AG1 Basic & ML  
 2/22 Renewal Drop

### MARCH '08

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

3/5 Integrated Email LP1, AG1 Basic & ML  
 3/7 DM LP2, AG2 Basic & ML  
 3/14 DM ACQ2  
 3/17 - 5/19 Home Page Promo  
 3/19 Integrated Email LP2, AG2 Basic & ML  
 3/21 DM LP3, AG3 Basic  
 3/21 Renewal Drop

### APRIL '08

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

4/25 Renewal Drop

### AUGUST '08

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

8/22 Renewal Drop  
 8/27 FY09: DM AG1 Basic & ML, LP1, ACQ1

### JUNE '08

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

6/3 Integrated Email AG2 Basic & ML, LP1  
 6/5 DM ACQ2, LP2, AG3 Basic  
 6/16 - 7/25 Homepage AG, LP, ACQ  
 6/17 Integrated Email LP2  
 6/27 Renewal Drop

### JULY '08

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

7/17 DM AG Basic & ML (TBC)  
 7/25 Renewal Drop  
 7/25 - 9/8 (FY09) Homepage AG, LP, ACQ  
 7/29 Integrated Email AG (if 7/17 is Mailed)

All media are coordinated to have the greatest combined impact >

June 18, 2007

# Test, test, test

- Test: Unlike direct mail, email response results come in 24-48 hours, and reconfiguration is easy
- Every email drop is a potential opportunity to test a variable with your constituent base – use it
- Don't forget what you already know

# Things to test

- Timing
  - Event, before or after, day/time of day
- Subject line
  - Straightforward, tease, include appeal
- From line
  - Sender: org or person
- Length/Use of images

These things may also affect deliverability.

# Reporting

- Report response in an integrated way too: Don't judge only by original channel
- The technical requirements of truly tracking and testing response across all reply devices often makes this very difficult
- Usually in an organization, disparate units control various channels of the fundraising program
  - Internet activities should not be managed as a technology function any more than direct mail should
- Give 'soft' credit to everyone responsible



# **The Democratization of Philanthropy and the Internet**

- The “old” Internet is readable; the “new” internet is writable
- User-created content without filtering by authority
  - Very close to the original intent of the WWW developers
- Technology provides donors with a greater voice in the decisions of charities
- Nonprofits used to control which programs received funding, now donors are armed with an endless supply of information and expect to direct their own money

# Kiva.org

- Micro-financing
- The donor chooses who to help
- 100% of the donation goes to the recipient
- You can also support Kiva directly
- They use Myspace, etc.

Kiva.org - Linet Bosibori Charani


http://www.kiva.org/app.php?page=businesses&action=about&id=14175

Home | Kiva Gifts | Login | Register | Get Involved | My Basket | Help

**KIVA** loans that change lives

LEND ABOUT JOURNALS MY PORTFOLIO

**Linet Bosibori Charani**



**Make a loan**

\$400.00	Loan Request
\$350.00	Raised so far
\$50.00	still needed

**LEND NOW**

**About the Entrepreneur**







**Location:** Nakuru, Kenya  
**Business Name:** Linet Bosibori Charani  
**Activity:** Food Production/Sales  
**Loan Requested:** \$400.00  
**Repayment Term:** 22 months - repaid monthly  
**Loan Use:** Expand her little café and green-grocery

**About the Field Partner**

**Name:** [Ebony Foundation \(Eb-F\)](#)  
**Partner Since:** November 13, 2006  
**Kiva Businesses:** 516  
**Total Loans:** \$452,675.00  
**Active Loan 1+ months late:** 0%  
**Default Rate:** 0.00%  
[More about this Field Partner >>](#)

**RS** [Subscribe](#)

**Lenders to this business**

 <b>Vesa</b> HELSINKI, Finland	 <b>Jessica</b> SAN FRANCISCO, CA	 <b>Ann</b> Dublin,	 <b>Helen</b> Laurel, MS	 <b>William</b> West Bend, WI	 <b>Brigid</b> Bethesda, MD
---	--	--	---	--	--

# Globalgiving.org

- Straightforward project budgets are detailed
- Exact money needed is raised and other similar projects are shown (like Amazon)
- Communications with project managers
- Reports are required every 3 - 4 months

The screenshot shows a web browser displaying the GlobalGiving website. The browser's address bar shows the URL <http://www.globalgiving.com/pr/900/proj839a.html>. The page features the GlobalGiving logo at the top, with navigation links for 'Project Catalog', 'Partner Services', 'Gifts & Registries', 'How It Works', and 'About Us'. A search bar and a 'Go' button are visible. The main content area is titled 'Providing Safe Water for 25,000 Villagers in India' and includes a 'Give Now' button. The page also displays the total project need of \$275,000 and a list of donation options: \$12 (four months' supply of safe drinking water to an elementary school), \$25 (supplies 10 families with closed-mouth containers for the safe storage and handling of water), and \$50 (affords a village workshop on sanitation and hygiene). The 'Project Contact' section identifies Katie Schmitz de Fernández as the Director of Business and Market Development. The 'Project Needs and Beneficiaries' section describes the need for safe drinking water in rural India, and the 'Activities' section details the installation of 10 Community Water Systems in rural Andhra Pradesh.

Villagers in India will get new water treatment systems to provide safe drinking water. | GlobalGiving

http://www.globalgiving.com/pr/900/proj839a.html

globalgiving

Create Account | Giving Cart | Forgot your password? | Help

email address password remember me Login

Project Catalog | Partner Services | Gifts & Registries | How It Works | About Us

Find Projects

Home > Catalog > India > Providing Safe Water for 25,000 Villagers in India

Add to registry | Bookmark | Promote | Tag page | Delicious | Printer friendly version

Providing Safe Water for 25,000 Villagers in India

Give Now

Total project need: \$275,000

Project Contact: Katie Schmitz de Fernández [small project contact]

Project Sponsor: Marketplace 2005 [see sponsor's projects]

Country: India [view country profile]

Theme: Health

Funding to date: \$27,385

How You Can Help:

- ☒ \$ 12 — Four month's supply of safe drinking water to an elementary school.
- ☐ \$ 25 — Supplies 10 families with closed-mouth containers for the safe storage and handling of water.
- ☐ \$ 50 — Affords a village workshop on sanitation and hygiene.

Other Amount Give Now

Overview | Organization | Team Bios | Progress Report | Photo Gallery

Project Needs and Beneficiaries

More than 1 billion people lack access to safe drinking water worldwide. Dirty drinking water causes roughly 200 deaths per hour of children below age 5, and stunts development. Centralized treatment, piped water systems, the routine use of bottled water or fuel to boil drinking water are not affordable for households with average incomes below \$1 a day. The rural underserved need a robust, effective, and affordable water purification technology, implemented via a sustainable model.

Activities

Install 10 Community Water Systems in rural Andhra Pradesh with Naandi Foundation. Train village members to operate and maintain the systems, and collect fees (1 cent/gallon) to cover salaries and recover system capital costs over time.

Potential Long Term Impact

Project Message

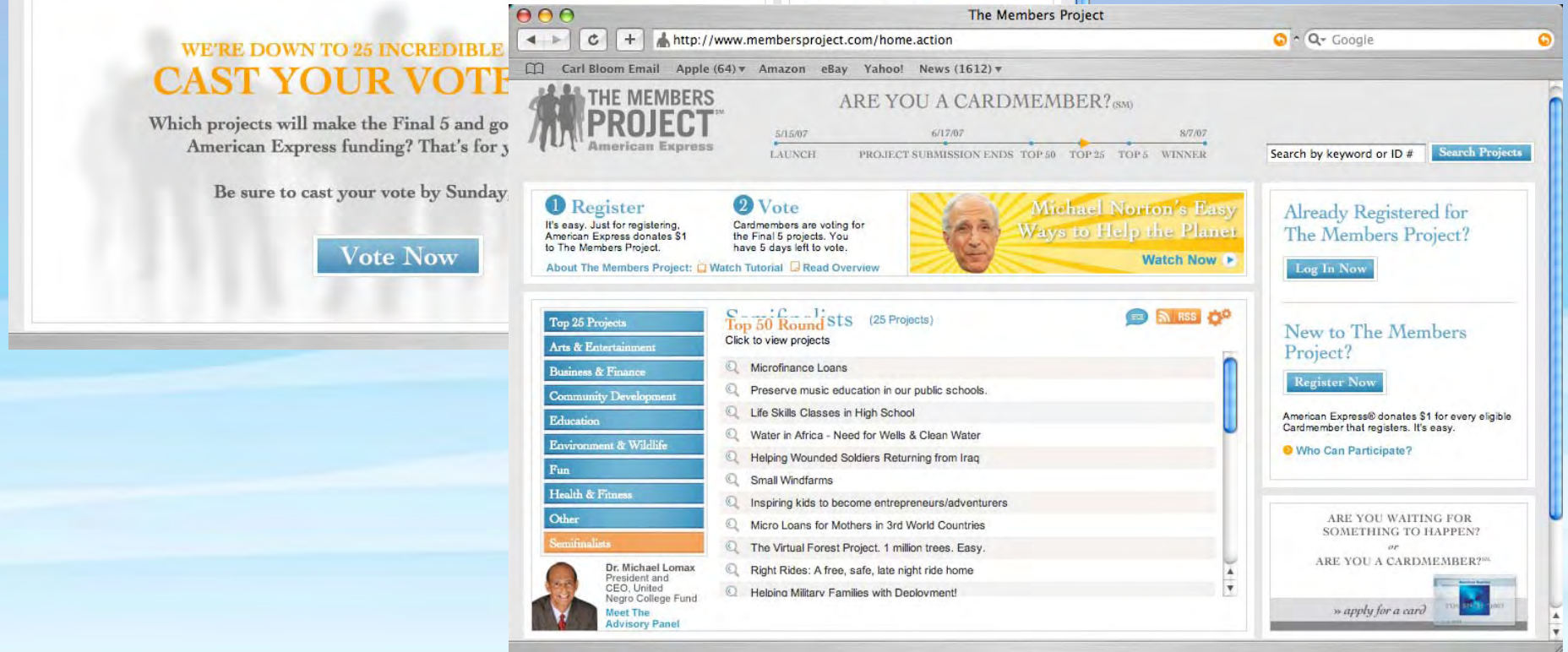
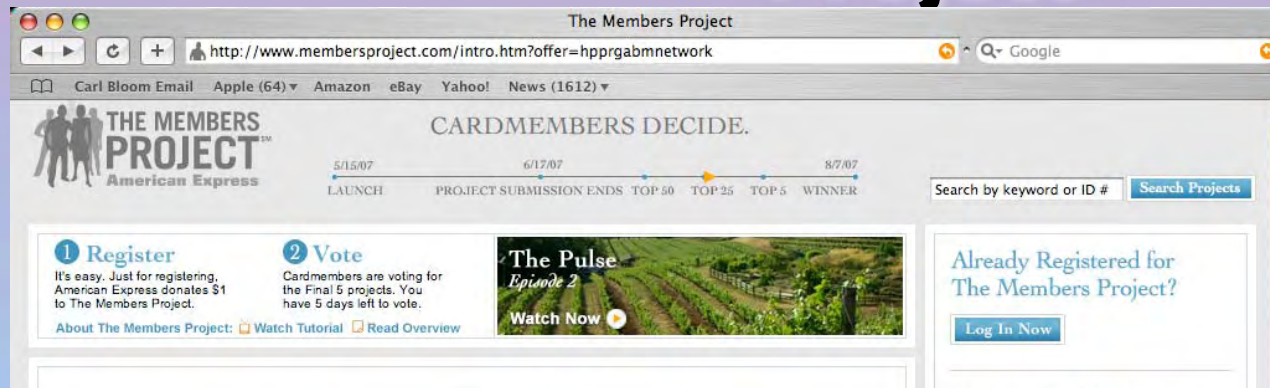
I am a new person... This project has changed my whole outlook on life.  
- Ch. Venakanna, Community Water System operator

Project Contact

Katie Schmitz de Fernández,  
Director of Business and Market Development  
9 Orchard Road  
Suite 111  
Lake Forest, CA 92630  
United States  
949.916.3212



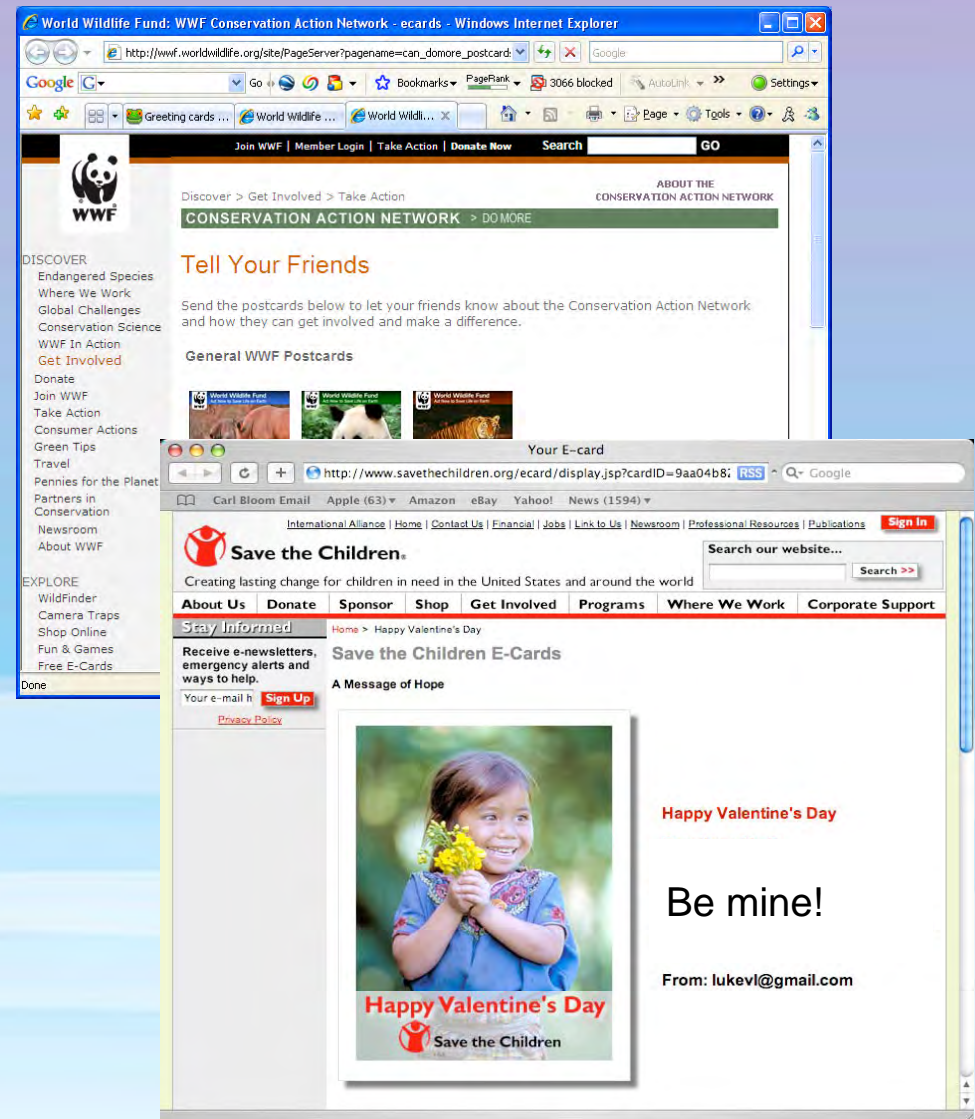
# American Express - The Members Project





# Viral Campaigns

- “Tell-a-friend”, quizzes, games, surveys, polls, e-cards, contests, giveaways, video
- Functionality that allows – and preferably, encourages – donors and email recipients to forward the email or advocacy or fundraising campaign to their friends and colleagues



# Advocacy Campaigns

IRC | Take Action: HELP IRAQI REFUGEES - Windows Internet Explorer

http://ga3.org/campaign/Iraqi\_refugees

Google omp Go 3065 blocked AutoLink AutoFill Send to omp Settings

IRC | Take Action: HELP IRAQI REFUGEES

Blog Sign Up Search Search here

## HELP IRAQI REFUGEES

More than two million refugees from Iraq have fled to neighboring countries, including Jordan and Syria. Another two million Iraqis are displaced within Iraq due to violence and persecution. The needs of these uprooted people are enormous.

Many fleeing Iraqis have no legal status in nearby countries and desperately need our help. Inside Iraq they are living with chronic insecurity, extreme poverty, and shortages of food and medicine.

The U.S. has a special responsibility to protect and assist these Iraqis. Tell Congress to pass legislation that includes:

- Ample funding for the United Nations High Commissioner for Refugees and UN agencies
- Support for non-governmental organizations that provide shelter, health, nutrition, education, and other needs
- Special provisions to protect the most vulnerable Iraqis

**Take Action on this Issue**

**Tell your elected officials:**

Your Congressperson  
Your Senators

Send This Message

Complete the following to send this message. If you have participated before, just type in your email address and set your prefix, then submit the form.

Email: \*

Prefix: \*  
--Select--

First Name: \*

Last Name: \*

Address Line 1: \*

Address Line 2:

City: \*

**Where We Work**

All Locations

## DONATE NOW.

Support our work

## SIGN UP

Get IRC News.  
Your Email Here

### IRC Special Giving Campaigns

- Darfur Crisis
- Uganda Crisis
- South Sudan

resettle  
k  
ney  
scuted

ZIP/Postal Code: \*

Country: \*  
United States

☒ Yes, I want to stay informed.  
Please select your e-mail subscriptions below.

**International Rescue Committee e-mail newsletters:**  
Please join our global family.  
We will never rent or sell your e-mail address.

☐ Monthly Update  
☐ Advocacy Alerts  
☐ Breaking News

\* Required Field

Send This Message

**Subject:**  
Protect and Assist Iraqi Refugees

**Dear [ Decision Maker ]**

The Iraqi refugee crisis is the greatest migration crisis in the Middle East in almost 60 years. The U.S. response to the crisis has been insufficient to meet the needs of the two million displaced inside Iraq and the two million Iraqi refugees in neighboring countries.



# Personal Pages

- This NYU student created a page for his friends to sponsor his participation in the ACS Relay for Life.
  - Lets him establish his own goal
  - Allows donors to get credit
  - He contacts his own personal list of friends and associates
  - Best of all, it reflects his own unique personality

The screenshot shows a web browser window displaying a personal page for the American Cancer Society Relay For Life. The page is titled "Tom Ricardo's Dream Date Central" and features a navigation menu with links like "1-800-ACS-2345", "About Relay", "Fundraising Ideas", "National Corporate Teams", "Top Events", and "Help". The main content area includes a "Welcome back Thomas" message, a "Sign off?" button, and a "Participant Center Change Profile" link. The "Event Information" section lists various options like "Event Home", "Sign Up", "Donate", "Event Specifics", "Event Logistics", "Dedicate a Luminaria", "Information for Survivors", "Sponsors", "Sponsorship Opportunities", "Volunteer", "Publicity Information", "Information for Teams", "Our Mission", "Fundraising at NYU", and "In Kind Donations". The "Relay Resources" section is also visible. The "Second Annual Dream Date Contest" section describes a lottery where participants can win a dream date with Thomas Ricardo. A fundraising progress bar shows a goal of \$2,500.00 and a current achievement of \$1,779.26. A "Fundraising Honor Roll" lists donors and their amounts: Alcohol&Overcalls (\$50.00), Anonymous (\$50.00), brnactarlane (\$25.00), and BrownDog (\$50.00). A photo of Thomas Ricardo and a woman is shown with the caption "People are lining up to win a dream date."

**American Cancer Society Relay For Life**  
Celebrate. Remember. Fight Back.

Find an Event

1-800-ACS-2345 | About Relay | Fundraising Ideas | National Corporate Teams | Top Events | Help

Welcome back Thomas

[Sign off?](#)

[Participant Center Change Profile](#)

**Event Information**

- Event Home
- Sign Up
- Donate
- Event Specifics
- Event Logistics
- Dedicate a Luminaria
- Information for Survivors
- Sponsors
- Sponsorship Opportunities
- Volunteer
- Publicity Information
- Information for Teams
- Our Mission
- Fundraising at NYU
- In Kind Donations

**Relay Resources**

**Tom Ricardo's Dream Date Central**

[Join my Team](#) [Donate](#)

[My Team Page](#) [Luminaria](#)

**Second Annual Dream Date Contest**

Yes it is that time again where I raise money for American Cancer Society as I run a lottery to see who gets the absolute joy of winning my company for a day (or night). I know this may cause a commotion as it did last year so I am starting a bit early so that everyone gets a chance to by a chance to win a dream date with me.

To print an offline donation form, click [here](#).

Please be sure to notify the Relay For Life participant that you are making a contribution on their behalf. Please send the complete form with contribution to the local American Cancer Society office at:  
American Cancer Society  
132 West 32nd Street  
New York, NY 10001

**Thomas A Ricardo**

Goal: \$2,500.00  
Achieved: \$1,779.26

**Fundraising Honor Roll**

- Alcohol&Overcalls \$50.00
- Anonymous \$50.00
- brnactarlane \$25.00
- BrownDog \$50.00

[\[Stop\]](#) [\[Start\]](#)

# MySpace & Facebook “Widgets”

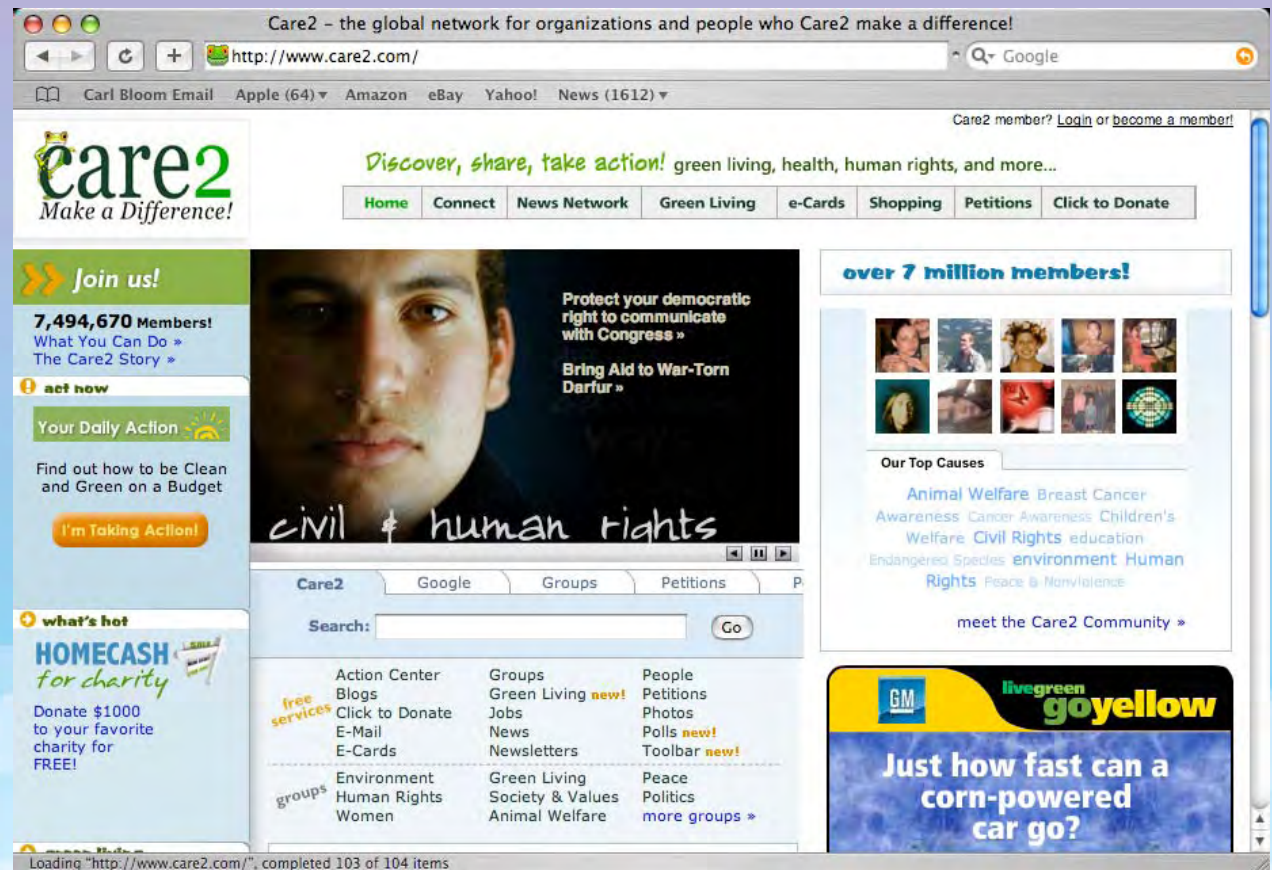
- A ChipIn widget is essentially a miniature application that allows you to ask for money on blogs, online communities, and other websites.
- Enables bloggers to create an interactive widget that allows them to raise money directly through blogs and other social media.
- Allows non-profit organizations to engage a distributed network of supporters in “blograising” campaigns for major fundraising efforts.





# Care2

- “MySpace for adults”
- Over 9 million registered users
- Indicate the issues you care about
- Multiple Web 2.0 features
- Connect users to organizations through emails, ads and sponsorships



Carl Bloom associates  
advanced fundraising solutions

# Don't go crazy

- Katherine Miller, United Nations Foundation
- “Don't get sucked into the tech movement of the moment”
  - The majority of revenue still comes in checks in the mail
  - Develop of strategy of relevant old and new media
- “Technology is just another word for grassroots”
  - Think about where and who your supporters are and pick the technology that fits -- not the other way around
- “Keep your message and campaigns simple.”
  - Online is not the time to promote the grandeur of your mission, the genius of your programs, etc.

# Making it easy – a self-assessment

- Donate to your own organization through a mail appeal and then make a gift online. Which was easier?
- Are there convenient, visible navigation links throughout your website for visitors to donate and sign up for email?
- Talk to your donors! Ask them what they find the most and least convenient about donating to your charity. What projects are most important to them. Ask them to identify their favorite online groups.
- Provide tools to your supporters so they can easily invite others. And for them to raise money on your behalf.
- Have volunteers monitor relevant online communities.
- Allow your donors to choose a specific area or project to support. Give them feedback on the impact of their gift in terms that are specific and not merely thematic.
- Be transparent about reporting and governance online – start with your Form 990.

# Resources

- Your Peers:  
Sign up for as many nonprofit email lists as you can
- Data/Research:  
Target Analysis Group  
[www.targetanalysis.com](http://www.targetanalysis.com)
- General Mktg Strategy:  
Marketing Sherpa  
[www.marketingsherpa.com](http://www.marketingsherpa.com)  
ClickZ  
[www.clickz.com](http://www.clickz.com)  
Carl Bloom Associates  
[www.carlbloom.com](http://www.carlbloom.com)
- Deliverability:  
ReturnPath  
[www.returnpath.net](http://www.returnpath.net)  
Pivotal Veracity  
[www.pivotalveracity.com](http://www.pivotalveracity.com)  
Habeas  
[www.habeas.com](http://www.habeas.com)
- Technology:  
N-TEN  
[www.nten.org](http://www.nten.org)
- Applications:  
Convio (GetActive)  
[www.convio.com](http://www.convio.com)



# Another Resource

Me:

Luke Vander Linden

718-833-8967

luke@carlbloom.com

Carl Bloom<sup>associates</sup>  
advanced fundraising solutions