

**“The WWW: Worldwide Web. . .  
or  
the Wonderful, Wacky World  
of Internet Fundraising?”**

**AFP Aloha Chapter  
National Philanthropy Day  
November 13, 2008**



# Agenda

- ❑ The **WHY** of Online Fundraising
  - ❑ Benchmarking studies
  - ❑ Salvation Army experience
- ❑ The **HOW** of Online Fundraising
  - ❑ Best practices
  - ❑ Options
  - ❑ Some technical stuff
- ❑ Resources
- ❑ Questions



# Thomas Watson Chairman, IBM





# Goals

- To get started with the basics.**
- To build a strong support team.**
- To have confidence to move forward.**
- To discuss how to make online fundraising work.**
- What are your goals for the session?**

# Why Bother with Online Fundraising?

Internet use continues to grow. The adoption rate for adults 55 years and older grew by 20% last year.

<i>Use the internet</i>	
Total Adults	70%
Women	69
Men	71
<i>Age</i>	
18-29	83%
30-49	82
50-64	70
65+	33

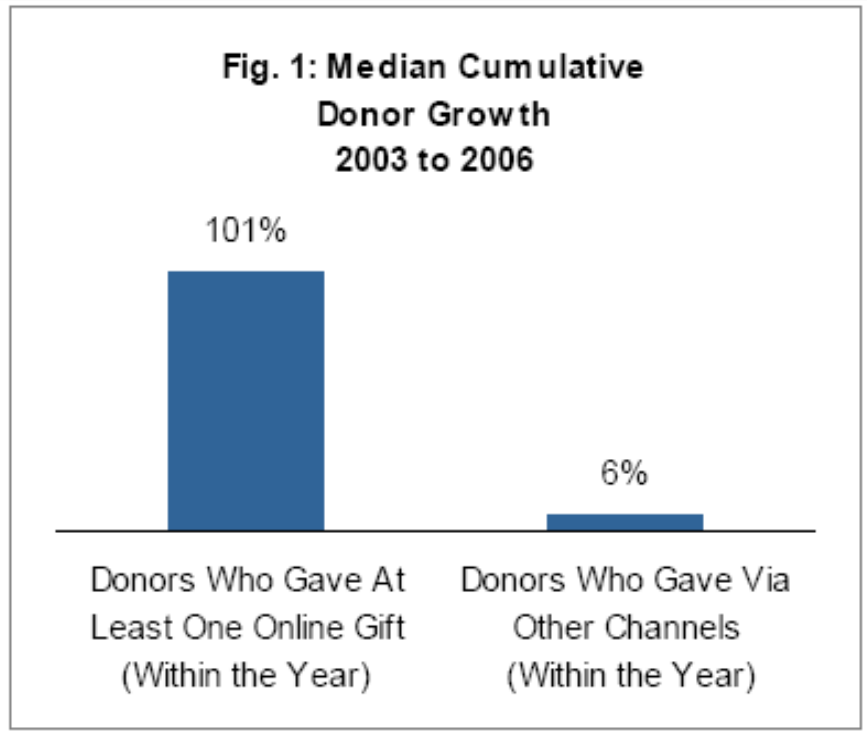
<i>Household income</i>	
Less than \$30,000/yr	49%
\$30,000-\$49,999	75
\$50,000-\$74,999	90
\$75,000+	93

<i>Educational attainment</i>	
Less than High School	36%
High School	59
Some College	84
College+	91



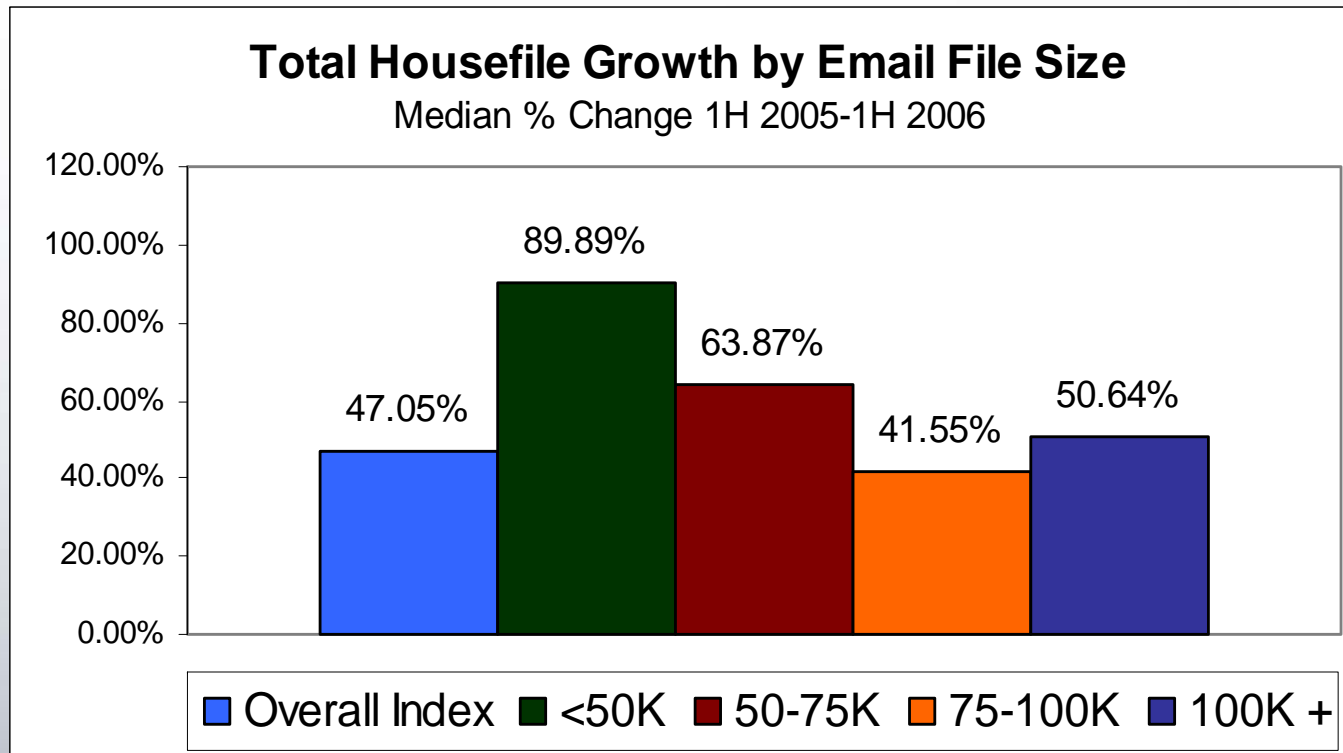
# Why Bother with Online Fundraising?

Target Analysis client benchmarking study: Median cumulative growth in online donors has been 101% over the past three years, compared to 6% growth for non-online donors.



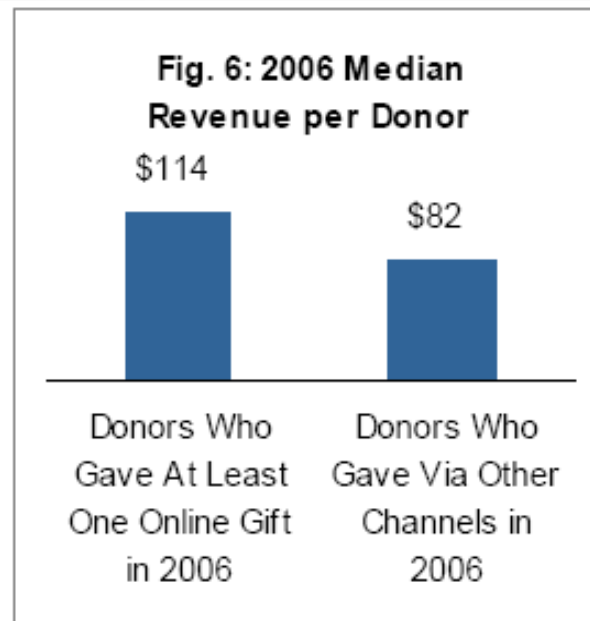
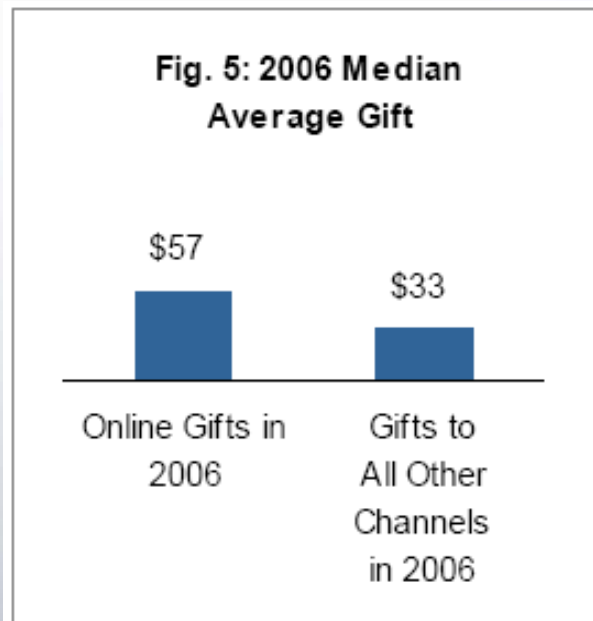
# Why Bother with Online Fundraising?

Convio client benchmarking study: Organizations with smaller online house files experienced faster growth than organizations with larger files.



# Why Bother with Online Fundraising?

Target study: 2006 median average online gift was \$57, compared to \$33 average gift to all other sources. 2006 median revenue per donor was \$114 for online donors and \$82 for non-online donors.







# Where are you?

## Questions: Front & Backend

### Step 1: Draft a list of questions

- Begin with the basics
- Who is involved with day-to-day operations of the site(s)?
- Do we manage the content in-house?
- Who are our trusted web vendors/partners?

**Step 2: Establish a pre-project group of staff and volunteers to draft a list of “other” questions.**



# Where are you?

## Questions: Front & Backend

### Step 3: Create a timeline for finding the answers.

- Recommended Timeline: Between 2 weeks and 1 month

### Step 4: Based on the question and answer phase, create a one-page web statement for senior management to review.

### Step 5: Now everyone is on the “same page”.

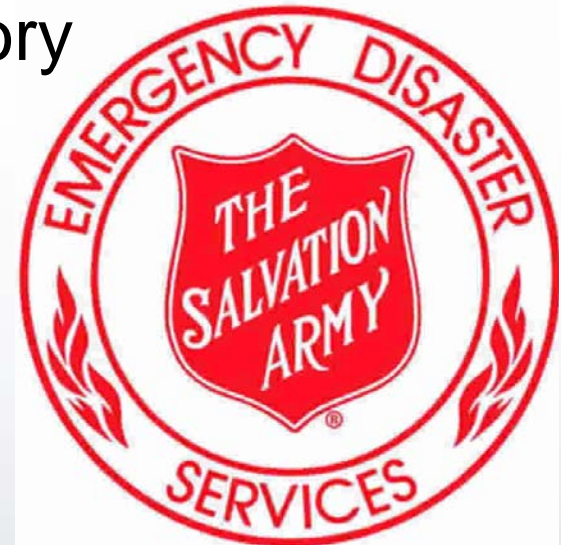
- Senior management will value this document
- Interdepartmental common ground



## Disaster Giving Case Study

### Do More than Give

- ❑ 10,951 emails sent in Western Territory
- ❑ 375 gifts - 72 hours \$73,191
- ❑ 1446 gifts - 2 weeks - \$215,637
- ❑ 33% opened – DisGroup
- ❑ 27% opened – DeOther





## How: Best Practices

- ❑ Make it easy to register. Don't ask for too much information.
- ❑ Make it easy to opt-out, or temporarily suspend emails.
- ❑ Offer targeted communications.
- ❑ Post a clear privacy policy.
  - ❑ DMA Privacy Policy Generator  
<http://www.the-dma.org/privacy/creating.shtml>
  - ❑ Customer Respect Group privacy policy guidelines:  
[www.customerrespect.com/default.asp?hdnFilename=research\\_bp\\_privacypays.htm](http://www.customerrespect.com/default.asp?hdnFilename=research_bp_privacypays.htm)



# Best Practices

Offer compelling reasons to sign up:

- Instant alerts
- Easier sign-ups (for events, etc.)
- Easier membership renewals
- Surveys
- Members-only content
- Download special reports
- Contests
- Discounts, specials, and last-minute offers.

# Collect Email Addresses Constantly

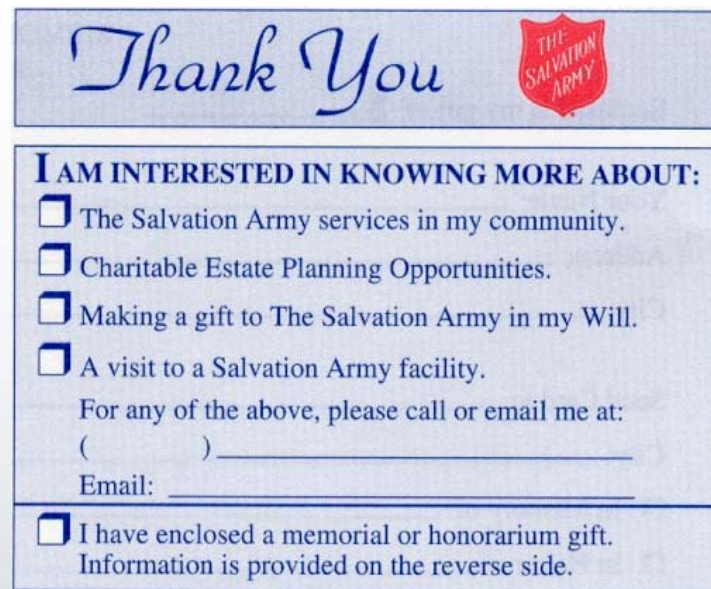
Direct Mail


At events

On surveys

And on your website

Ask for email addresses in all communications



*Thank You* 

**I AM INTERESTED IN KNOWING MORE ABOUT:**

The Salvation Army services in my community.

Charitable Estate Planning Opportunities.

Making a gift to The Salvation Army in my Will.

A visit to a Salvation Army facility.

For any of the above, please call or email me at:  
(      ) \_\_\_\_\_

Email: \_\_\_\_\_

I have enclosed a memorial or honorarium gift.  
Information is provided on the reverse side.





## Make it Appealing

- Make it visually appealing.
- Get the reader to your site learning more about your organization.
- Give 'teasers' to articles.
- Send in HTML, Text and AOL formats.
- Customize your appeals and track their effectiveness





DOING THE MOST GOOD

DOING  
THE  
MOST  
GOOD.<sup>SM</sup>

CLICK HERE TO  
DONATE OR CALL  
1-800-SAL-ARMY.



AD SPONSORED BY AOL

## Joint Ventures, Affinity Shopping Sites and Cause Related Marketing

- ❑ Corporate funding resources are shrinking.
- ❑ Leveraging the power of your brand online.
- ❑ Carefully!



# Neither Rain nor Snow nor AOL

- ❑ Use a consistent and/or easily recognizable Sender name – preferably a real person.
- ❑ Don't personalize the Subject, but do mention your org.
- ❑ Don't overdo HTML or graphics.
- ❑ Test appeals with spam filters  
([www.lyris.com/resources/contentchecker/](http://www.lyris.com/resources/contentchecker/), <http://spamcheck.sitesell.com/>,) & accounts on AOL, Earthlink, Yahoo, etc.
- ❑ Avoid spam “trigger words.”  
[www.businessknowhow.com/internet/spamwords.htm](http://www.businessknowhow.com/internet/spamwords.htm)



# How are you going to get there?

- Web site
- Secure server
- Donations web page
- Email marketing software
- Donor management software



# Online Donations Resources

Affinity Resources - *Comparison of Online Donation Services:*

[www.affinityresources.com/pgs/awz55Online2.shtml](http://www.affinityresources.com/pgs/awz55Online2.shtml)

Idealware: *Selecting an Online Donation Tool*

[www.idealware.org/donations/index.php](http://www.idealware.org/donations/index.php)

One Northwest: *Online Donation Tools*

[www.onenw.org/toolkit/online-donations/](http://www.onenw.org/toolkit/online-donations/)

One Northwest: *Online Donation Tools Comparison*

[www.onenw.org/toolkit/online-donation-tools-matrix-1.3.xls](http://www.onenw.org/toolkit/online-donation-tools-matrix-1.3.xls)

Weiner, Robert: *Online Fundraising Tools Checklist*

[www.rlweiner.com/clf/online\\_donations\\_checklist.pdf](http://www.rlweiner.com/clf/online_donations_checklist.pdf)

More resources are at: [www.rlweiner.com/resources.html](http://www.rlweiner.com/resources.html)



# Email Marketing Resources

Alder Consulting - *E-Newsletter Tools on a Shoestring:*

[www.alderconsulting.com/enews.html](http://www.alderconsulting.com/enews.html)

Gundrey, George: *Update Your Organization's Image with Slick HTML Newsletters*

[www.techsoup.org/learningcenter/webbuilding/page4898.cfm](http://www.techsoup.org/learningcenter/webbuilding/page4898.cfm)

Idealware: *Choosing Bulk Email Software to Match Your Communication Goals*

[www.idealware.org/articles/bulk\\_email\\_software\\_communication\\_goals.php](http://www.idealware.org/articles/bulk_email_software_communication_goals.php)

Idealware: *A Few Good Email Newsletter Tools*

[www.idealware.org/articles/fgt\\_email\\_newsletter\\_tools.php](http://www.idealware.org/articles/fgt_email_newsletter_tools.php)



## Suggested Reading

Alder Consulting - *E-Newsletter Tools on a Shoestring*:

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Gundrey, George: *Update Your Organization's Image with Slick HTML Newsletters*

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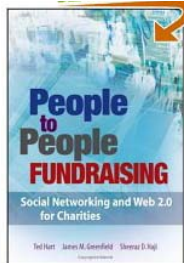
Idealware: *Choosing Bulk Email Software to Match Your Communication Goals*

[www.idealware.org/articles/bulk\\_email\\_software\\_communication\\_goals.php](http://www.idealware.org/articles/bulk_email_software_communication_goals.php)

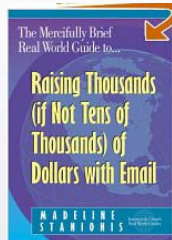
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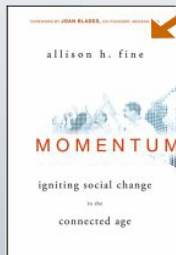
# Email & Marketing Resources



***People to People Fundraising: Social Networking and Web 2.0 for Charities*** by [Ted Hart](#) (Author), [James M. Greenfield](#) (Author), [Sheeraz D. Haji](#)



***The Mercifully Brief, Real World Guide to Raising Thousands (If Not Tens of Thousands) of Dollars With Email*** by [Madeline Stanionis](#)



***Momentum: Igniting Social Change in the Connected Age (Hardcover)*** by [Allison Fine](#)



# Any Questions?



CHRONICLE OF PHILANTHROPY

JOSEPH A. BROWN

*"Soliciting donations via e-mail is efficient, but I miss making people feel guilty face to face."*