

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

**Greater New Orleans Fundraising Conference
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Wonderful, Wacky World of Internet Fundraising
Nicci Noble



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

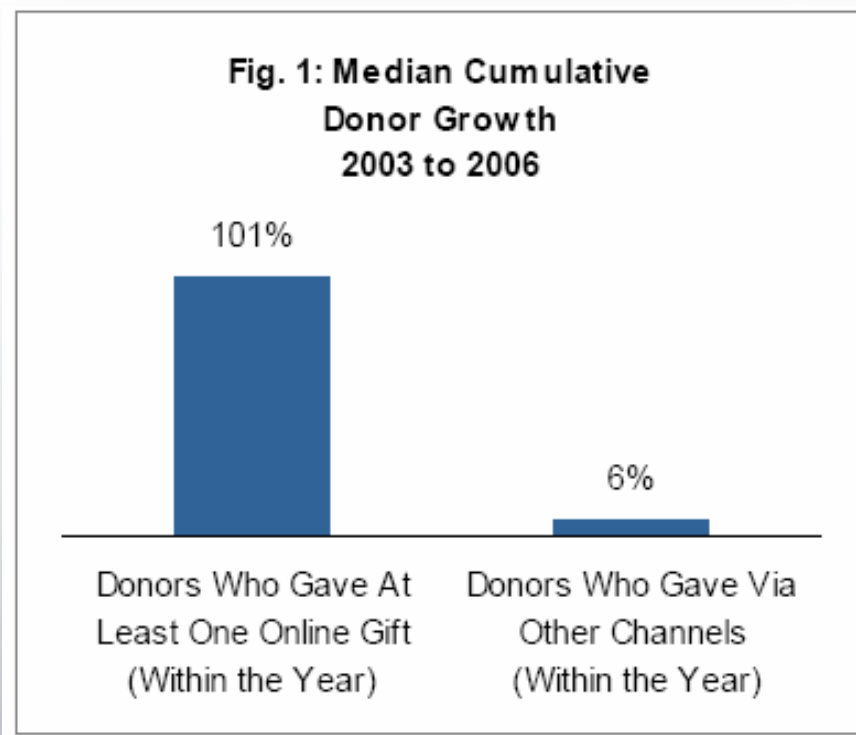
<i>Educational attainment</i>	
Less than High School	36%
High School	59
Some College	84
College+	91

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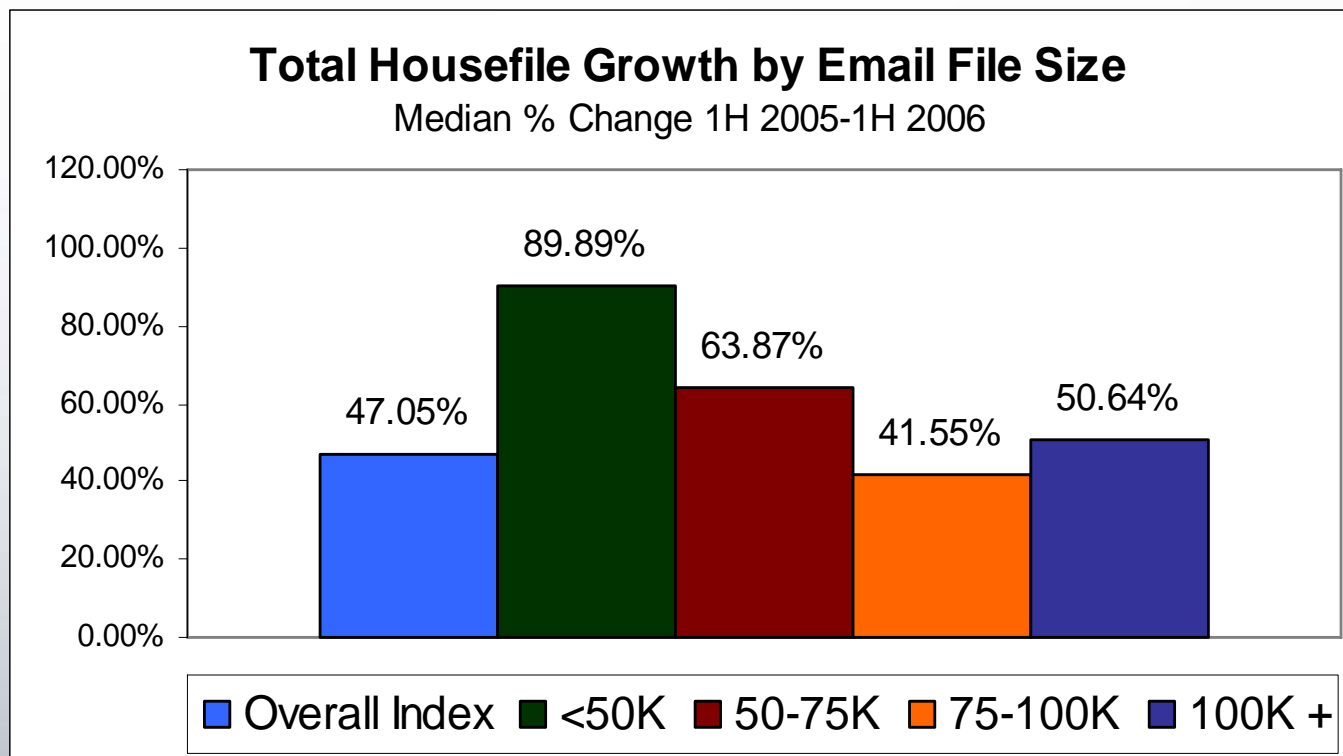
Why Bother with Online Fundraising?

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.



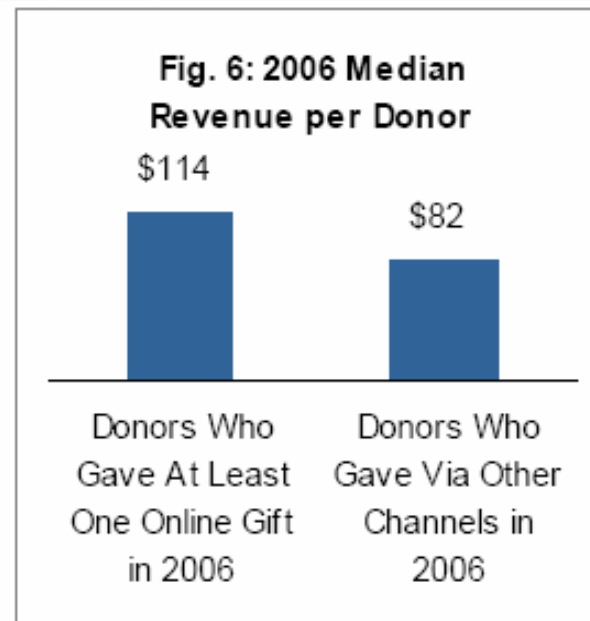
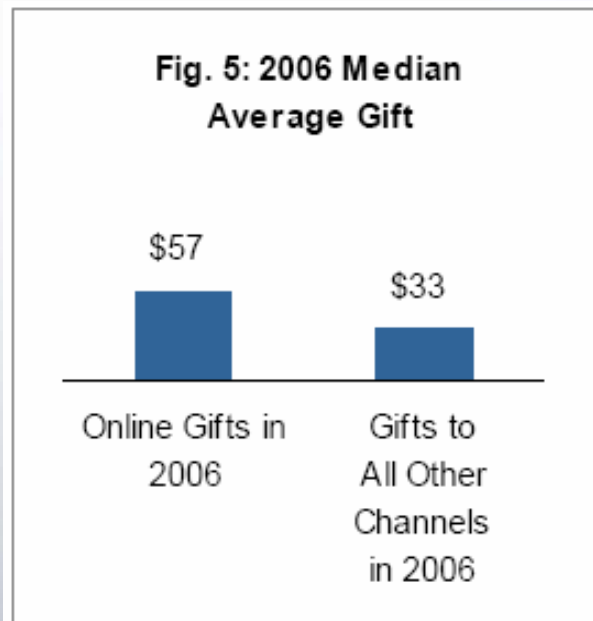
Why Bother with Online Fundraising?

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.

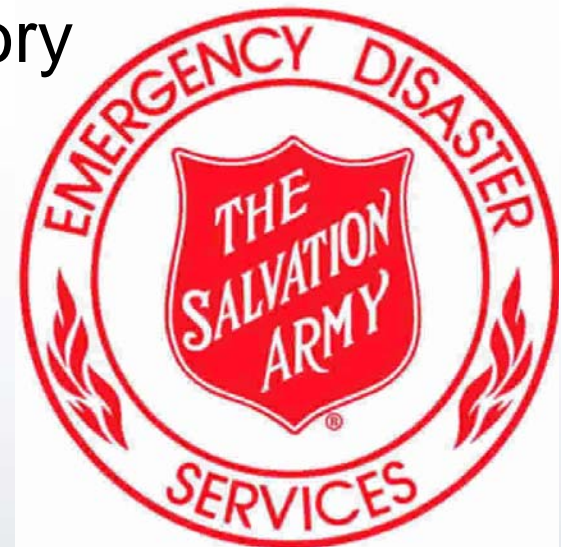
Step 5: Now everyone is on the “same page”.

- Senior management will value this document
- Interdepartmental common ground



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



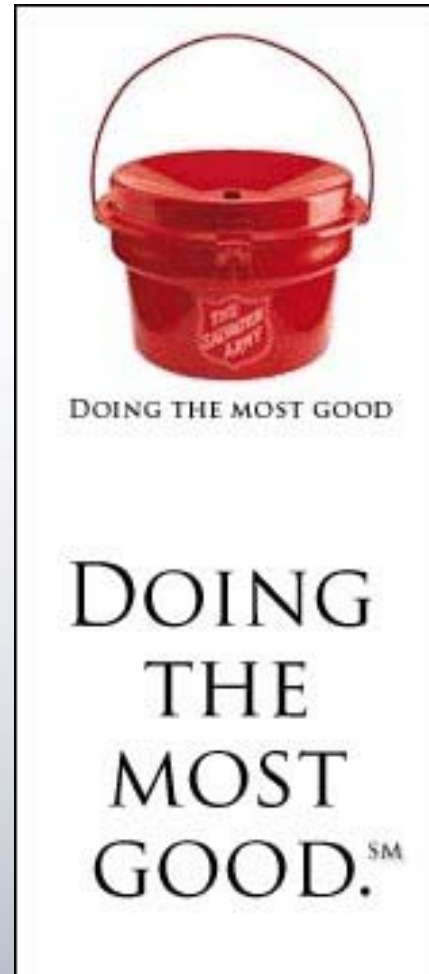


2006 Online **Red** Kettle at a glance

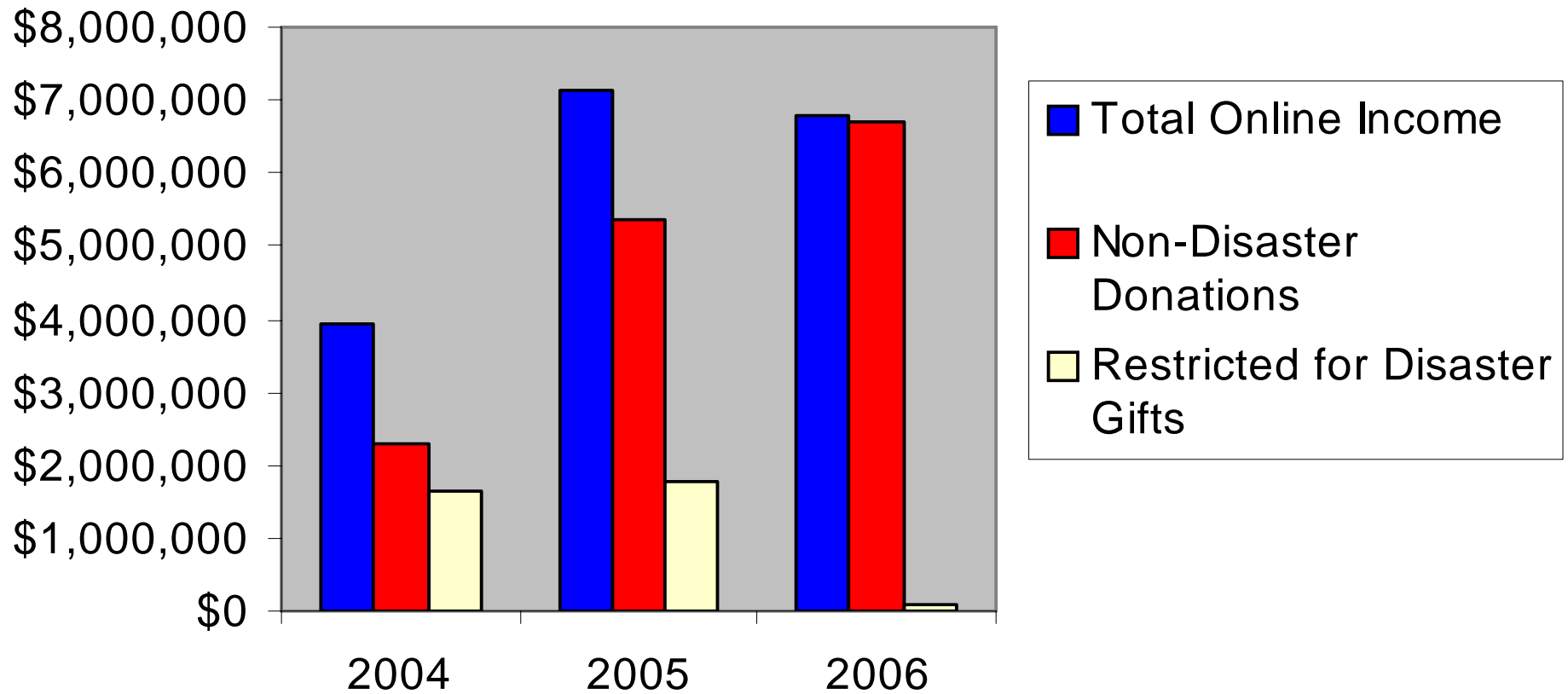
- ❑ 4,718 Online Bellringers
- ❑ Total amount received in Online **Red** Kettle \$482,317*
- ❑ Average online gift \$102
- ❑ Top 10 Kettle Hosts raised 11.2% of the total funds
- ❑ Average amount raised per fundraiser was \$395
- ❑ Average number of gifts per fundraiser 3.8

2006 Online Red Kettle at a glance

- ❑ Total number of emails sent 213,511
- ❑ Received – 86.3%
- ❑ Bounced back – 13.7%
- ❑ Opened – 18.5%
- ❑ Clicked Thru – 1.6%
- ❑ Opted Out – .9%



Online Donations



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



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

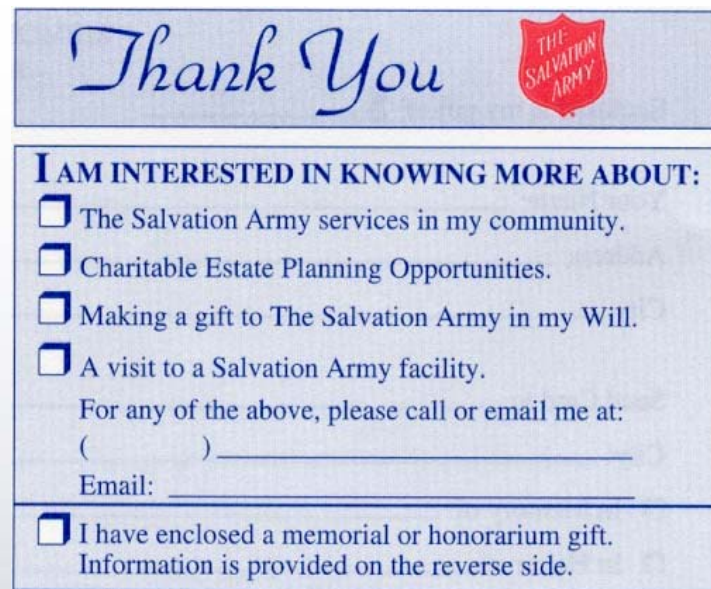
Direct Mail


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

*The Salvation Army
Disaster Relief &
Personal
Recovery*



LIFELONG LEARNING FOR SENIORS

VOLUNTEER DAY AT THE SERVICE CENTER

UNPRECEDENTED HURRICANE RECOVERY EFFORTS IN FLORIDA

HUMANITY PREVAILS DESPITE DEVASTATION FROM HURRICANES

CELEBRATING SOBRIETY

SHOP AMERICA'S FAVORITE THRIFT STORE

ABOUT THE SALVATION ARMY GOLDEN STATE DIVISION

Did You Know?

- The Salvation Army was the first social services agency in San Francisco to offer detoxification facilities and care for those infected with HIV/AIDS.

Dear Friend:

These past few months have been hard for our families and friends living in the Florida area. The Salvation Army responded as always to the wrath of Mother Nature with speed and efficiency. In this issue of the newsletter, you will read about the experiences in Florida of Salvation Army disaster workers in their own words.

We also share with you stories about our Adult Rehabilitation Centers. In addition, we invite you to attend the Harvest Festival, an arts and crafts festival in San Jose that benefits in part The Salvation Army. For every new toy brought to the fair and donated to The Army, attendees will get one dollar off their entry fee. For more information, please log on [here](#).

God Bless You!

Major Joe Posillico
Divisional Commander, Golden State Division

THE SALVATION ARMY OFFERS LIFELONG LEARNING FOR SENIORS

You're probably familiar with The Salvation Army's educational programs for children, which include day care, after-school tutoring, and teen outreach. But you may not have heard about educational opportunities for seniors, who are able to gain computer skills, tackle new art projects, and even participate in local politics, thanks to The Salvation Army. [Read More...](#)





DOING THE MOST GOOD

DOING
THE
MOST
GOOD.SM

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!

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Practices: Not Our Best Maybe

- ❑ Collecting volunteer info and facilitating registration online.
- ❑ Domain management .com vs .org.
- ❑ National SM & TM held by International or National HQs?
- ❑ SEO at the local level = fine young cannibals = it drives me crazy!
- ❑ And your best, “*not*”.

Track Results

summary

tracked urls

subscribers

Show Content Formats	Totals	Rate	Change vs. Previous	Change vs. List .
Attempts	2210		14 ↑	22 ↑
Bounces	3	0.001%	4.3% ↓	5.3% ↓
Deliveries	2197	99.4%	4.3% ↑	5.3% ↑
Unique Opens	2143	96.9%	38.4% ↑	1.3% ↑
Unique Clicks	2019	91.3%	4.9% ↑	4.4% ↑
Total Opens	2189			
Total Clicks	2175			

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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://spamcheck.sitesell.com/>,) & accounts on AOL, Earthlink, Yahoo, etc.
- ❑ Avoid spam “trigger words.”
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 Option 1: Doing it Yourself

Technical Issues:

- Integration with your web site & design.
- Donations page design.
- Secure web server.
- Payment gateway or credit card terminal.
- Merchant account.
- Secure connection to bank.
- Gift designation options.
- Recurring gifts.
- Receipting.



Do It Yourself : Pros and Cons

Pros:

- Complete control over design, text, donor options, and security.
- Can be inexpensive, especially if you already have a payment gateway and a web designer.

Cons:

- Need a web designer.
- Must keep up with security technology.
- Costs are hard to predict.
- Usually not fully automated:
 - Can't charge credit card in real time.
 - Can't take donations at 11:55 pm on 12/31.

Donations Option 2: Use a Vendor

Sample Vendors:

- ❑ [Network for Good](#), [JustGive](#), [Paypal Standard](#)
 - ❑ Can't change design or text of giving page. Transfer of funds is delayed.
- ❑ [PayPal Pro](#), [ClickandPledge](#), [Democracy in Action](#), [GroundSpring](#), [Entango](#), [CharityWeb](#), [Echo-Inc](#), [Contribute.com](#)
 - ❑ Control over design of giving page. Integration with your merchant account.



Use a Vendor: Pros and Cons

Pros:

- Vendor provides server, security.
- Can have control over design, text, receipt, etc.
- Quick and easy.
- Most are designed for fundraising.
- Fully automated (though entry in database is usually manual or upload).

Cons:

- Setup cost.
- Often a monthly charge even if you don't get any donations.
- Have to rely on their security.
- They have your data.
- Need a merchant account with some vendors.



Email Option 1: Do It Yourself (Outlook, etc.)

Pros:

- You already own it.
- It's cheap.

Cons:

- Limit on number of messages that can be sent.
- Risk being ID'd as a spammer.
- Have to deal with bounces & opt-outs manually.
- Too easy to send out messages before they're tested.
- Integration with your database?



Email Option 2: Use a Vendor

Pros:

- Design tools.
- Can send HTML and/or plain text.
- Can handle high volumes.
- Many vendors are whitelisted by big ISPs.

Cons:

- Time required to research and test.
- Cost.
- Integration with your database?

Email Marketing

Sample Vendors:

- ❑ [Yahoo Groups](#), [Topica Lists](#) – free plain text, advertisements.
- ❑ [Constant Contact](#) - \$75/month for $\leq 10,000$ msgs.
- ❑ [Groundspring.org](#) - \$29.95/month for $\leq 10,000$ msgs.
- ❑ [Topica Publisher](#) - \$49/month $\leq 5,000$ msgs.
- ❑ [Vertical Response](#) - \$.015 to \$.0075 per 1,000 msgs.



All-In-One Options: Integrated Systems

- [Raiser's Edge](#)
- [eTapestry](#)
- [DonorPerfect](#)
- [Convio/ GetActive](#)
- [GivenGain](#)
- [LocalVoice](#)
- [The Data Bank](#)
- [Kintera](#)
- [MemberClicks](#)
- [iMIS](#)



Integrated Systems

Pros:

- ❑ Control over design, text, receipt, and donor options.
- ❑ Integration between database and online system (no import/export).
- ❑ One vendor.

Cons:

- ❑ Initial cost can be high.
- ❑ There may be trade-offs between integration and features.
- ❑ Lock-in: Can't easily change vendors if needs change or problems develop.



Online Donations Resources

Affinity Resources - *Comparison of Online Donation Services:*

www.affinityresources.com/pgs/awz55Online2.shtml

Idealware: *Selecting an Online Donation Tool*

www.idealware.org/donations/index.php

One Northwest: *Online Donation Tools*

www.onenw.org/toolkit/online-donations/

One Northwest: *Online Donation Tools Comparison*

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

More resources are at: www.rlweiner.com/resources.html



Email Marketing Resources

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

www.alderconsulting.com/enews.html

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

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

Idealware: *A Few Good Email Newsletter Tools*

www.idealware.org/articles/fgt_email_newsletter_tools.php

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."