

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

AFP California
Capital City Chapter
May 13, 2009

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Agenda

- WHY you need Online Fundraising Technology
 - Benchmarking studies
- WHERE is your organization and WHERE it is going
 - Needs Analysis
- HOW you will get there
 - Staff & Volunteers
 - Budget, Timeline & Deadlines
 - Some technical stuff
- Resources
- Questions

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Thomas Watson Chairman, IBM



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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?

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Why do you need to leverage the Web?

Use the internet	
Total Adults	74%
Women	75%
Men	73%
Age	
18-29	87%
30-49	82%
50-64	72%
65+	41%

Household income	
Less than \$30,000/yr	57%
\$30,000-\$49,999	77%
\$50,000-\$74,999	90%
\$75,000 +	94%

Educational attainment	
Less than High School	44%
High School	63%
Some College	84%
College +	91%

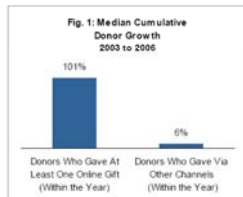
Source: Pew Internet & American Life Project, December, 2008
http://www.pewinternet.org/trends/User_Demo_Jan_2009.htm

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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.



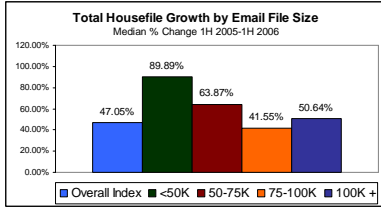
Source: Target Analysis Group: 2006 Online Giving Benchmarking Analysis www.targetanalysis.com/register.php

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Why Bother with Online Fundraising?

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



Source: Convio Online Marketing (eCRM) Nonprofit Benchmark Index™ Study:
www.convio.com/onlinebenchmarks

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Where is your organization?

Find out in 5 Steps

- Step 1: Draft a list of questions

Begin with the basics

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

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

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Where is your organization?

- 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

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Where is your organization?

- Quick tip #1 – Questions
- ✓ Begin this process with a series of questions that cover business, organizational, and IT strategies:
- ✓ Is there a current web strategy?
- ✓ Which department is responsible for the current web program?
- ✓ How did the web strategy evolve?
- ✓ When does the organization want to initiate a new web strategy, and why?

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Where is your organization?

- Quick tip #1 – Questions
- ✓ Are resources (manpower, budget, trainings) available today?
- ✓ Do you have to raise or apply for funds to initiate a new web strategy?
- ✓ What is your role in the success of the web strategy?
- ✓ Tech Soup: "Ten things that will make or break your website"
<http://www.techsoup.org/learningcenter/webbuilding/page6694.cfm>

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Where is your organization going?

Strategic Plan: Goals & Objectives

- Step 1: Obtain your organization's strategic plan.
- Step 2: Evaluate how the project can reach the goals and objectives set in the strategic plan.
- Step 3: Create a definition of success for your web project.
 - ✓ Enable web analytics tools to measure your site's traffic.
 - ✓ Explore free tools such as Google Analytics.

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Where is your organization?

Quick tip #2 - Strategic Plans

- Remember to align your organizations strategic plan with all web strategies. This will assist with the overall success of your project.
- Example: When presenting your website project executive summary, include direct language from your organizations mission statement, long-term goals, and short-term objectives.
- Tech Soup: "Seven Web Development Pitfalls"
<http://www.techsoup.org/learningcenter/webbuilding/page6596.cfm>

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Where is your organization?

Strategic Plan: Goals & Objectives

- Step 4: Based on the evaluation, create a web project brief and timeline to reach success.
 - ✓ Realistic goals are key
 - ✓ Interactive Committees can assist with high-level communicators

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How are you going to get there?

- Aligning web strategy with your organizations strategic plan
- Describing the ideal donor experience
- Defining the scope of this project
short, medium and long term
- Payment Gateway / Merchant Account
- Donations web page
- Email marketing software
- Donor management software

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How are you going to get there?

Manpower: Staff & Volunteers

- ✓ Step 1: Get support
- ✓ Step 2: Build the team
- ✓ Step 3: Provide training
- ✓ Step 4: Evaluate the team
- ✓ Step 5: Announce the team

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How are you going to get there?

Quick tip #3 - Manpower

- Gaining the support of key stakeholders will improve the speed with which you execute your web project.
- Example: Form a team of Content Owners, interdepartmental staff and volunteers, who attend internal and external professional development classes geared around improving the organization's web projects.
- "The Content Owners have been approved to:
 - ✓ Attend 2 internal and 2 external trainings per year.
 - ✓ Provide content updates for web projects.
 - ✓ Review web projects pre-launch to provide timely feedback."

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How are you going to get there?

Resources: Budget & Ongoing Training

- ✓ Step 1: Create an evaluation based budget
- ✓ Step 2: Look at the numbers for IT, Marketing, etc.
- ✓ Step 3: Decide if a cost center is needed

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How are you going to get there?

Resources: Budget & Ongoing Training

- ✓ Step 4: Map out a low and high P&L statement
- ✓ Step 5: Get feedback from the Content Owners regarding pipeline projects.
- ✓ Step 6: Remember to discuss the professional development line item with HR.*

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How are you going to get there?

Quick tip #4

- Decide to refrain from setting a budget before completing the "Where are you?" and "Where are you going" phases.
- Some organizations begin to talk numbers too early.
 - ✓ Take expert advice
 - ✓ Step back from ungrounded \$\$
 - ✓ Give updates

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How are you going to get there?

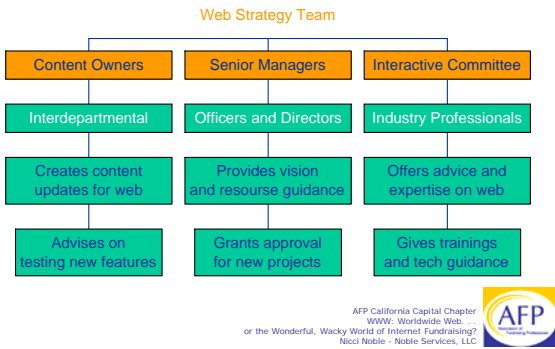
Quick tip #5

- ✓ Create strategic partnerships with organizations that offer professional development with non-profit rates.
- ✓ Empower the Content Owners to take part in the planning and evaluation process.
- ✓ Engage the Interactive Committee to assist with ongoing training opportunities for Content Owners

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How are you going to get there?



Involving Stakeholders & Setting Timeframes

- Form a selection committee with one representative from each stakeholder group
 - Scheduling will be difficult
 - Ask for backup committee members
 - Timelines
 - Working backwards
 - Evaluation can take three to eight months
- <http://www.techsoup.org/learningcenter/techplan/page4491.cfm>

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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



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Collect Email Addresses Constantly

- Direct Mail
- At events
- On surveys
- And on your website
- Ask for email addresses in all communications



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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)

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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

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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.

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Leverage these Online Fundraising Practices

- SEO – drive traffic to your Web site
- Compelling call to action to cultivate and convert constituents into donors
- Test & refine registration programs, list chaperoning, viral campaigns and your boards to build large online email files
- Treat online mail like you would snail mail, use compelling content, test timing of delivery, segment & test, personalize & test and then test that again

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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

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How are you going to get there?

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

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- Carefully!

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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

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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

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Suggested Reading

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

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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)

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Any Questions?



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Audience Discussion

- Q & A
- Sharing of your lessons learned
- Sharing of your best practices

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Print & Online Resources



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

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



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

Weiner, Robert: *Online Fundraising Tools Checklist*
www.rhweiner.com/clf/online_donations_checklist.pdf

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

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