



WWW: WONDERFUL, WACKY WORLD OF INTERNET FUNDRAISING

2009 Congress
AFP Greater Toronto Chapter





AGENDA

- Get started with the Basics
 - **WHY you need Online Fundraising Technology**
 - Benchmarking studies
 - **WHERE is your organization and WHERE it is going**
 - Attendee input
 - **HOW you will get there**
 - Website – SEO, AdWords, Sign Up
 - Email – A/B Testing, Tracking
 - Social Networking – Facebook & Twitter
- Resources
- Questions





THOMAS WATSON CHAIRMAN, IBM



WWW: Wacky Wonderful World of Internet Fundraising
Nicci Noble, CFRE
Tuesday, December 1, 2009





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 FOCUS ON YEAR ROUND RELATIONSHIPS?

- The retention challenge
 - 40-70% for non-disaster direct response fundraising
 - 10-20% for disaster response donors
 - 30-60% for volunteer participation events
 - Donors defect due to:
 - Poor acknowledgement
 - Limited information about how their funds are being used
 - Belief that other causes are more deserving
 - They don't remember giving, and
 - Poor support
- Acquisition is very expensive
 - Most groups spend >>\$1 to raise \$1





WHY DO YOU NEED TO LEVERAGE THE WEB?

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

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

<i>Educational attainment</i>	
Less than High School	44%
High School	63%
Some College	84%
College +	91%

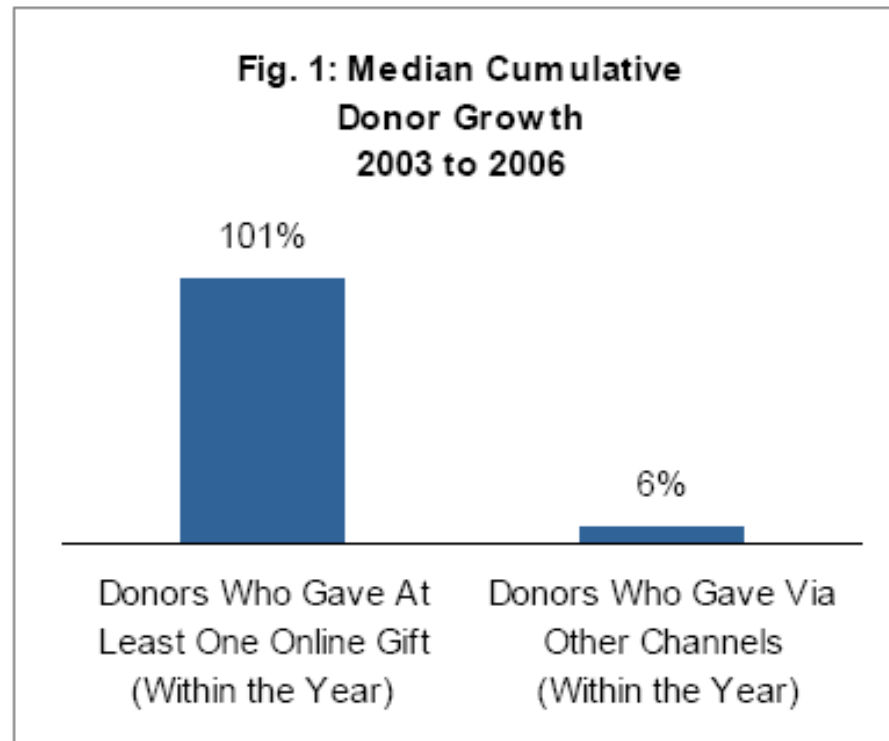
Source: Pew Internet & American Life Project, December, 2008
http://www.pewinternet.org/trends/User_Demo_Jan_2009.htm

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WHY BOTHER WITH ONLINE FUNDRAISING?

Target Analysis client benchmarking study:
Median cumulative growth in online donors has had a higher ROI,
compared to 6% growth for non-online donors.





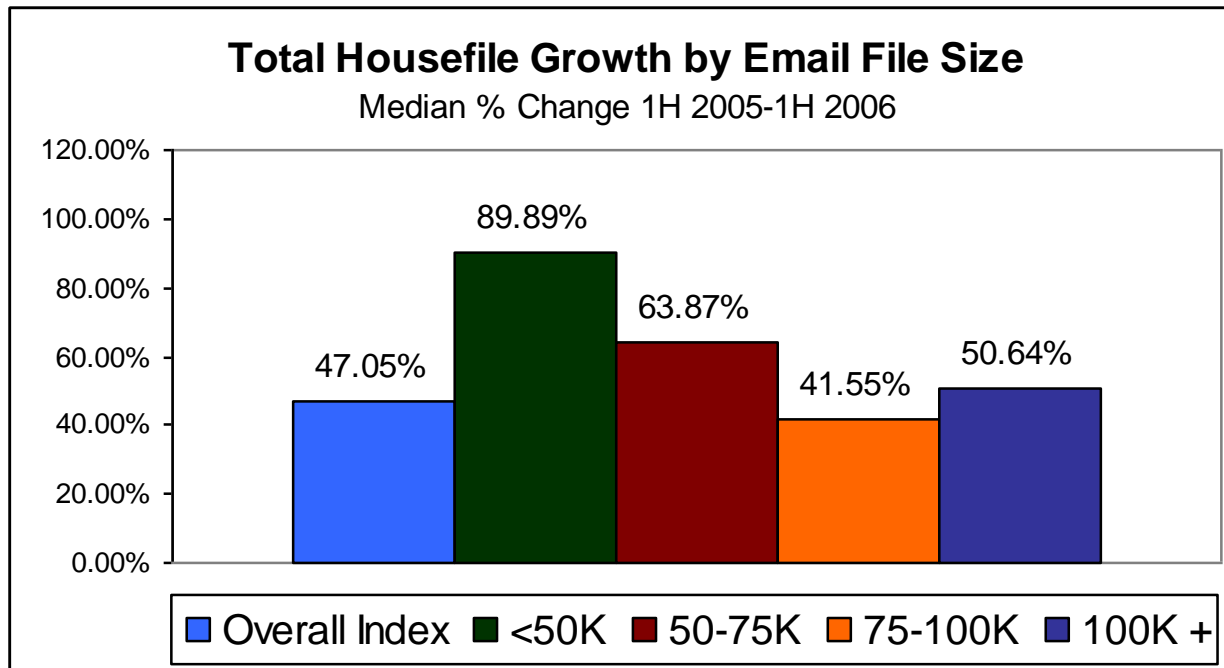
WHY BOTHER WITH ONLINE FUNDRAISING?

- Online Giving Continues to Grow – 31% increase in past 2 years
- Donors giving online increase – Online giving increased by 315% in past 5 years (offline decreased by 6%)
- Increase in share of new revenue and new donors – 16% of all new donors and 27% of all new \$ in 08
- Middle & Major Donors – 51% prefer to give online



WHY BOTHER WITH ONLINE FUNDRAISING?

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





THE WEB AND RELATIONSHIPS

- Web based communication is essentially free enabling a focus on relationship building vs. solely solicitation
- Emails and Web content can easily be personalized to maximize relevance and acknowledge previous support
- You can sustain a two-way dialog – the mail is largely one-way
- Traditional acquisition models rely on cold marketing to rented lists. Online, the emphasis should be on “organic” list development coupled with engagement before solicitation





SEO

SEARCH ENGINE OPTIMIZATION



afp advancing philanthropy

Search

[Advanced Search](#)

[Preferences](#)

Web [Show options...](#)

Results 1 - 10 of about 9,740 for [afp advancing philanthropy](#).

[AFP > Publications | Advancing Philanthropy](#)

A true member benefit, **Advancing Philanthropy**, the bi-monthly magazine published by AFP, provides practical information, useful tools and other resources to ...

www.afpnet.org/publications/advancing_philanthropy - [Cached](#) - [Similar](#)

[AFP > Content >](#)

NOMINATIONS OPEN FOR THE AFP FOUNDATION FOR PHILANTHROPY BOARD ...

ADVANCING PHILANTHROPY MAY/JUNE 2009. AP May/June 2009. [read more blue arrow](#) ...

www.afpnet.org/ - [Cached](#) - [Similar](#)

[More results from www.afpnet.org »](#)

[Association of Fundraising Professionals :](#)

Advancing Philanthropy through Education, Training and Advocacy ... To join the Nashville Chapter of AFP, print both applications below, complete the ...

www.afpnashville.org/ - [Cached](#) - [Similar](#)

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SEO FOR MORE WEB TRAFFIC

- Keywords
 - In general, think like a user!
 - Use descriptive multi-word terms
 - Include variations / common misspellings
 - Don't forget negative keywords
 - Experiment with keyword matching options
 - Use the Keyword Tool and scrub suggestions





GOOGLE ADWORDS GRANTS

- By committing targeted time and effort, you can maximize the full potential of your grant
- Don't waste the value of your Google Grant by ignoring what it takes for an account to succeed





EVALUATING AND OPTIMIZING ADWORDS GRANTS

- Identify your goals
 - What do you want to get out of your account?
 - Think beyond just additional traffic to your site
 - What do you want users to do once they get to your site?
 - Make a donation?
 - Sign-up as a volunteer?
 - Download or read specific content on your site?





ACTIVE ADWORDS ACCOUNT MANAGEMENT

- What does it mean to actively manage your account?
 - Login at least once a month
 - Analyze performance regularly
 - Make changes as needed (almost always needed!)
 - Be responsive to email requests

A screenshot of the Google AdWords sign-in interface, enclosed in a dashed border. The text reads: 'Sign in to Google AdWords with your Google Account'. Below this are two input fields: 'Email:' and 'Password:'. There is a checkbox labeled 'Remember me on this computer.' and a 'Sign in' button. At the bottom, there is a link that says 'I cannot access my account'.



EVALUATING AND OPTIMIZING ADWORDS GRANTS

- Campaign Statistics
 - Review performance statistics for your campaigns, ad groups, keywords, and ads

Ad Group: breast cancer treatment Active — [Pause Ad Group](#) | [Delete Ad Group](#)

[Breast Cancer Treatment](#)
Surgery, Radiation, Chemotherapy, Tamoxifen, Alternative Therapies.
www.breastcancer-research.net

Summary | **Keywords** | Ad Variations

Jun 1, 2006 to Jun 1, 2007 [Change range](#)

+ Add keywords: [Quick add](#) | [Keyword tool](#) [Edit keywords](#) | [Search this list](#) [Customize columns](#)

<input type="checkbox"/>	Keyword	Status <small>?</small>	Current Bid Max CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos	Conv. Rate	Cost/Conv.
<input type="checkbox"/>	breast cancer treatment	Active	\$0.22	4,194	101,999	4.11%	\$0.27	\$1,126.11	4.7	0.00%	\$0.00
<input type="checkbox"/>	breast cancer treatments	Active	\$0.22	1,237	21,105	5.86%	\$0.40	\$489.41	5.4	0.00%	\$0.00
<input type="checkbox"/>	breast cancer therapy	Active	\$0.22	258	11,126	2.31%	\$0.30	\$77.23	3.2	0.00%	\$0.00
<input type="checkbox"/>	breast cancer treated	Active	\$0.22	118	2,896	4.07%	\$0.26	\$31.01	4.0	0.00%	\$0.00





EVALUATING AND OPTIMIZING ADWORDS GRANTS

Campaign Statistics

- Identify problem areas
 - ‘Poor’ Quality Scores
 - CTRs below 1%
 - High-cost with poor Quality Score or low CTR
- Take note of these areas and target them for optimization





OPTIMIZING FOR IMPROVED PERFORMANCE

Keywords

- Look at Quality Score, CTR, cost, and impressions
 - These statistics should align with your goals
- Refine what is not working and expand on what is working well





OPTIMIZING FOR IMPROVED PERFORMANCE

Ads

- Use a call-to-action phrase
- Include your main keywords
- Be descriptive (but do not include your name!)
- Run landing page tests
- Create multiple ads for A/B testing
- Delete poor-performing ads and create new ads to rotate





OPTIMIZING FOR IMPROVED PERFORMANCE

Targeting Options

- Select targets that match your constituents
- Geographic targets
 - Run geo reports within Analytics if needed
- Language targets
- Target by day or time





OPTIMIZING FOR IMPROVED PERFORMANCE

Campaign Structure


- Having a solid campaign structure helps you effectively nurture your account
- Create small, highly-targeted Ad Groups
- Use multiple campaigns for different target audiences, distinct initiatives
- Take the time to think through your structure and reorganize if appropriate





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.





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
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.





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





KATRINA CAME





WE RESPONDED





THEY GAVE





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





NEWER MEDIUM – SAME RULES

- Use a consistent and/or easily recognizable
- Sender's 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





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





SOCIAL NETWORKING

- Facebook Species
 - Updates



- Twitter
 - Tweets





WHY FOCUS ON YEAR ROUND RELATIONSHIPS?

- The retention challenge
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 - They don't remember giving, and
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- Acquisition is very expensive
 - Most groups spend >>\$1 to raise \$1





FACEBOOK SPECIES


The Facebook logo, consisting of the word 'facebook' in a white, lowercase, sans-serif font, centered on a solid blue rectangular background.





FACEBOOK – PROFILE - FRIENDS

facebook Home Profile Friends Inbox 156 Nicci Noble Settings Logout



View Photos of Me (127)
View Videos of Me (1)
Edit My Profile


My life is not a journey to the grave with the intention of arriving safely in a pretty & well preserved body, but rather to skin in broadside, totally worn out & shouting WOW, what an adventure!

Information

Nicci Noble getting ready to head north to present at the AFP Wine Country Chapter's luncheon today in Sonoma via Twitter - 22 minutes ago clear


Wall Info Photos Boxes +


What's on your mind?
Attach  Share Options

 **Nicci Noble** getting ready to head north to present at the AFP Wine Country Chapter's luncheon today in Sonoma
22 minutes ago via Twitter · Comment · Like

RECENT ACTIVITY

- Nicci commented on Josh Newton's status.
- Nicci commented on her own status.
- Nicci wrote on Richard Fuentes's Wall.

 **Nicci Noble** here comes the sun! :)
Yesterday at 1:21pm · Comment · Like

 **Sean Sullivan** we've had the sun over here all morning.
Yesterday at 1:22pm · Delete





FACEBOOK - CAUSES

The screenshot shows a Windows Internet Explorer browser window displaying the Facebook Causes page. The address bar shows the URL: <http://apps.facebook.com/causes/?m=598a6edc>. The browser's menu bar includes File, Edit, View, Favorites, Tools, and Help. The taskbar shows several open applications, including "46th International Conferenc...", "Causes on Facebook | Ho...", and "Gmail - Noble Services websit...".

The Facebook Causes page features a navigation bar with "facebook", "Home", "Profile", "Friends", "Inbox (119)", "Nicci Noble", "Settings", "Logout", and a search bar. A banner for the "GLOBAL WATER CHALLENGE" (GWC) is displayed, with the text "Hike 6km every day for water? We have a better idea. Find out here »".

Below the banner, the "Causes Home" section includes "Find Causes", "Your Causes", "Causes Account", "Help", and a "Search Causes" bar. A highlighted post reads "Everyday activism." and "Tania Little has a birthday wish! Tania Little's birthday may have passed, but it's not too late to grant her birthday wish." with buttons for "Make Donation" and "See Tania's Wish".

The "Next Steps" section shows "You joined The Girl Effect." with a "Post a Link" button. The "How Your Friends Are Helping" section shows "Tania Little joined Development In Gardening." with a "Join the cause" button.

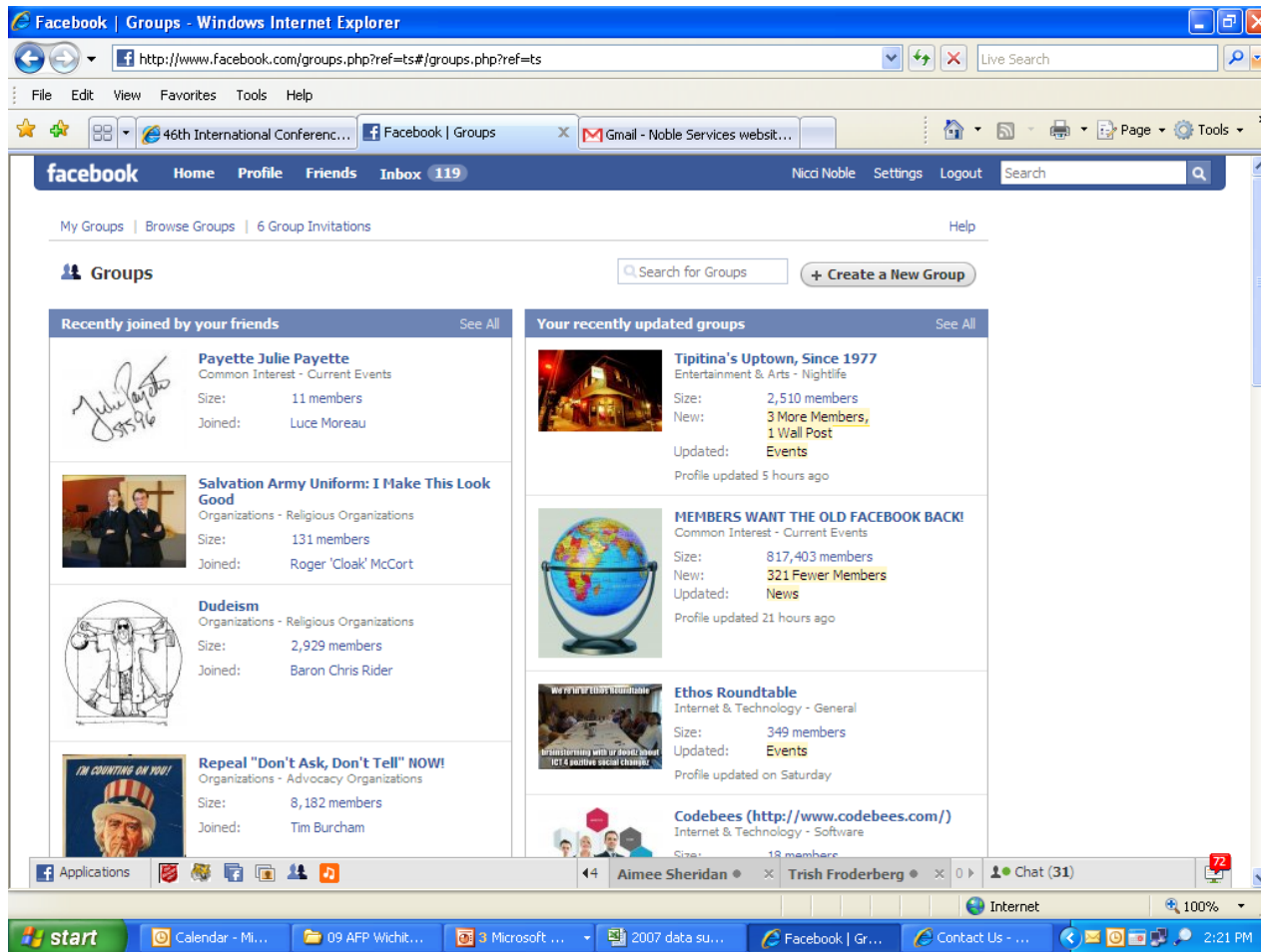
On the right side, there are several promotional boxes: "Advertise", "Is Your Business Hidden?", "California Mom?", "Backup Free for a Month" (VENYU), and "Your Impact" (2 recruits, \$68 donated, \$0 raised). The "Your Featured Cause" section highlights the "Institute for OneWorld Health is featured on your Facebook profile."

The Windows taskbar at the bottom shows the start button, several open applications, and the system tray with the time 2:19 PM.





FACEBOOK – GROUPS - MEMBERS





FACEBOOK – PAGE - FANS

The screenshot shows a Windows Internet Explorer browser window displaying the Facebook page for 'The Salvation Army USA'. The browser's address bar shows the URL: <http://www.facebook.com/s.php?q=groups&n=-2&k=20000010&sf=r&init=q&sid=05d69e1deda2ab601f9b81478aba53221>. The browser's taskbar shows several open applications, including '46th International Conferenc...', 'Facebook | The Salvation...', and 'Gmail - Noble Services websit...'. The Facebook page itself features the Salvation Army logo and the tagline 'DOING THE MOST GOOD'. The page has 5,928 fans. A post by Stacy Howard is visible, along with a news article titled 'Flood victim: 'I'm closer to Heaven' | KOMO News - Seattle, Washington | Local & Regional'. The browser's status bar at the bottom shows the time as 2:26 PM.





FACEBOOK – INTEGRATED PAGES

The Salvation Army

Invite Friends | Personal Page

When You Put Money in Our Kettle Expect Change!

Your gift to The Salvation Army will help those in your community at Christmas and throughout the year.

Online Red Kettle 2007



**YOU CAN GIVE A BETTER CHRISTMAS
TO THOSE WHO NEED IT MOST**

The Salvation Army Red Kettles have been an American tradition since 1891 and now Facebook allows us to broaden our traditional fundraising networks by bringing you and your friends our Online Red Kettle.

You can easily give, host, and post an Online Red Kettle to your personal profile and encourage friends to join you in supporting The Salvation Army.

Tell Friends

Donate Now

Host a Kettle

About The Salvation Army USA



DOING THE MOST GOOD

About Us | Register or Log In

How You Are Helping

1 actions in support of the Salvation Army.
0 friends inspired to support the Salvation Army.

Members



Nicci Noble





PERSONAL PROFILE VS FACEBOOK PAGE

- **Profiles** can only be used to represent an individual, and must be held under an individual name.
- You can also use your account to manage Facebook Pages that represent businesses or other organizations.
- You may only create **Facebook Pages** to represent real organizations of which you are an authorized representative, and fans of these Pages won't be able to see that you are the Page admin, or have any access to your personal account.





FACEBOOK PAGE

- A public figure, business, or brand can create a **Facebook Page** to share information, interact with their fans, and create a highly engaging presence on Facebook.
- Pages are distinct presences that are optimized to represent a business, and are separate from user profiles.





Add to my Page's Favorites

View Updates

Now More Than Ever. Help Build It!

Information

Founded: 1976

Fans

6 of 15,393 fans See All



Missy



My



Jackie Ann

Habitat for Humanity

Become a Fan

Wall

Info

Photos

Boxes

Habitat for Humanity

Just Fans



Habitat for Humanity Habitat's work in Armenia is accelerating and a key Armenian Church official is lending his support.

Archbishop Vicken Aykazian expressed support for Habitat Armenia's mission -- Habitat for Humanity I

Source: www.habitat.org

YEREVAN, ARMENIA (August 18, 2009) – Archbishop Vicken Aykazian, legate of the Eastern Diocese of the Armenian Church of America and Habitat for Humanity's international board member, visited ...

7 minutes ago · Share · Report



Habitat for Humanity Habitat's new PSA campaign is currently being sent to TV and radio stations across the USA. Watch the videos now on www.habitat.org and tell us what you think!



Welcome to the video gallery -- Habitat for Humanity Int'l

Source: www.habitat.org

Fall 2009 Public Service Announcement campaign Now More Than Ever: Help Build It! This year's campaign reflects the dire housing need facing low-income families and encourages people to get involved in Habitat's mission. ...

Yesterday at 2:10pm · Share · Report

38 people like this.



Jayne Kilgallon like this

Yesterday at 2:31pm · Report





KEY ELEMENTS OF A FACEBOOK PAGE

- Profile Picture / Logo
- Tabs
- Status
- Blurb / Mission Statement
- Application Boxes
- Left Column
- Main Column



Tabs

The layout of a Facebook Page is flexible. You can add up to 6 visible tabs to your Page, and more that can be exposed by the user.

Profile Picture

You can use a JPG, GIF or PNG.

Blurb Box

This short blurb can be a tagline, motto, greeting and/or a space to share more information about your business, organization or product. Can be up to 130 characters.

Application Boxes

You can also include up to 4 application boxes on your Wall/Info tab in the left-hand 200 px column

The screenshot shows a Facebook page for 'The New York Times'. The top navigation bar includes 'facebook', 'Home', 'Profile', 'Friends', 'Inbox', and user options 'Helen Min', 'Settings', and 'Logout'. The page header features the 'The New York Times' logo and a row of tabs: 'Wall', 'Info', 'Discussions', 'Photos', 'Video', and 'Boxes'. Below the tabs is a text input field for a status update with a 'Share' button. A section for 'The New York Times + Fans' shows a post by Peter X. Deng with the text 'Best paper in the world' and a photo of a building. Below this is another post by 'The New York Times' with the text 'Baseball: Shea's Final Piece' and a photo of a stadium. A third post by 'The New York Times' has the text 'Travel: Cruising Norway's Coast' and a photo of a coastline. A fourth post by 'The New York Times' has the text 'The New York Times Escapes: Journey to the Saline Valley Hot Springs' and a photo of a hot spring. The left sidebar contains a 'Profile Picture' (The New York Times logo), a 'Blurb Box' (a green-bordered box with the text 'Where the Conversation Begins'), a 'Fans' section (6 of 363,220 fans), and a 'Favorite Pages' section (6 of 17 Pages). The bottom of the page is divided into two columns: 'Left column (static) 200 px' and 'Main column 540 px'.

Status

Update your Page's status. Can be up to 160 characters, not including the Page name

Left column
(static) 200 px

Main column
540 px



FACEBOOK PAGES VS GROUPS

- **Pages** can only be created to represent a real public figure, artist, brand or organization, and may only be created by an official representative of that entity. Pages can be customized with rich media and interactive applications to engage Page visitors. Applications can't be added to groups.
- **Groups** can be created by any user and about any topic, as a space for users to share their opinions and interest in that subject.





Mentor Me Petaluma

Global

Basic Info

Name: Mentor Me Petaluma
 Type: Organizations - Non-Profit Organizations
 Description: Youth mentoring program in Petaluma, Sonoma County, California.

Contact Info

Email: vrichman@mentormepetaluma.org
 Website: <http://www.MentorMePetaluma.org>
 Office: Mentor Me Petaluma
 Location: 35 Maria Drive, Suite 852
 Petaluma, CA



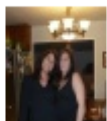
Recent News

Back to school! We have 75 kids, ages 5-17, on our waiting list.... waiting maybe for YOU. --- Mentoring changes two lives simultaneously.....just ask one of our 200 mentors. ---- Q&A at Aqus Cafe Aug 26th -7-8pm - learn all about it. ---- Scroll all the way to the bottom of the page to see some great photos of mentors and mentees - more to come soon.....

Members

Displaying 8 of 234 members

[See All](#)



Kelli Loux



Barbara Schultz
Creamer



Shirley Ryan



Jaco Grobelaar



Russ Wigglesworth



Chris Jewell



Charlene Pugh



Michele Woodbury

[View Discussion Board](#)

[Join this Group](#)

Share

Group Type

This is an open group. Anyone can join and invite others to join.

Admins

- Valerie Richman (Sonoma / Napa, CA) (creator)





Welcome to the new, more useful Search page.

close

Now you can search your friends' posts for relevant statuses and links. Use the filters on the left to get to friends' posts and more. Learn more from the Help Center.

guide dogs for the blind

Search

All Results

People

Pages

Groups

Applications

Events

Web Results

Posts by Friends

Posts by Everyone

Groups · 194 Results



Name: **Guide Dogs for The Blind**
Type: Common Interest
Members: 338 members

[Join Group](#)



Name: **Guide Dogs For The Blind**
Type: Organizations
Members: 140 members

[Join Group](#)



Name: **GUIDE DOGS FOR THE BLIND**
Type: Organizations
Members: 57 members

[Request to Join](#)



Name: **Guide Dogs for the Blind**
Type: Organizations
Members: 2 members

[Request to Join](#)





FACEBOOK INSIGHTS

- **Interactions:** Total number of comments, Wall posts, and likes.
- **Interactions Per Post:** Average number of comments, Wall posts, and likes generated by each piece of content you post.
- **Post Quality:** Score measuring how engaging your content is to Facebook users. A higher Post Quality indicates material that better engages users.
- **Posts:** Number of posts your Page has made either on the Wall or in video.





Insights Tool





FACEBOOK INSIGHTS

- **Page Views:** Number of times your Page has been viewed by Facebook users.
- **Media Consumption:** This graph tracks how many photo views, audio plays, and video plays your content have received.
- **Discussion Posts:** Total number of discussion posts written by fans.
- **Reviews:** Number of times your Page has been rated in the Reviews application.







TWEETING: HOW TO GET STARTED

- Reach millions via the Internet or via texting
- Sign up & create an account
- Broadcast info, solicit feedback, inform followers
- Find & Follow – details, universal mail or email
- 2 way street – privacy & list improvements
- @directmessaging
- Multilanguage features & support





TWITTER

Welcome!

Welcome to Twitter Support

Use our [Help Resources](#) to find answers to questions, or go back to [Twitter!](#)

¿Hablas español?

[Aqui](#) se encuentra servicio de ayuda en español! ¡Que te la pases bien Twitteando!

Bienvenue à l'Assistance Twitter

Consultez notre [documentation d'aide](#) pour trouver des réponses à vos questions.

“Twitter is about approach, transparency, and immediacy”

– Jack Dorsey, Twitter Co-Founder





Share and discover what's happening right now, anywhere in the world.

See what people are saying about...

guide dogs for the blind

Search

Realtime results for **guide dogs for the blind**



simonwhitaker: Only 2 weeks to go until I swim a mile across Windermere **for Guide Dogs for the Blind**. All sponsorship welcome! <http://bit.ly/u7aIX>

about 1 hour ago from bit.ly



HappyAndFit: Guide Dogs For the Blind

about 11 hours ago from Wordpress Twitterbot



fairybabyb: Does any celebs want to send me signed photo's to raise money **for the Guide Dogs for the Blind** it would be much appreciated x

about 19 hours ago from web



vibratious: I am getting my Blog page together with **the Famous @maryannepstein the "Dog trainer for guide dogs for the blind"**

1 day ago from web



vibratious: I am getting my Blog page together with **the Famous Mary Ann Epstein the "Dog trainer for guide dogs for the blind"**

Trending topics

Senator Ted Kennedy

#GiladShalit

Mary Jo Kopechne

Snow Leopard

Tropical Storm DANNY

Who's Driving

H1N1

Goodmorning

NotTeens

RT 222

Search tip

Use **source:** immediately before a particular Twitter source (like a desktop or mobile app) to find tweets posted via that client. Example: [weather source:tweetie](#) will find tweets containing "weather" and entered via Tweetie.





WHAT YOU NEED TO TWEET

- A computer with internet access
- Mobile internet access
- Texting capabilities
- A computer with internet access
- Mobile internet access
- Texting capabilities





twitter

Login Join Twitter!

Hey there! **MiamiHabitat** is using Twitter.

Join today!

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What are you doing? **Join today** to start receiving **MiamiHabitat's** tweets.

Already using Twitter from your phone? [Click here.](#)



MiamiHabitat

Happy Birthday Mother Teresa. The 1979 Nobel Peace Prize recipient was born on this date in 1910.

about 2 hours ago from web

[@kalynjames](#) We were at the Canefest too! The African Student Assoc. performers and the Habitat for Humanity Campus Chapter did a great job!

about 2 hours ago from web

Habitat for Humanity of Greater Miami is hiring... that's right we provide homes & jobs! <http://www.miamihabitat.org...>

6:56 AM Aug 25th from web

Staff Meeting/Morning Devotional

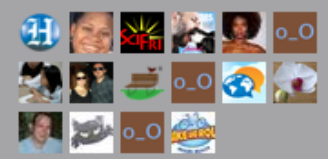
Name [MiamiHabitat.org](http://www.miamihabitat.org)
Location 3800 NW 22nd Ave. Miami, FL
Web <http://www.miamihabitat.org>
Bio Habitat for Humanity of Greater Miami builds decent, affordable housing with low-income families in need.

16 following 19 followers

Tweets 18

Favorites

Following



RSS feed of MiamiHabitat's tweets






TWITTER – ORGANIZATIONAL

TSARedKettle (TSARedKettle) on Twitter - Windows Internet Explorer

http://twitter.com/TSARedKettle

File Edit View Favorites Tools Help

TSARedKettle (TSARedKettle) on Twitter




DOING THE MOST GOOD

This feed is managed by:
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The Salvation Army is active in 9,000 communities in America, 365 days a year. Our most recognized symbol is the Red Kettle, seen during Thanksgiving through Christmas in front of stores nationwide. When you give to The Salvation Army kettle, online, or through the mail - any time of year - your gift stays local to feed, clothe, shelter and care for the needs found in your own community!



www.salvationarmyusa.org

Hey there! TSARedKettle is using Twitter.

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What are you doing? **Join today** to start receiving TSARedKettle's updates.

Join today!

Already using Twitter from your phone? [Click here.](#)

I am doing the most good.

I am hope.
I am compassion.
I am strength.
I am faith.

I am doing the most good.


I serve a community.
A region.
A nation.
A world.
I serve heroes.
I serve victims.
I serve a sovereign God.

I am doing the most good.

I am an Army.
Drafted by the Creator.
Commissioned by a man who defied death.
My enemies are despair and destruction.
My ammunition is grace and mercy.
My allies are generosity and benevolence.
I am an Army.
Helping others be all they can be.

I am doing the most good.

I feed empty stomachs and hungry souls.
I rebuild ruined homes and shattered lives.
I am a willing listener for a veteran with stories to tell.
I am a bottled water and an encouraging smile for a weary firefighter.
I am an answered prayer.
A silver lining.



TSARedKettle

Flood survivor a bit "closer to heaven!" <http://tinyurl.com/mg4owg>
Salvation Army and KOMO News help raise a home to prevent water damage.

24 minutes ago from web

Name TSARedKettle
Location USA
Web <http://www.salvat...>
Bio Q&A, links, stories and helpful info about The Salvation Army USA! Visit my blog @ <http://tinyurl.com/TSASite> God bless you!

902 following	863 followers
Updates	823
Favorites	
Following	





ALLOW NETWORKS TO EMERGE – IF DON'T KNOW YOUR ENTHUSIASTS (YET)... SURF THEIR WAVES

- A new group of volunteers that utilize the web to raise money for their charity of choice are online.
- Evidence of growing social networks are illustrated in the rise of the number of online fundraisers, and donors.
- Many nonprofits have experienced a great deal of success using web based fundraising technology.





ALLOW NETWORKS TO EMERGE – IF DON'T KNOW YOUR ENTHUSIASTS (YET)... SURF THEIR WAVES

- Emerging new channels provide new ways to identify and cultivate, potential, major donors also.
- Web based communities comfort and sophistication levels are rising communities, are the number of online fundraising opportunities.





IF YOU DON'T HAVE TIME TO DO IT RIGHT, WHEN WILL YOU HAVE TIME TO DO IT OVER?

- Start planning earlier than you would normally!

(things will come up!)

- Focus on recruiting more volunteers and ask them to fundraise
- Retain & entice past volunteers/hosts to do so again
- Secure high profile partners & sponsors, like businesses owned by board members





IF YOU DON'T HAVE TIME TO DO IT RIGHT, WHEN WILL YOU HAVE TIME TO DO IT OVER?

- Post the right message, at the right time, to the right people
- Ongoing communication with Members, Fans, Followers are key,

but don't overload them

- Focus on specific actions and desired results
- Make sure your message suits the audience you're addressing





SUMMARY

- Online fundraising is growing very quickly nationwide
- It is critical to have a year round relationship management approach to renew and grow donors acquired through web based giving programs
- Online constituent engagement can help grow fundraising online and offline





FACEBOOK SPECIES

- Causes
- Groups
- Organization Identity
- Integrated Membership & Giving Pages





HOW ARE YOU GOING TO GET THERE?

- Web site
- Secure server
- Donations web page
- Email marketing software
- Donor management software
- Social Networking identities
- Strategic planning & detailed execution





SUGGESTED READING

Mobile Active: *Using Mobile Phones in Fundraising Campaigns*

www.mobileactive.org/files/MobileActive3_0.pdf

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

Beth's Blog: *How Nonprofits Can Use Social Media*

www.donorpowerblog.com/donor_power_blog

Weiner, Robert: *Online Fundraising Tools Checklist*

www.rlweiner.com/clf/online_donations_checklist.pdf

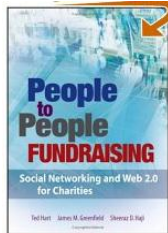
Sea Change Strategies: *The Wired Wealthy-Using the Internet to Connect with Your Middle and Major Donors*

http://conference.afpnet.org/handouts/1186_MG7Bhaqat_Vinay_131931_Feb16_2009_Time_045402PM.pdf

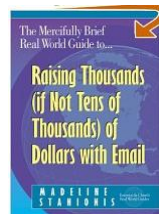




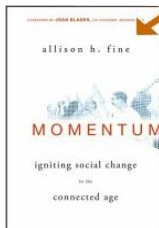
EMAIL & MARKETING RESOURCES



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. B.

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