


**WWW: WACKY, WONDERFUL
WORLD OF ONLINE COMMUNITY
BUILDING**

ASAE & The Center for Association Leadership
Washington, DC
Presented to you by
AFP Washington DC Metro Area Chapter

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Wednesday, September 15, 2010



AGENDA


WHERE is your organization and **WHERE** it is going

- Attendee input

WHY you need online fundraising technology

- Benchmarking studies
- **HOW** you will get there
 - Website
 - Email
 - Social Networking – Facebook & Twitter
- Reading resources
- Q & A

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WHO ARE YOU?

- Who you are?
- Where you work?
- What you do?
- How many are part of the team?

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THOMAS WATSON CHAIRMAN, IBM



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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

Using the Internet to Connect Your Middle and Major Donors
Conrivo, See Change Strategies, and Edge Research 2008

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WHY DO YOU NEED TO LEVERAGE THE WEB?

Race / Ethnicity	
Caucasian	80%
Hispanic	82%
Black	71%

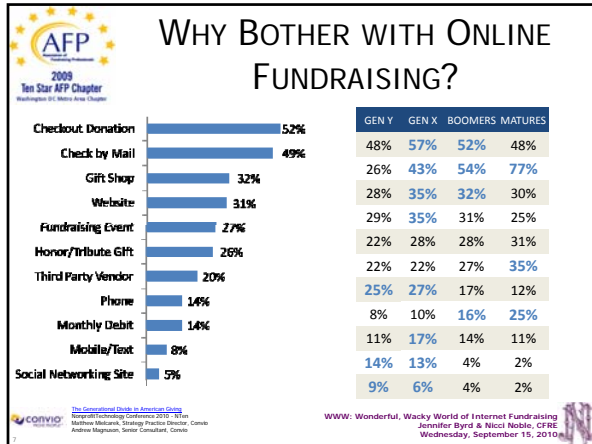
Age	
18-29	95%
30-49	87%
50-64	78%
65+	42%

Household income	
Less than \$30,000/yr	63%
\$30,000-\$49,999	84%
\$50,000-\$74,999	89%
\$75,000 +	95%

Educational attainment	
Less than High School	52%
High School	67%
Some College	90%
College +	96%

Source: Pew Internet & American Life Project, May 2010
<http://www.pewinternet.org/Static/Pages/Trend-Data/Whos-Online.aspx>

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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

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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

Thank You

I AM INTERESTED IN KNOWING MORE ABOUT:

- The Salvation Army services in my community.
- Charitable Fundraising 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:
 Phone: _____
 Email: _____

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

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The Salvation Army – Online Annual Report

2009 Ten Star AFP Chapter Washington DC Metro Area Chapter

DOING THE MOST GOOD THE SALVATION ARMY 2010 ANNUAL REPORT REPORTING ON FISCAL YEAR ENDING SEPTEMBER 30, 2009

OUR YEAR | OUR YEAR IN | OUR STORIES | FINANCIALS | LEADERSHIP | PRINTABLE PDF

2010 ANNUAL REPORT SHINE

- Printing and snail mailing of annual report has been eliminated.
- All social channels are utilized to promote the annual report and spread the word.
- Direct calls to donate now

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Targeted e-mail blasts used to announce the 2010 Annual Report

DOING THE MOST GOOD THE SALVATION ARMY 2010 ANNUAL REPORT REPORTING ON FISCAL YEAR ENDING SEPTEMBER 30, 2009

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2009 Ten Star AFP Chapter Washington DC Metro Area Chapter

2010 Online Annual Report Now Available 13th August 2010

written by Laura

ZRAG 14363 2010 Annual Report Letter Interviews...

The Salvation Army USA Check out this amazing video about one of the Salvation Army's after-school programs, then do the most good today by re-posting it to your Facebook page!


ZRAG 14363 2010 Annual Report 30 Paid Outside After School Program, WA 415 www.youtube.com

1330 Impressions 0.17% Feedback

14 people like this

12 people like this


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 **The Salvation Army – Online Annual Report**


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Check out this video on the Eastside #SalvationArmy after-school program but be warned u may need a handkerchief. <http://ow.ly/2rtmx> Plz RT!

11:46 AM Aug 18th via HootSuite



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 **HOW: THE SALVATION ARMY'S BEST PRACTICES**

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- Make it easy to sign up & connect.
- Don't ask for too much information.
- Make it easy to opt-out.
- 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

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 **BEST PRACTICES**

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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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MAKE IT APPEALING

- Make it visually appealing.
- Get the user to your site to learn more about your organization.
- Send in multiple formats.
- Customize your appeals and track their effectiveness

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NEWER MEDIUM – SAME RULES

- Use a consistent and/or easily recognizable brand.
- 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.betts.com/resources/online/brochure/, <http://spamcheck.ahosted.com/>) & accounts on AOL, Earthlink, Yahoo, etc.
- Avoid spam "trigger words." www.businessknowhow.com/Internet/spamwords.htm

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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

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THE SALVATION ARMY'S ONLINE RED KETTLE

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MERRY CHRISTMAS FROM THE SALVATION ARMY

Nicci's Band of Bellingers
The Salvation Army Group Kettle Page

Online Kettle Host... **LOUISE JERIC**

Additional Links...
To learn more about The Salvation Army, please visit us at salvationarmyusa.org

A little bit from you goes a long way for the people the Salvation Army outreach helps. We would spend on one evening our could feed a family of four for two days.

and in This Group Kettle: **\$2,263.00** [40% of goal]
Group Kettle Goal: **\$5,600.00**
Campaign Runs Through: **One 31, 2009 11:59 PM**
Campaign Name: **2009 Online Red Kettle**

Our Message: **WWW: Wonderful, Wacky World of Internet Fundraising**
Merry Christmas & Happy Holidays!
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THE SALVATION ARMY'S ONLINE RED KETTLE

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DOING THE MOST GOOD™

The Salvation Army needs your help to deliver crucial services to your community this holiday.

With your compassion and support, we will:

- Deliver hot food, blankets and small Christmas gifts to homeless people.
- Give shelter to homeless people and the chance of a fresh start to life.
- Deliver Christmas food boxes and presents to those in need.

2009	\$1,900,000
2008	\$800,000
2007	\$550,000
2006	\$480,000

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THE SALVATION ARMY'S ONLINE RED KETTLE

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HOST YOUR OWN ONLINE RED KETTLE.


Once you've created your Kettle, email the link to your family and friends. The more people you invite to donate, the more you increase your ability to help those in desperate need.

1 2 3 4



START AN ONLINE RED KETTLE NOW

Learn more about the program.

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 **SOCIAL NETWORKING**

- Facebook Species
 - Updates
- Twitter
 - Tweets

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 **FACEBOOK SPECIES**



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 **FACEBOOK SPECIES**

- Causes
- Groups
- Profiles & Pages
 - Integrated Membership & Giving Pages



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A screenshot of a page titled "PERSONAL PROFILE VS FACEBOOK PAGE" with the AFP logo at the top left. The text explains the distinction between individual profiles and organizational pages. The footer includes: "WWW: Wonderful, Wacky World of Internet Fundraising Jennifer Byrd & Nicci Noble, CFRE Wednesday, September 15, 2010".

- **Profiles** were designed 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.



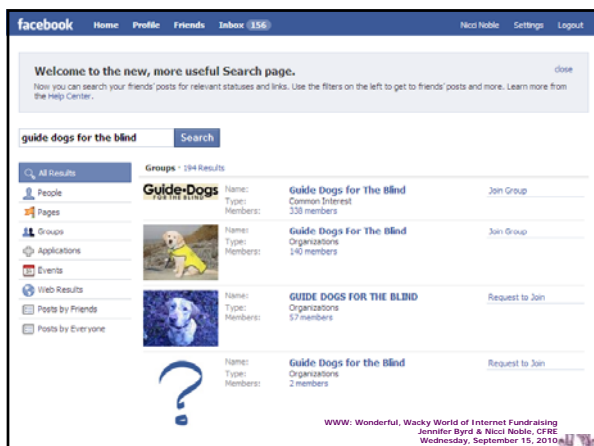



FACEBOOK PAGES VS GROUPS

- **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.

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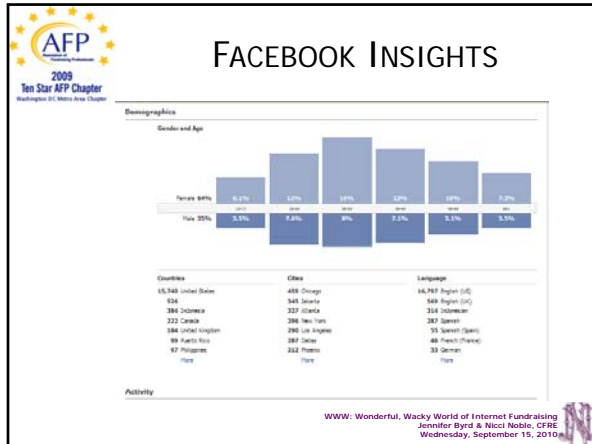


FACEBOOK INSIGHTS

- **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.

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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.

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TWITTER

Welcome!

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

¿Hablas español?
Aquí 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

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WHAT YOU NEED TO TWEET?

- A computer with internet access
- Mobile internet access
- Texting capabilities
- Something to say

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TWEETING: HOW TO GET STARTED

- 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

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TWITTER – ORGANIZATIONAL

SalvationArmyUS
 @SalvationArmyUS

From a volcanic eruption in Indonesia to floods in Pakistan, The #SalvationArmy is assisting survivors. <http://ow.ly/2DznX>

New @SalvArmyUS posted and update on #SalvArmyUS response efforts to #FloodRelief. <http://ow.ly/2DznX>

On eve of Patriot Day here's a moving story of a #SalvationArmy volunteer's experience serving at Ground Zero after 9/11. <http://ow.ly/2DznX>

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

Nonprofits on Commercial Social Networks

Network	Percentage
Facebook	85.7%
Twitter	59.7%
YouTube	49.1%
LinkedIn	33.3%
Flickr	25.9%
MySpace	14.8%

www.nonprofitsocialnetworksurvey.com

TEN COMMON KNOWLEDGE thePort

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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

Nicci Noble & Philip King
 Web 2.0: Building Online Social Networks
 45th Annual AFP International Conference on Fundraising

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THE WEB: WHERE PEOPLE ARE

finding things out learning more staying in touch

staying current expressing themselves

going places finding others

sharing music/pictures

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THE SALVATION ARMY WEB ADVERTIZING STRATEGIES

- Behavioral targeting – Allows us to target people who have a propensity to donate
- Retargeting – Allows us to target people who have been to SalvationArmyUSA.org but have not donated
- 2009 Analysis complete and sites with high return have been renewed
- Testing new networks with unique targeting capabilities

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IT'S NOT JUST ABOUT FUNDRAISING...IT'S ABOUT CREATING ONLINE COMMUNITIES OF INTEREST.

“People give to People”, Hank Rosso
– This holds true no matter what the medium or channel.

This type of fundraising campaign is about ‘meeting’ new individuals.


Real world communities are built over time, the same holds true for web based communities

 **HOW ARE YOU GOING TO GET THERE?**

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


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 **BOTTOM LINE**


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- 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


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 **ANY QUESTIONS?**

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SUGGESTED WEB READING

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Your Communication Goals
www.jdelaney.org/articles/bulk_email_software_communication_goals.php

Beth's Blog: *How Nonprofits Can Use Social Media*
[www.donorpowerblog.com/2009/09/15/beths_blog/](http://donorpowerblog.com/2009/09/15/beths_blog/)


Weiner, Robert: *Online Fundraising Tools Checklist*
www.rtwneer.com/09/15/online_donations_checklist.pdf

Wired Wealthy-Using the Internet to Connect with Your Middle and Major Donors
http://conference.afnet.org/handouts/1186_MC7Bhuar_Vinay_121911_Feb16_2009_Tim_045402PM.pdf


The Next Generation of American Giving
http://www.pnnpc.com/2009/09/15/the_next_generation_of_american_giving.pdf


Nonprofit Social Network Benchmark Report
<http://www.commonnews.com/html/white-papers/NonprofitSocialNetworkSurveyReport.pdf>


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EMAIL & MARKETING RESOURCES

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


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



Momentum: Igniting Social Change in the Connected Age by *Allison Fine*



Brandraising: How Nonprofits Raise Visibility and Money Through Smart Communications by *Sarah Durham*

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meeting generosity and need
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