Effective Online Marketing 101 special session: Effective TeamRaiser Events

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About the Presenter

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- Two years with Convio working with TeamRaiser clients
- Eight years experience in event-based fundraising
  - Breast Cancer, AIDS, Hunger, Suicide, Kids, and just Athletic
  - USA, Canadian and UK Events
  - 3-day 60mile and 2-day 60kl walks, 5K, 10K runs, rides, triathlons and hikes
  - Convio TeamRaiser Module, and other online solutions
- Clients include: Avon, American Diabetes, Canadian Cancer Society, CureSearch, Leukemia Lymphoma Society, National MS, Susan G. Komen, San Francisco AIDS Foundation and more
Webinar 101 Series

- *Optimizing Your Web site 101* is focused on design and techniques for your Web site – getting visitors in and getting them to stay.

- *Effective Online Marketing 101* is focused on outbound marketing techniques and campaigns – drawing visitors in through targeted communications.

- *Effective TeamRaiser Events* is a special session focused on how to use TeamRaiser to inspire participants to raise more money, increase donations with or without increasing participants, and keeping participants engaged year after year.
Relationship Building Framework: eCRM

eCRM is the practice of using the Internet to build life-long relationships with constituents
Relationship Building Framework: events cycle

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Strategically gain interest.
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Relationship Building Framework: events cycle

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Promote peer to peer fundraising
Relationship Building Framework: events cycle

eCRM is the practice of using the Internet to build life-long relationships with constituents.
Today’s Objectives:

At the end of today’s session, you should feel empowered to:

1. Create new and innovative recruitment avenues
2. Get participants more engaged; have a more complete picture of your participant base
3. Improve average fundraising percentage per participant
4. Effectively use TeamRaiser to retain participants through a better experience
Today’s Objectives: Outreach

At the end of today’s session, you should feel empowered to:

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Innovative Recruitment Avenues

Unique Visitors become new constituents when presented multiple opportunities to participant before, during or after the event.

Good Modules for offering complementary opportunities are:

- Survey
- Personal Events
- Calendar Events
- StoryBuilder
Innovative Recruitment Personal Events Example

3, 6 or 9 mile Walk Lisle Community Park

Please click on the link to re-

Training Walk Leader: 

Location: 

When: 

RSVP below for 3-Day Training Walks!

Lisle Community Park
We will walk a 3 mile loop th-

3, 6 or 9 mile Walk Lisle Community Park

Street 1: 

Street 2:

City: 

State: 

ZIP: 

Country: 

Phone Number: 

Would you like to receive an email reminder for this training walk? 

Yes, email me a reminder 

Attendee Code of Conduct 

Training Walk Policy
Innovative Recruitment Calendar Events Example
Innovative Recruitment Avenues

Your Homework…

- Create 1 new method that would offer participants engaging opportunities and encourage new visitors to give you their e-mail.
Today’s Objectives: Motivation

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Motivating your Participants

Communicate *beyond* a one-way *informational* relationship!

- Communicate to the new visitors based on their avenue of interests and encourage them to register.

- Use the responses to registration questions to communicate to participants as unique individuals:
  - A past participant VS a new participant
  - A survivor VS friend/family member of afflicted VS someone who cares
  - Ask if they would like to share their contact information with other participants

- Use the profile functionality to list potential interests of the participant once they are a registered user:
  - Are you interested in Training Walks
  - Are you interested in Fundraising workshops
  - Are you interested in Meeting other participants
  - Are you interested in our Newsletter
Motivating your Participants

Foster Healthy Competition

Use the Top Ten fundraising Status indicators to encourage participants raise more money.
Motivating your Participants

Taking advantage of Participant Center

- **Congratulate**
  - On fundraising successes thru the participant center using conditionals that can change as an individual raises more money or hits certain milestones

- **Inform**
  - Keep participants abreast of exciting updates to maximize engagement.

- **Teach**
  - Fundraising skills and methods thru top Fundraising tips or an FAQ page.
    - Example: Encourage the use of personal URL by adding it to every communication medium – emails, personal sites (Facebook, MySpace pages), newsletters.
Motivating your Participants

Taking advantage of Participant Center

• Wish a participant Happy Birthday!*

*You will need to ask for Birth date during the registration process and/or have it as a field to update in their personal profile.

Your Homework…

Create 3-4 unique questions in the registration process that will help you know the participant better.
Today’s Objectives: Action

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Driving your Participants into Action

Focus Communications on action oriented messages with our TeamRaiser Scheduled Autoresponders.
Driving your Participants into Action

Focus communications on action-oriented messages with our TeamRaiser Scheduled Autoresponders.

2. First Followup Interval:
   Defines the number of days after registration to send the first follow-up autoresponder message (leave blank to avoid sending automatically)
   7

3. Second Followup Interval:
   Defines the number of days after registration to send the second follow-up autoresponder message (leave blank to avoid sending automatically)
   14

4. Third Followup Interval:
   Defines the number of days after registration to send the third follow-up autoresponder message (leave blank to avoid sending automatically)
   28

5. Fourth Followup Interval:
   Defines the number of days after registration to send the fourth follow-up autoresponder message (leave blank to avoid sending automatically)
   42
Driving your Participants into Action

- Follow Best Practices for Autoresponders
  - 1st Instruct on how to get started by setting up their participant page
  - 2nd Tell them to get a donation today
  - 3rd Tell them to start a team and get a friend to register
  - 4th Event preparation information

- Replicate the Action Driven messages on the Participant centers
  - Not everyone reads their e-mail
  - Participant center is friendly reminder

- Get them involved in the pre-event months
  - Have a fundraising house party
  - Lead a training event
  - Reach out and meeting fellow participants
Driving your Participants into Action

Set up Donation forms with levels higher than your average donation.

Encourage donors to THINK BIG!!

Buys a Mammogram
Pays for a Wheelchair
Neuters a Dog
Feeds a Cat
Driving your Participants into Action

Repeat the levels in the registration process to encourage participants to start their fundraising immediately!!!

<table>
<thead>
<tr>
<th>Participation Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>Select one of the participation types below.</td>
</tr>
</tbody>
</table>

**Select a Participation Type**

- **Cyclist**
  - $95.00
  - Cyclists commit to raise a minimum of $2200 by Wednesday, September 17th, 2008 to participate in the Seismic Challenge.

- **Crew**
  - $75.00
  - Crew Members provide support for Cyclists during the Seismic Challenge. There is no fundraising minimum for Crew Members.

Would you like to kick-start your fundraising by making the first donation towards your fundraising goal?

- **Tremor** $100.00
- **Jolt** $250.00
- **Shockwave** $500.00
- **Earthshaker** $2,200.00
- **Additional Gift:**
- **No Additional Gift**

Cyclists commit to raising a minimum of $2200. What is your individual fundraising goal?

Your Fundraising Goal:

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Driving your Participants into Action

- **Set Event Goals:** Daily, Weekly, Monthly Registration, Fundraising, and Participant Retention Goals
- **Monitor Progress:** Use reports to drive individual action-oriented communications
Driving your Participants into Action

- **Report Writer**
  - Create custom report templates to run or alter at your leisure
    - Pick report type
      - Choose Columns to include
      - Set Criteria/Filters
  - Viola, you have a new report
Driving your Participants into Action

Use Tasks to identify where the bulk of your participants reside and drive them to the next level.

Your Homework…
- Write compelling content for your follow-up Autoresponders
- Create a few tasks that will track the masses.
Today’s Objectives: Loyalty

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Retaining Your Participants

■ Make it easier to come back
  ▶ Associate to previous year’s event:

Participant will retain:

- Personal Page content
- Address Book
- E-mail Content
- E-mail Stats
Retaining Your Participants

Make it cost effective and important

- Offer a 2 for 1 registration fee to raise participation
- Sell or give a unique shirt to returning participants
- Offer lower registration fee for returning participants thru discounts

Your Homework…

- Think of returning participant incentives
- Test the discount functionality
Session Summary

TeamRaiser is like a sports car...

If you put the right gas in it & drive it like it’s designed,

It Will Perform for You!!!!
Summary of Your Homework and Next Steps

- Create unique ways to communicate to participants
  - Offer a variety of options to keep participants engaged and encourage new visitors to get involved

- Ask questions that will give you information about individuals
  - Through additional registration questions
  - Offering up Interest options in the personal profiles

- Communicate, and monitor progress
  - Create motivating content for follow-up Autoresponders
  - Structure donation forms to ASK BIG!
  - Monitor the masses to move them forward

- Create loyalty
  - Think of returning participant incentives
  - Give past participants other fundraising opportunities, like Tributes
Q & A

Submit questions by typing them into the question text box and then hitting the “Ask” button.

Please take a minute to answer our two poll questions about today’s session.
Thank you!

You can access these slides in our online Community at: http://community.customer.convio.com/community/webinars

The recording of this session will be posted within 7-10 business days.

And register for our next Webinar: Effective Online Marketing 101.2: Building & cultivating your housefile