New Perspectives for Online Fundraising and Marketing
Beyond Web sites and donation forms
Agenda

- Your Online Opportunity – It’s Bigger than You Think
- Planning Strategically
  - Active email acquisition
  - Relationship Building
  - Constituent Empowerment
- About Convio
- Next Steps to Learn More
Your Online Opportunity

- Most nonprofits know the Internet is a huge opportunity…
  - Online donations grew 51% ’06 over ’05 to $6.9B
  - Online donations forecasted growth ~ 40% per year
  - Target audience increasingly online oriented

- You have a Web site; you’re in the game

But, are you planning for the full opportunity and investing appropriately?
You Could Be Missing Out

Basic online presence

Strategic plan
Active email acquisition
Relationship building
Constituent empowerment
The Impact

- **Online Results:**
  - > 40% increase in # of online gifts
  - > 10% increase in average gift amount

- **Lifetime Value Results:**
  - Nearly a 3X increase

> Lifetime Donor Value

<table>
<thead>
<tr>
<th></th>
<th>Offline Donations Only No Convio</th>
<th>Offline Donations Only W/ Convio</th>
<th>Offline and Online Donations W/ Convio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offline revenue</td>
<td>$314</td>
<td>$694</td>
<td>$877</td>
</tr>
<tr>
<td>Online revenue</td>
<td></td>
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</tbody>
</table>

Source: Strategic One Study / Benchmark / Convio CSS customers
The Strategy: eCRM

- eCRM is an overarching online business strategy
- Enabled by constituent-facing platform
- Proven strategy, adapted and successfully deployed for the unique needs of nonprofits by Convio
Questions to Ask Yourself

1. Is the online channel part of our organization’s overall planning, or is it an afterthought?
2. What are our online goals for the next 12 months; how do they tie to our overall goals?
3. How quickly could we update content, engage our base, and drive activity if we were featured on the Today Show?
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Email Capture Techniques

- The overlooked step after generating Web site traffic...home page optimization

- Capture techniques
  - Petitions
  - Pledges
  - eCards
  - Surveys
  - News letters
  - Downloads

Convio customers see > 50% increase in email file size, with smaller organizations growing even faster!
Leverage Your Growing Base

Viral campaigns vs. passive tell-a-friend link

1) Promote campaign in stand alone email to current constituents

2) Call to action - forward to a friend

3) Landing page: call to action pledge / petition / gift / survey / eCard / etc
Questions to Ask Yourself

1. How many different ways do we have to capture email addresses?
2. Are we properly valuing email addresses and pursuing them appropriately?
3. What content do we have that would be of interest to our constituents?
4. Compared with the number of contact records we have, how many email addresses do we have?
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Targeting for Success

Results:
- Open rates 26% higher
- Response rates 2x higher
Campaign Approach and Follow Up

Message 1 12/13/07
1,907 Delivered
338 Opens
$1,811 Gifts

Message 2 12/20/07
1,878 Delivered
315 Opens
$1,951 Gifts

Message 3 12/29/07
1,838 Delivered
331 Opens
$2,900 Gifts

$6,912 Total -- almost 4X the initial amount
Relationship Pathways

New Prospects

New Donors

Mid-Level Donors

Cultivation Part 1  →  Cultivation Part 2, Soft Ask  →  Pledge, Petition

Thank You  →  Stewardship Update  →  Sustainer Appeal

Invitation to Cultivation Event  →  Stewardship Update  →  Special Need Appeal
Questions to Ask Yourself

1. Do we appropriately segment, or do we send “everything to everyone”?
2. How are we building relationships before we ask for the next level of engagement?
3. Are we always communicating with the idea of creating value for the constituent, or are we simply asking?
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Traditionally, nonprofits marketed to constituents
This approach continues to be a large part of a nonprofit organization’s marketing mix
The Shift: Constituent Empowerment

- Today, this model is enhanced with constituents connecting to causes themselves and via friends
- The Web makes it easy for constituents to find you and for you to benefit from loyal constituents
Active Empowerment

- Enabling constituents to market for you is critical
- Nonprofit marketers are realizing success by:
  - Empowering constituents with online tools
  - Attracting empowerment-minded influencers

NPO Constituent enablement

- Personal pages
- Personal events
- Widgets
- eCards / Tell-a-friend
- Guidance / Techniques

Friends and Family

Social Networks
Constituent Empowerment: Personal Sites

- Create an online toolkit to allow constituents to create a personalized fund and Web page with a story, image, and way to give online
- Tributes, personal events, personal pages, etc
- All funds raised are trackable to specific fundraiser; every individual donor provides email address, becomes an online constituent
Constituent Driven Events

Running a marathon? Honoring a loved one lost to cancer? Hosting a bake sale? With Team ACS you can memorialize the milestones in your life by turning them into a lifesaving effort. By joining Team ACS, you join the fight against cancer by supporting the American Cancer Society's lifesaving work in research, education, advocacy, and patient services.

Active events
Get Active to Fight Cancer
Are you a "triathlete"? Never miss a 10K? Or are golf tournaments more your style? Whatever the sporting event, Team ACS can help make your athletic endeavor a lifesaving activity.

Tribute events
Memorialize a Loved One
Looking for a way to honor a loved one lost to cancer or celebrate a friend’s decade of survival? Want to make a wedding, anniversary, or birthday have a meaningful and lasting impact?

Create an event
Create Your Own
The sky is the limit. With Team ACS, you can add a fundraising component to nearly any event you can dream up. Help the American Cancer Society bring us all closer to a future free of cancer.

Team ACS is a program that allows our generous supporters to fundraise for the American Cancer Society while participating in events around the country. If you are participating in one of our American Cancer Society events, please visit their sites directly.
Constituent Empowerment: Off Your Site

Widgets

- Engaging the empowerment-minded constituent
- Part of overall online marketing strategy

Social Media Campaigns

Social Network Involvement
Questions to Ask Yourself

1. Which of our constituents could tell their stories through personal fundraising pages?
2. Are we being approached by constituents who want to do more?
3. Is there an event that could help generate excitement around small community events?
4. Is our board or management asking about Web 2.0 “stuff”?
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About Convio

A leading provider of software and consulting, helping more than 1,200 nonprofits build relationships and drive support online
The Convio Solution

- 100% hosted (Software as a Service), including management of key IT processes
- Modular approach lets you select the right configuration for your organization
- Includes technology and services to integrate with donor databases
- Applications, integration tools, APIs and partnerships support open extensibility
- Services available to support you through strategy, deployment, training and execution
Summary

- Your online opportunity is bigger than you think
- Plan strategically for maximum effect in your marketing and fundraising programs
  - Active email acquisition
  - Relationship building
  - Constituent empowerment
- When evaluating vendors, consider:
  - Does the company understand strategic constituent communications?
  - Is the software open to allow us to take advantage of Web2.0 capabilities?
  - Does the company offer the strategy, technology and services that we need to be successful?
Next Steps

- Watch for follow-up email with slides and questions to ask yourself

- Get your team together and discuss the questions

- Watch your email for an invitation to the follow-on Webinar about tips and techniques for acquiring email addresses

- Contact us for more information at www.convio.com/contact or 888-528-9501
Thank You