Spotlight on Social Services Organizations

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April 8, 2008
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Key Discussion Topics

- How Social Services groups are doing online

Online success strategies
- Creating a compelling, inspiring giving experience
- Split cell testing
- Multi-part email campaigns
- Welcome series for new constituents
- “Relationship pathways”
- Support of corporate fundraising programs
- Integrating online marketing with direct mail

- How Convio can help
Online Fundraising Growing but Still Early

But growing 40% per year

Source: 2008 Convio Online Marketing Nonprofit Benchmark Index™ Study

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Email Files Lower than Other Segments

Growing 36% per year

Source: 2008 Convio Online Marketing Nonprofit Benchmark Index™ Study
Case Study: America’s Second Harvest

- Nation’s largest charitable domestic hunger relief organization with a network of more than 200 Member food banks and food-rescue organizations serving all 50 states, DC and Puerto Rico

- Supports ~ 50,000 local charitable agencies operating more than 90,000 programs including food pantries, soup kitchens, emergency shelters, after-school programs and Kids Cafes

- In 2006, provided emergency food assistance to more than 25 million low-income, hungry people in the United States, over 9 million of which were children
The Challenge

- Prior to Convio, minimal online communication; just collected funds through a “donate” button.
- When hurricanes Katrina, Rita, and Wilma hit, received surge in donations and realized the Internet was an untapped resource.
- Goals:
  - Provide compelling online giving experience
  - Enable strategic email campaigns customized based on gift levels and preferences, including segmentation, testing and measurement
    - Previously, just sent single email communications with no plan or logic behind it – did not update constituents, did not have a strategy for keeping constituents.
Convio Solutions Used

- **Fundraising**
  Easily build and modify online donation forms and customize based on gift levels and donor preferences

- **Email and Viral Marketing**
  Use Tell-a-Friend feature to grow email file; Effectively segment, test and measure results

- **E-Commerce**
  Use E-Commerce for holiday card program

- **Data Sync**
  Exchange and sync data from Convio online database to offline database to track gifts donated online and offline

- **Client Success Services/ Virtual Administrator**
  Plan and launch creative, interactive email campaigns to increase giving

“Convio has a wealth of information on the industry, and shares their knowledge with a consistent focus on helping us achieve our goals. Convio’s ‘walk-jog-run’ approach works well to ensure that we are able to learn and adopt the latest best practices in online marketing.”

Natania Bach, direct marketing associate, America’s Second Harvest – The Nation’s Food Bank Network
Overall Program Results

- Grown email file from 30,000 in May 2006 to 79,000 today
  - 15,000 from bulk import from our main database
- Increased online revenue 40% from FY 2005 to FY 2007
  - Offer varying opportunities for constituents to show their support
- Major Gifts still show strength in offline, one-on-one communication; however some have moved online
- Constituents find comfort in knowing they can still stay connected to us while being environmentally conscious by switching to online-only communication
- Because of the ease in building and delivering emails, we can concentrate on big-picture projects like Google Analytics and exploring more creative online projects
Thanksgiving Feast: Integrated Campaign

- Sent out 3 messages:
  1. Announcing our goal to provide one million meals on Thanksgiving
  2. Sent to non-donors of the first email, adding that there was now a match from a corporate partner and that their gift would double to provide even more meals for every dollar donated
  3. Stewardship email thanking our constituents and letting them know that we surpassed our goal

- Raised ~$800,000 of which $100,000 came online
Fill a Fridge Matching Fund Campaign

In this land of plenty, there’s just no reason more than 36 million Americans should go without food. You can get much-needed food to struggling families by helping Fill America’s Fridge!

We want to provide 5 million pounds of food for hungry families before June 10th. Use our special calculator to choose the kinds of foods you’d like to use to Fill the Fridge and see how your dollars will help struggling families.

Constituents can now see that their support will help provide critical food.”

- Constituents able to see impact of their support and interact with the piece by adjusting how much of each product they would "donate"
- Raised $40,000 online and grew email list by 10%
Online Marketing & Corporate Giving

- Corporate giving has grown with our online program – involvement prior to Convio was primarily direct mail-related for matching grant opportunities

- Now that we can offer more opportunities and flexibility to partners, we can build and strengthen those important relationships even further
  - Have had over 30 corporations partner with us since starting with Convio
  - 10% of those are involved in employee giving

- Replicated fill-a-fridge concept for 4 other partners since initial launch. It has proven to be successful in illustrating the impact of what one’s gift can do and really engages the audience in the online giving process
Implementing Welcome Series

Problem:
- Site visitors signing up dropped into regular solicitation stream
- Newcomers needed more education about our cause

Solution:
- With the help of Convio consultant, set up automatic series of four introductory messages
  - First two messages meant to inform
  - Last two direct asks to sign up for the monthly giving program
- Generating ~ $25,000 in monthly gifts that can be directly attributed to this Welcome Series
Testing: Lapsed vs. Current Donors

- Split test between current donors (gift in the last 12 months) and lapsed donors (no gift in 13+ months)

- Copy varied: encouraged lapsed group to “renew their support”; active supporters to forward and tell-a-friend about our newsletter

- Result: Able to more closely measure results (who unsubscribe, who opened and took action, etc.)
  - Majority of un-subscribes were from non-donors, and not high-value email addresses
What’s Next?

- Plan to re-test the Fill-a-Fridge model this year in the same time slot and incorporate what we have learned about best practices in the last year.

- Continue to test our messaging with our segmentation method in place.

- Partnerships with corporations and foundations has expanded because of the availability of an online component.
Case Study: Twin Cities Habitat for Humanity

- Founded in 1985
- Our mission: *To eliminate poverty housing from the Twin Cities and to make decent, affordable shelter a matter of conscience for all people*
- Have built over 700 homes and currently build 50 per year as well as serving hundreds of families through our Mortgage Foreclosure Prevention Program and A Brush with Kindness home renovation program
- Engage ~20,000 volunteers per year
Where We Started

- No on-line community
- Web giving relatively small and limited by unsecure giving page
- Needed a way to engage large numbers of donors and volunteers
- Our direct response program was all off-line
Why We Selected Convio

- Knowledge of on-line constituent management
- Pricing structure
- Variety of tools and knowledge base
- E-commerce module
- Ability to expand to Advocacy module
Average Gift Trend: Direct Mail vs. Web
Trend In Online Giving

Number of Web Gifts

$ Raised Online

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Promoting Our Web Presence

- Use offline channels to promote your website
  - Website tags on direct mail
  - Links on thank-you envelopes
- No additional cost
- Immediate and easy implementation

Donating on-line is easy! Visit our secure website: www.tchabitat.org

Gifts are fully tax deductible as allowed by law.

Please make checks payable to: Twin Cities Habitat for Humanity

Twin Cities Habitat for Humanity does not disclose contributor names to any other agency or affiliate.
Growing Our Email File

- Organic growth strategies
  - Online waiver forms
  - E-newsletter registrations
  - Tell-a-friend
  - Direct mail donation forms
Testing E-Commerce Approach

- In addition to donation forms, testing e-commerce fundraising approach

- Our first attempt
  - Works with targeted e-mail, but requires fine tuning

- Will refine to sell Habitat products
Channel Integration

- Integrate online with offline
  - Increase in average gift amount
  - Diversity in donor options leads to larger gifts

- Fall 2006 direct mail—electronic link
  - 45,373 pieces of direct mail
  - 2,766 received an e-mail follow-up
  - 10% who received a follow-up made a gift
  - 3% of those who did not receive a follow-up made a gift
Electronic Engagement

- Monthly online newsletter – Habitat Wire
  - 20% open rate
  - New content monthly

Family Story

A Place to call their Own
Betty Jones sat alone searching for ways to tell her two young daughters that their Daddy wasn’t coming home. Earlier that day Betty had filed for divorce from her husband of six years. In the end Betty’s husband wound up choosing drugs over family. “I remember sitting there crying, thinking to myself this wasn’t the life I had hoped for my children,” said Betty.

Read more...
E-Mail Campaigns

- Segmentation takes time and energy
- Large file is key because response rate is low compared to mail
- Seen positive impact on offline gifts
GiftOfHome.org Campaign Template

- Goals: Fundraising, Housefile Growth, Brand Awareness

- Offline Promotion: movie screens, radio, print, display ads, etc.
- GiftOfHome.org Promotion to email housefile and on Home Page
- GiftOfHome.org Promotion on Partner Sites and e-mail to house file
- GiftOfHome.org Micro Site
- Your first home story – Sponsored by XYZ Corp
- Donation Page
- Tell-a-Friend eCard
- Trackable eCard link to friends
- Thank-You Page w/ eCard

Your first home story – Sponsored by XYZ Corp
The Message

- ‘Home’ is a gift with long-term benefits
- Habitat family stories about how ‘home’ has changed their life
- Call to action: ‘Go to giftofhome.org’; tell your story, give a gift, register
Media Campaign

- Print
- Movie theater
- Radio
- Web

“Having a safe place to call our own gave our family a sense of hope.”

This holiday season, we invite you to share your story of home at

www.giftofhome.org

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Microsite

- Consistent look with other media
- Consistent message
- Seamless brand image
Online Constituent Management: Lessons Learned

- We are 4 years into the effort - be patient
- You can use web based tools to deepen your relationships
- It is a tool like any other - it will take additional resources to be effective
- Convio Client Success Services (CSS) was vital to ramping up our efforts
Going Forward

- Continue to use integrated campaigns
- Find new ways to grow email file and expand existing methods
- Create unique campaign pages
- Increase event registrations
- Capitalize on constituent interests
- Add other Convio modules as needed
Convio & Social Services Organizations

- Deep experience in sector
  - 100+ clients from largest through many small organizations

- Online marketing platform designed to help you grow
  - Flexible donation form management, giving options
  - Robust email marketing campaign features
  - Support for constituent-led fundraising and ticketed events
  - Easy to use website management
  - Integration to multiple donor databases

- Comprehensive client success services
  - Strategy and campaign management
  - Information architecture and user experience
  - Virtual administration
  - On-ramp program

We Help You Realize Results
For Additional Information

- Learn about our solutions for social service organizations: www.convio.com/socialservices
  - You’ll find case studies, on-demand webinars, and other resources

- Questions? www.convio.com/contactus