

**“The WWW: Worldwide Web. . .
or
the Wonderful, Wacky World
of Internet Fundraising?”**

**AFP Aloha Chapter
National Philanthropy Day
November 13, 2008**



Agenda

- ❑ The **WHY** of Online Fundraising
 - ❑ Benchmarking studies
 - ❑ Salvation Army experience
- ❑ The **HOW** of Online Fundraising
 - ❑ Best practices
 - ❑ Options
 - ❑ Some technical stuff
- ❑ Resources
- ❑ Questions



Thomas Watson Chairman, IBM





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 Bother with Online Fundraising?

Internet use continues to grow. The adoption rate for adults 55 years and older grew by 20% last year.

<i>Use the internet</i>	
Total Adults	70%
Women	69
Men	71
<i>Age</i>	
18-29	83%
30-49	82
50-64	70
65+	33

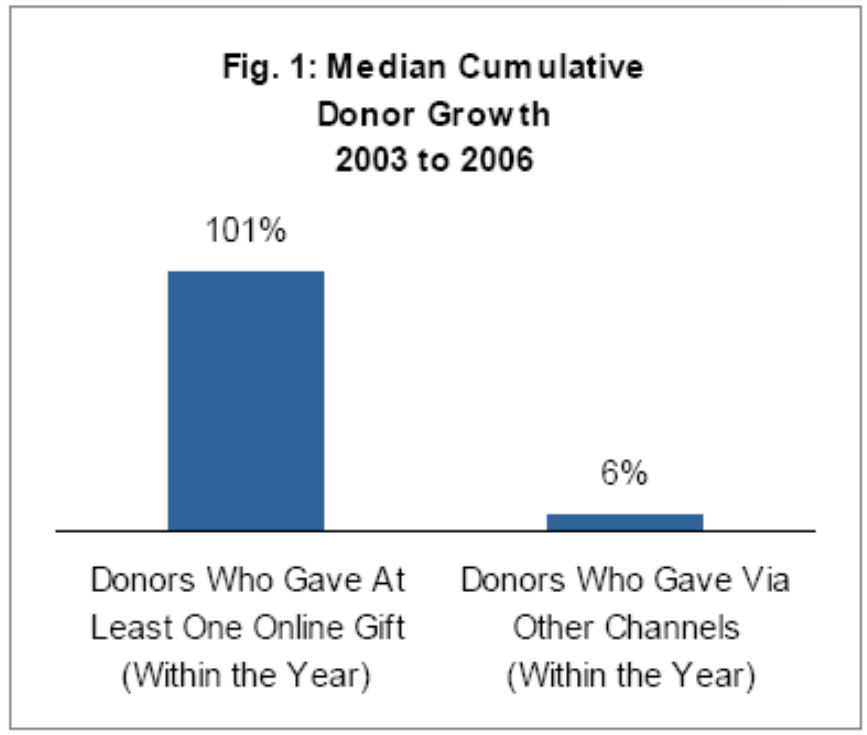
<i>Household income</i>	
Less than \$30,000/yr	49%
\$30,000-\$49,999	75
\$50,000-\$74,999	90
\$75,000+	93

<i>Educational attainment</i>	
Less than High School	36%
High School	59
Some College	84
College+	91



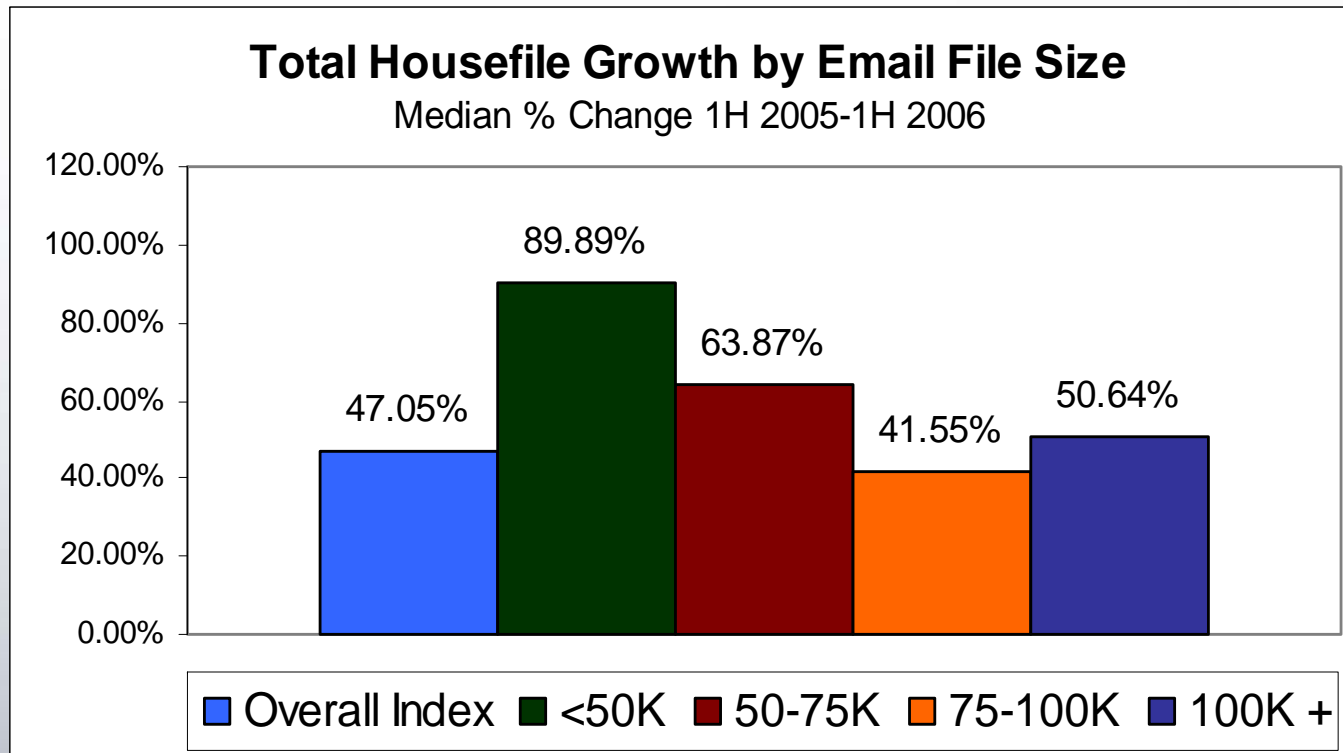
Why Bother with Online Fundraising?

Target Analysis client benchmarking study: Median cumulative growth in online donors has been 101% over the past three years, compared to 6% growth for non-online donors.



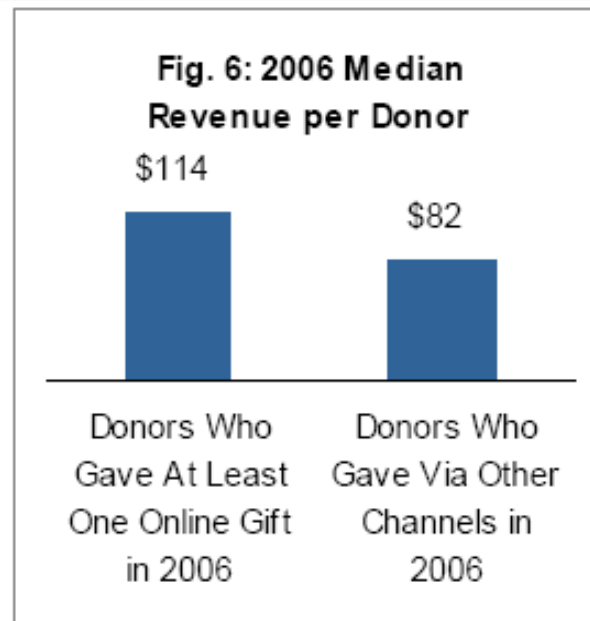
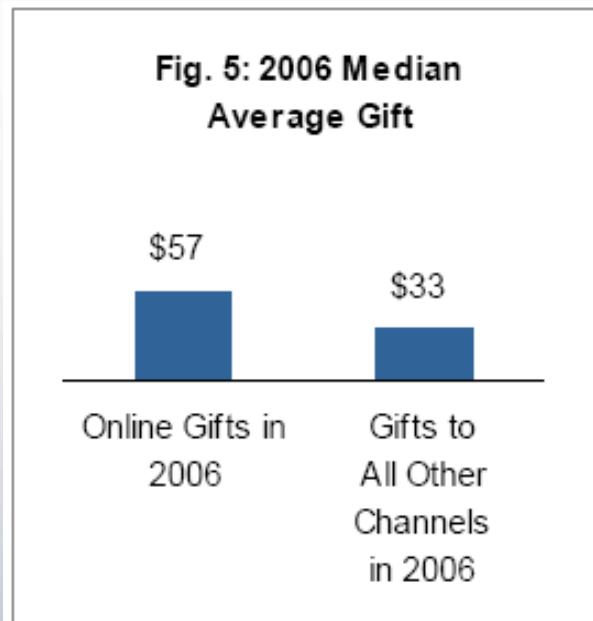
Why Bother with Online Fundraising?

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



Why Bother with Online Fundraising?

Target study: 2006 median average online gift was \$57, compared to \$33 average gift to all other sources. 2006 median revenue per donor was \$114 for online donors and \$82 for non-online donors.





Where are you?

Questions: Front & Backend

Step 1: Draft a list of questions

- Begin with the basics
- Who is involved with day-to-day operations of the site(s)?
- Do we manage the content in-house?
- Who are our trusted web vendors/partners?

Step 2: Establish a pre-project group of staff and volunteers to draft a list of “other” questions.



Where are you?

Questions: Front & Backend

Step 3: Create a timeline for finding the answers.

- Recommended Timeline: Between 2 weeks and 1 month

Step 4: Based on the question and answer phase, create a one-page web statement for senior management to review.

Step 5: Now everyone is on the “same page”.

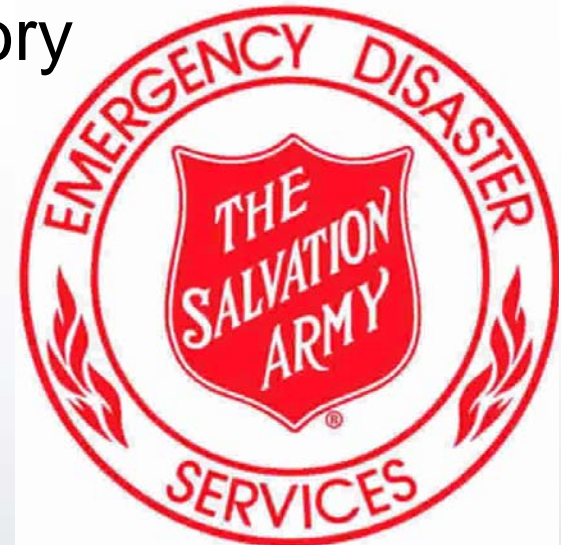
- Senior management will value this document
- Interdepartmental common ground



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





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
<http://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.

Collect Email Addresses Constantly

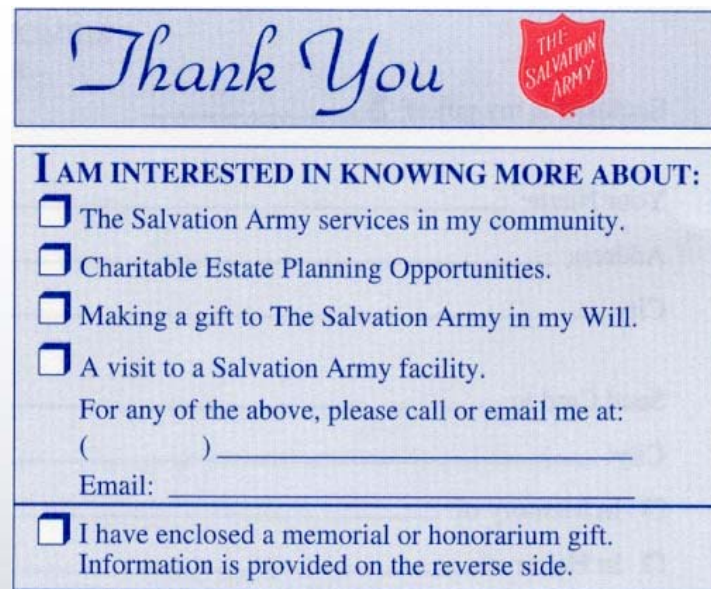
Direct Mail


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.



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



DOING THE MOST GOOD

DOING
THE
MOST
GOOD.SM

CLICK HERE TO
DONATE OR CALL
1-800-SAL-ARMY.



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Joint Ventures, Affinity Shopping Sites and Cause Related Marketing

- ❑ Corporate funding resources are shrinking.
- ❑ Leveraging the power of your brand online.
- ❑ Carefully!



Neither Rain nor Snow nor AOL

- ❑ Use a consistent and/or easily recognizable Sender 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



How are you going to get there?

- Web site
- Secure server
- Donations web page
- Email marketing software
- Donor management software



Online Donations Resources

Affinity Resources - *Comparison of Online Donation Services:*

www.affinityresources.com/pgs/awz55Online2.shtml

Idealware: *Selecting an Online Donation Tool*

www.idealware.org/donations/index.php

One Northwest: *Online Donation Tools*

www.onenw.org/toolkit/online-donations/

One Northwest: *Online Donation Tools Comparison*

www.onenw.org/toolkit/online-donation-tools-matrix-1.3.xls

Weiner, Robert: *Online Fundraising Tools Checklist*

www.rlweiner.com/clf/online_donations_checklist.pdf

More resources are at: www.rlweiner.com/resources.html



Email Marketing Resources

Alder Consulting - *E-Newsletter Tools on a Shoestring:*

www.alderconsulting.com/enews.html

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

Idealware: *A Few Good Email Newsletter Tools*

www.idealware.org/articles/fgt_email_newsletter_tools.php



Suggested Reading

Alder Consulting - *E-Newsletter Tools on a Shoestring*:

www.alderconsulting.com/enews.html

Gundrey, George: *Update Your Organization's Image with Slick HTML Newsletters*

www.techsoup.org/learningcenter/webbuilding/page4898.cfm

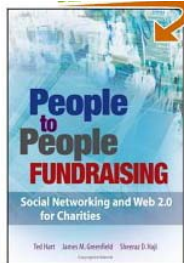
Idealware: *Choosing Bulk Email Software to Match Your Communication Goals*

www.idealware.org/articles/bulk_email_software_communication_goals.php

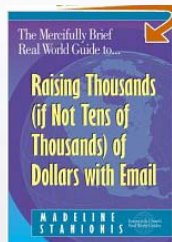
Idealware: *A Few Good Email Newsletter Tools*

www.idealware.org/articles/fgt_email_newsletter_tools.php

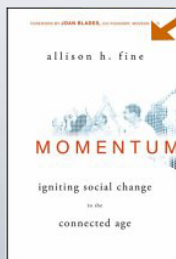
Email & Marketing Resources



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. BROWN

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