

# The Kettle Meets the Internet: Fundraising and Marketing Online

*Association of Fundraising Professionals  
International Conference  
April 6, 2005*

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# AGENDA

- Email Marketing 101:
  - Survey of the What, Why, and How of “broadcast” email
- Discuss Best Practices, Salvation Army experience.
- Provide resources.
- Time for questions at the end.

# *The Gilbert Email Manifesto*

- E-mail is more important than a web site.
- Resources spent on e-mail strategies are more valuable than the same resources spent on the web.
- E-mail combines personal communication, immediacy, rapid response, and scale.
- People treat e-mail messages as To Do items.

[http://news.gilbert.org/features/featureReader\\$3608](http://news.gilbert.org/features/featureReader$3608)

# Nielsen-Norman Survey

## **Jakob Nielsen** (study of email newsletter usability):

- “E-newsletters that are informative, convenient, and timely are often preferred over other media.”
- “Email newsletters are so powerful that the best of them have a future” (despite spam and information overload).
- From a study participant: “Bottom line, I’d rather (get information) in an email newsletter than in regular mail.”

<http://www.useit.com/alertbox/20040217.html>

# *Survey of @Stanford Recipients*

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## **Donors in FY2000:**

49% of @Stanford recipients vs. 34% of nonrecipients.

## **Previously Lapsed Donors:**

32% of recipients gave vs. 22% nonrecipients.

## **New Donors:**

13% of recipients gave vs. 5% of nonrecipients.

## **Average Gift from Undergraduate Degree Holders:**

\$2,732 for recipients vs. \$1,579 for nonrecipients.



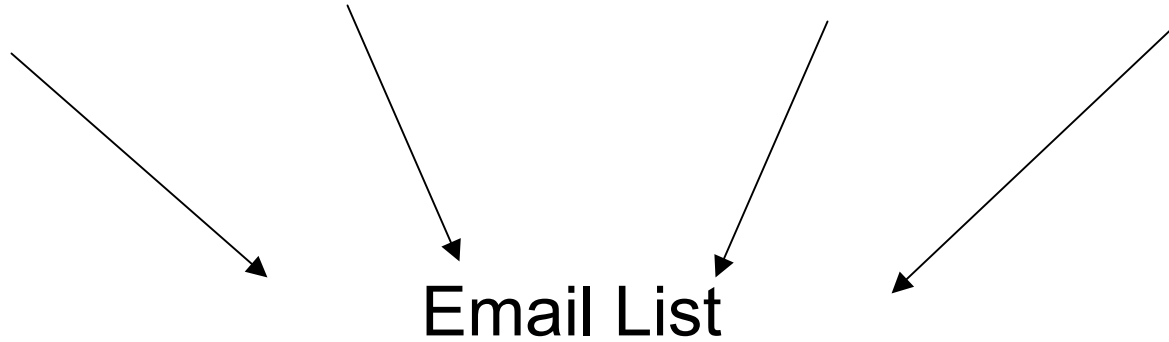
# GOLDEN STATE DIVISION THE SALVATION ARMY



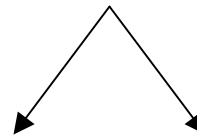
All Donors Subscriber

Special Event

Volunteer



Online Cultivation



Newsletter

Solicitation




# Collect Email Addresses Constantly

- Ask for email addresses in all communications.



Subscriber Information (required)

First Name	<input type="text"/>
Last Name	<input type="text"/>
Email Address	<input type="text"/>

<i>Thank You</i> 
<b>I AM INTERESTED IN KNOWING MORE ABOUT:</b> <input type="checkbox"/> The Salvation Army services in my community. <input type="checkbox"/> Charitable Estate Planning Opportunities. <input type="checkbox"/> Making a gift to The Salvation Army in my Will. <input type="checkbox"/> A visit to a Salvation Army facility. For any of the above, please call or email me at: (        ) _____ Email: _____
<input type="checkbox"/> I have enclosed a memorial or honorarium gift. Information is provided on the reverse side.

- Direct Mail
- During phonathons
- On surveys
- And on your website.

# Get Permission

- Businesses generally use double opt-in.
- Higher education & nonprofits still tend to use opt-out.
- If you use opt-out, first email (and all subsequent) should offer it.
- Develop and post a privacy policy.
  - DMA Privacy Policy Generator [www.the-dma.org/privacy/creating.shtml](http://www.the-dma.org/privacy/creating.shtml)
  - Customer Respect Group privacy policy guidelines: [www.customerrespect.com/default.asp?hdnFilename=research\\_bp\\_privacypays.htm](http://www.customerrespect.com/default.asp?hdnFilename=research_bp_privacypays.htm)
- Bottom line: make sure your audience wants to hear from you by email.

# *I'm a Real Publication Now*

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## **Treat it like any publication or appeal:**

- Develop a publication/appeal schedule.
- Mail regularly (so recipients remember that they subscribed) but not too often.
- Set realistic goals.
- Be prepared to deal with responses.

# Give The People What They Want

- Message format
- Content
- Frequency of contact

**connect@UCLA**  
Bringing UCLA to You

Archived Editions of the HTML E-mails

For upcoming events in a specific region, click on the most recent C@U e-mail for that region.

**February 13, 2004**

- [Los Angeles Edition](#)
- [Orange County Edition](#)
- [San Fernando Valley Edition](#)
- [Greater Pasadena Edition](#)
- [Ventura County Edition](#)
- [San Diego County Edition](#)
- [South Bay Edition](#)
- [Bay Area Edition](#)
- [National Edition](#)
- [International Edition](#)
- [Greater California](#)

**January 15, 2004**

- [Los Angeles Edition](#)
- [Orange County Edition](#)
- [San Fernando Valley Edition](#)
- [Greater Pasadena Edition](#)
- [Ventura County Edition](#)
- [San Diego County Edition](#)
- [South Bay Edition](#)
- [Bay Area Edition](#)
- [National Edition](#)
- [International Edition](#)
- [Greater California](#)

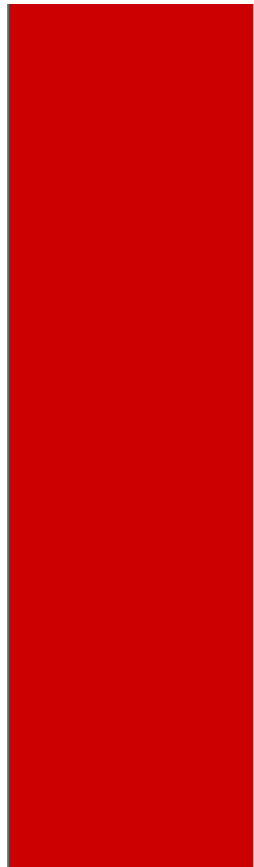
[Contact Us](#) | [Unsubscribe](#) | [Request a Text-only Version](#)  
[Privacy Policy](#)



# GOLDEN STATE DIVISION THE SALVATION ARMY



- Send in HTML, Text and AOL formats.
- Always solicit a gift.
- Give both online and offline contact information.



This month's invitation: How would you like to help low-income high school students from South San Francisco use art to communicate in a positive way? Our after-school program provides materials, instruction, and learning opportunities such as museum excursions and tours of local artist studios. Can you volunteer a little time? Find out more from Jenysia Miller at 650-266-4591 or [e-mail her](#).

» **NEW THREADS FOR SCHOOL**

Picture this: You're headed back to junior high this fall in the same threadbare clothes your brother wore four years ago. You need new shoes, but know your folks can't afford them. What do you do?



The Salvation Army's "back-to-school" program to the rescue! Across the Bay Area last month, we enabled young people and their families to shop for new clothes and school supplies, so they could head to school with a dose of self-esteem (and shoes that fit!). Some highlights:

- **SAN FRANCISCO:** Our Jessie Street Center was transformed into a "mall" overflowing with cool new clothes from Sears and the Gap. Thanks to record-breaking corporate sponsorship and generous community support from donors like you, 2,019 kids from 899 families got their pick of brand new duds just in time for the school year.






# GOLDEN STATE DIVISION THE SALVATION ARMY



- Make it visually appealing.
- Try to get the reader to spend more time on your site learning more about your organization.
- Give 'teasers' to articles.
- Customize your appeals to track your effectiveness.

*The Salvation Army  
Disaster Relief &  
Personal  
Recovery*



Dear Friend:

These past few months have been hard for our families and friends living in the Florida area. The Salvation Army responded as always to the wrath of Mother Nature with speed and efficiency. In this issue of the newsletter, you will read about the experiences in Florida of Salvation Army disaster workers in their own words.

We also share with you stories about our Adult Rehabilitation Centers. In addition, we invite you to attend the Harvest Festival, an arts and crafts festival in San Jose that benefits in part The Salvation Army. For every new toy brought to the fair and donated to The Army, attendees will get one dollar off their entry fee. For more information, please log on [here](#).


God Bless You!

Major Joe Posillico  
Divisional Commander, Golden State Division

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**THE SALVATION ARMY OFFERS LIFELONG LEARNING FOR SENIORS**

You're probably familiar with The Salvation Army's educational programs for children, which include day care, after-school tutoring, and teen outreach. But you may not have heard about educational opportunities for seniors, who are able to gain computer skills, tackle new art projects, and even participate in local politics, thanks to The Salvation Army. [Read More...](#)




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**VOLUNTEER DAY AT THE SERVICE CENTER**

On a recent fall morning, more than 15 volunteers from Levi Strauss & Co. came to The Salvation Army's Family Service Center in San Francisco to paint a mural and help sort clothes for the Christmas distribution program.

But they didn't just bring a great attitude. They also brought a \$1,000 donation. In addition, Levi Strauss & Co. donated boxes of clothes to give away to needy families through The Salvation Army distribution programs. [Read More...](#)

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**UNPRECEDENTED HURRICANE RECOVERY EFFORTS IN FLORIDA**

[LIFELONG LEARNING FOR SENIORS](#)

[VOLUNTEER DAY AT THE SERVICE CENTER](#)

[UNPRECEDENTED HURRICANE RECOVERY EFFORTS IN FLORIDA](#)

[HUMANITY PREVAILS DESPITE DEVIATION FROM HURRICANES](#)

[CELEBRATING SOBRIETY](#)

[SHOP AMERICA'S FAVORITE THRIFT STORE](#)

[ABOUT THE SALVATION ARMY GOLDEN STATE DIVISION](#)

### Did You Know?

• The Salvation Army was the first social services agency in San Francisco to offer detoxification facilities and care for those infected with HIV/AIDS.

### Support Our Work



# Make it Easy

## Make it easy to:

- Subscribe
- Learn more
- **Give**
- Unsubscribe
- Reach a human.

Subscribing, unsubscribing,  
and dealing with bounces  
should be automated!



A contact form with the following fields: Name: [text input], E-mail: [text input], Phone: [text input], Subject: [dropdown menu with 'select...' option], and Message: [text area]. A red 'SEND' button is located below the message field. To the right of the form is a circular inset image of a woman smiling and talking on a phone, with the text 'Contact Us' below it.

We invite your feedback. Email the editor at [dschack@ucsc.edu](mailto:dschack@ucsc.edu).

To unsubscribe from the *eSlug Bulletin* mailing list, email us at [alumni@ucsc.edu](mailto:alumni@ucsc.edu)

The UCSC Alumni Association - 1156 High St. -  
Santa Cruz, CA 95064 - (800) 933-SLUG -  
[alumni@ucsc.edu](mailto:alumni@ucsc.edu)

# Get Personal



Dear Gagan,

You will soon be receiving your official invitation to meet [Denise Trauth](#), the new president of [our alma mater](#). She is going to visit the Greater DC Chapter during our upcoming social on Saturday, March 27. Our alumni director, [Dorothy Evans](#), will also be making the trip up from San Marcos.

For this exciting alumni event, our [Texas State Alumni Association](#) is providing complimentary food and drinks from 4:30-7pm at [Las Tapas](#) in the Old Town Alexandria, VA. It is located at 710 King Street, so you can take the Yellow or Blue Line to the King Street Station. For driving directions, you may call the restaurant at 703-836-4000. **To attend, please call the Alumni Association at 1-888-798-2586 or [register online](#) by Wednesday, March 24.**

I am currently in a flurry of job interviews and expect to be relocating to another part of the country in the near future. **In preparation for this change, I am delighted to transition leadership of the Greater DC Chapter to [Jeff Nun '80](#).** He is a great person and a loyal graduate of Texas State University. Our founding chapter president, [Jan Veeder '75](#), and I have every confidence that Jeff will move the chapter forward in welcoming new alumni to the area, building a valuable networking environment, and connecting local alumni with current students for internship and career opportunities. **From this point forward, Jeff is the primary alumni contact in the DC area.** He may be reached via email at [j.nun@att.net](mailto:j.nun@att.net) or phone at 703-504-6811.

While more than 500 alumni in the greater DC area will receive the invitation join us and meet President Trauth, it is always nice to receive a personal invitation as well. **If you would be willing to assist in making phone calls to local alumni, I am certain Jeff would appreciate you volunteering.** (Jeff, you can count on me to make calls, too.)

# Track Results

<b>Appeal</b>	<b>Net Sent</b>	<b># of Donations</b>	<b>Total Donations</b>	<b>Response Rate</b>	<b>Avg Gift</b>
Undergraduate AF Solicitation	11758	184	18,124	1.6%	98.50
Law AF Solicitation	8847	23	5,990	0.3%	260.43
Medical AF Solicitation	1998	2	200	0.1%	100.00
Class of 1999 AF Solicitation	1068	41	2,254	3.8%	54.98
Class of 1997 AF Solicitation	931	31	1,652	3.3%	53.29
Class of 1993 AF Solicitation	864	16	1,145	1.9%	71.56
Class of 1995 AF Solicitation	603	18	1,615	3.0%	89.72

# Track Results

## Campaign Detail: Performance Summary

summary	tracked urls	subscribers		
Show Content Formats	Totals	Rate	Change vs. Previous	Change vs. List
<b>Attempts</b>	2210		14 ↑	22 ↑
<b>Bounces</b>	3	0.001%	4.3% ↓	5.3% ↓
<b>Deliveries</b>	2197	99.4%	4.3% ↑	5.3% ↑
<b>Unique Opens</b>	2143	96.9%	38.4% ↑	1.3% ↑
<b>Unique Clicks</b>	2019	91.3%	4.9% ↑	4.4% ↑
<b>Total Opens</b>	2189			
<b>Total Clicks</b>	2175			



# GOLDEN STATE DIVISION THE SALVATION ARMY






- Goals of Kettle of Compassion program.
  - Raise money for Christmas programs.
  - Low-cost prospecting.
  - Volunteer fundraising – cultural change?
- Website asked user to host or fill Kettle.
- Give online to support local Christmas programs.
- Average gift: \$ 96




# GOLDEN STATE DIVISION THE SALVATION ARMY



- Sent an invitation to host a Kettle online.
- All recipients were donors, supporters, volunteers or subscribers from the website.
- Always give opt-out option.
- Respect your donor's privacy.



## NEEDS YOU TO HOST A



**THE ARMY OF COMPASSION**

**KETTLE OF COMPASSION**

Dear Nicci,

Since 1891 when the first Salvation Army Kettle appeared in San Francisco, the sound of the bell and the sight of the red Kettle have been synonymous with Christmas across America. This Christmas, we are bringing our much-loved kettle online.


We need your help! We are asking you to [host your own Kettle of Compassion](#) by inviting others to give through our user-friendly, peer-to-peer email campaign. Or you can simply make your personal [donation online](#).


By hosting your own Kettle of Compassion you can create and customize your own personal Kettle and then send emails to your peers, inviting them to help you fill your Kettle with secure online donations. Potential donors are easy to identify.

They are those who are already closely aligned with The Salvation Army's mission and want to help the Army help others. Advisory organization volunteers, past donors, officers, corps members, staff, volunteers, family, friends, fellow pastors are good examples of potential donors. And your efforts can easily be multiplied via your online address book.

Online bell ringers can help by raising much-needed funds to support the Army's important work – at Christmastime and year 'round. And you, as an online bell ringer, can help The Salvation Army raise money on your own schedule this holiday season.

**VIRTUAL KETTLE**






**REAL HELP**

Please know that all gifts will help the community in which the donor resides, based on the donor's zip code. It's also important to know that all donations and donor information will be processed and housed on The Salvation Army's secure servers.

This information is considered private and used only for acknowledgement of giving purposes. Donor's can choose to receive future communications from The Salvation Army.

For more information about the Kettle of Compassion Campaign, please [read our FAQs](#) or [email us](#)  
You can join The Army of Compassion by becoming a [Kettle of Compassion](#) host today!

May God bless you!

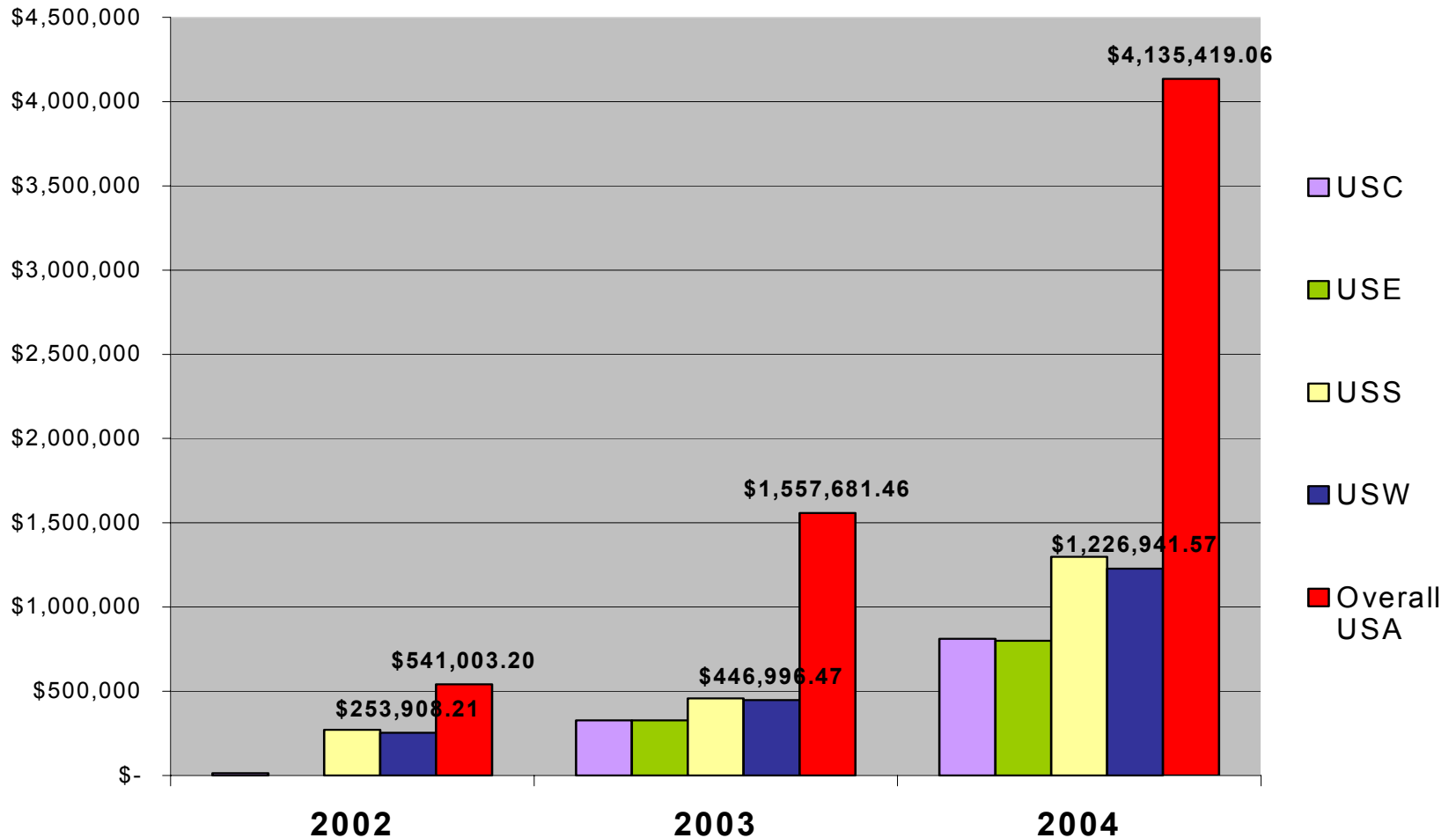


Joe Posilico, Major





# GOLDEN STATE DIVISION THE SALVATION ARMY

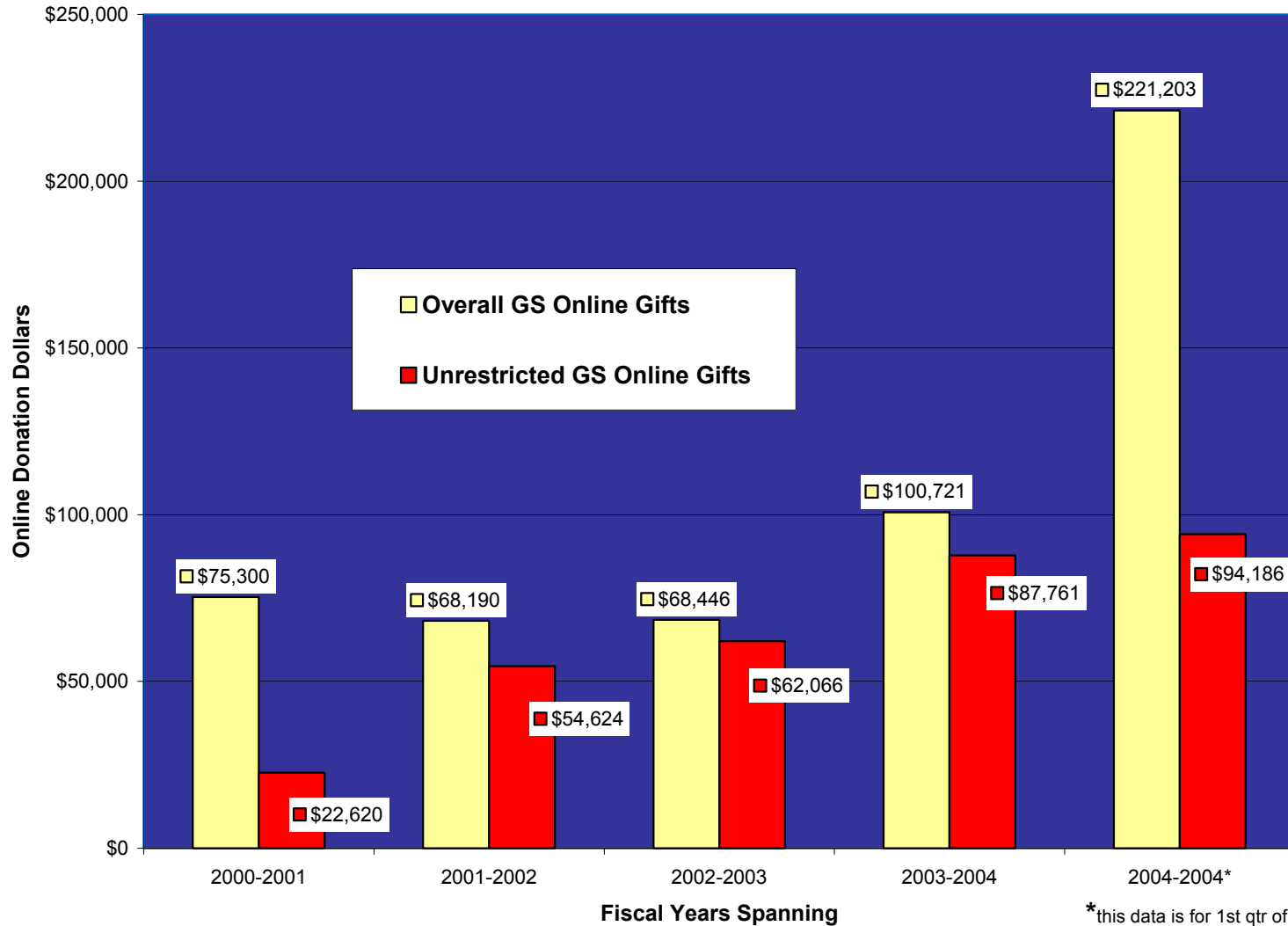


This chart compares online donations made to The Salvation Army grouped by Territory and Overall for the years 2002, 2003 and 2004 during the Christmas Season only.





# GOLDEN STATE DIVISION THE SALVATION ARMY



\*this data is for 1st qtr of 04-05 Fiscal Year

*The Kettle Meets the Internet*  
Nicci Noble & Robert Weiner





# GOLDEN STATE DIVISION THE SALVATION ARMY



## Summary of Internet Fundraising 10/01/04 - 01/16/04 Golden State Division

	<u>Gifts</u>	<u>Amount</u>	<u>Average Gift</u>
<b>Gifts to Benefit GS</b>	471	\$94,186	\$200
<b>Gifts to Benefit Asia Relief</b>	651	\$126,652	\$195
<b>Misc. Gifts to Other Divisions</b>	5	\$365	\$73
<hr/>			
<b><i>Overall Funds Raised Online</i></b>	1127	\$221,203	\$196



# *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 institution.
- Don't overdo HTML or graphics.
- Test appeals with spam filters ([www.lyris.com/contentchecker/](http://www.lyris.com/contentchecker/), <http://spamcheck.sitesell.com/>, [www.spamassassin.org](http://www.spamassassin.org)) & accounts on AOL, Earthlink, Yahoo, etc.
- Avoid spam “trigger words” [www.businessknowhow.com/internet/spamwords.htm](http://www.businessknowhow.com/internet/spamwords.htm)

# *Think of the Reader*

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“People read books, scan web sites, and glance at email messages.”

– Brian Niles, TargetX

“If I'd had more time I would have written a shorter letter.”

– Mark Twain

# *Good, Better, Best*

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## **Test, Analyze, Fine Tune**

- Subject line
- Sender
- Frequency
- Message
- Segmentation
- Format.

# 2<sup>nd</sup> Annual CASE Email Fundraising Survey

<http://www.case.org/Content/Miscellaneous/Display.cfm?CONTENTITEMID=4532>

Survey conducted in Fall 2004. 463 responses.

- 49% using email for fundraising. 42% plan to start (70% within a year).
- How is email being used?
  - End-of-year cleanup: 31%
  - On the same schedule as other appeals: 26%
  - Second-round ask: 18%

# CASE Survey (con't)

- How is email being used?
  - Other: 26%
    - Lead letter.
    - Holiday appeal.
    - Pledge fulfillment.
    - “Sorry we missed you” during phonathon.
    - Senior challenge.

# CASE Survey (con't)

- 82% said this is an additional ask.
  - 4% do not send direct mail to email targets.
- Of those *planning* to use email:
  - 11% said it will be an end-of-year appeal.
  - 15% said it will be on same schedule as other appeals.
  - 11% said it will be a 2<sup>nd</sup>-round ask.
  - 59% haven't decided.

# CASE Survey (con't)

How much is being raised via email?

Amount	Count	Percentage
Less than \$1,000/year	34	19%
\$1,000 - \$9,999	62	35%
\$10,000 - \$24,999	34	19%
\$25,000 - \$49,999	19	11%
\$50,000 - \$99,999	12	7%
\$100,000 - \$249,999	9	5%
\$250,000 - \$500,000	6	3%
\$500,000 - \$999,999	0	0%
Over \$1 million/year	1	1%

Caveat: Many organizations do not track email appeals separately from other online gifts.

# More from Jakob Nielsen

- **The good news:** most participants can distinguish between spam and legitimate email.
- **The bad news:** spam has made people less patient when reading email.
- Only 11% of participants read e-newsletters thoroughly. 57% skim them.
- Newsletters must be current and timely. However, people will continue to subscribe to newsletters that are periodically relevant.
- Most frequent advice: “Keep it brief.”
- Most frequent complaint: newsletters that arrived too frequently.

# Sample Email Fundraising Campaigns

Duke University: Basketball Championship  
[www.erroyo.com/duke.html](http://www.erroyo.com/duke.html)

Duke University: [A Day in the Life](#)

Pepperdine University: ONE Pepperdine  
[www.pepperdine.edu/alumni/one](http://www.pepperdine.edu/alumni/one)

Northwestern University: It All Adds Up  
[pdlb.eonstreams.com/erroyo/nw/NU\\_general.html](http://pdlb.eonstreams.com/erroyo/nw/NU_general.html)

Tulane University: Athletics  
[www.erroyo.com/tulane/RollWave.html](http://www.erroyo.com/tulane/RollWave.html)

American University: The Faces of American  
[pdlb.eonstreams.com/erroyo/au/mailler.html](http://pdlb.eonstreams.com/erroyo/au/mailler.html)

Emory: The Annual Fund's impact on Alex Newell  
[pdlb.eonstreams.com/erroyo/emory/emory.html](http://pdlb.eonstreams.com/erroyo/emory/emory.html)

# Resources

Allison, Rachel: *Testing e-mail without testing your sanity*

<http://www.malwarwick.com/newsletter/success0403.html#testing>

dotorgEssentials: *Best Practice for Email Campaigns:*

[http://www.dotorgessentials.net/browse\\_issues.php?switch=1&dir=20040116](http://www.dotorgessentials.net/browse_issues.php?switch=1&dir=20040116)

Fuel4Arts.com: *Tips on Email Promotions:*

[www.fuel4arts.com/sauce/11\\_email\\_promotion/email\\_promos.htm](http://www.fuel4arts.com/sauce/11_email_promotion/email_promos.htm)

Fuel4Arts.com: *Email Promotions – How To Guide:*

[www.fuel4arts.com/sauce/11\\_email\\_promotion/email\\_how.htm](http://www.fuel4arts.com/sauce/11_email_promotion/email_how.htm)

Groundspring.org: *Online Fundraising Handbook* (chapter 3 discusses email newsletters): [www.groundspring.org/learningcenter/handbook.cfm](http://www.groundspring.org/learningcenter/handbook.cfm)

NP Advisors: *Guidelines for Preparing E-mail Copy:*

[www.npadvisors.com/NewContent/100244.asp](http://www.npadvisors.com/NewContent/100244.asp)

Pearson, Jerold: *@Stanford and Institutional Advancement:*

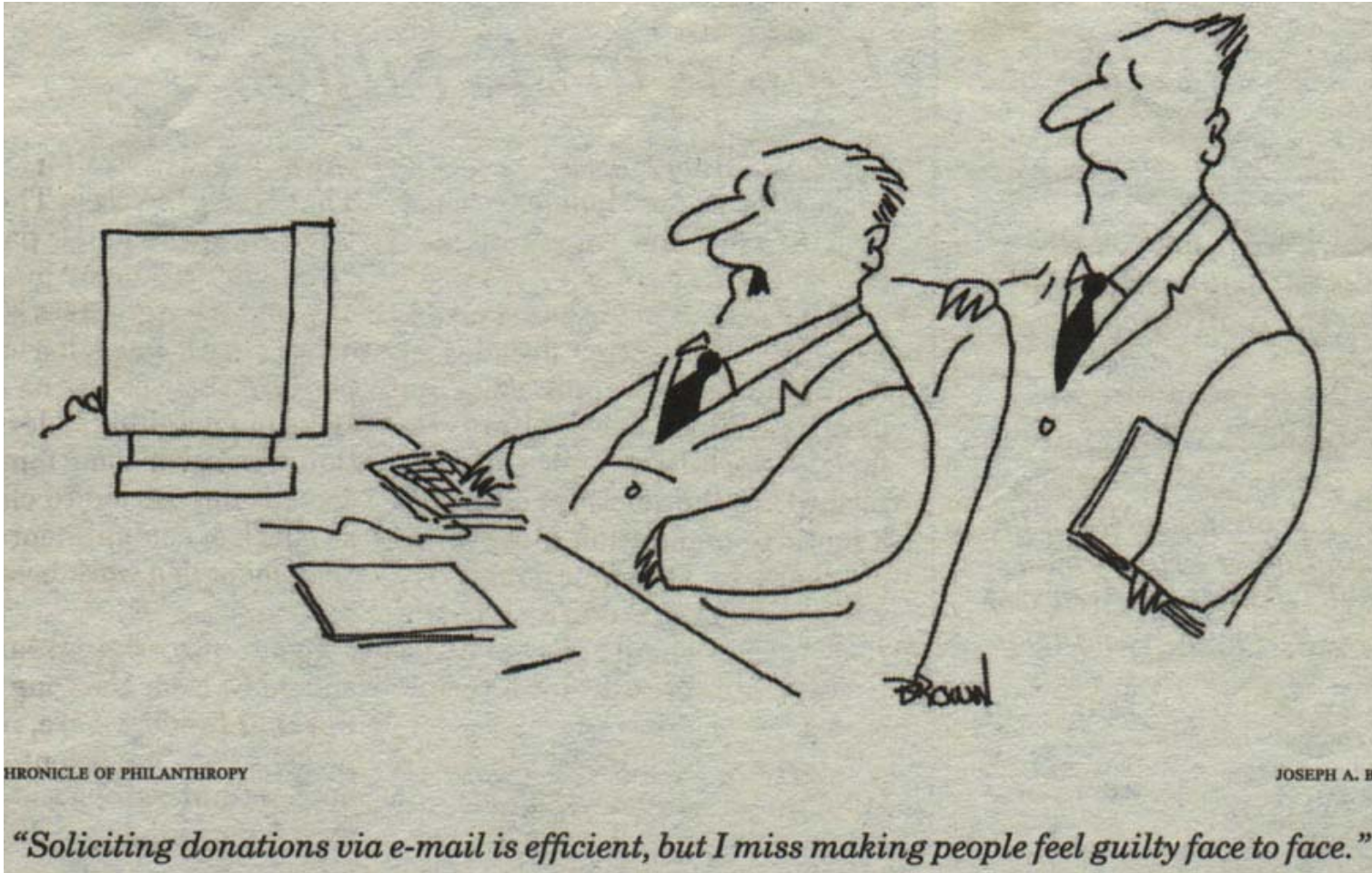
[www.stanford.edu/~jpearson/archive.shtml](http://www.stanford.edu/~jpearson/archive.shtml)

Stoner, Michael: *Creating Effective Email Campaigns:*

<http://www.mstonerblog.com/archives.php?id=A2004081>

More resources are at: [www.rlweiner.com/resources.html](http://www.rlweiner.com/resources.html)

# Any Questions?



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