



PENINSULA HABITAT FOR HUMANITY



HAMMERING IT OUT ON THE WEB

AFP International Conference

Prepared by:

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Jennifer Fagerstrom, CFRE & Nicci Noble
Sunday, April 3, 2005



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HAMMERING IT OUT ON THE WEB

- What are your dreams?
- What are your challenges?
- What are you hoping to learn?



Hammering It Out

- Talking Integration – making an Internet fundraising program work in a diverse fundraising environment
- Peninsula Habitat for Humanity – What we did; how we did it and what were our results
- The Stuff You Need to Know – getting the results you want
 - Internal Preparation
 - External Research
 - Do's & Don'ts
 - Institutional Readiness



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Talking about Integration

- The best Internet fundraising programs are those that are created in an environment where all fundraising disciplines are integrated.



Integration Essentials

- Integrating Fundraising is essential
 - Much of the creative work is already done
 - Integration helps keep messaging consistent
 - Decreases amount of staff time required to produce something really wonderful



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PHfH – Our Story

- History
 - Good email address gathering
 - Limited internal support – no full time employee
 - Excellent Volunteer Development



PHfH – Our Story

- Getting Organized
 - Assigned 50% of one person's job description to Internet/Web Development
 - Solidified Volunteer support
- Moving Forward – Our goals
 - Drive people to the Web Site
 - Increase number of people donating on line
 - Bridge a gap for volunteers to become donors
 - Build Internet donor base



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PHfH – Our Story

THE PLAN:

- Introductory newsletter – we're on the web!
- Follow up Holiday appeal
- Series of monthly newsletters
- Spring Appeal – Raise the Roof



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What We've Learned

- Collect Email addresses from everyone you can
- K.I.S.S. (and it's not the band)
- Cull your email lists
- Be patient
- Be Consistent



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Stuff You Need to Know

- Internal Preparation
 - Integration
 - External Research
 - Technology
 - Staff & Volunteers
 - Details



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)



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HAMMERING IT OUT ON THE WEB

Stuff You Need to Know

Do's & Don'ts

- Send in HTML, Text and AOL formats.
- Always solicit a gift.
- Give both online and offline contact information
- Link to privacy policy
- Share opt out info



WHAT WE DO

Peninsula Habitat for Humanity builds communities. We construct decent, affordable, ownership housing throughout San Mateo County in partnership with low-income families and the community. Our success in making homeownership a reality in one of the nation's most expensive real estate markets is due to the overwhelming support we receive from corporations, businesses, foundations, faith communities, civic groups, individuals, and the community at large. As we approach our 15th year, each of our 82 families—154 adults and 223 children—is now a homeowner and has begun to break out of the cycle of poverty.

[Learn more](#)

[Please help us continue our important work](#)

© 2004 Peninsula Habitat for Humanity, 690 Broadway Street,
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www.PeninsulaHabitat.org

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HAMMERING IT OUT ON THE WEB

We've Arrived!

Peninsula Habitat for Humanity - First eNewsletter

Dear Friend,

Christmas eSolicitation

Isn't a great feeling when you've done something that has changed the life of another person? I am writing today to let you know that as a friend and supporter of Peninsula Habitat for Humanity you have helped change the lives of needy families this year. And it doesn't have to stop.

There are so many we have had to turn away. And yet together we can help them. We are at an exciting time when we have the potential to build dozens of new homes for needy families.



[Would you help us this Christmas?](#)

Please support us with an online gift today. Imagine what it must feel like to work hard and yet know you can never hope for anything better for your family than run down, rental housing. Then imagine what it feels like to receive a new Habitat for Humanity home.

[These families' lives aren't changed – they are transformed!](#)



If you have already given a gift this year we want to thank you. I hope you are able to continue your support now. We can provide decent, affordable housing for families who otherwise would never know anything but life in poverty. [Please make an Online Gift in memory or in honor of someone this Christmas to today!](#)

Please join us by making your gift online today.

[WE CAN DO IT TOGETHER!](#)

Thank you & Merry Christmas,

Jennifer Fagerstrom
Peninsula Habitat for Humanity



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Sunday, April 3, 2005

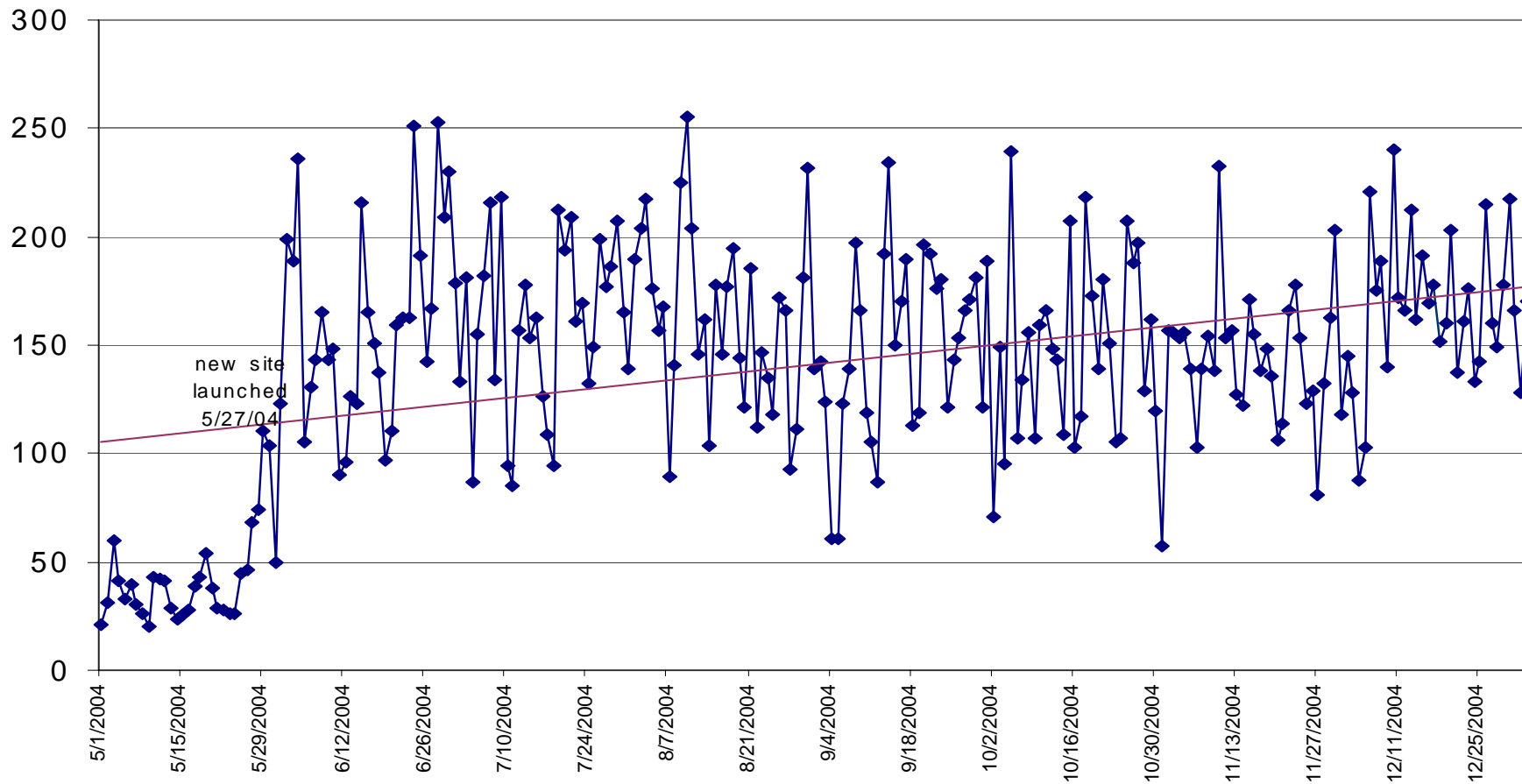


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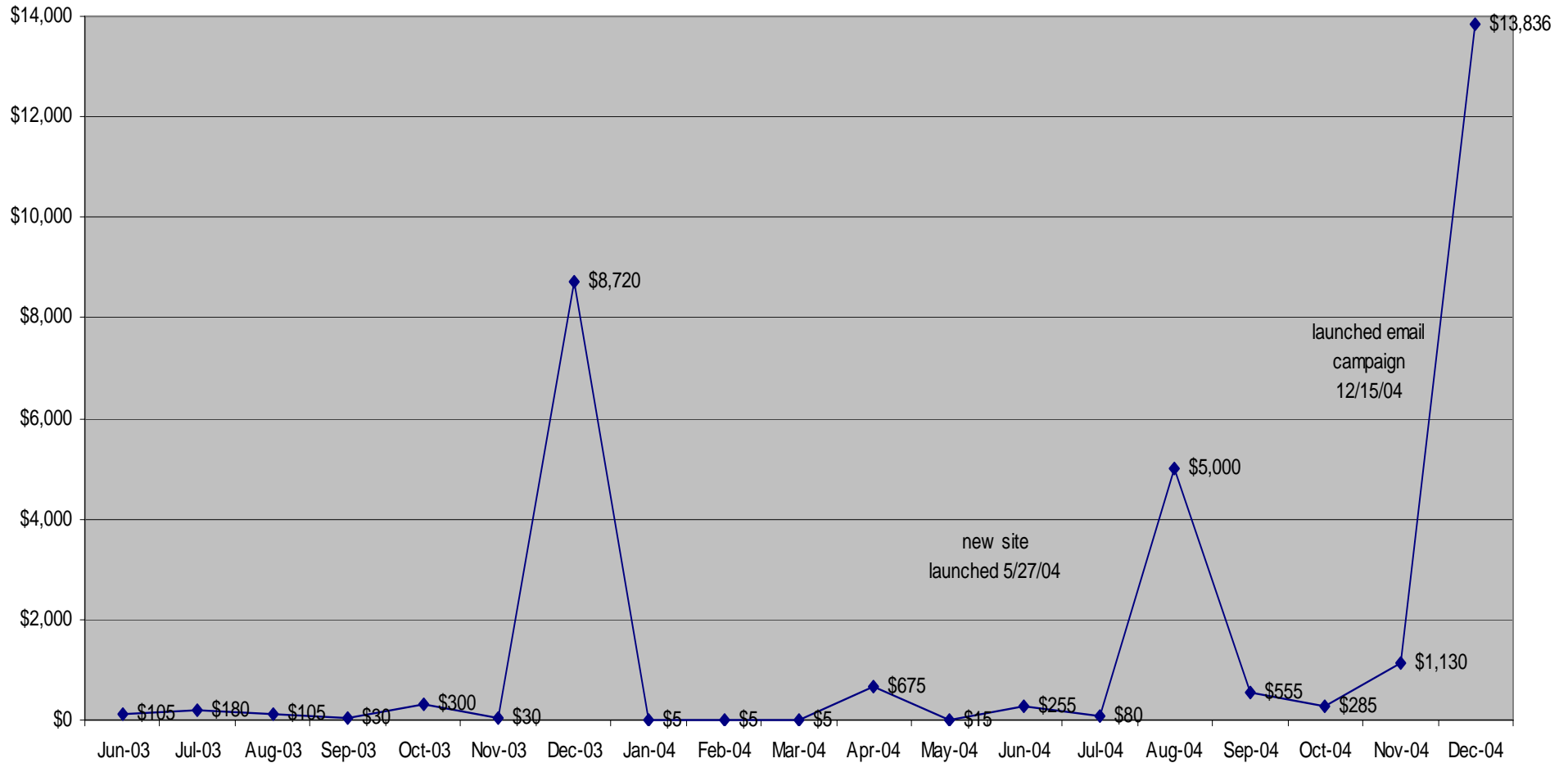
www.peninsulahabitat.org unique visitors



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Peninsula Habitat Online Giving Trends



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First eNewsletter Results

From: Peninsula Habitat for Humanity <penhabitatforhumanity@ app.topica.com >
 To: All Subscribers
 Subject: Hammering it Out on the Web - Peninsula Habitat for Humanity
 Date: Wed, 15 Dec 2004 12:00:00 -0800
 Formats: TEXT / HTML

| | Totals | Rate (%) | Absolute C | Absolute Change vs List Average (in %) |
|-------------------------|--------|----------|------------|--|
| Attempts | 8,027 | | 8,027 | 746 |
| Bounces | 1,887 | 23.51 | 23.51 | -4.24 |
| Deliveries | 6,140 | 76.49 | 76.49 | 4.24 |
| Forwards | 0 | | | |
| Unique Opens | 1,521 | 24.77 | 24.77 | 8.43 |
| Unique Clicks | 60 | 0.98 | 0.98 | 0.06 |
| Total Opens | 2,737 | 44.58 | | |
| Total Clicks | 74 | 1.21 | | |
| AOL Complaints | 4 | 0.07 | | |
| Juno/Netzero Complaints | 0 | 0 | | |

| | TEXT | TEXT (%) | HTML | HTML (%) | MULTI | MULTI (%) | TOTAL | TOTAL (%) |
|---|------|----------|-------|----------|--------|-----------|-------|-----------|
| Attempts | 0 | | 0 | | 8,027 | | 8,027 | |
| Bounces | 0 | 0 | 0 | 0 | 1,887 | 23.51 | 1,887 | 23.51 |
| Deliveries | 0 | 0 | 0 | 0 | 6,140 | 76.49 | 6,140 | 76.49 |
| Forwards | 0 | | 0 | | 0 | | 0 | |
| Unique Opens | 0 | 0 | 0 | 0 | 1,521 | 24.77 | 1,521 | 24.77 |
| Unique Clicks | 0 | 0 | 0 | 0 | 60 | 0.98 | 60 | 0.98 |
| Total Opens | 0 | 0 | 0 | 0 | 2,737 | 44.58 | 2,737 | 44.58 |
| Total Clicks | 0 | 0 | 0 | 0 | 74 | 1.21 | 74 | 1.21 |
| AOL Complaints | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 0.07 |
| Juno/Netzero Complaints | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Url | HTML | TEXT | MULTI | TOTAL | UNIQUE | CLICKS | | |
| http://www.makeitreal.org/ | 0 | 0 | 6 | 6 | 6 | | | |
| http://www.PeninsulaHabitat.org/ | 0 | 0 | 23 | 23 | 22 | | | |
| https://secure.entango.com/ | 0 | 0 | 45 | 45 | 36 | | | |

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First eSolicitation Results

From: Peninsula Habitat for Humanity <penhabitatforhumanity@app.topica.com>
 To: All Subscribers
 Subject: Peninsula Habitat for Humanity - Christmas Wishes!
 Date: Wed, 22 Dec 2004 12:39:55 -0800
 Formats: TEXT / HTML

| Totals | Rate (%) | Absolute C | Absolute Change vs List Average (in %) | | | | | | |
|---------------------------------------|----------|------------|--|----------|---------------|-----------|-------|-----------|--|
| Attempts | 6,536 | -1,491 | -745 | | | | | | |
| Bounces | 1,141 | 17.46 | -6.05 | -10.29 | | | | | |
| Deliveries | 5,395 | 82.54 | 6.05 | 10.29 | | | | | |
| Forwards | 0 | | | | | | | | |
| Unique Opens | 1,269 | 23.52 | -1.25 | 7.18 | | | | | |
| Unique Clicks | 52 | 0.96 | -0.02 | 0.04 | | | | | |
| Total Opens | 1,930 | 35.77 | | | | | | | |
| Total Clicks | 69 | 1.28 | | | | | | | |
| AOL Complaints | 0 | 0 | | | | | | | |
| Juno/Netzero Complaints | 0 | 0 | | | | | | | |
| | TEXT | TEXT (%) | HTML | HTML (%) | MULTI | MULTI (%) | TOTAL | TOTAL (%) | |
| Attempts | 0 | | 0 | | 6,536 | | 6,536 | | |
| Bounces | 0 | 0 | 0 | 0 | 1,141 | 17.46 | 1,141 | 17.46 | |
| Deliveries | 0 | 0 | 0 | 0 | 5,395 | 82.54 | 5,395 | 82.54 | |
| Forwards | 0 | | 0 | | 0 | | 0 | | |
| Unique Opens | | | 0 | | 1,269 | 23.52 | 1,269 | 23.52 | |
| Unique Clicks | 0 | 0 | 0 | 0 | 52 | 0.96 | 52 | 0.96 | |
| Total Opens | | | 0 | | 1,930 | 35.77 | 1,930 | 35.77 | |
| Total Clicks | 0 | 0 | 0 | 0 | 69 | 1.28 | 69 | 1.28 | |
| AOL Complaints | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| Juno/Netzero Complaints | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| Url | HTML | TEXT | MULTI | TOTAL | UNIQUE CLICKS | | | | |
| https://secure.entango.com/donate/fiy | | 0 | 0 | 69 | 69 | 52 | | | |

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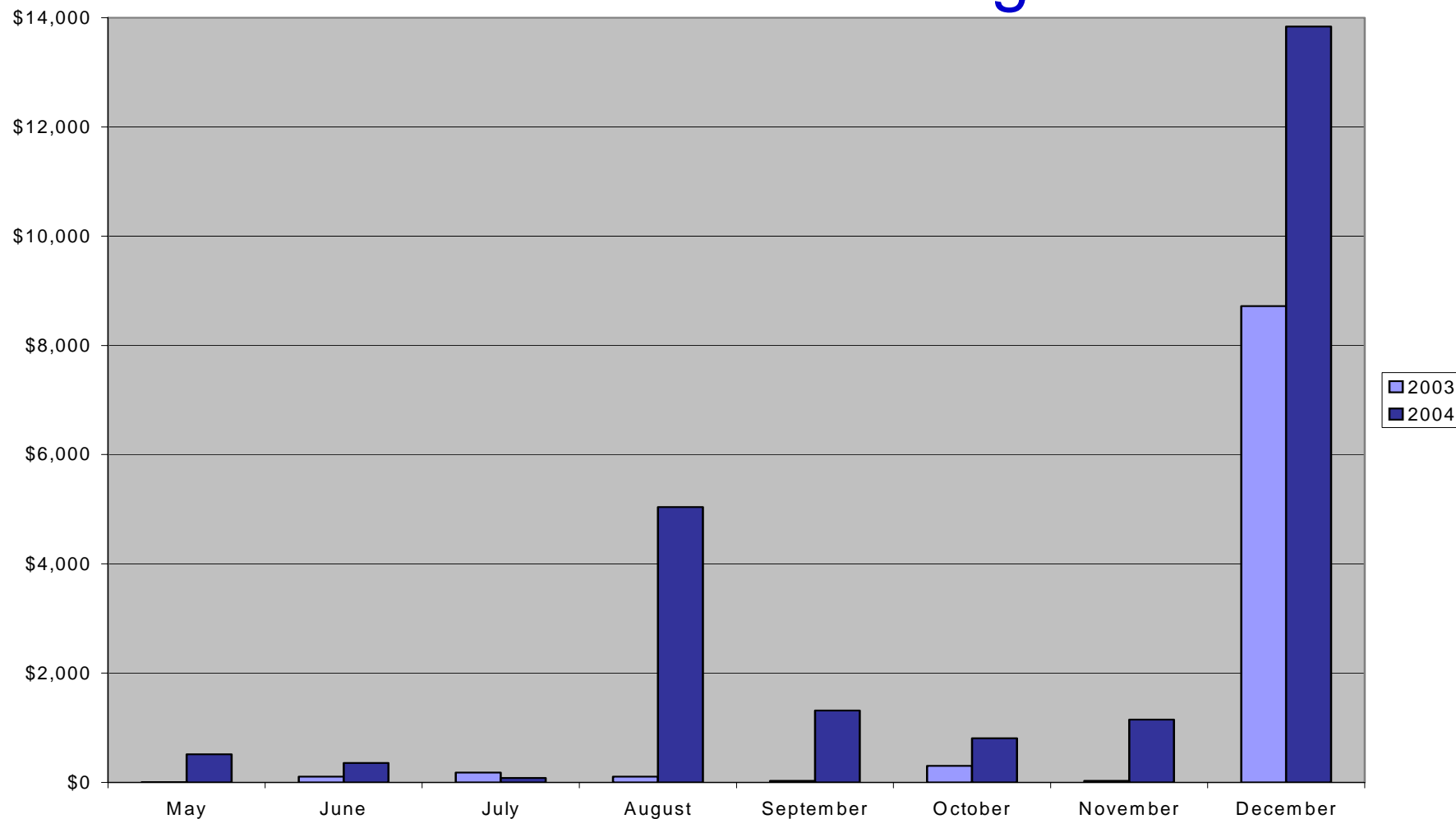


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2003 vs 2004 Online Giving to PHfH



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Keep on Hammering!

- As Hank Russo and his teachings have taught us...

The number one reason you

don't receive a gift is....

you didn't ask!



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