



Online Fundraising 101

National Fuel Funds Network
Joint Low Income Energy Conference
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Wonderful, Wacky World of Internet Fundraising
Devon Lipsky & Nicci Noble



Agenda

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



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.

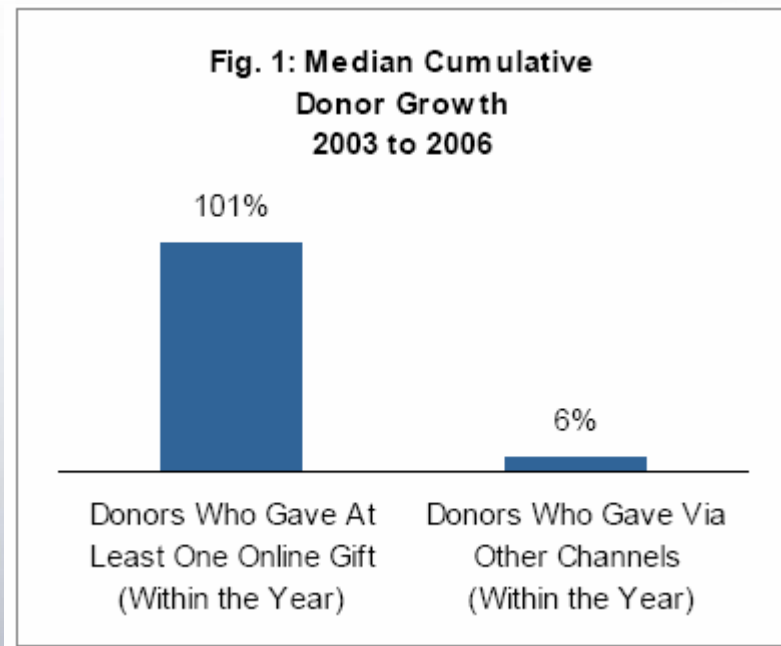
<i>Use the internet</i>	
Total Adults	70%
Women	69
Men	71
<i>Age</i>	
18-29	83%
30-49	82
50-64	70
65+	33

<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

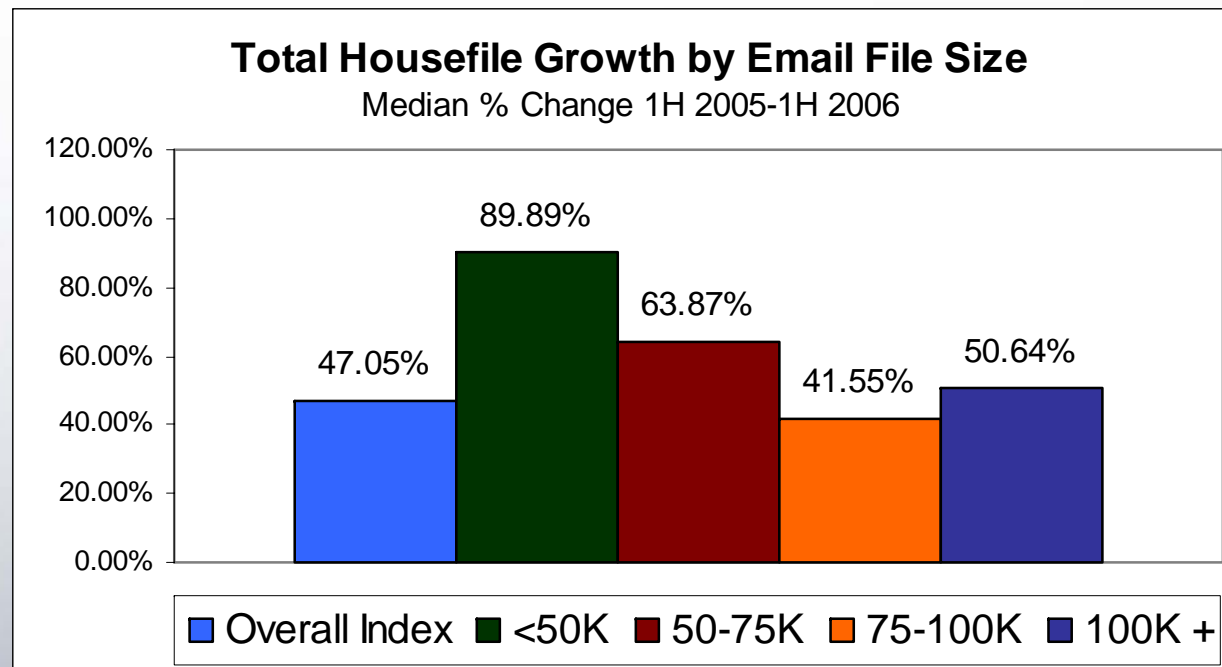
Why Bother with Online Fundraising?

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.



Source: Convio Online Marketing (eCRM) Nonprofit Benchmark Index™ Study:

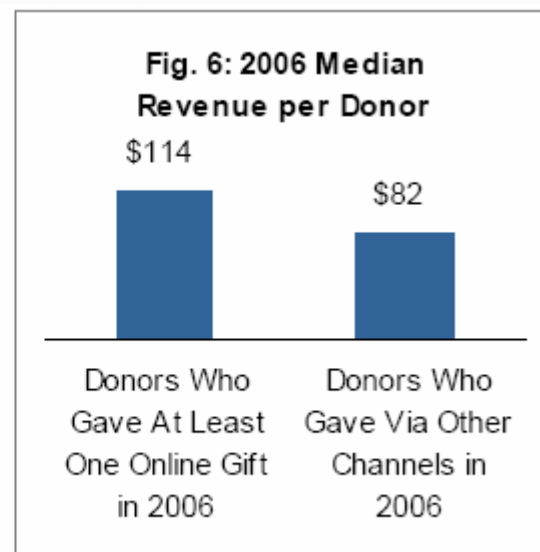
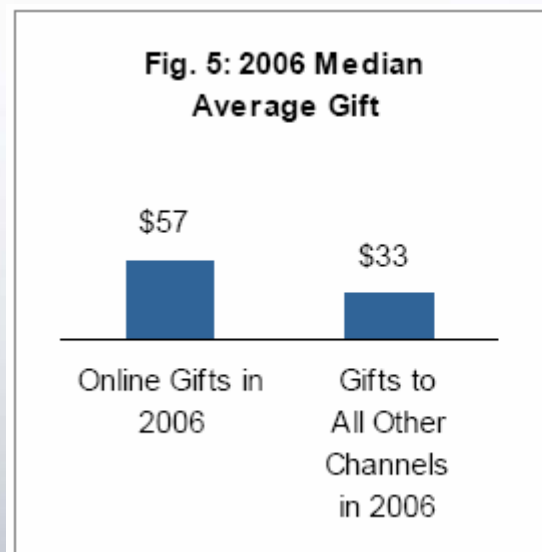
www.convio.com/onlinebenchmarks2

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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.

Step 3: Create a timeline for finding the answers.

- Recommended Timeline: Between 2 weeks and 1 month



Where are you?

Questions: Front & Backend

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 at the Red Cross valued this document
- Interdepartmental common ground



USE THIS  TO FILL THIS





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



2006 Online Red Kettle at a glance

- ❑ 4,718 Online Bellringers
- ❑ Total amount received in Online Red Kettle \$482,317*
- ❑ Average online gift \$102
- ❑ Top 10 Kettle Hosts raised 11.2% of the total funds
- ❑ Average amount raised per fundraiser was \$395
- ❑ Average number of gifts per fundraiser 3.8



2006 Online Red Kettle at a glance

- ❑ Total number of emails sent 213,511
- ❑ Received – 86.3%
- ❑ Bounced back – 13.7%
- ❑ Opened – 18.5%
- ❑ Clicked Thru – 1.6%
- ❑ Opted Out – .9%



Online Red Kettle at a glance

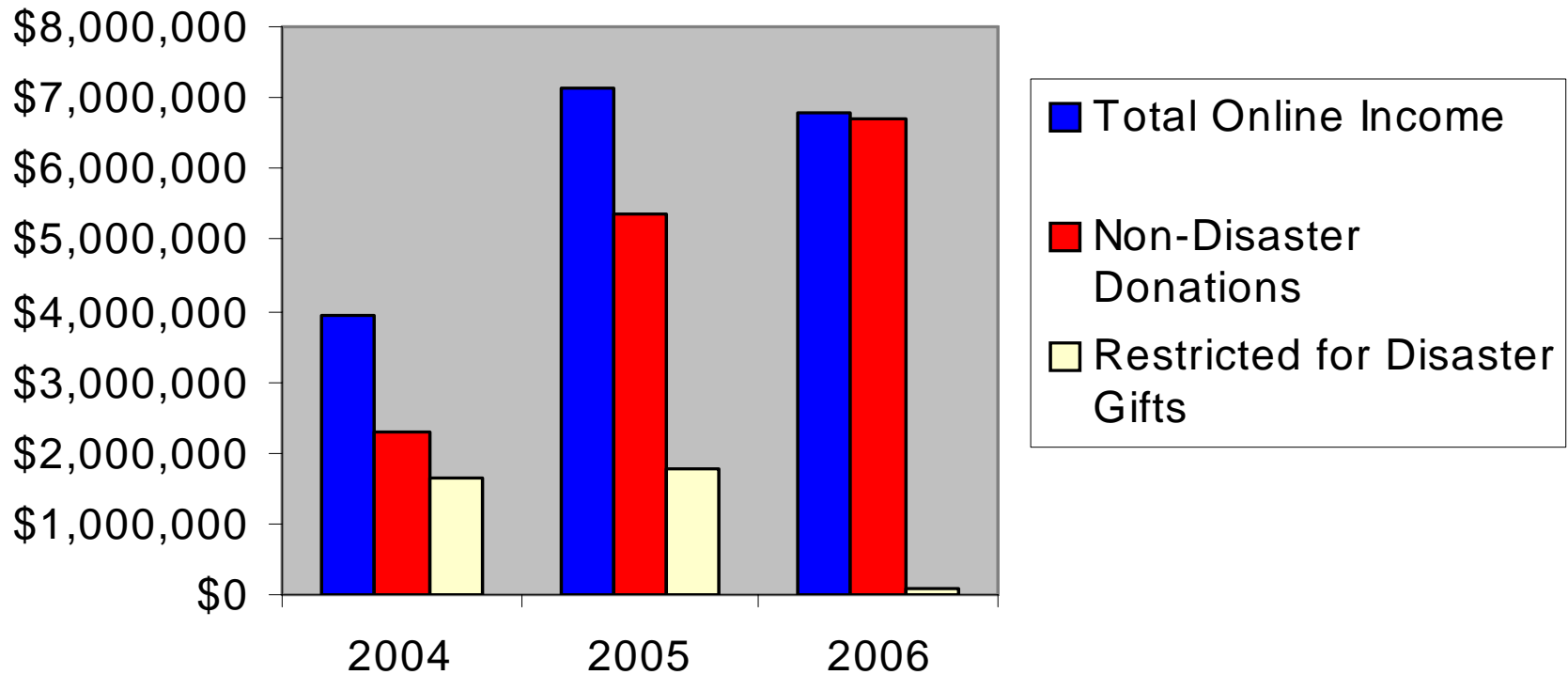
2005 Campaign

- 85% of ORK Hosts opted in
- 42% of ORK Donors opted in

2006 Campaign

- 92% of ORK Hosts opted in
- 32% of ORK Donors opted in

Online Donations



People to People – Community Building Online



STEP UP STEP OUT WALK
FOR YOUR LOCAL RED CROSS

REGISTER NOW
SPONSOR WALKER
LOG IN

April 21, 2007
Memorial Hall
Fairmount Park

American Red Cross
Southeastern Pennsylvania Chapter

HOME STEP UP DONATE SPONSOR VOLUNTEER INFORMATION MY WALK SITE Logout

Red Cross Walk to Save Lives

The Red Cross is made up of everyday heroes - a place where people come together to help each other. You can be a hero and help the Red Cross save lives by stepping out for the Red Cross Walk.

The Red Cross is the place where a stranger will give you food and comfort, someone you don't even know will save your life, neighbors shelter you after a fire, and total strangers give you their blood.

Join Chairman Pat Croce and thousands of everyday heroes who care about humanity at the Red Cross Walk on April 21, 2007. Pat will lead walkers on a 6.2-mile journey through the Horticultural Center gardens and past the Japanese Tea House. Your participation in the Red Cross Walk as a walker, a team captain, a volunteer, or a donor will allow the Red Cross to be there to provide immediate lifesaving aid and help families take the first steps toward recovery.

Top Teams
Fundraising Honor Roll
\$17,215.35
Raising The Roof \$15,580.00
The Star Group \$8,095.00
ACE Group - WB10 \$2,280.00

90% of all revenue for this campaign was received via the Web

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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



Fundraising Sites

- www.DollarEnergy.org
- www.uesFacts.org
- www.EnergyOutreach.org
- www.OregonHeat.org

www.DollarEnergy.org



\$1 Energy Fund



Linking communities with utilities through programs that help, educate and connect.

[About Us](#) [Help Us](#) [News & Events](#) [Associations](#) [Services](#) [Tools](#)

WELCOME

\$1 Energy Fund is an award-winning, non-profit fuel fund that genuinely cares. We provide tangible aid to your neighbors in need of affording adequate and safe utilities.

We are an agency committed to serving your neighbors. For over 21 years, we've helped people who needed a helping hand. Person by person, we are making a difference providing for basic human needs.

IN THE SPOTLIGHT

iPartner 2005

The latest version of iPartner is now available. Go the Tools section of this site and select the iPartner link.

FROM OUR NEWSROOM

There are currently no news articles to display.

UPCOMING EVENTS

\$1 Energy Fund is committed to reaching into the community. We are in the midst of planning a community event. Please check back soon for more information.

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www.UESFacts.org



Utility Emergency Services Fund



One Penn Center at Suburban Station, 1617 J.F. Kennedy Blvd., Suite 490
Philadelphia, PA 19103 • Phone: (215) 972-5170 Fax: (215) 972-5174

[Client Services](#)

[News & Events](#)

[Giving](#)

[About UESF](#)

[Apply for FAF Grant](#)

[Donate
to UESF](#)

**UESF Public
Service
Announcement**

- [Listen \[MP3\]](#)
- [Watch Video](#)

Utility Emergency Services Fund (UESF) is a 501(c)(3) non-profit organization assisting low-income Philadelphia families with their emergency utility needs since 1983.



**Buy a toy utility truck
and help low-income
Philadelphia families
facing utility termination.**

[\[click for more info.\]](#)

In UESF's 24 years of service to the residents of Philadelphia, we have provided more than \$52,000,000 of assistance to over 122,000 households. As we continue the struggle to help people to meet their needs, each dollar that is donated is applied directly to a needy family.



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www.EnergyOutreach.org



Energy Outreach Colorado

SEARCH
CONTACT US
PARTNER LOG-IN

Helping all Coloradans
afford home energy.



HOME

DONATE

ABOUT US

LEARN MORE

FIND HELP

JOIN OUR NETWORK

MEDIA CENTER

EN ESPAÑOL



Latest News

**New Report on Energy
& Poverty in Colorado**
Shows \$18.6 Million
Shortfall
> [Click here for the report](#)

**Third Annual
National Fuel Marketing
Golf Tournament**

August 23, 2007

> [Click here for more info](#)

**IPAMS Bicycle Club
to raise funds for
Energy Outreach**
> [Click here for the story](#)



Utilities Helping Coloradans

Legislation passed in 2005 to increase funding for energy assistance in Colorado went into effect on Sept. 1, with the more than 60 energy utilities operating in the state launching a variety of new initiatives. The new law requires that utility companies offer programs to provide their customers the opportunity to donate to energy assistance. To find out what your utility company offers, please [click here](#).

As energy costs continue to rise, it is increasingly difficult for Colorado's most vulnerable residents to afford their home energy expenses. Families with children, senior citizens and individuals with special needs must allocate more of their limited resources to pay their energy bills.

Sometimes they do without necessities like medical care and food in order to keep the lights on.

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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

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.

- Direct Mail
- At events
- On surveys
- And on your website.

- Ask for email addresses in all communications.



Subscriber Information (required)

First Name

Last Name

Email Address



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



American Red Cross

Southeastern Pennsylvania Chapter

Join Our Newsletter [GO!](#)

- [About Us](#)
- [News & Events](#)
- [Programs & Services](#)
- [Training](#)
- [Donate](#)
- [Join Us](#)
- [eStore](#)



Helping the Military

The Red Cross offers Armed Forces Emergency Services to all members of the military and their families, providing emergency communications, financial assistance, counseling, and veterans assistance.

[Learn More...](#)

VOLUNTEER

Get Involved with the American Red Cross!

[Volunteer Now](#)

DONATE

There is a place where people help others in need.

[Donate Now](#)

GET PREPARED

Learn how to Be Red Cross Ready for an emergency.

[Learn How](#)

Our Community



[Get Emergency Help Now](#)

[Children & Youth](#)

[Older Adults](#)

[Business & Community Groups](#)

[Local Community](#)

[International Community](#)



Hurricane Preparedness Week

The unofficial start of summer will be here before long. As crowds anticipate their trek to the shore for Memorial Day Weekend, we ask that you are mindful of the quickly approaching hurricane season by taking a time out to get prepared.

[Learn how...](#)

[Give Blood](#)



[Take a Class](#)



[Red Cross House](#)



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*The Salvation Army
Disaster Relief &
Personal
Recovery*



[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



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

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...](#)



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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Joint Ventures, Affinity Shopping Sites and Cause Related Marketing

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



Practices: Not Our Best Maybe

- ❑ Collecting volunteer info and facilitating registration online.
- ❑ Domain management .com vs .org.
- ❑ National SM & TM held by International or National HQs?
- ❑ SEO at the local level = fine young cannibals = it drives me crazy!
- ❑ And your best, “*not*”.



Track Results

Appeal	Net Sent	# of Donations	Total Donations	Response Rate	Avg Gift
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

summary

tracked urls

subscribers

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



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 Option 1: Doing it Yourself

Technical Issues:

- Integration with your web site & design.
- Donations page design.
- Secure web server.
- Payment gateway or credit card terminal.
- Merchant account.
- Secure connection to bank.
- Gift designation options.
- Recurring gifts.
- Receipting.



Do It Yourself : Pros and Cons

Pros:

- Complete control over design, text, donor options, and security.
- Can be inexpensive, especially if you already have a payment gateway and a web designer.

Cons:

- Need a web designer.
- Must keep up with security technology.
- Costs are hard to predict.
- Usually not fully automated:
 - Can't charge credit card in real time.
 - Can't take donations at 11:55 pm on 12/31.



Donations Option 2: Use a Vendor

Sample Vendors:

- ❑ [Network for Good](#), [JustGive](#), [Paypal Standard](#)
 - ❑ Can't change design or text of giving page. Transfer of funds is delayed.
- ❑ [PayPal Pro](#), [ClickandPledge](#), [Democracy in Action](#), [GroundSpring](#), [Entango](#), [CharityWeb](#), [Echo-Inc](#), [Contribute.com](#)
 - ❑ Control over design of giving page. Integration with your merchant account.



Use a Vendor: Pros and Cons

Pros:

- Vendor provides server, security.
- Can have control over design, text, receipt, etc.
- Quick and easy.
- Most are designed for fundraising.
- Fully automated (though entry in database is usually manual or upload).

Cons:

- Setup cost.
- Often a monthly charge even if you don't get any donations.
- Have to rely on their security.
- They have your data.
- Need a merchant account with some vendors.



Email Option 1: Do It Yourself (Outlook, etc.)

Pros:

- You already own it.
- It's cheap.

Cons:

- Limit on number of messages that can be sent.
- Risk being ID'd as a spammer.
- Have to deal with bounces & opt-outs manually.
- Too easy to send out messages before they're tested.
- Integration with your database?



Email Option 2: Use a Vendor

Pros:

- Design tools.
- Can send HTML and/or plain text.
- Can handle high volumes.
- Many vendors are whitelisted by big ISPs.

Cons:

- Time required to research and test.
- Cost.
- Integration with your database?



Email Marketing

Sample Vendors:

- [Yahoo Groups](#), [Topica Lists](#) – free plain text, advertisements.
- [Constant Contact](#) - \$75/month for $\leq 10,000$ msgs.
- [Groundspring.org](#) - \$29.95/month for $\leq 10,000$ msgs.
- [Topica Publisher](#) - \$49/month $\leq 5,000$ msgs.
- [Vertical Response](#) - \$.015 to \$.0075 per 1,000 msgs.



All-In-One Options: Integrated Systems

- [Raiser's Edge](#)
- [eTapestry](#)
- [DonorPerfect](#)
- [Convio/ GetActive](#)
- [GivenGain](#)
- [LocalVoice](#)
- [The Data Bank](#)
- [Kintera](#)
- [MemberClicks](#)
- [iMIS](#)



Integrated Systems

Pros:

- Control over design, text, receipt, and donor options.
- Integration between database and online system (no import/export).
- One vendor.

Cons:

- Initial cost can be high.
- There may be trade-offs between integration and features.
- Lock-in: Can't easily change vendors if needs change or problems develop.



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

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."

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Thomas Watson Chairman, IBM

