

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

2008 Region X Conference
March 5, 2008

Nicci Noble

Nicci_Noble@usw.salvationarmy.org



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

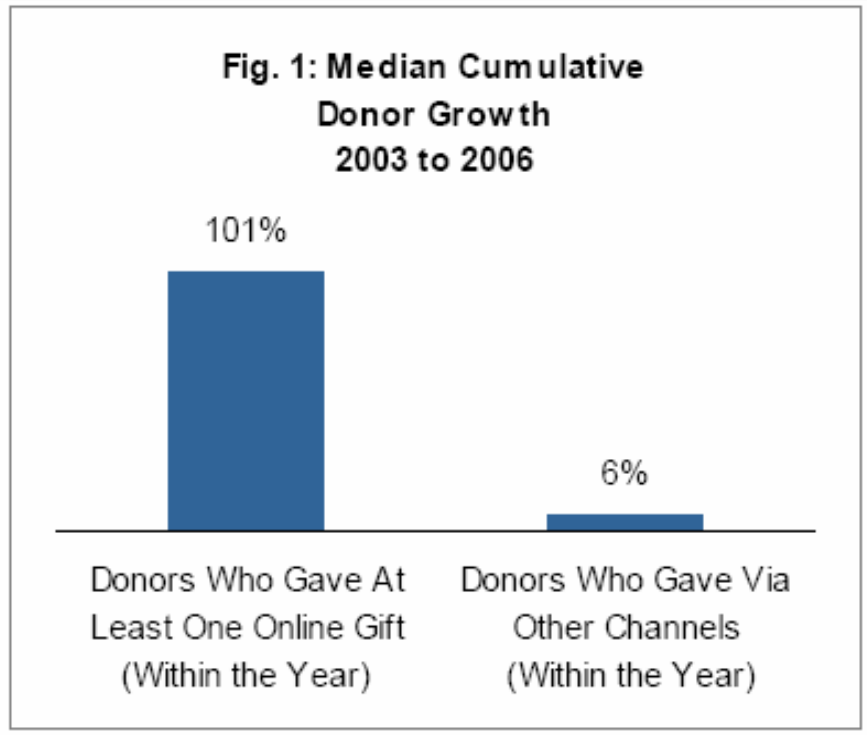
<i>Household income</i>	
Less than \$30,000/yr	49%
\$30,000-\$49,999	75
\$50,000-\$74,999	90
\$75,000+	93

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



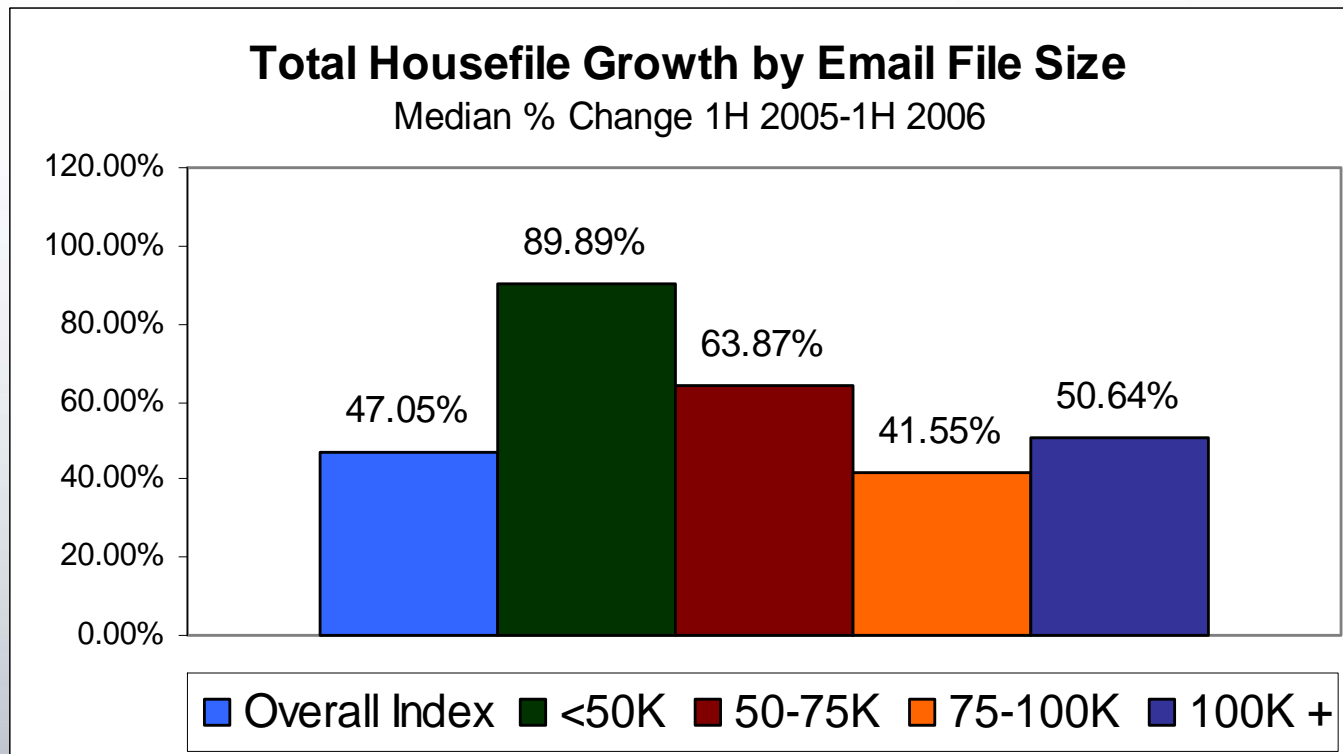
Why Bother with Online Fundraising?

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?

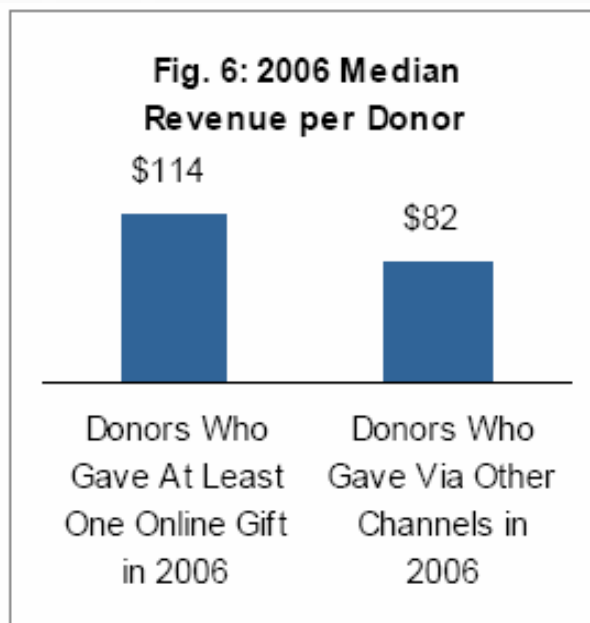
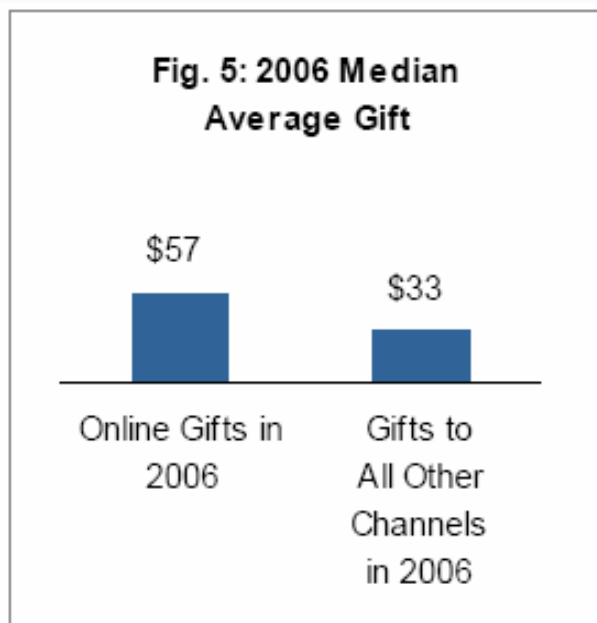
Convio client benchmarking study: Organizations with smaller online house files experienced faster growth than organizations with larger files.





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.

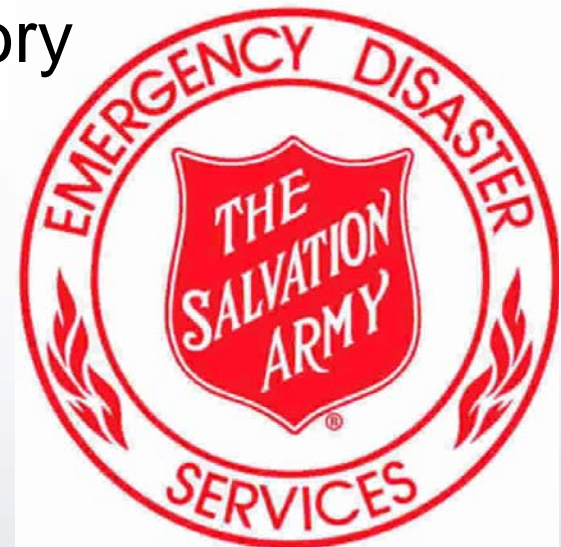
Step 5: Now everyone is on the “same page”.

- Senior management will value this document
- Interdepartmental common ground



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

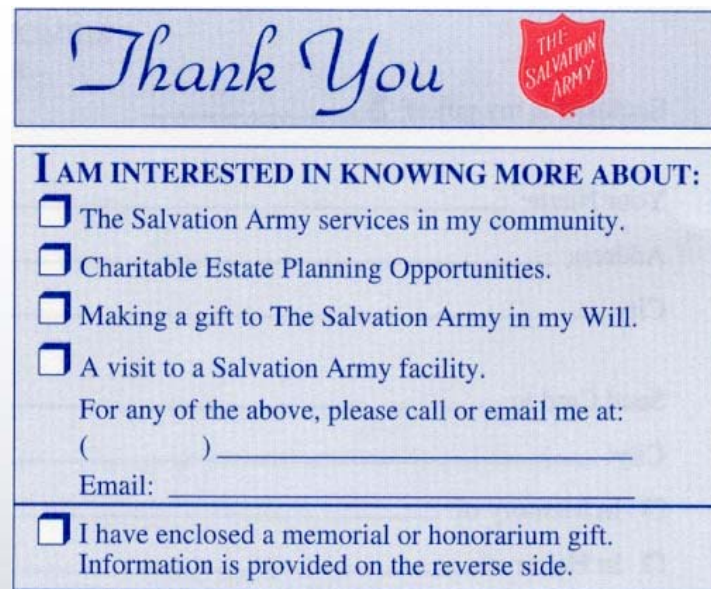
Direct Mail


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.



AD SPONSORED BY AOL

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 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.



Overview of Web Advertising

Timing (in the 'sweet' spot)

- November 22 – December 31

Online media budget

- *\$68,000 gross*

Online media spend (to date)

- *\$63,044 gross*



Results of Banner Ads


Total results (banners and search combined)

- \$103,510 total donations
- \$1.64 return on ad spend

Banner results

- 19,343,359 total impressions
- 6,318 clicks
- \$2,045.00 total direct donations
- \$66,300.00 total indirect donations
- \$1.10 return on ad spend

SAMPLE PLACEMENTS



SFGate.com

Quick Search

[Advanced Search](#)

- SFGate Home
- Today's Chronicle

Sports

- Business **NEW!**
- Entertainment
- Food&Dining
- Travel

News & Features

- Opinion
- Politics
- Technology **NEW!**
- Crime
- Science
- Cars
- Small Business
- Weird News
- Polls
- Photo Gallery
- Video Reports
- Audio Slideshows
- Columnists
- Travel
- Lottery
- Obituaries
- Blogs

Community Blogs

By our readers for our readers **BETA**

Newspaper Ads

Classifieds

- Jobs
- Personals
- Real Estate
- Rentals
- Cars

Regional

- Travel

EXTENDEDSTAYHOTELS
EXTENDEDSTAYHOTELS.COM

FROM VALUE BRANDS...

Homestead
Studio Suites
HOTELS

Privacy Policy for SFGate

This privacy policy describes how Hearst Communications, Inc., publisher of The San Francisco Chronicle ("The Chronicle") treats the personally identifiable information that is collected about you by The Chronicle or third party hosting services when you visit the websites of The Chronicle to which this policy is linked, including sfgate.com, SFChronicle.com and SFChron.com. If you have any questions or concerns about these privacy guidelines, please send an e-mail to: privacy@sfgate.com.

Any information you provide when you visit web sites other than those covered by this policy (including other web sites affiliated with Hearst newspapers) or when you purchase any products or services that may be offered or advertised on our web site by companies other than The Chronicle is subject to the privacy policies of the organizations who run and/or own these web sites. This policy also does not apply to information you may provide to us offline except as expressly stated herein.

The San Francisco Chronicle regards your online privacy as an important and serious matter. We have created this privacy statement in order to demonstrate our commitment to this issue. Unless otherwise noted, all policies below apply to SFChronicle.com, SFCron.com and SFGate.com, which are owned by the San Francisco Chronicle.


As The Chronicle continues to develop our online enterprises we may add new features, change the type of information we gather or the method by which it is gathered. We will adjust this privacy policy to reflect any future changes, and notify users of any personal information we are requesting. Please review this policy for changes from time to time, and contact us if you have any questions.

The Chronicle may change this policy from time to time at its discretion. Your continued use of our sites indicates your consent to this privacy policy and any amended versions of it.

California and Canadian Users:
California and Canadian residents have the right to know how their information may be shared with third parties who engage in direct marketing activities and this policy explains our practices and how you can opt out of having your information shared for such purposes. From time to time we may make our customer lists available to companies that sell goods and services that we believe would be of interest. We may compile these lists from customer orders placed both offline and online. Customers have the option of having their names and identifying information removed from those lists (subject to certain exceptions and limitations in applicable laws) by contacting us at privacy@sfgate.com.

YOUR DONATIONS CHANGE LIVES.

DONATE NOW



DOING THE MOST GOOD™

Wonderful, Wacky World of Internet Fundraising
Nicci Noble




Results - Google Ad Words

Search results

- 43,329 total impressions
- 1,883 clicks
- \$35,165.00 total direct donations
- \$50.03 return on ad spend

SAMPLE PLACEMENTS



CNN.com /health POWERED BY Google **SEARCH**

HOME WORLD U.S. POLITICS ENTERTAINMENT **HEALTH** TECH TRAVEL LIVING BUSINESS SPORTS TIME.COM VIDEO I-REPORT IMPACT

Hot Topics » [Holiday Travel](#) · [Holiday Shopping](#) · [Natalee Holloway](#) · [CNN/YouTube Debate](#) · [More Topics](#) [Weather Forecast](#) [International Edition](#)

updated 1 hour, 26 minutes ago [FOLLOW THIS TOPIC](#)



your health
with Dr. Sanjay Gupta

PAGING DR GUPTA

- Blog: Why do college kids act the way they do?
- Watch Dr. Gupta explain his surgery (2:40)
- Bill Clinton headlines Fit Nation Summit (53:16)

What it's like to be a baby

From the way they process information to the quality of their vision and what they're thinking, Parenting.com takes you inside the experience of being a baby. full story

- Parenting: A guide to your newborn

Videos in Health

-  [Boy impaled by antler](#) (2:02)
-  [Do-it-yourself paternity test](#) (2:16)
-  [Walter Reed's young amputee](#) (2:06)

[all video in Health »](#)

Top Health Stories

- Time: **Success depends on others' failing** (3:52)
- Doctors refusing to treat on moral grounds (3:52)
- Cheney back to work after doctors fix heartbeat
- CDC chief: Get a flu shot (3:17)
- Study: Schoolkids willing to eat healthy
- FDA wants warnings for kids on flu drugs
- MRIs show secondhand smoke's damage (2:04)

[more Health stories »](#)

Paging Dr. Gupta

- Do teenagers think rationally?
- New stem cells: what they could mean ...
- Autism: Finding Amanda



ADVERTISEMENT

Blogs

- Health.com: **Poked and prodded**
- Time.com: **Eye on Science**
- Parenting: **The Parenting Post (for moms and dads)**

CNN TV



Results - Google Ad Words

- The search campaign was very successful, with a return on ad spend of \$50.03
- All of the donations came from The Salvation Army branded keywords
- The Salvation Army branded keywords had a CTR of 13.91%

The search industry average CTR is 0.50 – 0.85%

SAMPLE PLACEMENTS

The screenshot shows the FOX News website in a Microsoft Internet Explorer browser window. The address bar displays <http://www.foxnews.com/politics/index.html>. The page features the FOX News logo with the tagline "We Report. You Decide." and a search bar. A navigation menu includes links for HOME, U.S., WORLD, POLITICS, BUSINESS, HEALTH, SCITECH, ENTERTAINMENT, VIDEO, OPINION, MYNEWS, SPORTS, WEATHER, RADIO, and MOBILE. A large banner image shows a person lying on the ground covered in colorful confetti. The main content area is titled "POLITICS" and features a sub-header "FOXNEWS.COM HOME > POLITICS". The primary article is "McCain Wins Big Endorsement in N.H.", accompanied by a photo of John McCain speaking at a podium. To the right, a "FOX NEWS VIDEO" section highlights a video titled "After Annapolis" featuring John Bolton. A sidebar on the left lists various political topics like "POLITICS HOME", "FOX POLLS", and "YOU DECIDE 2008".



Overall

- 2,291,365 total impressions
- 1,704 clicks
- 1,198,064 total interactions
- 52% interaction rate

The industry average interaction rate is 16%

Interactions - The total number of user-initiated actions, which include expanding the banner ad, clicking on the expanded banner or replaying the video



Results – Web Assets

Creative Comparison

- ❑ The video expandable creative had the highest CTR of 0.11%
- ❑ The Flash creative had a CTR of 0.07%, and the kettle expandable creative had a CTR of 0.04%
- ❑ The Flash creative garnered the most donations, with \$31,775

Examples of Web Assets



Kettle expandable



WHEN YOU PUT MONEY IN OUR
KETTLE, EXPECT CHANGE.
[SEE](#) HOW YOUR DONATIONS CHANGE LIVES.



DOING THE
MOST GOOD

[DONATE NOW](#)

Video expandable



YOUR DONATIONS CHANGE LIVES.
[ROLL OVER](#) TO EXPAND VIDEO



DOING THE
MOST GOOD

[DONATE NOW](#)





Results – Web Assets

Creative

- ❑ The video expandable contributed \$16,655 in donations, and the 88x31 static ad on SFGate.com contributed \$16,065
- ❑ The kettle expandable creative garnered \$3,850 in donations
- ❑ The video expandable creative also had the highest interaction rate, at 99.8%



APPENDIX

Clicks

- ❑ The number of viewers who click on an ad or search listing; the process of a visitor clicking a Web advertisement and going to advertiser's website

CTR (clickthrough rate)

- ❑ The amount of times an ad is clicked vs. the amount of times it's viewed



APPENDIX

Gross cost

- ▣ The total cost a placement has incurred for the given reporting dates

Gross donated value

- ▣ The value of media that was given to The Salvation Army at no charge or at a discounted rate

Total donations

- ▣ The total number of donations acquired by a particular site, including both direct and indirect donations



APPENDIX

Return on ad spend

- ❑ The dollars earned per the media cost spent to purchase the online ad inventory
- ❑ \$1 return on ad spend is breaking even, meaning that for every media dollar spent, \$1 was earned in donations

Average CPC (cost per click)

- ❑ The average cost paid for each click received



APPENDIX

Interactions

- ❑ The total number of user-initiated actions
- ❑ The number includes banner ad expansion, clicking on the expanded banner or replaying the video

Interaction rate

- ❑ The percentage of total interactions out of the impressions served



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

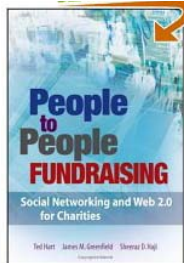
Idealware: *Choosing Bulk Email Software to Match Your Communication Goals*

www.idealware.org/articles/bulk_email_software_communication_goals.php

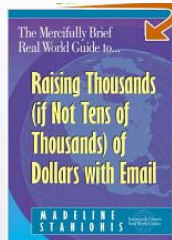
Idealware: *A Few Good Email Newsletter Tools*

www.idealware.org/articles/fgt_email_newsletter_tools.php

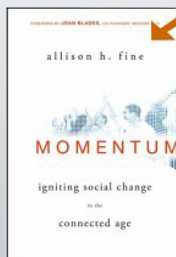
Email & Marketing Resources



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."