


**WWW: WONDERFUL, WACKY WORLD
OF INTERNET FUNDRAISING**

Management Assistance Workshops
Presented to you by
AFP Monterey Chapter &
Community Foundation for Monterey County


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Nicci Noble, CFRE
Monday, February 1, 2010




AGENDA

- Get started with the Basics
 - **WHY you need Online Fundraising Technology**
 - Benchmarking studies
 - **WHERE is your organization and WHERE it is going**
 - Attendee input
 - **HOW you will get there**
 - Website – SEO, AdWords, Sign Up
 - Email – A/B Testing, Tracking
 - Social Networking – Facebook & Twitter
- Resources
- Questions


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THOMAS WATSON CHAIRMAN, IBM




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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?

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WHY FOCUS ON YEAR ROUND RELATIONSHIPS?

- The retention challenge
 - 40-70% for non-disaster direct response fundraising
 - 10-20% for disaster response donors
 - 30-60% for volunteer participation events
 - Donors defect due to:
 - Poor acknowledgement
 - Limited information about how their funds are being used
 - Belief that other causes are more deserving
 - They don't remember giving, and
 - Poor support
- Acquisition is very expensive
 - Most groups spend >>\$1 to raise \$1

Use the Internet to Connect Your Middle and Major Donors
CofWV. See Change Strategies, and Edge Research 2008

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WHY DO YOU NEED TO LEVERAGE THE WEB?

Use the internet		Household income		Educational attainment	
Total					
Adults	74%	Less than \$30,000/yr	57%	Less than High School	44%
Women	75%	\$30,000-\$49,999	77%	High School	63%
Men	73%	\$50,000-\$74,999	90%	Some College	84%
Age		\$75,000 +	94%	College +	91%
18-29	87%				
30-49	82%				
50-64	72%				
65+	41%				

Source: Pew Internet & American Life Project, December, 2008
http://www.pewinternet.org/trends/User_Demo_Jan_2009.htm


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GOOGLE ADWORDS GRANTS

- By committing targeted time and effort, you can maximize the full potential of your grant
- Don't waste the value of your Google Grant by ignoring what it takes for an account to succeed




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EVALUATING AND OPTIMIZING ADWORDS GRANTS

- Identify your goals
 - What do you want to get out of your account?
 - Think beyond just additional traffic to your site
 - What do you want users to do once they get to your site?
 - Make a donation?
 - Sign-up as a volunteer?
 - Download or read specific content on your site?





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ACTIVE ADWORDS ACCOUNT MANAGEMENT

- What does it mean to actively manage your account?
 - Login at least once a month
 - Analyze performance regularly
 - Make changes as needed (almost always needed!)
 - Be responsive to email requests

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EVALUATING AND OPTIMIZING ADWORDS GRANTS

- Campaign Statistics
 - Review performance statistics for your campaigns, ad groups, keywords, and ads

Ad Group: breast cancer treatment

Active — Pause Ad Group | Delete Ad Group

Target: Cancer Treatment
Surgery, Radiation, Chemotherapy
Tamoxifen, Alternative Therapies
www.breastcancer-research.net

Summary Keywords Ad Variations


Jun 1, 2006 to Jun 1, 2007 Change range

• Add keywords Quick Add | Remove tool Edit keywords | Search this list Customize columns

Keyword	Status	Cost/Click	Clicks	Imp.	CTR	Ad. Cost	Imp. Cost	Conv.	Cost/Conv.
breast cancer treatment	Active	\$0.22	4,194	101,989	4.11%	\$0.27	\$1,126.11	4.7	0.00%
breast cancer treatments	Active	\$0.22	1,237	21,105	5.86%	\$0.40	\$489.41	5.4	0.00%
breast cancer therapy	Active	\$0.22	268	11,126	2.31%	\$0.30	\$77.23	3.2	0.00%
breast cancer treatm	Active	\$0.22	118	2,896	4.07%	\$0.26	\$31.01	4.0	0.00%

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EVALUATING AND OPTIMIZING ADWORDS GRANTS

Campaign Statistics

- Identify problem areas
 - 'Poor' Quality Scores
 - CTRs below 1%
 - High-cost with poor Quality Score or low CTR
- Take note of these areas and target them for optimization

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OPTIMIZING FOR IMPROVED PERFORMANCE

Keywords



- Look at Quality Score, CTR, cost, and impressions
 - These statistics should align with your goals
- Refine what is not working and expand on what is working well



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OPTIMIZING FOR IMPROVED PERFORMANCE

Ads



- Use a call-to-action phrase
- Include your main keywords
- Be descriptive (but do not include your name!)
- Run landing page tests
- Create multiple ads for A/B testing
- Delete poor-performing ads and create new ads to rotate


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OPTIMIZING FOR IMPROVED PERFORMANCE

Targeting Options

- Select targets that match your constituents
- Geographic targets
 - Run geo reports within Analytics if needed
- Language targets
- Target by day or time


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OPTIMIZING FOR IMPROVED PERFORMANCE

Campaign Structure

- Having a solid campaign structure helps you effectively nurture your account
- Create small, highly-targeted Ad Groups
- Use multiple campaigns for different target audiences, distinct initiatives
- Take the time to think through your structure and reorganize if appropriate


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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

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KATRINA CAME



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THEY RESPONDED



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THEY GAVE



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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





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NEWER MEDIUM – SAME RULES



- Use a consistent and/or easily recognizable
- Sender's 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.lyds.com/resources/content/checks/ / <http://spamcheck.itself.com/>) & accounts on AOL, Earthlink, Yahoo, etc.
- Avoid spam "trigger words." (www.buriedinashame.com/InternetSpamwords.htm)

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LEVERAGE THESE ONLINE FUNDRAISING PRACTICES


- SEO – drive traffic to your Web site
- Compelling call to action to cultivate and convert constituents into donors
- Test & refine registration programs, list chaperoning, viral campaigns and your boards to build large online email files
- Treat online mail like you would snail mail, use compelling content, test timing of delivery, segment & test, personalize & test and then test that again

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SOCIAL NETWORKING

- Facebook Species
 - Updates
- Twitter
 - Tweets

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Using the Internet to Connect Your Middle and Major Donors
Corvito, Sea Change Strategies, and Edge Research 2008
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FACEBOOK SPECIES



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FACEBOOK SPECIES

- Causes
- Groups
- Organization Identity
- Integrated Membership & Giving Pages



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FACEBOOK – PROFILE - FRIENDS



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FACEBOOK - CAUSES



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FACEBOOK – GROUPS - MEMBERS



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FACEBOOK – PAGE - FANS



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FACEBOOK – INTEGRATED PAGES

The Salvation Army
Invite Friends | Personal Page

When You Put Money in Our Kettle Expect Change!
Your gift to The Salvation Army will help those in your community all Christmas and throughout the year.

Online Red Kettle 2007



JOIN A 110-YEAR TRADITION
YOU CAN GIVE A BETTER CHRISTMAS TO THOSE WHO NEED IT MOST


The Salvation Army Red Kettles have been an American tradition since 1871, and now Facebook allows us to broaden our traditional fundraising network by bringing you and your friends our Online Red Kettle.

You can easily give, host, and post an Online Red Kettle to your personal profile and encourage friends to join one in supporting the Salvation Army.

Tell Friends | Donate Now | Host a Kettle

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PERSONAL PROFILE VS FACEBOOK PAGE

- **Profiles** can only be used to represent an individual, and must be held under an individual name.
- You can also use your account to manage Facebook Pages that represent businesses or other organizations.
- You may only create **Facebook Pages** to represent real organizations of which you are an authorized representative, and fans of these Pages won't be able to see that you are the Page admin, or have any access to your personal account.

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FACEBOOK PAGE

- A public figure, business, or brand can create a **Facebook Page** to share information, interact with their fans, and create a highly engaging presence on Facebook.
- Pages are distinct presences that are optimized to represent a business, and are separate from user profiles.

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FACEBOOK PAGES VS GROUPS

- **Pages** can only be created to represent a real public figure, artist, brand or organization, and may only be created by an official representative of that entity. Pages can be customized with rich media and interactive applications to engage Page visitors. Applications can't be added to groups.
- **Groups** can be created by any user and about any topic, as a space for users to share their opinions and interest in that subject.

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facebook Home Profile Friends Inbox (356) Nicci Noble Settings Logout

Mentor Me Petaluma
Global

Basic Info
Name: Mentor Me Petaluma
Type: Organizations - Non-Profit Organizations
Description: Youth mentoring program in Petaluma, Sonoma County, California.

Contact Info
Email: vicchiand@mentormeetaluma.org
Website: http://www.MentorMePetaluma.org
Office: Mentor Me Petaluma
Location: 35 Main Drive, Suite 852 Petaluma, CA

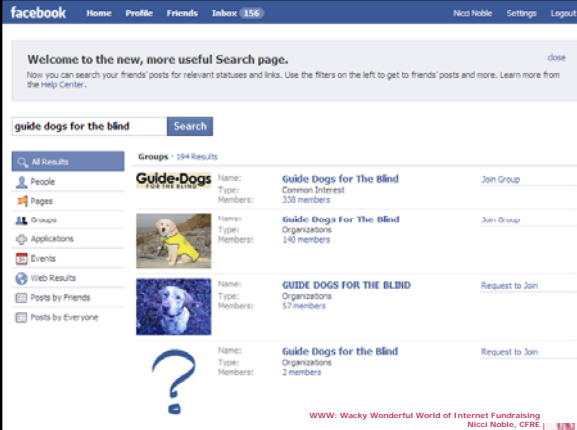
Recent News
Back to school! We have 75 kids, ages 5-17, on our waiting list... waiting maybe for 100! -- Mentoring changes two lives simultaneously... just ask one of our 200 mentors. --- Q&A at Aqua Cafe Aug 20th -7:30pm - learn all about it. --- scroll all the way to the bottom of the page to see some great photos of mentors and mentees - more to come soon....

Members
Displaying 8 of 234 members See All

Group Type
This is an open group. Anyone can join and invite others to join.

Admins
Valerie Richman (Sonoma / Heald, CA) (creator)

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Welcome to the new, more useful Search page. close

Now you can search your friends' posts for relevant statuses and links. Use the filters on the left to get to friends' posts and more. Learn more from the Help Center.

guide dogs for the blind Search

Groups 294 Results

	Guide Dogs for The Blind Common Interest 333 members	Join Group
	Guide Dogs For The Blind Organizations 140 members	Join Group
	GUIDE DOGS FOR THE BLIND Organizations 57 members	Request to Join
	Guide Dogs for the Blind Organizations 2 members	Request to Join

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FACEBOOK INSIGHTS

- **Interactions:** Total number of comments, Wall posts, and likes.
- **Interactions Per Post:** Average number of comments, Wall posts, and likes generated by each piece of content you post.
- **Post Quality:** Score measuring how engaging your content is to Facebook users. A higher Post Quality indicates material that better engages users.
- **Posts:** Number of posts your Page has made either on the Wall or in video.

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The screenshot shows the Facebook Insights tool interface. At the top, there's a navigation bar with 'Facebook', 'Home', 'Profile', 'Friends', and 'Admin'. Below that, a line graph displays 'Interactions' over time, with a peak around 1,000. Below the graph, a table titled 'Recent page activity' shows data for 'Page Views', 'Likes', 'Comments', and 'Shares'. The 'Page Views' row shows 2,669 views, with a breakdown of 1,117 from the last 7 days and 1,552 from the last 28 days. Other rows include 'Likes' (2,136), 'Comments' (1,117), and 'Shares' (1,552).

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FACEBOOK INSIGHTS


- **Page Views:** Number of times your Page has been viewed by Facebook users.
- **Media Consumption:** This graph tracks how many photo views, audio plays, and video plays your content have received.
- **Discussion Posts:** Total number of discussion posts written by fans.
- **Reviews:** Number of times your Page has been rated in the Reviews application.

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TWEETING: HOW TO GET STARTED

- Reach millions via the Internet or via texting
- Sign up & create an account
- Broadcast info, solicit feedback, inform followers
- Find & Follow – details, universal mail or email
- 2 way street – privacy & list improvements
- @directmessaging
- Multilanguage features & support

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TWITTER

Welcome!


Welcome to Twitter Support
Use our [Help Resources](#) to find answers to questions, or go back to [Twitter!](#)

¿Hablas español?
Aqui se encuentra servicio de ayuda en español! ¡Que te la pases bien Twitteando!

Bienvenue à l'Assistance Twitter
Consultez notre [documentation d'aide](#) pour trouver des réponses à vos questions.

“Twitter is about approach, transparency, and immediacy”
– Jack Dorsey, Twitter Co-Founder

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**IF YOU DON'T HAVE TIME TO DO IT RIGHT,
WHEN WILL YOU HAVE TIME TO DO IT OVER?**

- Start planning earlier than you would normally!

(things will come up!)

- Focus on recruiting more volunteers and ask them to fundraise
- Retain & entice past volunteers/hosts to do so again
- Secure high profile partners & sponsors, like businesses owned by board members

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**IF YOU DON'T HAVE TIME TO DO IT RIGHT,
WHEN WILL YOU HAVE TIME TO DO IT OVER?**


- Post the right message, at the right time, to the right people
- Ongoing communication with Members, Fans, Followers are key,

but don't overload them

- Focus on specific actions and desired results
- Make sure your message suits the audience you're addressing

Nicol Noble & Philip King
Web 2.0: Building Online Social Networks
45th Annual AFP International Conference on Fundraising


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HOW ARE YOU GOING TO GET THERE?

- Web site
- Secure server
- Donations web page
- Email marketing software
- Donor management software
- Social Networking identities
- Strategic planning & detailed execution


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BOTTOM LINE

- Online fundraising is growing very quickly nationwide
- It is critical to have a year round relationship management approach to renew and grow donors acquired through web based giving programs
- Online constituent engagement can help grow fundraising online and offline

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SUGGESTED READING

Mobile Active: *Using Mobile Phones in Fundraising Campaigns*
www.mobilitize.org/files/MobileActive1_0.pdf

Gundry, George: *Update Your Organization's Image with Slick HTML Newsletters*
www.techsoup.org/fundraisingcenter/web/BulletinPage4988.cfm


Idealware: *Choosing Bulk Email Software to Match Your Communication Goals*
www.idealware.org/articles/bulk_email_software_communication_goals.php

Beth's Blog: *How Nonprofits Can Use Social Media*
www.bethsblog.org/2009/12/09/how-nonprofits-can-use-social-media/


Weiner, Robert: *Online Fundraising Tools Checklist*
www.rweiner.com/cf/online_donations_checklist.pdf

Sea Change Strategies: *The Wired Wealthy-Using the Internet to Connect with Your Middle and Major Donors*
http://www.seachange.org/sea/change/2010/01/26/317331_2010_Tier_02480204.pdf


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EMAIL & MARKETING RESOURCES



People to People Fundraising: Social Networking and Web 2.0 for Charities by [Ted Hart](#) (Author), [James M. Greenfield](#) (Author), [Sheeroz D. Hail](#)



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](#)

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ANY QUESTIONS?



WORKS BY PHIL WITTE © 2010

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

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