


**WWW: WACKY, WONDERFUL
WORLD OF ONLINE COMMUNITY
BUILDING**

ASAE & The Center for Association Leadership
Washington, DC
Presented to you by
AFP Washington DC Metro Area Chapter

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Wednesday, September 15, 2010



AGENDA


WHERE is your organization and **WHERE** it is going

- Attendee input

WHY you need online fundraising technology

- Benchmarking studies
- **HOW** you will get there
 - Website
 - Email
 - Social Networking – Facebook & Twitter
- Reading resources
- Q & A

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WHO ARE YOU?

- Who you are?
- Where you work?
- What you do?
- How many are part of the team?

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THOMAS WATSON CHAIRMAN, IBM



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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

Using the Internet to Connect Your Middle and Major Donors
Conrivo, See Change Strategies, and Edge Research 2008

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WHY DO YOU NEED TO LEVERAGE THE WEB?

Race / Ethnicity	
Caucasian	80%
Hispanic	82%
Black	71%


Age	
18-29	95%
30-49	87%
50-64	78%
65+	42%

Household income	
Less than \$30,000/yr	63%
\$30,000-\$49,999	84%
\$50,000-\$74,999	89%
\$75,000 +	95%

Educational attainment	
Less than High School	52%
High School	67%
Some College	90%
College +	96%

Source: Pew Internet & American Life Project, May 2010
<http://www.pewinternet.org/Static/Pages/Trend-Data/Whos-Online.aspx>


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 **The Salvation Army – Online Annual Report**


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Check out this video on the Eastside #SalvationArmy after-school program but be warned u may need a handkerchief. <http://ow.ly/2rtmx> Plz RT!

11:46 AM Aug 18th via HootSuite



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 **HOW: THE SALVATION ARMY'S BEST PRACTICES**

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- Make it easy to sign up & connect.
- Don't ask for too much information.
- Make it easy to opt-out.
- Offer targeted communications.
- Post a clear privacy policy.
 - DMA Privacy Policy Generator
www.the-dma.org/privacy/creating.shtml
 - Customer Respect Group privacy policy guidelines:
www.customerrespect.com/default.asp?hdnFilename=research_bp_privacypays.htm

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 **BEST PRACTICES**

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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.

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MAKE IT APPEALING

- Make it visually appealing.
- Get the user to your site to learn more about your organization.
- Send in multiple formats.
- Customize your appeals and track their effectiveness

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NEWER MEDIUM – SAME RULES

- Use a consistent and/or easily recognizable brand.
- 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.betts.com/resources/contentcheck/, <http://spamcheck.ahost.com/>) & accounts on AOL, Earthlink, Yahoo, etc.
- Avoid spam "trigger words." www.businessknowhow.com/Internet/spamwords.htm

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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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THE SALVATION ARMY'S CHRISTMAS ONLINE GIVING

<p>DOING THE MOST GOOD™</p> <p>The Salvation Army needs your help to deliver crucial services to your community this holiday.</p> <p>With your compassion and support, we will:</p> <ul style="list-style-type: none"> • Deliver hot food, blankets and warm Christmas gifts to homeless people. • Give shelter to homeless people and the chance of a fresh start in life. • Deliver Christmas food boxes and presents to help forward veterans and their families. 	<table border="0"> <tr><td>2009</td><td>\$9.6</td></tr> <tr><td>2008</td><td>\$9.2</td></tr> <tr><td>2007</td><td>\$7.7</td></tr> <tr><td>2006</td><td>\$6.8</td></tr> <tr><td>2005</td><td>\$7.1</td></tr> <tr><td>2004</td><td>\$3.9</td></tr> </table> <p style="text-align: center;">Cumulative Christmas Online Giving \$44.3 million</p>	2009	\$9.6	2008	\$9.2	2007	\$7.7	2006	\$6.8	2005	\$7.1	2004	\$3.9
2009	\$9.6												
2008	\$9.2												
2007	\$7.7												
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2004	\$3.9												

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THE SALVATION ARMY'S ONLINE RED KETTLE

WHEN YOU PUT MONEY IN OUR KETTLE, EXPECT CHANGE

ABOUT THE PROGRAM

HOST A KETTLE

- HOME & BUSINESS KETTLE
- BOYS & GIRLS KETTLE
- SENIORS KETTLE
- MAMA & DADDY KETTLE
- YOUTH RAIN KETTLE
- TOWN
- BUSINESS
- CONTACT US

WANT MORE?

Phone Sign Station

Personal

Register your kettle on personal Web site

YOU CAN GIVE A BETTER CHRISTMAS TO THOSE WHO NEED IT MOST

Host your own kettle and help the homeless, hungry, and shelterless in your community. It's the best gift you can give.

Host your kettle and help the homeless, hungry, and shelterless in your community. It's the best gift you can give.

Host your kettle and help the homeless, hungry, and shelterless in your community. It's the best gift you can give.

TOP KETTLES IN YOUR COMMUNITY

- 1st: Book of Shadows
- 2nd: Army Band Program
- 3rd: 4713th St

DOING THE MOST GOOD™

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With your compassion and support, we will:


- Deliver hot food, blankets and warm Christmas gifts to homeless people.
- Give shelter to homeless people and the chance of a fresh start in life.
- Deliver Christmas food boxes and presents to help forward veterans and their families.

Host a Red Kettle or Support a Kettle Host

<p>HOST</p> <ul style="list-style-type: none"> • HOME & BUSINESS KETTLE • BOYS & GIRLS OR PERSONAL KETTLE • SENIORS KETTLE 	<p>SUPPORT</p> <ul style="list-style-type: none"> • HOME & BUSINESS OR SENIORS KETTLE • MAMA & DADDY KETTLE • YOUTH RAIN KETTLE
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[Manage Your Personal Red Kettle Page](#)


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LEVERAGE THESE ONLINE FUNDRAISING BEST PRACTICES

- 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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 **FACEBOOK SPECIES**



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 **FACEBOOK SPECIES**

- Causes
- Groups
- Profiles & Pages
 - Integrated Membership & Giving Pages



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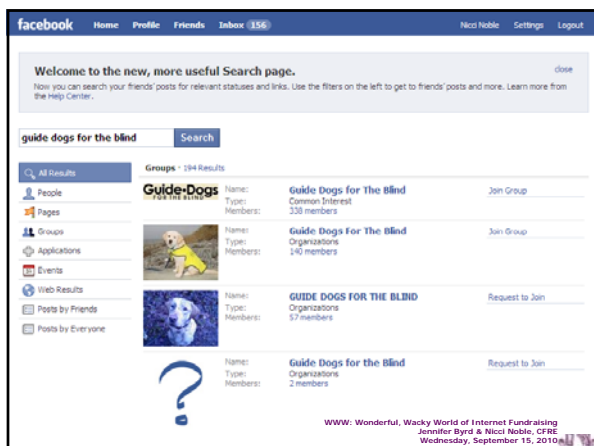



FACEBOOK PAGES VS GROUPS

- **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 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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TWITTER

Welcome!


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

¿Hablas español?
Aquí 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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WHAT YOU NEED TO TWEET?

- A computer with internet access
- Mobile internet access
- Texting capabilities
- Something to say

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TWEETING: HOW TO GET STARTED

- 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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THE WEB: WHERE PEOPLE ARE

finding things out learning more staying in touch

staying current expressing themselves

going places finding others

sharing music/pictures

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THE SALVATION ARMY WEB ADVERTIZING STRATEGIES

- Behavioral targeting – Allows us to target people who have a propensity to donate
- Retargeting – Allows us to target people who have been to SalvationArmyUSA.org but have not donated
- 2009 Analysis complete and sites with high return have been renewed
- Testing new networks with unique targeting capabilities

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IT'S NOT JUST ABOUT FUNDRAISING...IT'S ABOUT CREATING ONLINE COMMUNITIES OF INTEREST.

“People give to People”, Hank Rosso
– This holds true no matter what the medium or channel.

This type of fundraising campaign is about ‘meeting’ new individuals.

Real world communities are built over time, the same holds true for web based communities


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 **HOW ARE YOU GOING TO GET THERE?**

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- Person
- 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**


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- 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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 **ANY QUESTIONS?**

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 **SUGGESTED WEB READING**

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Your Communication Goals
www.afp.org/articles/bulk_email_software_communication_goals.cfm

Beth's Blog: How Nonprofits Can Use Social Media
www.donorspowerblog.com/2009/09/08/


Weiner, Robert: Online Fundraising Tools Checklist
www.rtwiener.com/online_donations_checklist.pdf

Wired Wealthy-Using the Internet to Connect with Your Middle and Major Donors
http://conference.afpnet.org/handouts/1186_MG27hugar_Vinay_121931_Feb16_2009_Tim_045402PM.pdf


The Next Generation of American Giving
http://www.pnnpc.com/files/next_gen_sfbpaper.pdf


Nonprofit Social Network Benchmark Report
<http://www.commonknowledge.com/html/white-papers/NonprofitSocialNetworkSurveyReport.pdf>


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 **EMAIL & MARKETING RESOURCES**

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

 **The Mercifully Brief, Real World Guide to Raising Thousands (If Not Tens of Thousands) of Dollars With Email** by [Madeline Stanonis](#)

 **Momentum: Igniting Social Change in the Connected Age** by [Allison Fine](#)

 **Brandraising: How Nonprofits Raise Visibility and Money Through Smart Communications** by [Sarah Durham](#)

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 **NOBLE SERVICES**
meeting generosity and need

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 **DOING THE MOST GOOD!**
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