



**WWW: Wild Web World**  
 NAPSEC Annual Leadership  
 Conference Symposium  
 January 17, 2011

 Nici Noble, CFRE  
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 www.NiciNoble.com  
 LinkedIn: NICINOBLE  
 Twitter: NICINOBLE  
 Facebook: NICINOBLE

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**Wireless Internet**  
**WPLZ-E7Fi-g4**

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**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
- Outreach
- Motivation
- Action
- Loyalty
- Staff & Volunteers
- Budget, Timeline & Deadlines

**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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**The Web:  
Where People Are**



buying things  
learning more  
staying in touch  
staying current  
expressing themselves  
going places  
sharing music/pictures  
finding others

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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  
Convivo, Sea 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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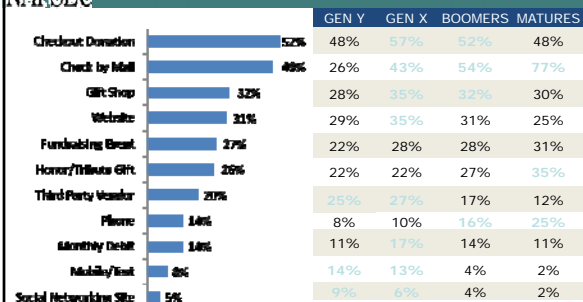
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## Why Bother with Online Fundraising?



The Generational Divide in America's Giving  
Surveyed: 1,000 Americans, February 2010 - 11/10  
Matthew Villares, Strategy Practice Director, Convivo  
Andrew Mayhew, Senior Consultant, Convivo

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## The Web and Relationships

- Web based communication is essentially free enabling a focus on relationship building vs. solely solicitation
- Emails and Web content can easily be personalized to maximize relevance and acknowledge previous support
- You can sustain a two-way dialog – the mail is largely one-way
- Traditional acquisition models rely on cold marketing to rented lists. Online, the emphasis should be on “organic” list development coupled with engagement before solicitation

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## How: Best Practices

- 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](http://www.the-dma.org/privacy/creating.shtml)
  - Customer Respect Group privacy policy guidelines:  
[www.customerrespect.com/default.asp?hdnFilename=research\\_bp\\_privacypays.htm](http://www.customerrespect.com/default.asp?hdnFilename=research_bp_privacypays.htm)

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## How: 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.

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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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## Leverage these Online Engagement & Cultivation 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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## Collect Email Addresses Constantly

- Direct Mail
- At events
- On surveys
- And on your website
- Ask for email addresses in all communications



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**The Salvation Army – Online Annual Report**

**NAPSEC**

DOING THE MOST GOOD

**THE SALVATION ARMY 2010 ANNUAL REPORT**  
REPORTING ON FISCAL YEAR ENDING SEPTEMBER 30, 2010

ABOUT THE SALVATION ARMY | [SIGN UP](#)

[DONATE NOW](#)

OUR YEAR | OUR VISION | OUR STORIES | FINANCIALS | LEADERSHIP | PRINTABLE PDF

2010 ANNUAL REPORT SHINE

- Printing and snail mailing of annual report has been eliminated.
- All social channels are utilized to promote the annual report and spread the word.
- Direct calls to donate now

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**The Salvation Army – Online Annual Report**

**NAPSEC**

Targeted e-mail blasts used to announce the 2010 Annual Report

TEST MESSAGE FROM Israel Gauthier  
From: IsraelGauthier@us.sva.us  
Subject: Announcing The Salvation Army's Online 2010 Annual Report

DOING THE MOST GOOD

**THE SALVATION ARMY 2010 ANNUAL REPORT**  
REPORTING ON FISCAL YEAR ENDING SEPTEMBER 30, 2010

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**The Salvation Army – Online Annual Report**

**NAPSEC**

2010 Online Annual Report Now Available

facebook

1 Like

ZRAG 14363 2010 Annual Report Letter Interviews...

The Salvation Army USA Check out this amazing video about one of the Salvation Army's after-school programs, then do the most good! Help by re-posting it to your Facebook page!

ZRAG 14363 2010 Annual Report 36 Paul Eastlake After School Program No 413

The Salvation Army has released its 2010 online annual report, available at <http://www.salvationarmyusa.org/annualreport.htm>.

1330 Impressions · 0.17% Feedback  
Report Abuse · Report Comment · Like · Share · Private Report

21 people like this  
View all 5 comments

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 The Salvation Army – Online Annual Report

The Salvation Army – Online Annual Report

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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 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.brite.com/resources/contentchecker/](http://www.brite.com/resources/contentchecker/), <http://spamcheck.stuff.com/> & accounts on AOL, Earthlink, Yahoo, etc.
- Avoid spam "trigger words." [www.businessknowhow.com/Internet/spamwords.htm](http://www.businessknowhow.com/Internet/spamwords.htm)

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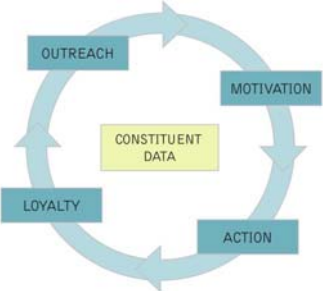
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 Online Relationship Management Strategy



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## Online Relationship Management Strategy

- Having a simple framework for your online strategy helps you establish goals and measure progress
- There are phases that correspond to the lifecycle of a constituent relationships
- At each phase, there are specific measures of success and best practices used to progress the relationship forward

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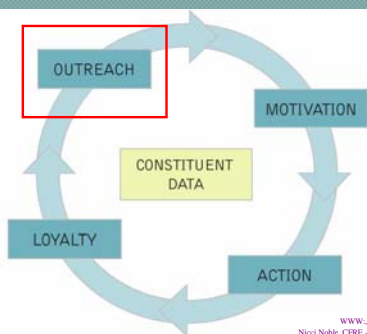
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## Outreach



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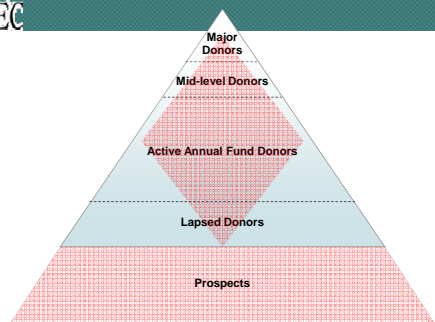
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## Fundraising Pyramid



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## Email File Building Recommendations

- Optimize email capture at your Website
- Maximize traffic to your Website
- Capture email addresses through all offline venues (e.g. events)
- Make collecting email addresses part of your culture!

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## Prize Opportunity



Look closely at the next slide

How many places  
can you sign up  
to join receive info  
from this organization?

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## Email Collection On Your Website

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**Motivation**

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**Motivation: Developing Relationships**

- Find out what people most care about
- Develop compelling, fresh content
- Sustain regular contact
- Design “engagement pathways” that are based upon how someone incepted and what they’ve done

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**Learn through Profiling and Behavior**

Tactics to build profiles:

1. Offer a “menu” of website registration benefits that are both mission-oriented and have high perceived value
2. Bring offline donor database information online through integration
3. Conduct constituent profiling email campaigns
4. Learn through implicit website interactions

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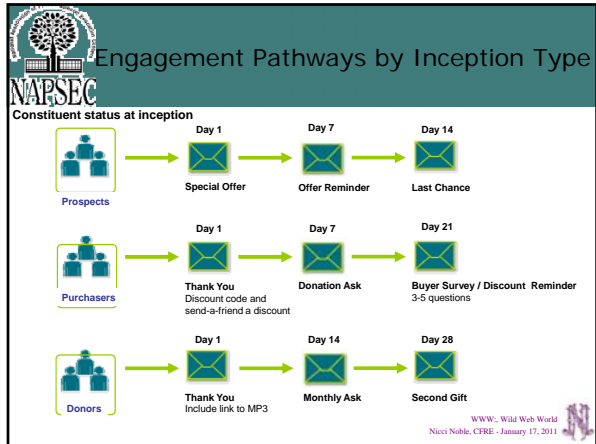
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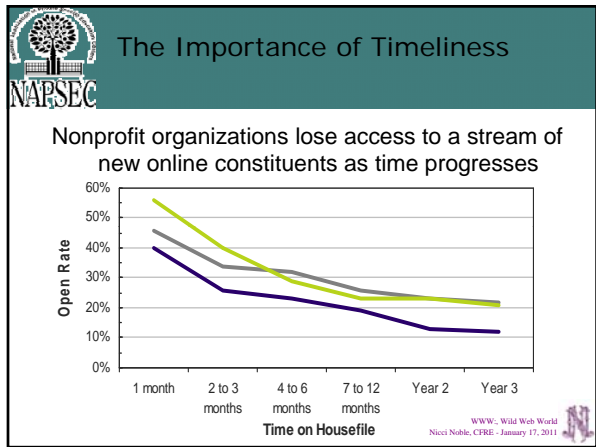
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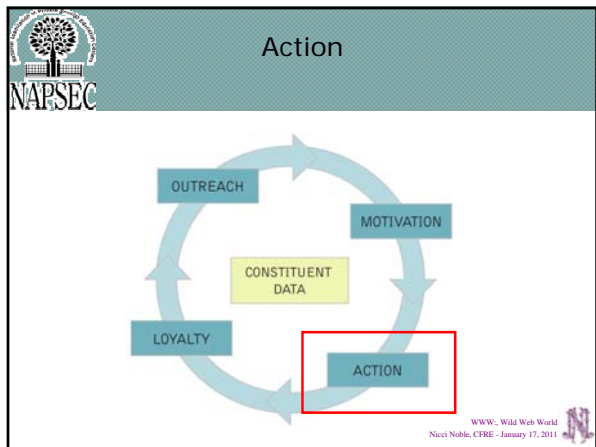
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## Action

- Make direct solicitations at an appropriate frequency
- Soft asks with every (almost) communiqué
- Make asks as relevant, urgent and tangible as possible
- Segment, personalize and test for higher response rates

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## Making The Ask Tangible



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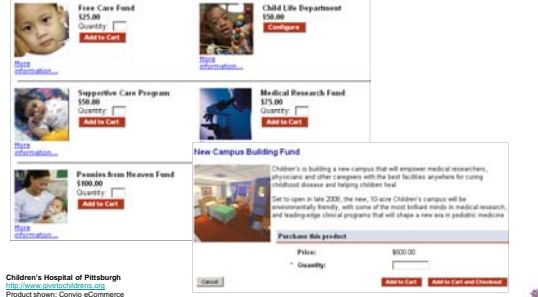
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## "Giving/Gift Catalogs"



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**Micro Campaigning**

Subject: 2009 ASPCA Disaster Relief Fund Thursday Update

**ASPCA DISASTER RELIEF FUND UPDATE**

As rescue and recovery efforts continue, the ASPCA has made available a host of resources to help hurricane victims and for those of you wishing to provide assistance:

**Call for Volunteers:** If you wish to volunteer and are a veterinarian, veterinary technician, or experienced animal handler, your services are greatly needed. Please start by [clicking on our online form](#).

**Donating Goods:** If you are interested in donating goods to disaster area shelters, please email [donate@aspca.org](mailto:donate@aspca.org). Be sure to provide as many details as possible about your donation, and a way you can be contacted.

**To make a donation to our Disaster Relief Fund,** please call (800) 439-3000. You can also make a secure online donation at [ASPCA.org](http://aspca.org).

**Trapped Pets (within Louisiana):** To report a pet missing within Louisiana, you can go to <http://aspca.org/lostfound>. These pets are actively returned and given to the rescuers in the field.

**Trapped Pets (outside Louisiana):** To report a pet missing outside of Louisiana, you can tag your pet <http://aspca.org/lostfound> that is actively returned and given to the rescuers in the field.

**TELL A FRIEND**

NEW PHOTO ALBUM: AUSTIN, TEXAS

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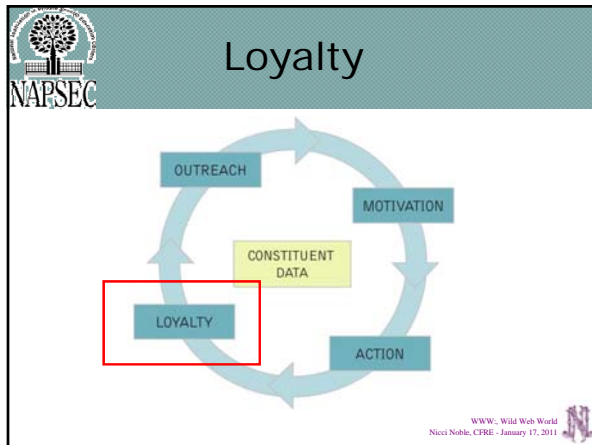
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**Profile Based Segmentation**

Help us Find Safe Homes for the Holidays

Do you have any dogs?  
Yes

Do you have any cats?  
Yes

**Results:**

- Open rates **26% higher**
- Response rates **2x higher**

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## Profile Based Segmentation

- The information you collect helps you provide more relevant content
- When you can tailor donation asks, you also get higher results
- This type of segmentation is very expensive offline

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## Testing for Better Response

**Wolf copy focus: 0.17% donation rate**

Wolf-focused tone increased donation rates by 29% in one segment

**Match copy focus: 0.13% donation rate**

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## Loyalty

- Design “relationship pathways” to steward and upgrade donors based upon their point of inception and interests
- Encourage monthly giving
- Provide donors self-service capabilities
- Encourage donors to do more than give e.g. raise money

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## Where is your organization?

### Find out in 5 Steps

Step 1: Draft a list of questions

Begin with the basics

Who is involved with day-to-day operations of the site(s)?

Who are our trusted web vendors/partners?

Do we manage the content in-house?

Step 2: Establish a pre-project group of staff and volunteers to draft a list of "other" questions.

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## Where is your organization?

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

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## Where is your organization?

### Quick tip #1 – Questions

Begin this process with a series of questions that cover business, organizational, and IT strategies:

- Is there a current web strategy?
- Which department is responsible for the current web program?
- How did the web strategy evolve?
- When does the organization want to initiate a new web strategy, and why?

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## Where is your organization?

**Quick tip #1 – Questions**

- Are resources (manpower, budget, trainings) available today?
- Do you have to raise or apply for funds to initiate a new web strategy?
- What is your role in the success of the web strategy?

Tech Soup: "Ten things that will make or break your website"  
<http://www.techsoup.org/learningcenter/webbuilding/page6694.cfm>

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## Where is your organization going?

**Strategic Plan: Goals & Objectives**

Step 1: Obtain your organization's strategic plan.

Step 2: Evaluate how the project can reach the goals and objectives set in the strategic plan.

Step 3: Create a definition of success for your web project.

- Enable web analytics tools to measure your site's traffic.
- Explore free tools such as Google Analytics.

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## Where is your organization going?

**Strategic Plan: Goals & Objectives**

Step 4: Based on the evaluation, create a web project brief and timeline to reach success.

- Realistic goals are key
- Interactive Committees can assist with high-level communicators

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## Where is your organization going?

### Quick tip #2 - Strategic Plans

- Remember to align your organizations strategic plan with all web strategies. This will assist with the overall success of your project.
- Example: When presenting your website project executive summary, include direct language from your organizations mission statement, long-term goals, and short-term objectives.
- Tech Soup: "Seven Web Development Pitfalls"

<http://www.techsoup.org/learningcenter/webbuilding/page6596.cfm>

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## How are you going to get there?

### Manpower: Staff & Volunteers

- Step 1: Get support
- Step 2: Build the team
- Step 3: Provide training
- Step 4: Evaluate the team
- Step 5: Announce the team

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## How are you going to get there?

### Quick tip #3 - Manpower

- Gaining the support of key stakeholders will improve the speed with which you execute your web project.
- Example: Form a team of Content Owners, interdepartmental staff and volunteers, who attend internal and external professional development classes geared around improving the organization's web projects.
- Content Owners should expect to:
  - ✓ Attend 2 internal and 2 external trainings per year.
  - ✓ Provide content updates for web projects.
  - ✓ Review web projects pre-launch to provide timely feedback.

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- ## How are you going to get there?
- Resources: Budget & Ongoing Training
    - Step 1: Create an evaluation based budget
    - Step 2: Look at the numbers for IT, Marketing, etc.
    - Step 3: Decide if a cost center is needed
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- ## How are you going to get there?
- Resources: Budget & Ongoing Training
- Step 4: Map out a low and high P&L statement
  - Step 5: Get feedback from the Content Owners regarding pipeline projects.
  - Step 6: Remember to discuss the professional development line item with HR.\*
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## How are you going to get there?

**Quick tip #4**

Try to refrain from setting a budget before completing the “Where are you?” and “Where are you going” phases.

- Some organizations begin to talk numbers too early.
  - ✓ Take expert advice
  - ✓ Step back from ungrounded \$\$
  - ✓ Provide regular updates to team/leadership

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## How are you going to get there?

**Quick tip #5**

- Create strategic partnerships with organizations that offer professional development with non-profit rates.
- Empower the Content Owners to take part in the planning and evaluation process.
- Engage the Interactive Committee to assist with ongoing training opportunities for Content Owners

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## Involving Stakeholders & Setting Timeframes

- Form a selection committee with one representative from each stakeholder group
  - Scheduling will be difficult
  - Ask for backup committee members
- Timelines
  - Working backwards
  - Evaluation can take three to eight months

<http://www.techsoup.org/learningcenter/techplan/page4491.cfm>

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Good News!

The Same Rules Apply

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**The Salvation Army's Online Red Kettle**

**HOST YOUR OWN ONLINE RED KETTLE.**



Once you've created your Kettle, email the link to your family and friends. The more people you invite to donate, the more you increase your ability to help those in desperate need.

**1 2 3 4**

**START AN ONLINE RED KETTLE NOW**

[Learn more](#) about the program.

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**The Salvation Army's Online Red Kettle**

**DOING THE MOST GOOD™**

The Salvation Army needs your help to deliver crucial services to your community this holiday.

With your compassion and support, we will:

- Deliver hot food, blankets and small Christmas gifts to homeless people.
- Give shelter to homeless people and the chance of a fresh start to life.
- Deliver Christmas food boxes and presents to homeless, food insecure and others in need.

2009	\$1,900,000
2008	\$800,000
2007	\$550,000
2006	\$480,000

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**The Salvation Army's Christmas Online Giving**

**DOING THE MOST GOOD™**

The Salvation Army needs your help to deliver crucial services to your community this holiday.

With your compassion and support, we will:

- Deliver hot food, blankets and small Christmas gifts to homeless people.
- Give shelter to homeless people and the chance of a fresh start to life.
- Deliver Christmas food boxes and presents to homeless, food insecure and others in need.

2009	\$9.6
2008	\$9.2
2007	\$7.7
2006	\$6.8
2005	\$7.1
2004	\$3.9

**Cumulative Christmas Online Giving**  
\$44.3 million

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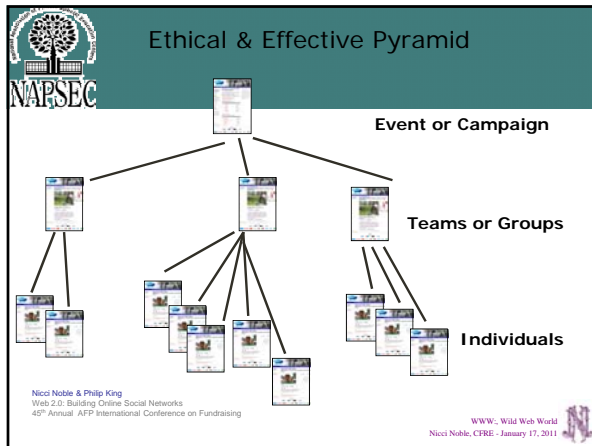
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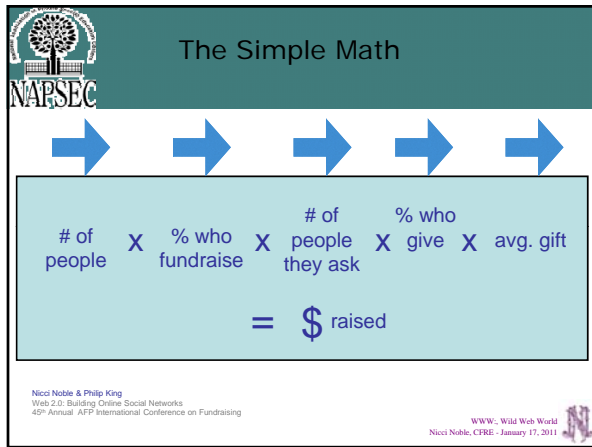
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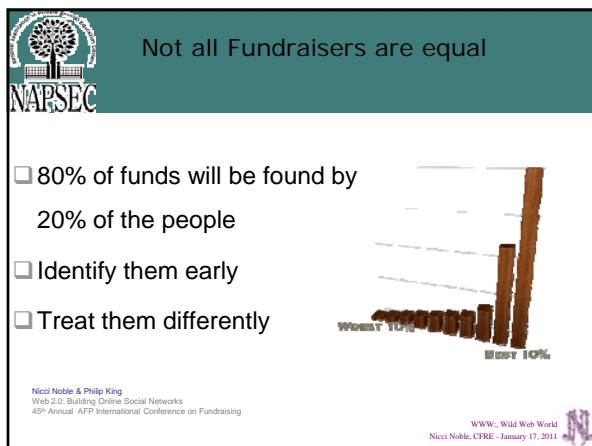
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 **Not-A-Thon**

YOUR ONLINE GIFT WILL BE USED IN YOUR COMMUNITY THIS CHRISTMAS

  Community events

Dinners

Virtual Events

Golf tournaments

BBQs

Seminars


Remember to do what DISASTER RELIEF FOOD AND SHELTER ARE ALL! JUST A DOLLAR IN THE BUCK

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 **Summary**

- Online fundraising is growing very quickly nationally and world wide
- 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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 **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 and call to action is appropriate for the audience you're engaging

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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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### Same Rules Apply in All Mediums

- Have policies that foster ethical community building
- Adhere to brand and style guidelines
- Use appropriate tools for your audience
- Thoughtful cultivation of relationships
- Volunteer engagement opportunities
- Investments yield returns  $\geq \frac{1}{4}$  FTE

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### AFP Social Media Policy Guidelines

1. Follow Appropriate Industry Laws and Guidelines
2. Be Informed and Interesting – and Listen
3. Always Be Respectful, and Be Polite When Disagreeing
4. Make Sure You Properly Attribute All Content
5. Be Responsive
6. Use Discretion At All Times
7. Transparency, Honesty, and Integrity Are Paramount
8. Don't Mix Worlds – Know the Line Between Professional and Personal
9. Be Authorized and Official
10. Respond to Violations of Standards

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## Print Reading Resources



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



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



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

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## Any Questions?



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## Thank You!



**Nicci Noble, CFRE**  
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