



Multichannel Direct Response Fundraising

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PHIL1-CE9045
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About you

Why do you work in the non-profit world?

Why do you work at the non-profit where you work?

Why do you support the non-profits you support?

Why are you taking this class?

What is direct response fundraising?

- Speaks directly to the prospect or donor or customer
- Has a specific “call-to-action”
 - And must therefore have a way to respond
- Response is trackable and measurable



What is direct response fundraising?

- Direct mail
- Telemarketing
- Direct response TV
- Email
- Online advertising
- Social media
- Door-to-door
- Text messaging



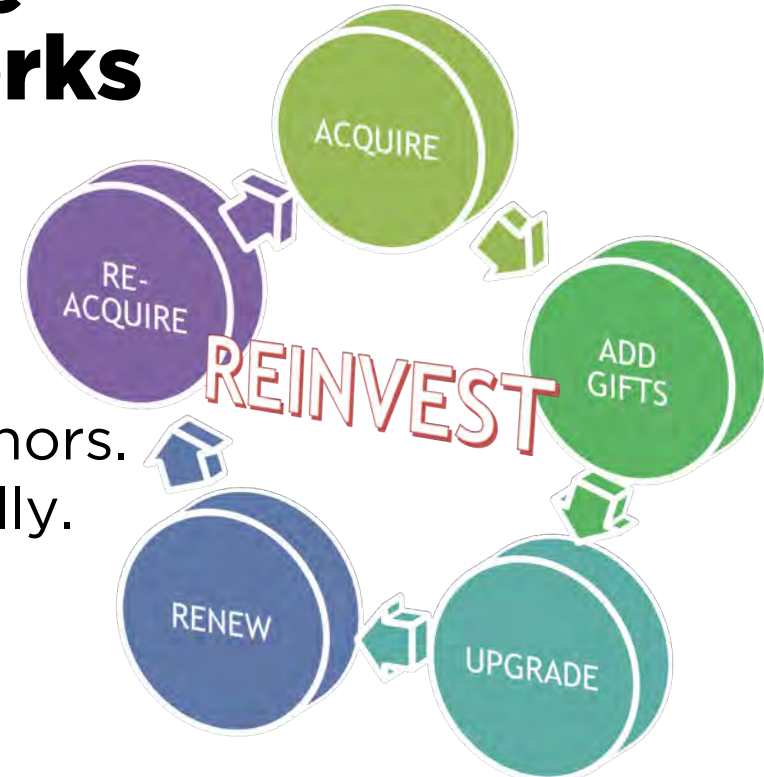
Direct response fundraising

- This is how the vast majority of your donors come to you.
- Most cost-effective
- Builds a broad base of individual support
- Best retention
- Inspires gifts through other sources and programs
- It promotes your “brand”



How the direct response fundraising lifecycle works

- Invest to **ACQUIRE** new donors, supporters or members.
- Ask for an **ADDITIONAL GIFTS** throughout the year.
- **UPGRADE** or **CONVERT** loyal donors.
- **RENEW** existing members annually.
- Reinstate **LAPSED** donors.
- Continually **REINVEST** for best long-term revenue.



Acquisition: New donors

- Acquisition is a long-term investment in a group of new donors.
- You probably won't break even upfront, but you make a “profit” through subsequent fundraising solicitations.
- Acquisition mailings usually generate “response rates” of around 0.7% to 2%.

What is a “response rate?”

- The percentage of people who respond to a marketing effort.

$$\text{Response Rate \%} = \frac{\text{Total number of responses}}{\text{Total number of prospects contacted}}$$

What is a “response rate?”

- The Human Fund emails their list 3 times to test different fundraising appeals. Their responses were:

	No. Mailed	No. Responses	Response Rate
Email #1	5,000	25	0.50%
Email #2	5,000	17	0.34%
Email #3	5,000	21	0.42%
Average Total	15,000	63	0.42%
Campaign Total	5,000	63	1.26%



Most Important Direct Response Fundamental: TESTING

- Direct mail is part art and part science.
- The art part is copy-writing and design, brainstorming about new strategies and approaches.
- The science part is very much like an experiment in a lab:
 - A control panel vs. a test panel
 - Limit the number of variables
 - Send to identical populations
 - Statistically valid sample size
 - Report and analyze

More direct response metrics

$$\text{Average gift} = \frac{\text{Gross revenue}}{\text{Number of responses}}$$

Total No. Mailed	Total Responses	Gross Revenue	Average Gift
15,000	63	\$945	\$15
30,000	1,500	\$52,500	\$35
100,000	400	\$60,000	\$150

More Direct Response Metrics

Net revenue = Gross Revenue - Cost

Quantity Mailed	Expense	Responses	Response Rate	Average Gift	Gross Revenue	Net Revenue
15,000	\$300	63	0.42%	\$15	\$945	\$645
30,000	\$15,000	1,500	5.00%	\$35	\$52,500	\$37,500
100,000	\$75,000	400	0.40%	\$150	\$60,000	-\$15,000

More Direct Response Metrics

$$\text{Cost to obtain a donor} = \frac{\text{Acquisition Costs}}{\text{Donors Acquired}}$$

Quantity Mailed	Expense	Responses	Average Gift	Cost to Obtain a Donor
100,000	\$75,000	400	\$150	\$187.50



Acquisition: New donors

- Remember, acquisition is an investment.
- Every organization has to determine what is an affordable cost to acquire a new donor.
- Keys to decision making:
 - Net revenue (how much can you afford to lose?)
 - Cost to obtain a new donor



Retaining your donors: The second gift

- A person becomes a loyal, committed donor when they make their second gift.
- Appeals sent after acquisition will turn a “profit.”
- An opportunity to upgrade donors to a higher level or move them to a higher-grossing program.

Retaining your donors

- Appeals can “pay for” acquisition campaigns.

Acquisition	Quantity Mailed	Responses	Response Rate	Average Gift	Gross Revenue	Net Revenue
	25,000	219	0.876%	\$35.08	\$7,683	- \$6,289
Appeal	Quantity Mailed	Responses	Response Rate	Average Gift	Gross Revenue	Net Revenue
	5,828	188	3.23%	\$106.49	\$20,021	\$16,577
Total Net Revenue						\$10,288

- Raise money while adding new donors.



Retaining your donors: TESTING

- Who should get a follow-up mailing?
 - Segment by recency, past activity and other behavior
- How many times can I go to a donor without turning them off?
 - Minimally 3 or 4 times per year.
- When should I send?
- How much to ask for (upgrade opportunity)?

Retaining your donors: donors vs. members

- Donor programs ask for smaller gifts, but more often
 - More impulse-based
 - Less perceived commitment
- Members renew a larger gift on an annual basis
 - Annual renewal series (multiple efforts – 3 to 8 or more)
 - Fewer special appeals
 - Usually comes with benefits
 - Requires continuous contact – magazine or newsletter

More direct response metrics

- Retention Rate measures the number of members kept over a given period of time -- usually during a fiscal or calendar year.

(Total # donors now - new members in the past 12 months)

$$\text{Retention Rate \%} = \frac{\text{(Total \# donors now - new members in the past 12 months)}}{\text{Total Number of Members in Previous Year}}$$

More direct response metrics

(Total # donors now - new members in the past 12 months)

Retention Rate % = $\frac{\text{Total \# donors now} - \text{new members in the past 12 months}}{\text{Total Number of Members in Previous Year}}$

Current Donor Count	New Members	Previous Year Donor Count	Retention Rate
1,050	150	1,000	90%
950	150	1,000	80%
900	150	1,000	75%

Lapsed reinstatement: Bringing former donors back

- You have already invested in acquiring these donors.
 - Mail those most likely to respond
 - Less likely the older their last gift
 - Personalize - Treat them like they're still part of the family - don't break the bond.
- Lower response and fewer gifts than appeals, but higher than acquisition.

More direct response metrics

- Lapse Rate measures the number of members lost over a given period of time – (it's just the inverse of retention rate)

Lapse Rate % = 1 – Retention Rate

More direct response metrics

- Average Tenure defines how long on average donors stay with an organization.

$$\text{Average Tenure} = \frac{1}{\text{Lapse Rate}}$$

More direct response metrics

1

$$\text{Average Tenure} = \frac{1}{\text{Lapse Rate}}$$

Retention Rate	Average Tenure
90%	10 years
80%	5 years
75%	4 years

The most important metric: Lifetime Value (LTV)

- The total economic value to an organization produced by a typical donor:

$$\begin{array}{r} \text{Average Annual Gifts per Donor} \\ \times \text{Average Tenure} \\ \hline \textbf{Lifetime Value} \end{array}$$

The most important metric: Lifetime Value (LTV)

Average annual gifts per donor x Average tenure

Average Annual Gifts per donor	Retention Rate	Average Tenure	Lifetime Value
\$100	90%	10 years	\$1,000
\$200	80%	5 years	\$1,000
\$250	75%	4 years	\$1,000

Long term value of new donors Year 1

Acquisition Quantity	50,000
Response Rate	1.5%
New Donors	750
Average Gift	\$40
Gross Revenue	\$30,000
Expense	\$35,000
Net Revenue	-\$5,000

Appeal Quantity (4x/yr)	3,000
Response Rate	15%
Donors	450
Average Gift	\$50
Gross Revenue	\$22,500
Expense	\$4,000
Net Revenue	\$18,500

Total Expense	\$39,000
Total Revenue	\$52,500
Net Revenue	\$13,500
Cumulative Net Revenue	\$13,500
Active Donors	450

Long term value of new donors Year 2

Appeal Quantity (4x/yr)	1,800
Response Rate	15%
Donors	270
Average Gift	\$50
Gross Revenue	\$13,500
Expense	\$2,000
Net Revenue	\$11,500

Total Expense	\$2,000
Total Revenue	\$13,500
Net Revenue	\$11,500
Cumulative Net Revenue	\$25,000
Active Donors	270

Long term value of new donors Year 3

Appeal Quantity (4x/yr)	1,080
Response Rate	15%
Donors	162
Average Gift	\$50
Gross Revenue	\$8,100
Expense	\$1,000
Net Revenue	\$7,100

Lapsed Quantity (2x/yr)	588
Response Rate	5%
Donors	29
Average Gift	\$40
Gross Revenue	\$1,160
Expense	\$750
Net Revenue	\$410

Initial Investment	\$35,000
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Total Expense	\$1,750
Total Revenue	\$9,260
Net Revenue	\$7,510
Cumulative Net Revenue	\$32,510
Active Donors	191

Continuously acquiring donors Year 1

Acquisition Quantity	50,000
Response Rate	1.5%
New Donors	750
Average Gift	\$40
Gross Revenue	\$30,000
Expense	\$35,000
Net Revenue	-\$5,000

Appeal Quantity (4x/yr)	3,000
Response Rate	15%
Donors	450
Average Gift	\$50
Gross Revenue	\$22,500
Expense	\$4,000
Net Revenue	\$18,500

Total Expense	\$39,000
Total Revenue	\$52,500
Net Revenue	\$13,500
Cumulative Net Revenue	\$13,500
Active Donors	450

Continuously acquiring donors Year 2

Acquisition Quantity	50,000
Response Rate	1.5%
New Donors	750
Average Gift	\$40
Gross Revenue	\$30,000
Expense	\$35,000
Net Revenue	-\$5,000

Appeal Quantity (4x/yr)	4,800
Response Rate	15%
Donors	720
Average Gift	\$50
Gross Revenue	\$36,000
Expense	\$5,000
Net Revenue	\$31,000

Total Expense	\$40,000
Total Revenue	\$66,000
Net Revenue	\$26,000
Cumulative Net Revenue	\$39,500
Active Donors	720

Continuously acquiring donors Year 3

Acquisition Quantity	50,000
Response Rate	1.5%
New Donors	750
Average Gift	\$40
Gross Revenue	\$30,000
Expense	\$35,000
Net Revenue	-\$5,000

Appeal Quantity (4x/yr)	5,880
Response Rate	15%
Donors	882
Average Gift	\$50
Gross Revenue	\$44,100
Expense	\$5,500
Net Revenue	\$38,600

Active Donors	
191	vs. 882
Cumulative Net Revenue	
\$32,510	vs. \$73,100
Total Expense	\$40,500
Total Revenue	\$74,100
Net Revenue	\$33,600
Cumulative Net Revenue	\$73,100
Active Donors	882



Every organization has to determine what is an affordable cost to acquire a new donor.

- “Pay-out-of-proceeds” or “funded” model
 - Agency covers acquisition costs
 - Agency continues acquisition and sends appeals to active donors
 - Agency pays itself back directly from proceeds
 - Agency mails so aggressively the organization never sees any income

Every organization has to determine what is an affordable cost to acquire a new donor.

- Quadriga Art was the agency for Disabled Veterans National Foundation
- DVNF “raised \$116 million since 2008 but returned \$104 million of it to Quadriga, according to the [New York] attorney general.”
 - CNN June 30, 2014
- Organizations can over-extend themselves on their own too

Final Metric: Steady State Analysis

- Defines the equilibrium of total membership where members gained will offset members lost will be equal.
- This projects total members over time assuming new member input and renewal rates remain constant.



Final metric of the day: Steady State Analysis

$$\text{Steady State} = \frac{\text{Annual New Member Input}}{\text{Lapse Rate}}$$

Final metric of the day

Annual New Member Input

Steady State = $\frac{\text{Annual New Member Input}}{\text{Lapse Rate}}$

New Members	Renewal Rate	Steady State
1,000	80%	5,000
1,000	90%	10,000
2,500	60%	6,250
500	75%	2,000



Let's look at some creative!

- How does it affect you?
- Does it engage you?
- Would you give?

Why do people respond?

- Success is equally based on **who** you send to, **why** you send it and **what** you ask.
- Testing, testing, testing.
 - Testing.
 - Testing.





People give to people

- Tell a story about a person that was helped.
- **YOU** is more important than WE
 - Stress how the donor is helping - not what you do as an organization.
 - Explain how the donor's money will be used.
 - A sense of “what's in it for me” can be useful.



Fundraising is the opposite of communications/marketing

- Nobody is interested in what you do
 - It's what you achieve.
 - Outcome, not how it's done.
- Donors should know how much their gift counts



Make it specific and personal

- Write to a single person
- Take out “we” and replace with “I”
- Don’t make the organization the subject of the sentence
- Talk about real people doing real things



The OFFER

- Create a sense of urgency (real; not made up).
- Copy should address the human emotions involved in giving a gift.
 - Create an “emotional closeness”
 - Mild guilt is okay if they’re not contributing now.
- “Premiums” sometimes work and are good advertising, especially for larger gifts.

A Strong Call-to-Action

- Specificity sells
 - “Provide one Thanksgiving dinner for \$1.97”
- Quantify a gift’s impact
 - “\$25 will feed one hungry child for a full week”
- Include a value add component
 - “Give an extra \$10 and we’ll send you...”



Matching Gift

Smithsonian

Protect America's Legacy

Help us reach our fundraising goal and your gift will be worth more.

\$100 → \$150 \$200 → \$300 \$500 → \$750

PLEASE DONATE TODAY →

Dear Paul,

With only two weeks left before the deadline, we urgently need your support of the Legacy Fund to reach our goal and receive \$15 million from Congress.

Last month, we launched this crucial campaign to help repair and restore the magnificent buildings and structures that are home to our nation's treasures – and we're thrilled with the sensational response we've received so far from our many caring donors!

But, we still have so much more to do to preserve the Smithsonian's future, and to meet the challenge that Congress has placed before us: to raise the money needed to make urgent repairs and update antiquated, inefficient systems throughout our museums and the National Zoo.

If we meet our goal, Congress will match every dollar raised – with an additional \$15 million to help preserve our nation's legacy!

Won't you consider a special gift? Your support will bring us even closer to reaching our fundraising goal. If we do get there, your donation of \$50 will be worth \$75, and a gift of \$100 becomes \$150!

We're greatly encouraged by the initial outpouring of support, but the road ahead isn't an easy one. Raising the much-needed funds to restore the Smithsonian's aging infrastructure is a promise we must keep to the 24 million people who walk through our doors each year. That's why we need you!

What's at Risk

The National Air and Space Museum
Today, we have more than twice as many visitors to the National Air and Space Museum than we did when we installed our heating and cooling systems 30 years ago.

Now welcoming 9 million people each year, the building's systems can no longer do their jobs and must be replaced!

Behind the Scenes
The Smithsonian is the largest museum and research complex in the world – but many of the buildings that house our precious collections are in danger.

We urgently need to fix outdated mechanical and electrical systems, damage from water leaks

The **Bed & Blanket Matching Gift Challenge**

Support Us →

Cold can be a killer. Homeless kids need your help to survive.

Dear Covenant House Supporter,

Survival. It is one of the most basic human instincts... the longing for a warm bed, a healthy meal and safe, secure shelter. Last night, as winter began to grip cities around the country, temperatures dropped low enough so that homeless kids were forced to fear for their lives.

Survival is what drives many kids to our door – off the cold, menacing streets and into the welcoming atmosphere of hope and opportunity that is **Covenant House**.

Covenant House is there for homeless kids desperate to survive the winter. **You can be there too!** [Make a donation](#) to our **Bed and Blanket Matching Gift Challenge** and every dollar will be matched thanks to a generous gift from a dear friend.

Last Night's Low Temperatures

Atlanta: 31°F
New York: 30°F
Detroit: 23°F
Anchorage: 7°F

But it's always warm inside Covenant House.

Your gift to the Bed & Blanket Matching Gift Challenge will go twice as far to provide a warm, safe haven for homeless youth.

Matching Gift Challenge

\$50 → \$100 \$100 → \$200

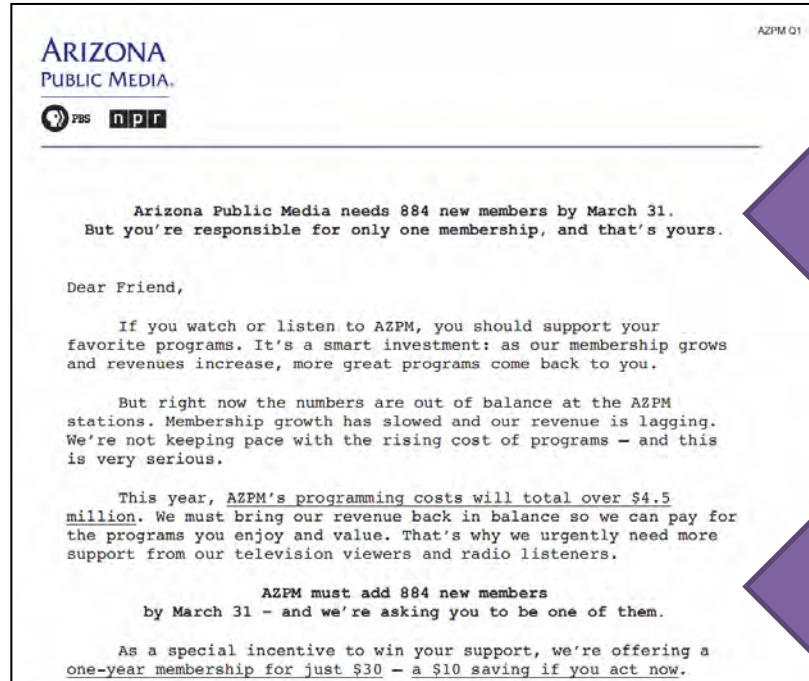
DONATE

Donate Now →

These vital funds are desperately needed to help kids like Angie, who became homeless when she was only 16. Her elderly grandparents grew ill and could no longer care for her. With no parents or extended family to turn to, she found herself living on the streets, with no place to go and completely alone.

A Strong Call-to-Action

- People need (and like) to be told what to do



Attainable goal & date

Repeat it!

The ASK

- Don't be afraid to ASK for the gift!
 - As early in the letter as possible.
- Ask for a specific gift repeatedly – good rule of thumb is four times in the letter:
 - Within the first three paragraphs
 - At the end of page 1
 - At the end of the letter
 - In the PS

The ASK

- How much to ask for?
- Make the messages strong, timely, accurate and to the point.
- “Gift Ladder” or “Ask String”

YES, I will support The Seattle Public Library programs that enrich our community.

\$35 \$50 \$100 \$250 Other \$ _____

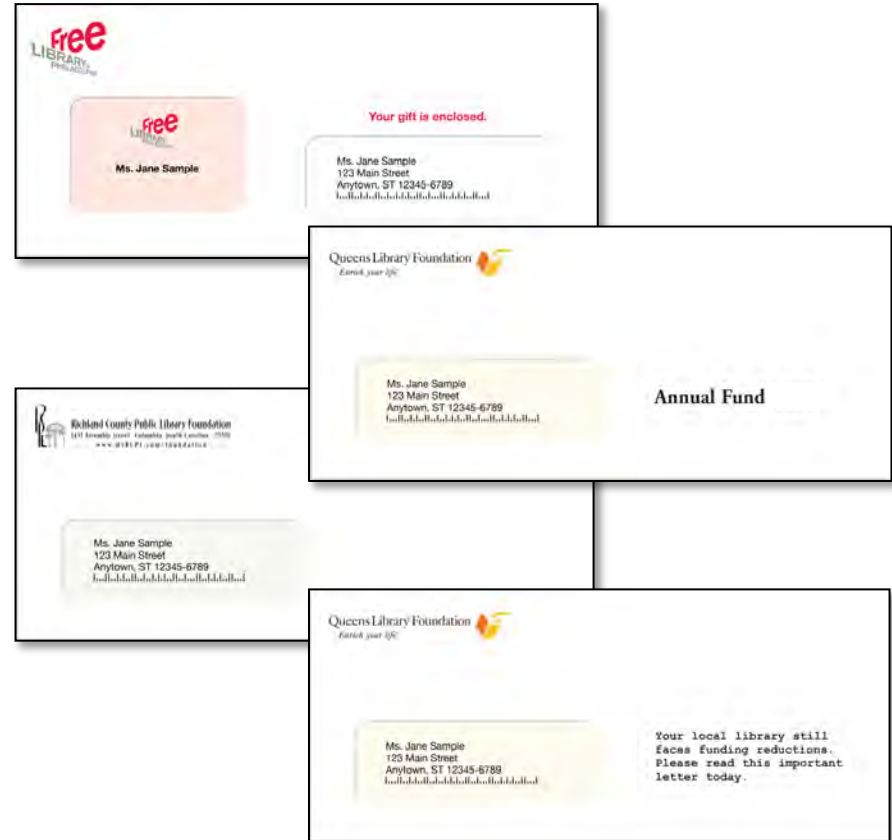
The Reply Device

- Write this component first
- Summarizes the overall marketing concept, the offer, and often where the involvement device resides
- One piece you want the donor to look at and take an extra moment to review
- Add photo or graphic element, additional color – something to give it more attention



The Outer Envelope

- The most important purpose of the OE (other than to carry everything) is to GET IT OPENED.
- Teasers are meant to tease or intrigue us into the package.
- Only put messages on the outside if there's something to say.





The Outer Envelope

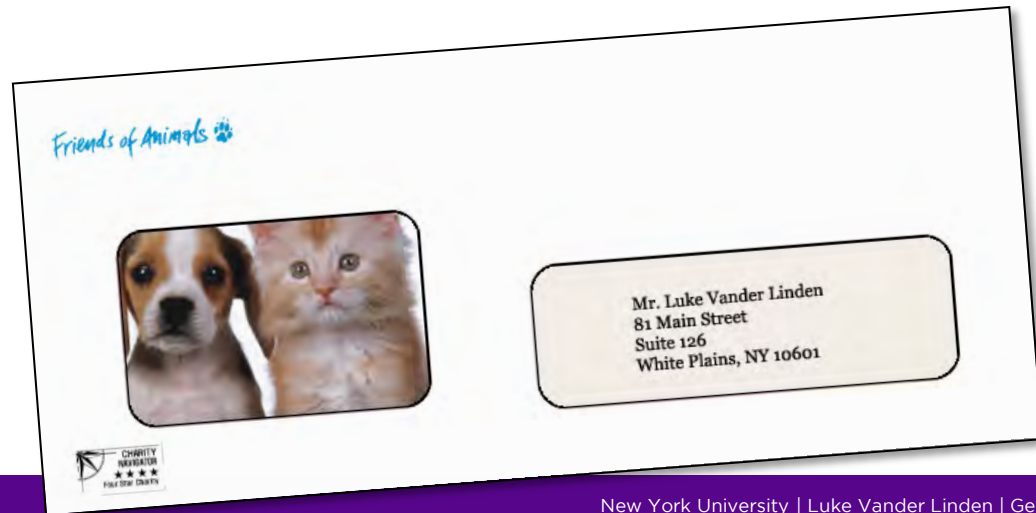
- Sometimes the best teasers are also simple ones:
 - “First Class Mail” below a commemorative stamp
 - Letter signer’s name above the corner card
- When in doubt, mail an entirely blank envelope
 - The mystery of not knowing often gets opened more.





Windowed envelopes

- If there is something meaningful inside, try using a multi-windowed envelope.





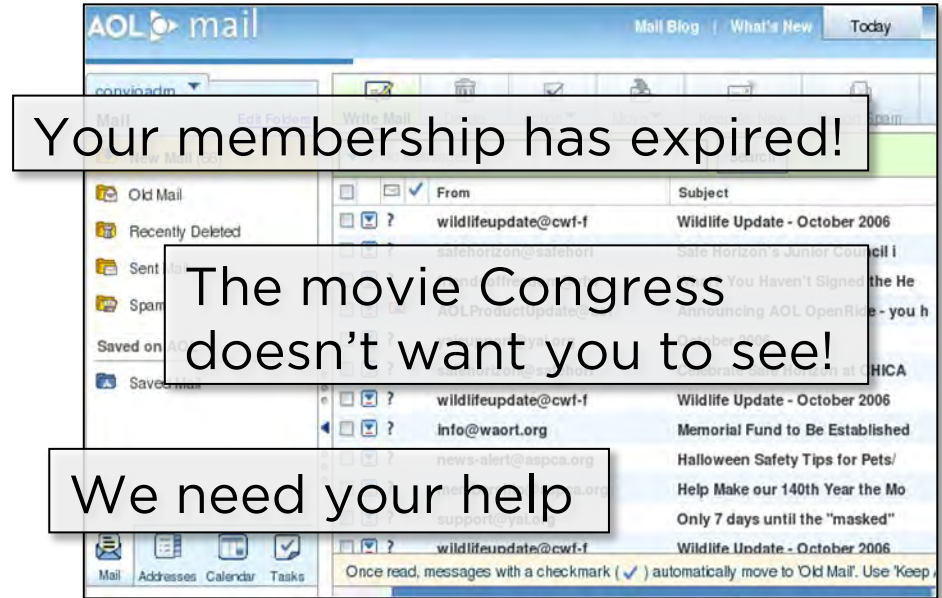
Always include a postscript (P.S.)

- The P.S. is often cited as the second-most-read sentence in the letter.
- Sends them to the reply or involvement device.
- Can be used for:
 - Reiterating the central marketing concept
 - Reinforcing an offer
 - Adding urgency
 - Referencing another component in the package



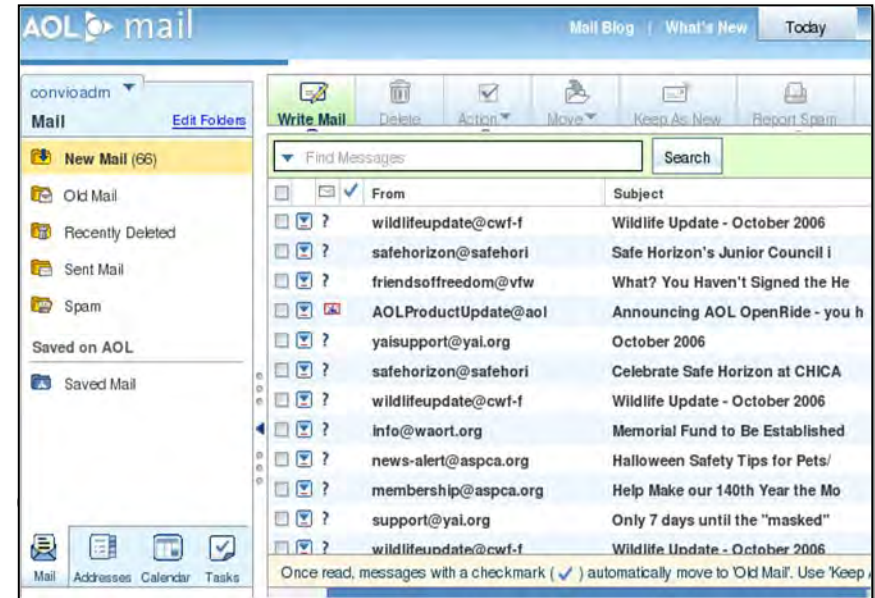
Email: The Subject Line

- Stand out in a crowded inbox, but don't be spammy
 - Provide specific information about something happening
 - Tease about something great inside the email
- For regular newsletters, use a standard prefix
- Less is more - it has to work in 30-50 characters



Email: The From Line

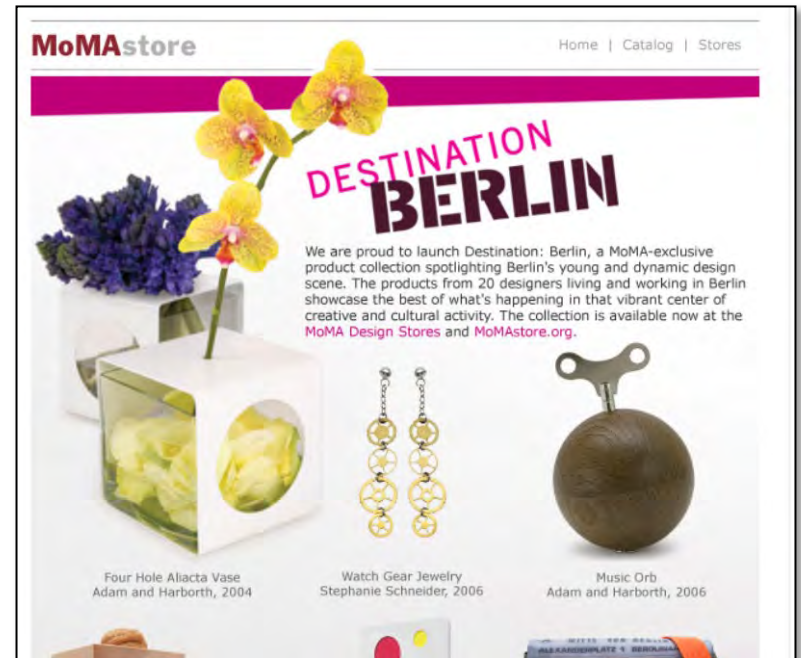
- Use a consistent “From” address
- In the subscriber’s Inbox, your “From” line carries your brand
- Organization’s name or a noteworthy individual
- Be aware of not just the “display” name, but the email address itself





The email “envelope”

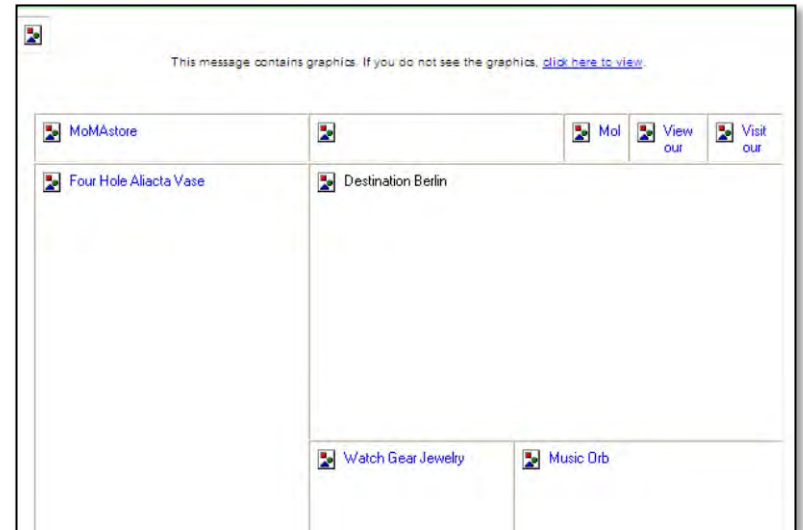
- Keep the “preview pane” in mind
- Be aware of what’s “above the fold”!
- Not only images matter!





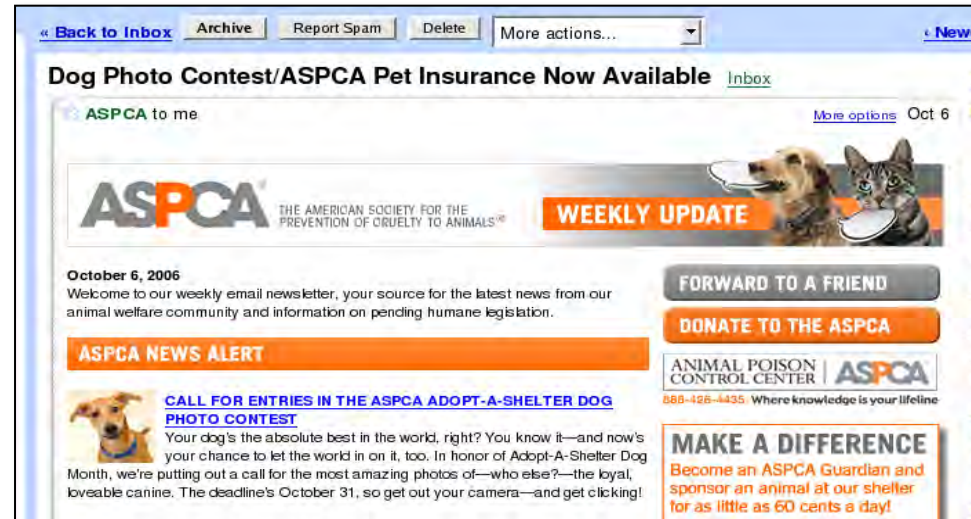
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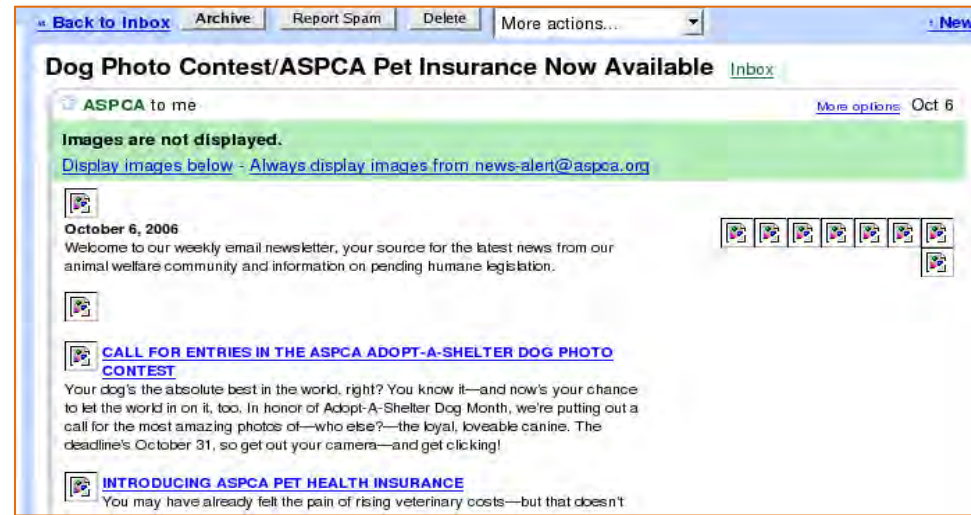
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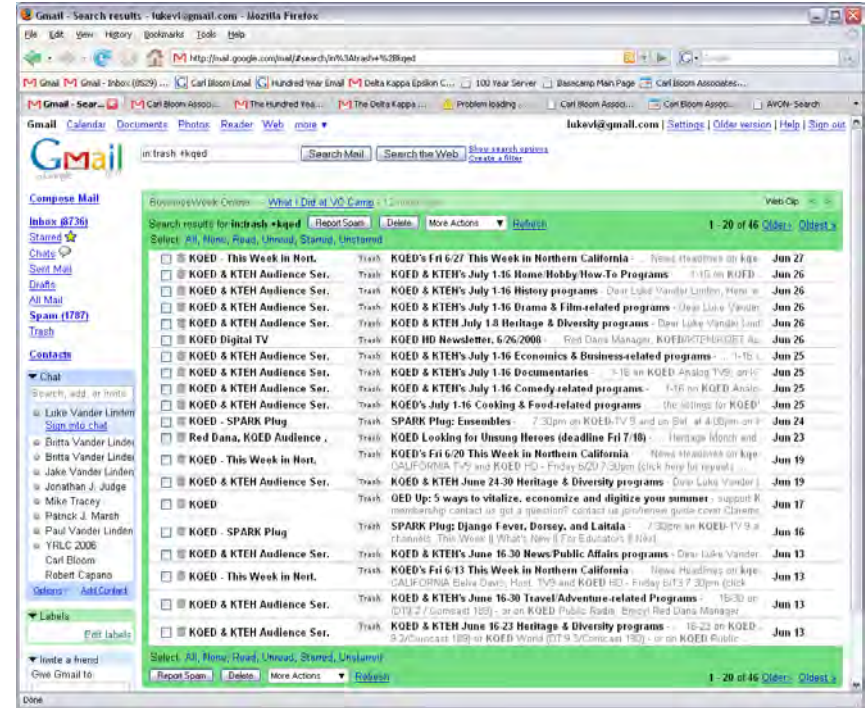
The email “envelope”

- Keep the “preview pane” in mind
- Be aware of what’s “above the fold”!
- Not only images matter!



Timing: Use good “netiquette”

- Don't send too many emails (or too many pieces of mail/too many phone calls)
- Think about it from the donor's experience
- If you have a lot of departments and campaigns, coordinate drop days with each other to avoid subscriber fatigue





What your letter looks like may be just as important as what it says

- Short declarative sentences
- Occasional underlining or **bolding** of words or short clauses – not entire sentences
- One-line paragraphs
- Indented paragraphs
- Wide margins and more white space
- Incomplete, non-grammatical sentences that start with “And” or “But” will keep the donor reading



Email Content

- Keep it short
- Short sentences / paragraphs
 - No time for background
- Make it scannable
 - Bullet points (Only present 1 or 2 points – make it simple)
- Multiple links
- Email is more casual
 - First names instead of Mr./Mrs. Last
 - Colloquial terms
- Selective use of bold, italics and meaningful images

Email: Keep it Simple

- Just like mail, sometimes basic is better.

RESPONSE RATE +342%

AVERAGE GIFT +29%

Email: Keep it Simple

- Just like mail, sometimes basic is better.

KQED PUBLIC MEDIA FOR NORTHERN CALIFORNIA

Membership Statement for: [Ms. Samplename]
Date of Gift: [Month][year]

Dear [Samplename],

I'm sending this reminder about your KQED membership because you are a valued supporter of quality public broadcasting. Your support is critical to the future of our favorite programs because we depend on our viewers and listeners for nearly 60% of our operating budget.

[Please renew your support now.](#)

Thanks to your annual gift, KQED can count on a steady flow of revenue making it possible for us to bring you a great variety of excellent programs like *Antiques Roadshow*, *Nature*, *NOVA* and *Great Performances* on KQED 9, and classic *Bobcats* and favorites on KQED Plus.

On the radio, your generosity enables us to bring you programs like *All Things Considered*, *Morning Edition*, *Fresh Air* and *Wait, Wait ... Don't Tell Me!*

You provide much-needed support for programs that offer timely information and historical perspective, such as *Frontline*, *PBS NewsHour* and *American Experience*. *George*, *Clifford* and *Super Why!*

Television and radio are so much more interesting and stimulating because of these programs, and our support for them.

[That's why we're asking you to consider your next gift on KQED.](#)

Remember, when you contribute to KQED, you are assured of even more programs to enjoy.

Sincerely,
Robin Smith
 Robin Smith
 Director of Individual Giving, Membership

P.S. We are very grateful for your generous support in the past. But with the challenges we face now, we're asking you to consider a larger gift this year - if you can. If you recently renewed your KQED membership, we thank you.

[Support Our Mission](#)

If you recently renewed your membership, please forgive this duplicate! Thank you again for supporting the programs you enjoy on KQED.

KQED

Study Shows KQED Members More Successful, Happier and Smarter

By PHIL GOODE

SAN FRANCISCO — In a recent study conducted by the independent research firm, CIBC Today, KQED members, the study showed, are *happier* because they watch programs such as *Nature*, *NOVA*, *American Experience* and *Antiques Roadshow*. The key to their happiness, it turns out, is the feeling of satisfaction and pride that comes from watching and listening to quality programming.

They get their helping to make possible all the great television and radio the station provides.

KQED members, the study showed, are also *smarter* because they watch programs such as *Nature*, *NOVA*, *American Experience* and *Antiques Roadshow*. The key to their happiness, it turns out, is the feeling of satisfaction and pride that comes from watching and listening to quality programming.

Continued on page A18

Dear [Samplename],

Would you like to be 73% happier?

Obviously we can't guarantee that renewing your membership will bring you happiness. But we can guarantee that renewing your membership will bring you *happier* because they watch programs such as *Nature*, *NOVA*, *American Experience* and *Antiques Roadshow*. The key to their happiness, it turns out, is the feeling of satisfaction and pride that comes from watching and listening to quality programming.

[Renewing your membership today will bring you more happiness than you can imagine.](#)

Your KQED membership may or may not be the key to your happiness, but this much is certain: Programs like *NOVA*, *Nature*, *All Things Considered*, *Marketplace* and *PBS NewsHour* will help you stay up-to-date, educated and well-informed about the world around us. Our first-class members are the ones who are the most successful, the most satisfied and the most generous.

And when you contribute to KQED, you are assured of even more programs to enjoy.

[So please be sure to renew today.](#)

Robin Smith
 Robin Smith
 Director of Individual Giving, Membership

P.S. KQED was a media partner for the recent "Science of Happiness" roundtable hosted by Katie Couric at Stanford. So although the above headline may be tongue-in-cheek, we are indeed interested in finding ways to increase happiness!

[Support Our Mission](#)

(1x Accept 12)

Email: Keep it Simple

- Just like mail, sometimes basic is better.

-----Original Message-----

From: Luke Vander Linden [mailto:luke@carbloom.com]

Sent: Thursday, April 17, 2014 10:11 AM

To: White, Milton

Subject: Milton, meet up in San Francisco?

Hi Milton,

I just wanted to drop you a quick note to see if you'll be attending the PBS Annual Meeting in San Francisco next month.

Carl and Brooke and I are going to be there and we would love to meet up with you if you are too. We can even treat you to dinner or drinks or both.

We'll be attending sessions and floating around – we don't do a booth in the exhibit hall at this conference since it's not really fundraising focused. We save that for the PMDMC.

So when you get a chance, please let me know which nights you're available and if you want to get together!

See you soon!

~ Luke

LUKE VANDER LINDEN

Vice President & Senior Marketing Director

[\(914\) 468-8942](tel:9144688942) (desk)

[\(917\) 364-7547](tel:9173647547) (mobile)

[\(914\) 761-2744](tel:9147612744) (facsimile)

luke@carbloom.com

IM/Chat: LukeVL

This message was sent by: Carl Bloom Associates, Inc., 81 Main Street, Suite 126, White Plains, NY 10601

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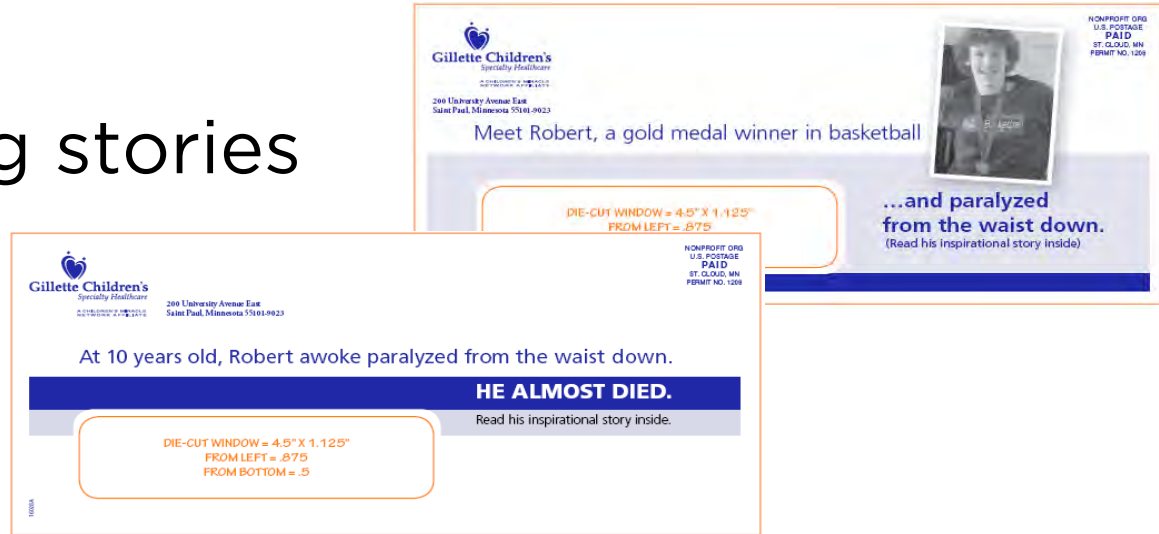
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Effective copy inspires people to give

- Use compelling stories to illustrate need and success
- Be dramatic



Effective creative inspires people to give

- Before and after photos





Passionate donor testimonials

- “We are still excited about what we gave through World Vision last year.” – Steven, age 13
- “It’s a pretty good feeling knowing you are helping someone.” – Mikaela, age 8
- “As a family of three girls, we like to choose gifts like Educate a Girl, that empower girls to rise above their poverty and live up to their potential.” – The Drury Family



Passionate donor testimonials

- Emotional impact





Passionate donor testimonials

- Is the endorser credible?

Bring Christmas to life!

World of Change Giving Card \$50

World of Change Giving Card \$30

**You choose the card.
They choose the gift.**

Six giving card designs to choose from.
See p. 30 for details.

"A goat like this can produce milk and kids — and get an entire family on its feet. You choose the gifts and World Vision delivers them to children and families around the world. My family and I love it — and yours will too!"

— Alex Trebek
Host of Jeopardy!
28 year World Vision supporter



Passionate donor testimonials

- Limit length to convey only the pure essence of what must be communicated
- Long testimonials can kill readership
- Place where they'll be noticed, but be careful
- Inserts, back of reply forms
- As sidebars or pop-ups on websites
- Use in “Johnson box”

The Johnson Box

"Freedom is meaningless unless it belongs to everyone, not just a select few."
Kevin K., Cincinnati, OH

YOU ARE INVITED TO BECOME A CHARTER MEMBER OF THE NATIONAL UNDERGROUND RAILROAD FREEDOM CENTER.
AS A MEMBER YOU WILL BE SPEAKING OUT TO PRESERVE YOUR FREEDOMS AND HELPING OTHERS TO ACHIEVE THEIR OWN.

Dear Friend:

During the past several years, our basic freedoms have been challenged by acts of terrorism and an increase in hate crimes. These threats are stark reminders that freedom is never guaranteed. We realize now, as we have seen before, that our freedom can erode unless we are willing to stand up and protect it.

As Americans we have enjoyed the benefits of a free society because our forefathers made tremendous sacrifices to earn freedom for us. Our freedoms can only endure if citizens like you and I are willing to work to preserve them.

It's time for all of us to be leaders for freedom. It's our turn to educate and inspire others about the joys of freedom and to help establish a for everyone.

You can start right now and play an important role by becoming a member of The National Underground Railroad Freedom Center.

As I write to you today, The National Underground Railroad Freedom Center is in the final stages of construction on the banks of the Ohio River in downtown Cincinnati -- on the same riverbank where thousands of slaves made the crossing from bondage in the South to a chance for liberty in the North. The Freedom Center will be an impressive complex both in size and in the scope of its mission. The 158-square-foot museum and resource center will be an open, airy facility with a panoramic view of the park and the river.

The Freedom Center will be a gathering place that welcomes all people to learn more about freedom and to share their knowledge and commitment with others. It will be a place that promotes cooperation ... a place for personal reflection and open dialogue, where new ideas can replace intolerance, misconceptions and distrust.

Just as people of different races, backgrounds and beliefs worked together in the Underground Railroad, we must take action together today to help the Freedom Center achieve its goal to preserve and promote freedom for people everywhere. We must pass along the important lessons of the struggle -- the courage, cooperation and perseverance that helped end slavery in America -- to those whose own struggle for freedom continues today.

You have been chosen for Charter Membership in Freedom Center because we believe that you care about and will support the cause of freedom for all people who are oppressed. Your

1812 Elm Street, Suite 1230, Cincinnati, OH 45202 | www.freedomcenter.org

MAKE-A-WISH

Dear Mr. Sample,

We all remember and treasure the happy days of childhood. Making a wish comes while on a family vacation or the beach. It's a special time when you can make one of your own wishes. These precious memories often come on a hot day.

Special requests like those that Alisha and make life worth living. Some say that a life is measured in moments, not in years.

For a child with a life-threatening illness, happy moments can be few and far between -- and without those good times, how can there be great memories?

With your generous help in a surprise, the **Creaster Bay Area Make-A-Wish Foundation** can make Alisha's time possible for a better child who deserves it. Granting a special wish offers the fun of travel, a family vacation, a team experience, a trip to visit a favorite stadium or a shopping spree on the beach side.

A wish can be for a teddy, puppy, a new costume, a play ground, a fashion dollhouse or a chance to meet a famous athlete or actor. Whatever the wish is, Alisha's child will feel the joy of a special moment, happy times, happy memories and a bright future.

And what the wish experience is like, the Make-A-Wish child will feel great memories to carry for a very long time. For each wish made a child can be the center of the sharing stories with relatives, friends, doctors and friends.

Your contribution will help make special memories possible. **Ms. Sample's contribution**

Thanks to Make-A-Wish, you promise to wish grant. You are a compassionate person of people who work together to bring joy to a child's life. Because of your caring support, a child can begin doing things that he or she had just been told again. It's those Make-A-Wish kids that

Melissa, a 10-year-old with a special need, got her wish to her very own play set where she can sit around with her friends and play house with her dolls. She was excited to see her play set assembled in her backyard, complete with a playhouse and porch, swing set, and a rock slide.

Eight-year-old Larissa, who suffers from leukemia, got her wish to visit her father in Panama, who she had never seen in over five years. She spent several days in Panama City getting to know her dad. Larissa then

Creaster Bay Area Make-A-Wish Foundation
3714 Wilshire Blvd., Suite 1000, San Francisco, CA 94111 | 415.644.4100 | www.makeawish.org

The Children's Hospital at Montefiore

"When our daughter was facing critical kidney transplant surgery at CHAM, I measured my husband. 'She is in the best place. She will get the very best care.'"
-Alisha's Mom, Sheila

Dear **SampleXXXXXXXXXXXX**,

From the tender age of four, little Alisha became increasingly bothered by a multitude of troubling symptoms: frequent vomiting, severe stomachaches, and worrisome swelling, especially around her eyes.

She'da, her mom, spent many hours consulting pediatricians, but Alisha's health problems only got worse, causing her family extreme distress.

One day, Alisha was struck with a stomachache so severe she had to be rushed to the hospital. She was immediately taken into the ICU. The emergency was indeed serious: there was fluid in Alisha's lungs. Says Sheila, "We almost lost her that day."

The doctors diagnosed Alisha's condition as FSGS (focal segmental glomerulosclerosis), a rare protein filter disease that attacks the kidneys and can lead to a range of problems resulting from blood not being

Alisha was immediately referred to The Children's Hospital at Montefiore (CHAM). No matter how severe her case, these doctors knew Alisha would have the best chance for a positive outcome at **World Report**. Once here, Alisha was put under the care of a top pediatric nephrology specialist, Dr. Frederick Kasid.

Because you are a friend of CHAM, I know you understand the extraordinary level of medical care we offer to children in our community. And because I believe you realize that this care depends on the support of friends like you, I am asking for your help.

Please send a tax-deductible gift today of \$XX, \$XX, or \$XXX to help us continue to offer this extraordinary care to children with severe kidney problems, with cancer, with cardiac conditions, with neurological diseases, and a host of other life-threatening diseases.

An obstruction was found in Alisha's other kidney. The obstruction had to be surgically removed

Montefiore Medical Center
Office of Development, 111 East 210th Street, Bronx, New York 10467-2400

YES, I want to help save young lives at The Children's Hospital at Montefiore, and bring hope to the families of the children in your care. Enclosed is my gift:
\$20 \$25 \$35 \$50 Other \$

The Children's Hospital at Montefiore

Montefiore Medical Center
Office of Development, 111 East 210th Street, Bronx, New York 10467-2400 | 718.922.8600



Reflect what's going on in the real world

- Funding sources have decreased
- Your organization was in the news
- Legislation may affect your issue
- A special commemorative day or month



Newsworthy

PETSMART Charities **PETsALERT**
For PETSMART friends
who care about homeless animals

URGENT • DISASTER • URGENT • DISASTER • URGENT • DISASTER

Dear Friend of PETSMART Charities,

Countless pets have been trapped, lost or injured by the devastation of Hurricane Katrina. The coming days -- even hours -- are absolutely critical to reaching and assisting these helpless victims.

As I write, help is **urgently** needed to provide medical care ... food and shelter ... vaccinations to prevent the outbreak of disease...supplies such as collars and leashes and food bowls ... and the means to repair shelters damaged by floods, wind, and fire.

And of course, we must work to reunite pets with their loving families as soon as possible

PETSMART Charities has already rushed to assist groups managing vital rescue operations on the front lines. But as we send this email, more requests for emergency grants and supplies are pouring in from local shelters and rescue organizations in Louisiana, Alabama and Mississippi.

We CAN make an immediate and critical difference in this crisis -- but we need your help! Please [click here](#) to make a secure tax-deductible gift to PETSMART Charities.* Your compassion and generosity will reach the dogs, cats and other companion animals victim of Hurricane Katrina + and also help us prepare to aid victims of the next disaster.

Together, we are making an amazing difference in the lives of our furry friends in their time of greatest need!

About PETSMART Charities

Since 1994, **PETSMART Charities** has saved the lives of more than 2.3 million helpless pets and is a leading funder of animal welfare organizations groups across North America and Canada--helping pets in times of natural and man-made disasters. PETSMART Charities is a 501 (c) (3) non-profit organization.

[Click here to support our Disaster Relief efforts.](#)

The Bed & Blanket Matching Gift Challenge
Support Us

Cold can be a killer. Homeless kids need your help to survive.

Dear Covenant House Supporter,

Survival. It is one of the most basic human instincts... the longing for a warm bed, a healthy meal and safe, secure shelter. Last night, as winter began to grip cities around the country, temperatures dropped low enough so that homeless kids were forced to fear for their lives.

Survival is what drives many kids to our door -- off the cold, menacing streets and into the welcoming atmosphere of hope and opportunity that is **Covenant House**.

Covenant House is there for homeless kids desperate to survive the winter. **You can be there too!** [Make a donation](#) to our **Bed and Blanket Matching Gift Challenge** and every dollar will be matched thanks to a generous gift from a dear friend.

Matching Gift Challenge
\$50 → \$100 \$100 → \$200 **DONATE**

These vital funds are desperately needed to help kids like Angie, who became homeless when she was only 16. Her elderly grandparents grew ill and could no longer care for her. With no parents or extended family to turn to, she found herself living on the streets, with no place to go and completely alone.

Last Night's Low Temperatures

Atlanta: 31°F
New York: 30°F
Detroit: 23°F
Anchorage: 7°F

But it's always warm inside Covenant House.

Your gift to the Bed & Blanket Matching Gift Challenge will go twice as far to provide a warm, safe haven for homeless youth.

Donate Now

Last Night's Low Temperatures

Atlanta: 31°F
New York: 30°F
Detroit: 23°F
Anchorage: 7°F

But it's always warm inside Covenant House

Your gift to the Bed & Blanket Matching Gift Challenge will go twice as far to provide a warm, safe haven for homeless youth.

Donate Now



NYU

SCHOOL OF PROFESSIONAL STUDIES

Seasonal / Important Dates

This Valentine's Day...

...shower animals in need with your love!

From kisses in the morning... to the utter excitement that greets you when you return home...pets shower us with unconditional love 365 days a year.

But sadly, there are far too many homeless animals who will never have the chance to love a family without your help. That is why I invite you to join our [Monthly Pledge of Love Program](#).

A monthly gift of \$10, \$15, \$20 will give the Shelter dependable income -- all year long -- providing food, safe shelter, and healthcare to all the animals that need our help. It's fast, easy and secure!

This Valentine's Day, shower animals in need with your love -- [make a Monthly Pledge of Love today!](#)



Join Freedom from Hunger on April 25th for **World Malaria Day**

Support Our Malaria Initiative

Malaria kills more than a million people each year -- most of them children.

Tell a Friend

Sign a Petition

Prevent the Spread of Malaria

Donate Now

New medications, education, and mosquito net distribution are bringing real hope to the fight against malaria. Our challenge now is reaching the million or more children at risk of contracting the devastating disease before it's too late.

Although malaria is a preventable disease, women and families living in rural malaria-endemic areas aren't equipped to fight back. They need our help.

Please help us put an end to this ruthless killer -- as part of World Malaria Day (on April 25th) we're asking you to [support Freedom from Hunger's Malaria Initiative](#).

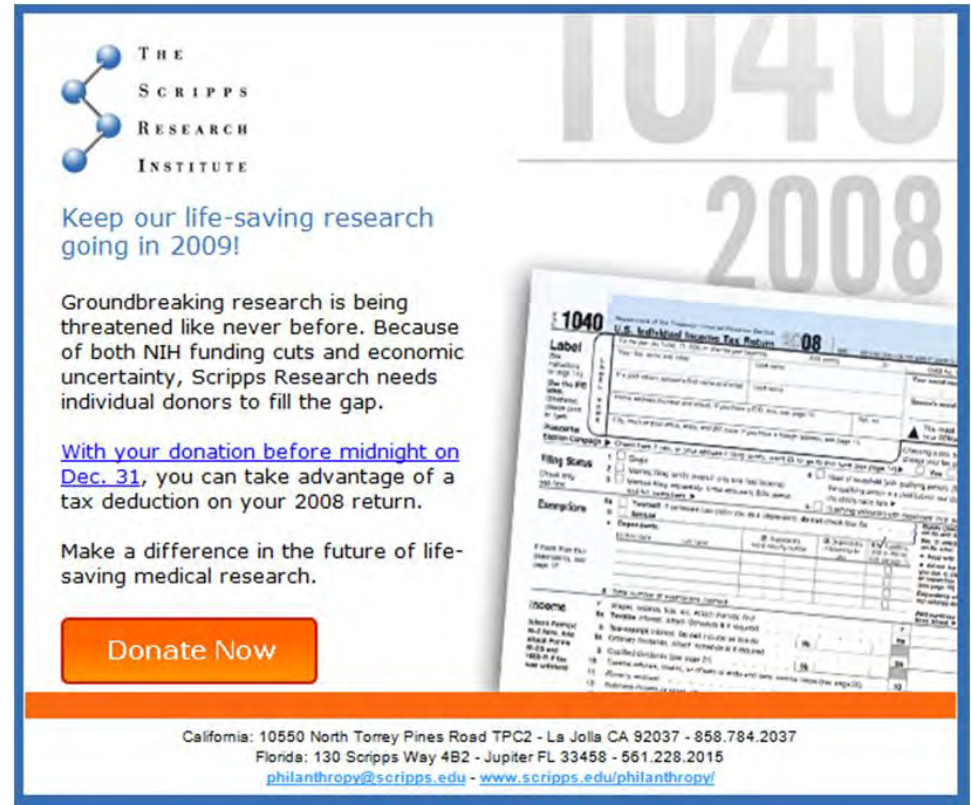
Our unique program teaches women how to prevent and treat malaria. And at the same time Freedom from Hunger delivers low-cost insecticide-treated mosquito nets to rural villages.

This important combination of education and prevention helps women protect their families...and more important, saves lives!

Freedom from Hunger | 1644 Da Vinci Ct. | Davis, CA 95618 | www.freedomfromhunger.org

Year End

- Year-end campaigns are perfect. Even without asking, many organizations get 25%+ of their online revenue in the last days of the year.



THE SCRIPPS RESEARCH INSTITUTE

Keep our life-saving research going in 2009!

Groundbreaking research is being threatened like never before. Because of both NIH funding cuts and economic uncertainty, Scripps Research needs individual donors to fill the gap.

[With your donation before midnight on Dec. 31](#), you can take advantage of a tax deduction on your 2008 return.

Make a difference in the future of life-saving medical research.

Donate Now

California: 10550 North Torrey Pines Road TPC2 - La Jolla CA 92037 - 858.784.2037
Florida: 130 Scripps Way 4B2 - Jupiter FL 33458 - 561.228.2015
philanthropy@scripps.edu - www.scripps.edu/philanthropy/



Some of the best fundraising letters don't ask for money

- Newsletters, informational materials, annual reports with a reply envelope often bring in revenue
- Non fundraising messages are critical for successful online programs
- Telephone calls



Get interactive...or...Ask for something else

- Often, a donor involvement device other than a donation will get the blood flowing and inspire a gift
 - Advocacy
 - Honor a caregiver
 - Sign a petition
 - Vote



Get interactive

Your help is needed to make all this possible:



Honor Your Doctor or Nurse

Take this opportunity to acknowledge the quality of medical care you received at Montefiore Medical Center. Include the names of the doctors or nurses you wish to honor, and we'll be sure your special message is delivered to them.

Names of medical provider(s): _____

Message: _____

If more space is needed, please feel free to attach an extra sheet of paper.

NATIONAL DOCTORS' DAY HONORARY GIFT AND TRIBUTE

Yes, I would like to honor the doctor below by making a gift to Hospital for Special Surgery, in the amount of:

- Check enclosed, payable to **Hospital for Special Surgery Fund, Inc.**
- Please charge my: VISA MasterCard AMEX
- Other \$ _____

Account # _____ Exp. Date _____

Signature _____

If you would like to receive updates on research or special notices of Hospital for Special Surgery achievements, please fill in your e-mail address below (this will be kept confidential).

E-mail: _____

To make a gift online, go to www.hss.edu

for your support. Your gift is tax deductible as allowed by law.

▲ Please return both parts of this form. ▼

NATIONAL DOCTORS' DAY HONORARY TRIBUTE

I would like to honor: _____

I would like to publish my message and name on your website. I would prefer to remain anonymous.



Get interactive

I want to support the growth and vitality of our library today.

Enclosed is my gift: \$00 \$50 \$100 Other \$ _____

My check to Hastings Library Foundation is enclosed.

Charge my credit card: VISA MC AMEX

Account # _____ Exp. Date _____

Signature _____

Printer _____

Street _____

Please check here if you are interested in receiving information on making a planned gift.

Hastings Library
1204 Main St • Hastings, NY 13076 • hastingslibrary.org

J. Sample
500 Elm Street
Yountown, ST 12345

LIBRARIES
CHANGE LIVES
Declaration for
the Right to Libraries

Sign and date here:

Sign the declaration above and send it back with your donation. Or make a donation online at hastingslibrary.org/donate.
Your declaration will join thousands of others in support of our nation's libraries.

Dear Friend

In the
kinds of d

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LIBRARIES
CHANGE LIVES
Declaration for
the Right to Libraries

In the spirit of the United States Declaration of Independence and the Universal Declaration of Human Rights, we believe that libraries are essential to a democratic society. Every day, in countless communities across our nation and the world, millions of children, students and adults use libraries to learn, grow and achieve their dreams. In addition to a vast array of books, computers and other resources, library users benefit from the expert teaching and guidance of librarians and library staff to help expand their minds and open new worlds. We declare and affirm our right to quality libraries – public, school, academic, and special – and urge you to show your support by signing your name to this Declaration for the Right to Libraries on the reverse side.

LIBRARIES EMPOWER THE INDIVIDUAL.

Whether developing skills to succeed in school, looking for a job, exploring possible careers, having a baby, or planning retirement, people of all ages turn to libraries for instruction, support, and access to computers and other resources to help them lead better lives.

LIBRARIES SUPPORT LITERACY AND LIFELONG LEARNING.

Many children and adults learn to read at their school and public libraries via story times, research projects, summer reading, tutoring and other opportunities. Others come to the library to learn the technology and information skills that help them answer their questions, discover new interests, and share their ideas with others.

LIBRARIES STRENGTHEN FAMILIES.

Families find a comfortable, welcoming space and a wealth of resources to help them learn, grow and play together.

LIBRARIES ARE THE GREAT EQUALIZER.

Libraries serve people of every age, education level, income level, ethnicity and physical ability. For many people, libraries provide resources that they could not otherwise afford – resources they need to live, learn, work and govern.

LIBRARIES BUILD COMMUNITIES.

Libraries bring people together, both in person and online, to have conversations and to learn from and help each other. Libraries provide support for seniors, immigrants and others with special needs.

LIBRARIES PROTECT OUR RIGHT TO KNOW.

Our right to read, seek information, and speak freely must not be taken for granted. Libraries and librarians actively defend this most basic freedom as guaranteed by the First Amendment.

LIBRARIES STRENGTHEN OUR NATION.

The economic health and successful governance of our nation depend on people who are literate and informed. School, public, academic, and special libraries supports this basic right.

LIBRARIES ADVANCE RESEARCH AND SCHOLARSHIP.

Knowledge grows from knowledge. Whether doing a school assignment, seeking a cure for cancer, pursuing an academic degree, or developing a more fuel efficient engine, scholars and researchers of all ages depend on the knowledge and expertise that libraries and librarians offer.

LIBRARIES HELP US TO BETTER UNDERSTAND EACH OTHER.

People from all walks of life come together at libraries to discuss issues of common concern. Libraries provide programs, collections, and meeting spaces to help us share and learn from our differences.

LIBRARIES PRESERVE OUR NATION'S CULTURAL HERITAGE.

The past is key to our future. Libraries collect, digitize, and preserve original and unique historical documents that help us to better understand our past, present and future.

to increase literacy,
important
significance of this

strate just how
on for the Right to
the side of the

ted officials are
things, it will be your
believe it has a
young children to

ed to protect, preserve
cuts that will

message that is loud
of our community.
ed build a better life.
d.

Library today?

th

e lives every day.



Creative design techniques

- Adding an involvement device to an appeal engages the donor in giving encouragement to the recipient
 - pet treat – a yummy treat for a furry friend
 - birthday card to a child with cancer
 - table card



Creative design techniques

Poinsettia table card





Creative design techniques

- But test (and test (and test))
- Resist temptation to always include inserts.
Ask yourself:
 - Is the insert covering its cost?
 - Is it distracting the donor and suppressing response?

Testing: The Subject Line

1. Quadruple your generosity
2. Save four times as many lives
3. Have your gift go four times far to save kids

Which had the highest open rate?

#3



Testing: The Subject Line

1. PetsAlert
2. PetsAlert: 173 Puppy Mill Victims
3. 173 Puppy Mill Victims

#1 has the highest open rate with current donors.

#3 had the highest open rate with prospects

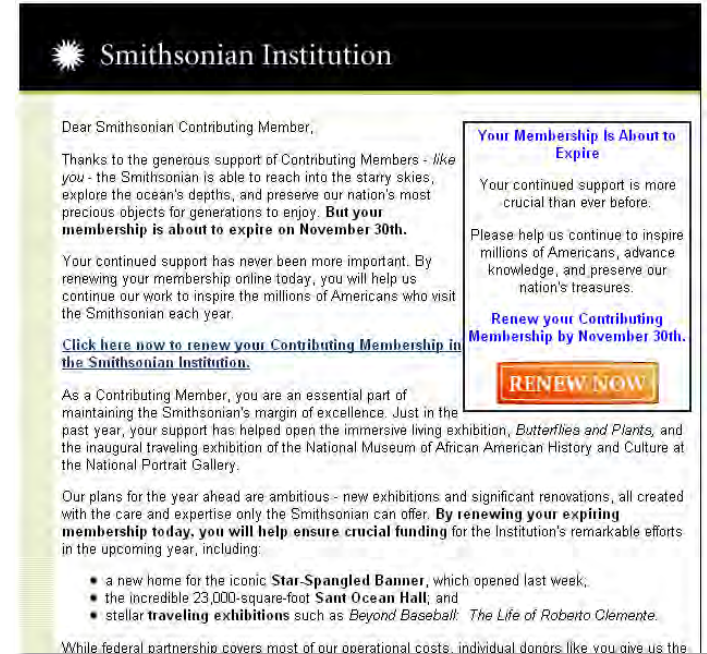


Testing: The From Line

1. “Smithsonian Institution”
2. “Laura Brouse-Long”
(Membership Director)



“Smithsonian Institution”
 open rate was 33% better
 than the Membership
 Director’s Name





Testing: Email length

- The short version performed almost 3 times better.

Season's Greetings!

Dear Friend,

At one time, Edward would not have considered himself needy. But today, as it gets harder to pay bills... and more of a struggle just to get out of a chair... this 86 year old is grateful for the food that comes to his door.

Edward, once in public relations, now spends every day confined to his apartment writing his memoir. Friends stop by occasionally... but his favorite visitor is a young Citymeals volunteer who brings welcome human company along with a meal.

For many aging New Yorkers, a meal delivery, a friendly conversation, a warm smile are the high points of the day.

In these uncertain times, our ability to provide for frail aged neighbors like Edward is threatened. A simple meal... just meatloaf, an orange and milk... is a lifeline for them. And now more than ever, we need you to help us maintain that lifeline.

When you renew your support of Citymeals, one hundred percent of your gift goes directly to prepare and hand deliver meals.

This holiday season, please try to look beyond the situation around us and think of those aging New Yorkers like Edward – vulnerable, isolated and longing for human contact and a nutritious meal. You can change their lives for the better.

Please give today to guarantee nourishment for their bodies... and their hearts.

With best wishes for a merry holiday season and a healthy, happy 2009.

Marcia Stein

Marcia Stein
Executive Director

Give today to provide meals to the isolated elderly who are unable to provide for themselves. You can make the difference.

Donate Now!

Season's Greetings!

Dear Friend,

I am not sure the perfume of apple pie in the oven that once seemed so comforting this time of year will be distracting enough for the losses you and I are seeing and possibly experiencing. Not since 2007 has there been a moment quite so wired with uncertainty. But then after September 11 the city saw a great outpouring of love and generosity. How many are numbed and uncertain. Our friends have lost their jobs and some are losing their homes and are panicked.

And yet I must ask you, and all the thousands of New Yorkers who help us feed the homebound elderly, to look beyond your own pain and think again of those aging New Yorkers we feed, the frail disabled shut-ins who have nothing left to lose. They look to us because they have no one else to count on. Isolated in their frailty, they may not comprehend the threat of cutbacks in funds for nutrition and the elderly.

Consider the frail disabled shut-ins who look to us because they have no one else to count on and **please give today.**

Donate Now!

Visiting some of the seniors Citymeals helps feed on the Upper East Side just a few weeks ago, I was struck as always by how dependent they are on our help. I see men and women for whom **a meal delivery and a friendly visitor are the high points of the day.**

It is easy to identify with Edward who lives surrounded by books and souvenirs of worldwide travel. He is a writer and worked in public relations for half a dozen New York museums. At first he didn't want to accept home delivered meals because he felt he was not struggling financially. Now at 86 he finds himself deeply attached to the young social worker from his center who cheers him on as he writes his memoir. "And actually I do have to be careful about spending now," he admits.

With thousands suddenly unemployed, reduced income across the board and collapsing stock portfolios, local tax revenues are severely threatened. The inflation in costs of bananas, milk, bread – what typically goes into the simple lunch we deliver – paired with the slowing in donations we already see, cannot be ignored.

Prioritizing is painful. Shall we eliminate a second meal from a core of extremely old neighbors judged at risk for malnutrition? Dare we cut our winter emergency packages of non-perishables from the equivalent of a dozen meals to ten? Not even the toughest among us can speak of canceling Christmas or dropping the Presidents' Day food packages that arrive in the bitterest cold of winter.

You see why your gift is so crucial right now. Let's continue to be co-conspirators in sending hope.

As always, I promise you **one hundred percent of your loving gift will go only to prepare and deliver these meals.** And I know that your own holiday celebrations will be warmer and richer knowing that your gift is helping us deliver meals all winter and through the year to this adopted family of ours.

Your continued generous caring is what makes New York the loving small town we know it is.

With warm wishes for the holidays, as always.

Gael Greene

Gael Greene
Co-Founder and Chair

Testing: Email Resend

- Email #1 Subject Line: A Special Mother's Day Gift
 - Raised \$5,310
- Email #2 Subject Line: Last Minute Mother's Day Gift
 - Raised: \$10,545





Give thanks

- Promptness is important
- Multiple thank yous are better than a single one – use multiple channels.
- Fundraising letters should cite the donor's previous giving and generosity and the difference their gift made.



Get personal

- Show you know who your donors are:
 - When did they join or first give?
 - When was their first gift? Their last gift?
 - What was the source or reason for their first gift – event, channel, campaign?
 - Localize with city and state in letter and on the carrier
- Don't forget online; personalization is not just for mail
- Requires extra data steps, but worth the effort



Acquisition: Where to find new donors

- Your “user” population
- Your own prospect list: volunteers, event attendees, buyers and other “friends and family”
- Rented lists of proven donors to other organizations
- Magazine subscribers, catalog buyers, demographic-based compiled names
- Donors or members of other local groups with whom you partner to exchange



Acquisition: List Testing

- Donors to other organizations
 - Special Olympics
 - Habitat for Humanity
 - World Wildlife Fund
 - Planned Parenthood
 - Amnesty International
- Subscribers
 - New Yorker Magazine
 - The Atlantic
- Catalog buyers
 - Harry & David
- American Heart Assoc.
- Easter Seals
- ASPCA
- National Audubon
- March of Dimes
- Wall Street Journal
- New Yorker
- Hammacher Schlemmer



BIG DATA

- The **ability** to give doesn't always equate with the **motivation** to give.
 - This is why rental lists usually work better than wealth or income screening
- Model your donors using behavioral, demographic, psychographic and even consumer behavior
 - This has many uses both inside and outside your current program



Why do people respond?

- Success is equally based on **who** you send to, **why** you send it and **what** you ask.
- Testing, testing, testing
 - Testing.





Review of the Basics

- Acquisition is an **investment**
 - Appeals are where you earn that investment back
 - Lapsed is how to save some of your investment
- Equal parts Creative/List/Offer
- Testing, testing, testing



Great Moments in Online Fundraising History

2003 - 2004

Presidential Candidate Howard Dean breaks online fundraising records.

August 2005

Hurricane Katrina devastates Gulf Coast; 13 million Americans make online donations.

2008 & 2012

Obama breaks records in online fundraising/targeting

Donate Now button gets it all started



Dec 2004 - Jan 2005

Indonesian tsunami inspires millions of dollars of online donations in just one week.

January 2010

\$30MM is donated to Haiti earthquake relief via text message in just ten days.

Summer 2014

Viral "ice-bucket challenge" results in \$100MM+ donated to ALS research.*

The world keeps changing



poofytootumblr.com



Email/Online Metrics

- Similar to Direct Mail
 - Response rate
 - Average gift
 - Gross/Net revenue
- Email also has its own metrics:
 - Open rate
 - Click-through rate
 - Forward rate
 - Hard vs. Soft bounce
 - Unsubscribes
 - Spam report

Email & The Web

- Similar to Direct Mail
 - Call to action
 - Reply device
- ‘Donate’ or ‘Support’ Button
- Information about the org and different ways to support it
- A form to transact a gift





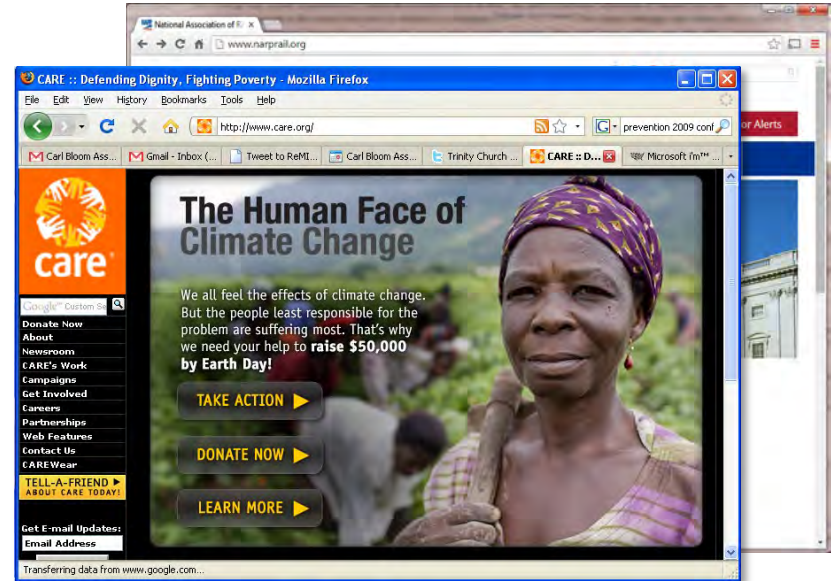
Improve your site

- Develop a site with donors in mind
 - This may be the only source of info about your org
- Make a strong case for giving
 - Explain what their money will do
- Build confidence
 - Offer secure transactions
 - Make it easy to give
- Develop your org's personality and voice
 - Inform, educate, engage



Improve your site (and test!)

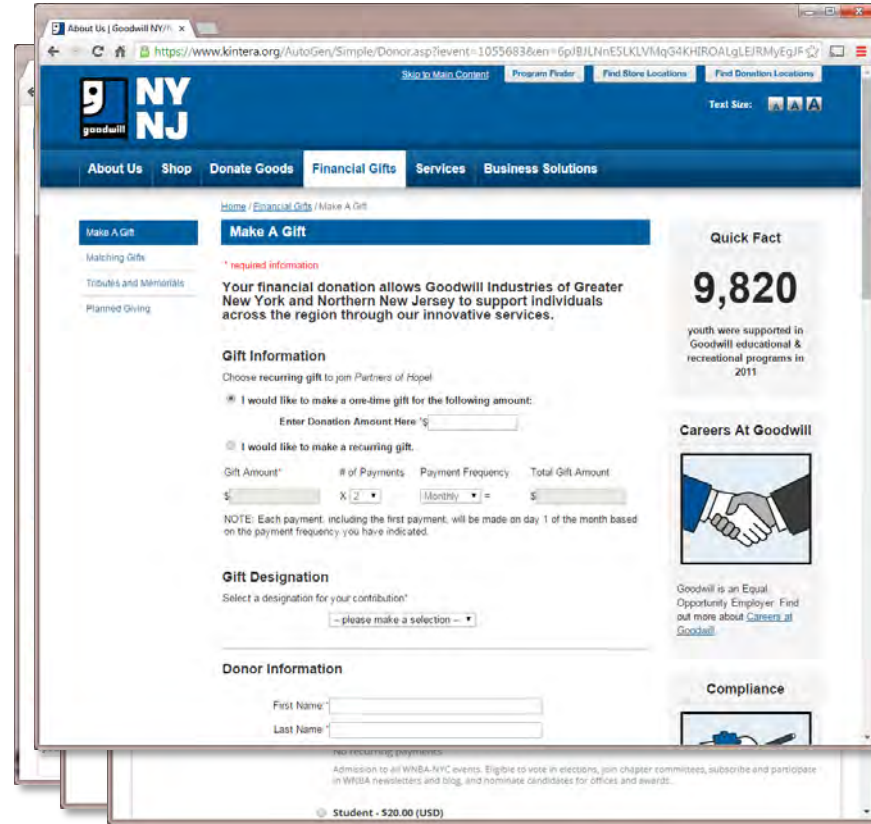
- Bigger DONATE buttons help convert more donors
- A vividly colored donate button can increase conversion (but not always – test)





Transact gifts online

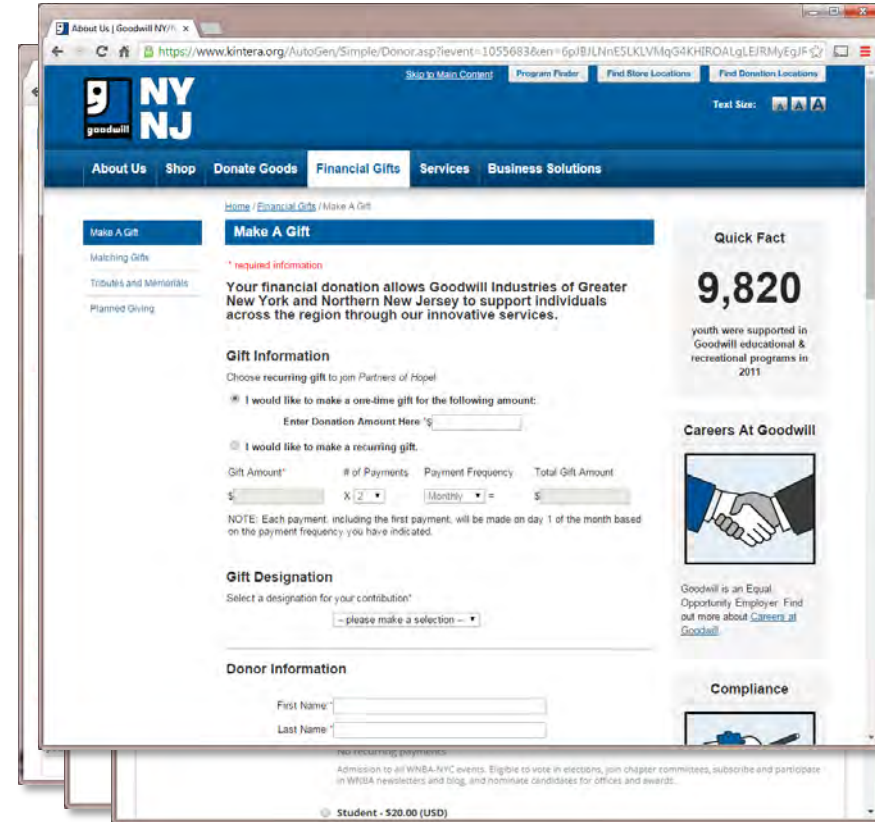
- Pay Pal and Network for Good offer inexpensive options
- Big, elaborate solutions include Convio, Kintera and Salsa
- Many database applications also feature integrated options





Transact gifts online

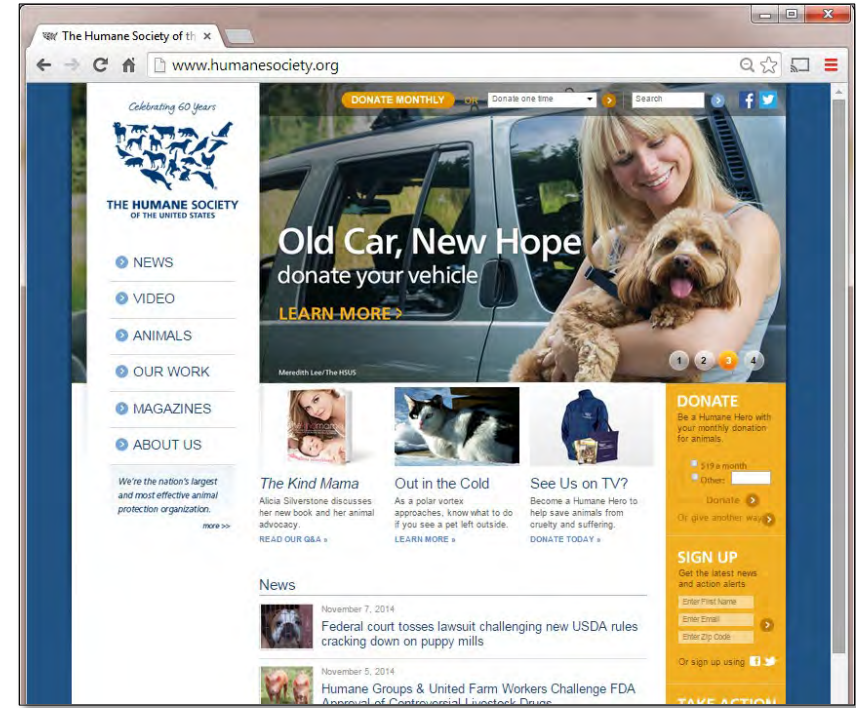
- Remove unnecessary fields from the form
- Polite 'header' copy often works better than a forceful call-to-action
- Firmer language on the donation button doesn't always work.
- Don't require multiple pages.



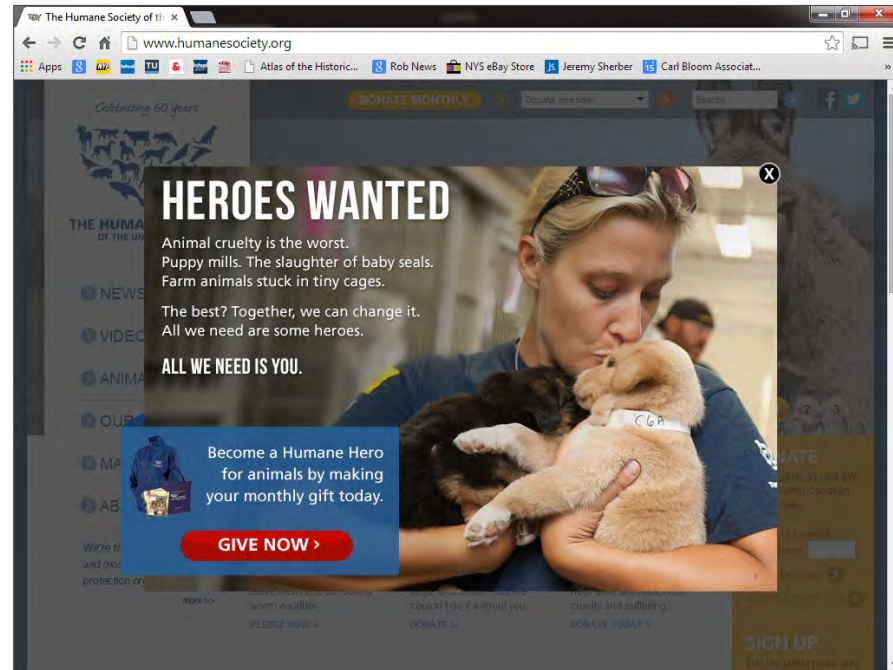


Collect & send emails

- Capture email addresses at all touchpoints
 - Everywhere on your website
 - Direct mail reply devices
 - Event RSVPs & sign-ups
 - Links in corporate email auto-signatures
- Email addresses have a short shelf life – your list evaporates by 2-5% per month.
- Average annual “churn” is about 20% annually.



The home page is very important





Getting more out of your donors: SUSTAINERS

- Recurring gifts every month without having to ask
 - Usually \$5, \$10, \$20 per month (test what works)
 - Credit card or Electronic Funds Transfer (EFT) although you can send monthly bills
- Very high retention (90%+) makes for a reliable and projectable monthly cash flow
- Once a Sustainer donorbase is built, it works very well to upgrade them into giving larger monthly gifts
- Starts with small numbers and takes persistence and patience but will pay off over long run.

Getting more out of your donors: SUSTAINERS

- Sustainers contribute a significantly larger amount of money over time.

Donors before becoming sustainers

No. of Donors	No. of Gifts	Total Revenue	Average Gift	Value per Donor
1,759	5,986	\$223,138	\$37.28	\$127

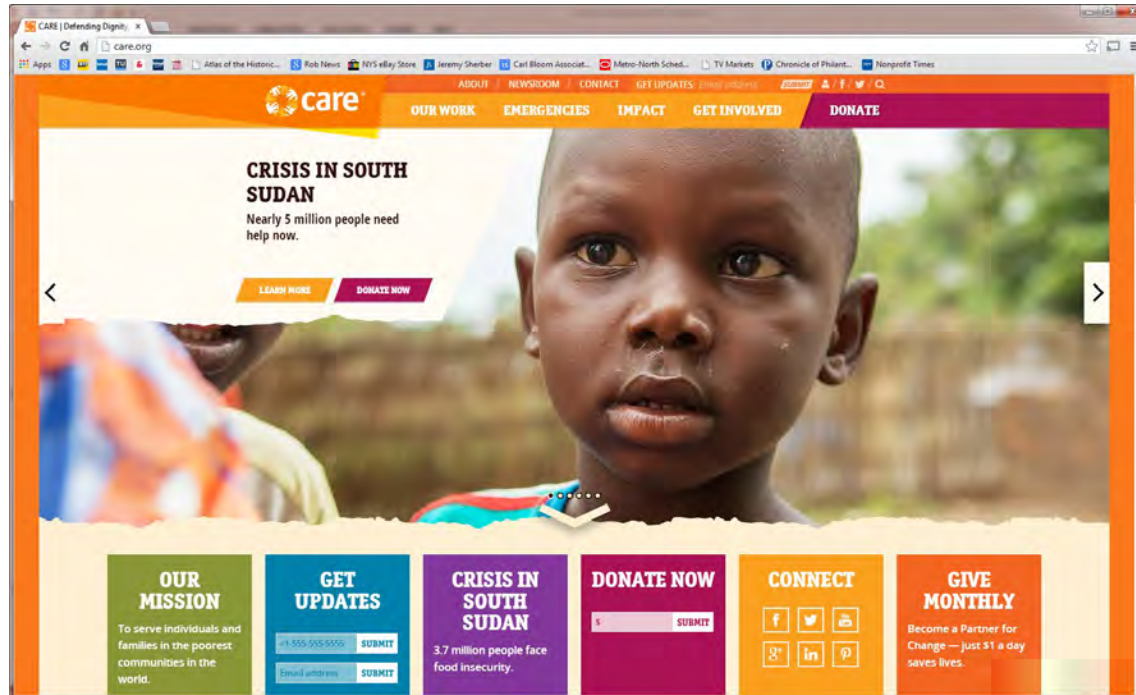
Donors after becoming sustainers

No. of Donors	No. of Gifts	Total Revenue	Average Gift	Value per Donor
1,759	23,057	\$372,637	\$16.16	\$212

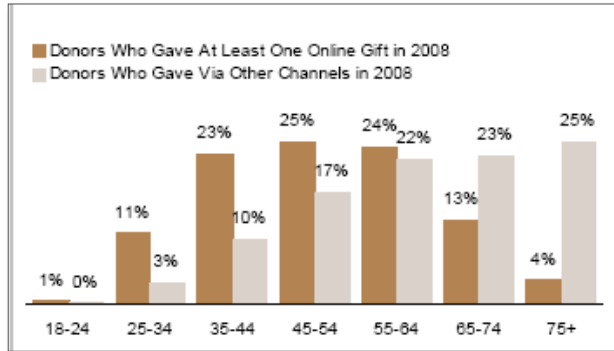
- After converting, sustainers were worth 67% more in revenue.



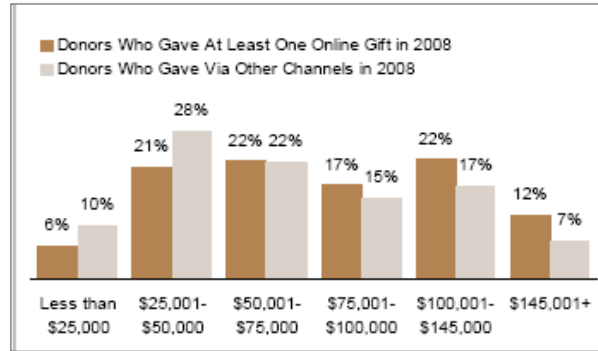
The home page is very important



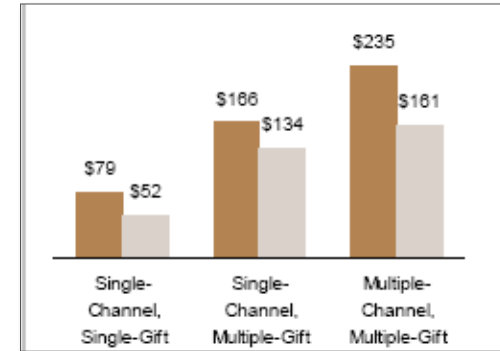
Online donors are different



Age



Income



Revenue per donor

- Most online donors are new
- But online donors are very hard to renew
- Online fundraising still accounts for a really small proportion of fundraising efforts for most organizations

Source: Blackbaud/Target Analytics



Everybody's figured it out...right?

- We don't always know who the donors are:
 - 33% (some say more) of donors go online before making a gift through some other channel
 - 50%+ of online gifts are “online white mail”
- Donors don't even know who they are:
 - Self-identified web donors: 47% give via mail vs. 37% online
 - Online activists: 57% give via mail vs. 42% give online
- The commercial world is also confused:
 - J. Crew; Sharper Image; supermarkets, hardware

Trying to figure it out

- Acquisition, Add Gift and Lapsed campaigns were all in the mail.
 - All used \$200,000 as a monetary goal
- Each button went to a different form to track gift type
 - Only 17% of gifts made on the “Extra Gift” form were additional gifts
 - 14% of the “Become a Member” gifts were not from new members.
 - A third of the “Renew” gifts were lapsed and half were renewals. 15% were something else.





So what do we know?

- Donors operate in “multi-channel mode”
 - They expect to be able to interact with us when and how they want. And we can’t control it!
- Each communications channel influences another’s performance
 - Direct mail recipients research or transact their gift online
 - Traditional direct mail donors continue or expand their support because of email newsletters and online engagement
- Donors and customers have come to expect anything they can do offline, they should be able to do online.
 - They will find you.

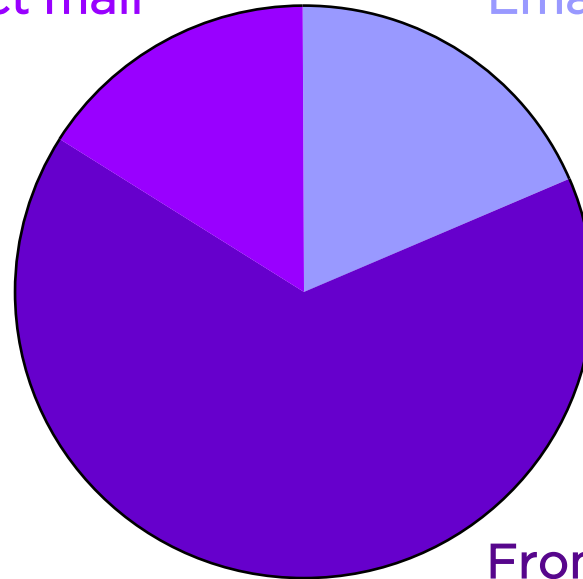
Case Study - Thirteen/WNET

- Direct Mail-to-Web (10 Part Series)
- 3-Part Email Series
- Simple Links from the Web

16% Direct Mail
19% Email
65% From the Web

Direct mail

Email-to-Web



From the web

Case Study – Humane Society

- Humane Society Legislative Fund, lobbying for the Federal “PETS” Act
- Set-up four communication streams
 - Email appeal-only
 - Direct mail-only
 - Pre-email, followed by direct mail
 - Direct mail, followed by email
- Also segmented by source and recency

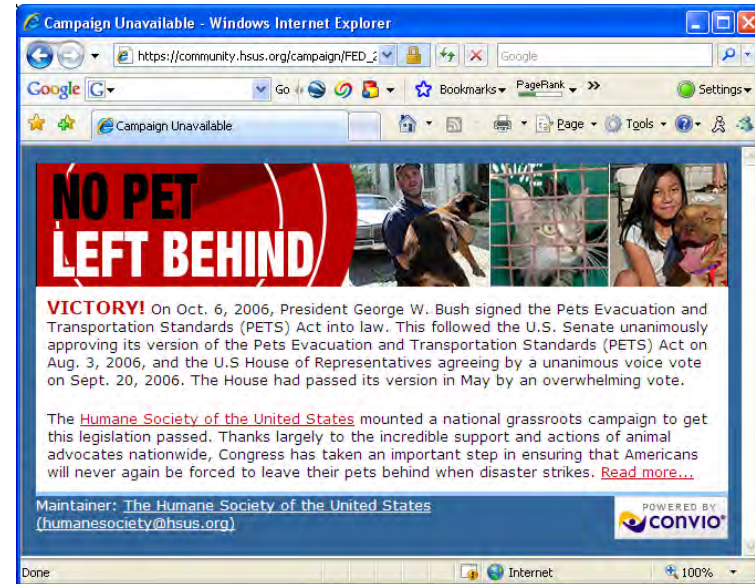
Case Study - Humane Society

- Pre- and Post-emails were different versions
- Pre-email: “Look for this envelope in your inbox”
- Post-email: “Did you receive my letter in the mail?”
- Direct mail piece used ‘vanity URL’ on the reply: “To make your gift go to work faster, donate online using our easy, secure form at ...



Case Study - Humane Society Conclusions

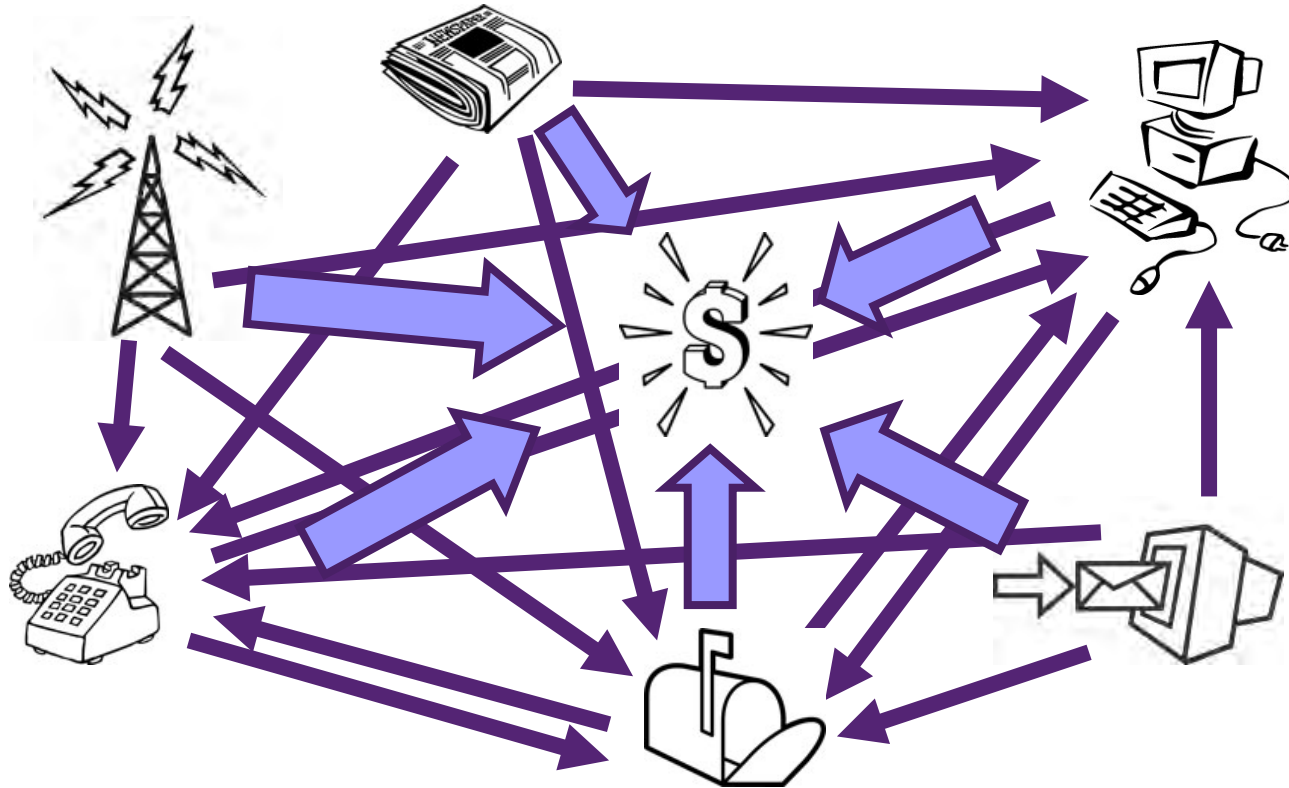
- Integrated messaging provides significant lift, with highest lift in DM/post email stream
 - Was the highest net \$\$ for both DM and Internet-acquired donors
- Net revenue per thousand is best in the email-only stream (because there was no expense)
- There were only 3 responses to the 'vanity' URL





IP Match - “Smart” Online Advertising

- Traditional online advertising use keywords, browser history or what website you're visiting
 - This is based on inferences, the recipients are unknown and there's no behavioral data used
 - It's “where they are” and not “who they are”
- A “cookie append” to identify your direct mail targets' computers and serve them ads
- International relief org – goal was to break even
 - 1MM house mail file
 - Match about 65% w cookies and serve about 35% of those w ads
 - Response rate across all channels was 28% higher than w/o ads
 - Dollar per HH was 29% higher
 - Spent \$50M / Raised an add'l \$258M



Understand your tools

- Some tools are used to send a message while others are used to transact a gift – and some can do both.

- | | | | |
|-------------------------------|--------|----------------|--------|
| • Direct Mail | ←
→ | • Advertising | → |
| • Telemarketing | ←
→ | • Email | → |
| • Direct Response
TV/Radio | → | • The Internet | ←
→ |

Integrated Direct Response Fundraising at work

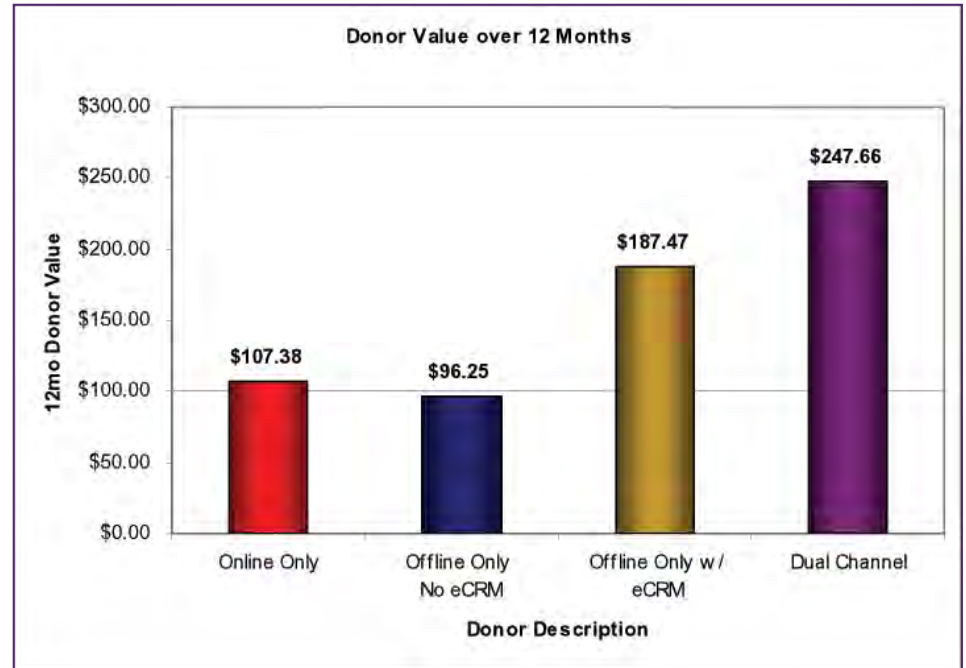
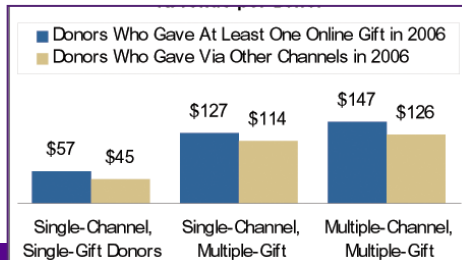
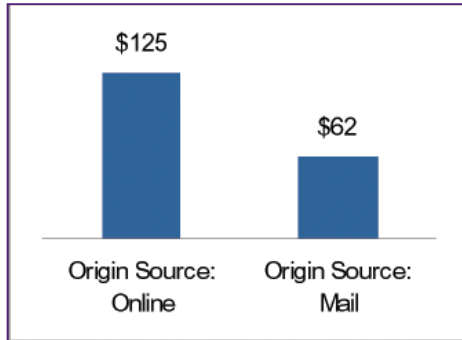




Why Integration works

- By repeating the, the donor is reminded about the need instead of introducing a new concept
- Each medium does what it does best:
 - DM: Traditional letter to make the case
 - Email: Urgency
 - Telemarketing: A warm, personal message
 - Online: A convenient way to respond / research
- The coordination assures the donor that the organization is serious and well-organized

Online & multi-channel donors have higher value



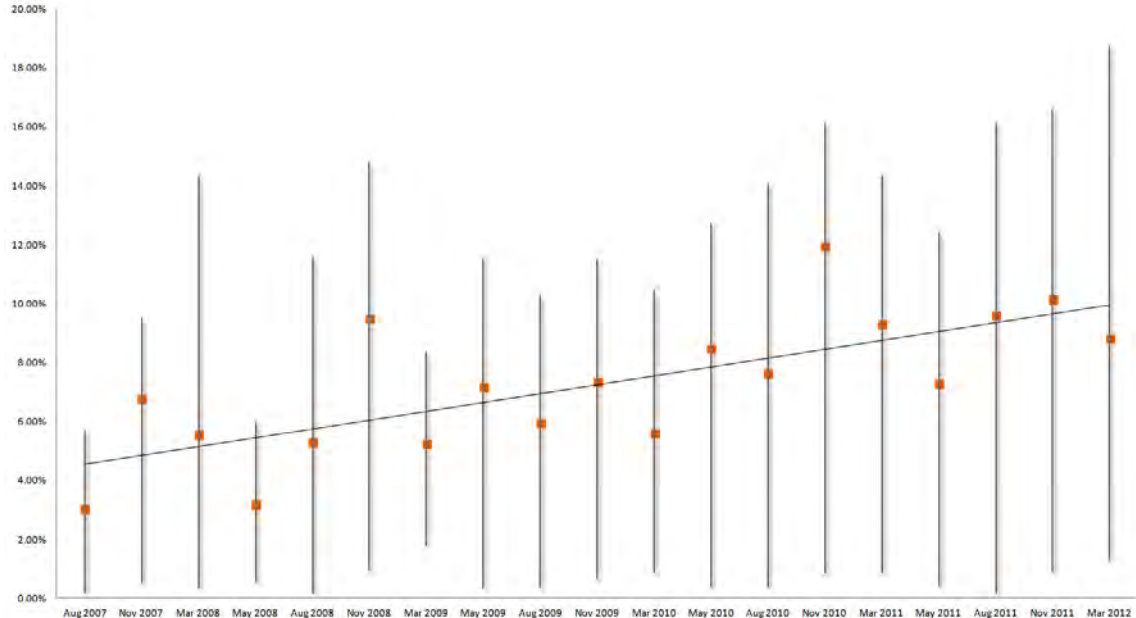
“Other” responses to direct mail

- Transaction and mail file data going back to August 2007.
- Analyzed over 8,000,000 transactions and mail records.



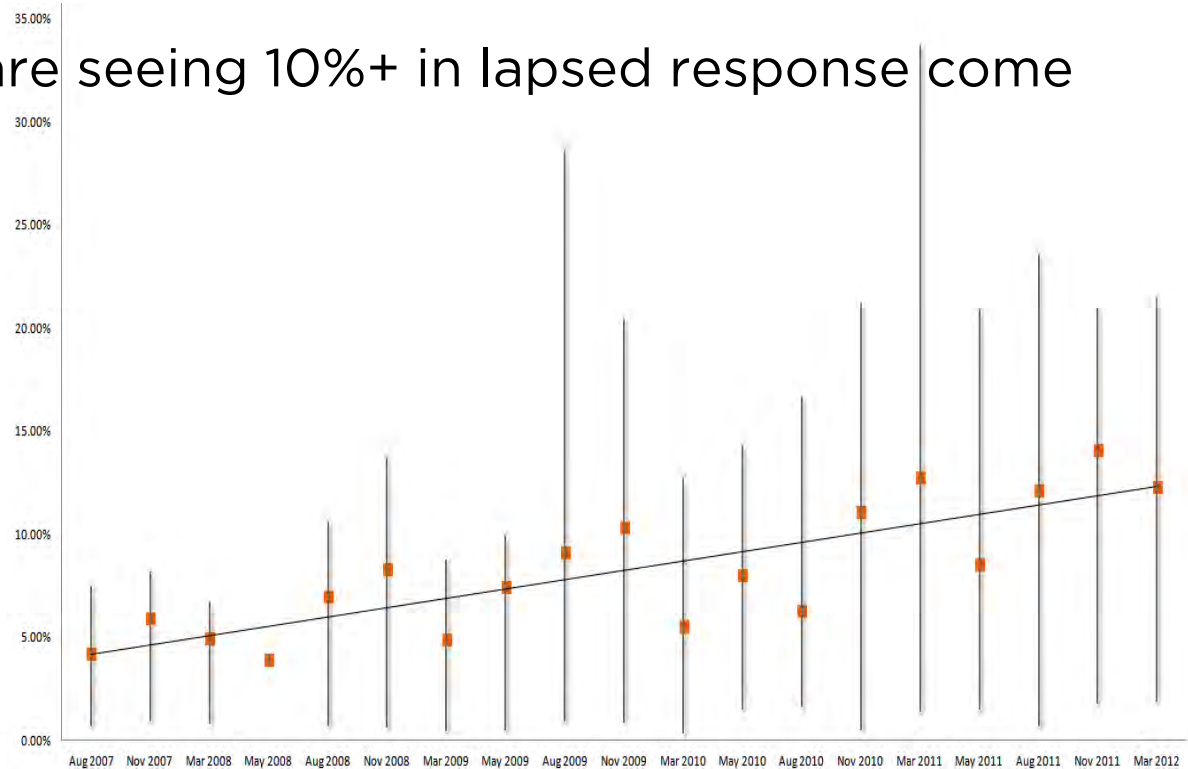
Web response to appeal campaigns

- On average, stations are seeing 7% to 8% in additional gift response come from the web.
- “Other” response is currently around 4% - 5%
- Stations that send emails see 2% - 4% response rate
- These “lost” gifts represent a potential increase of 15% - 20% in response rate!



Web response to lapsed campaigns

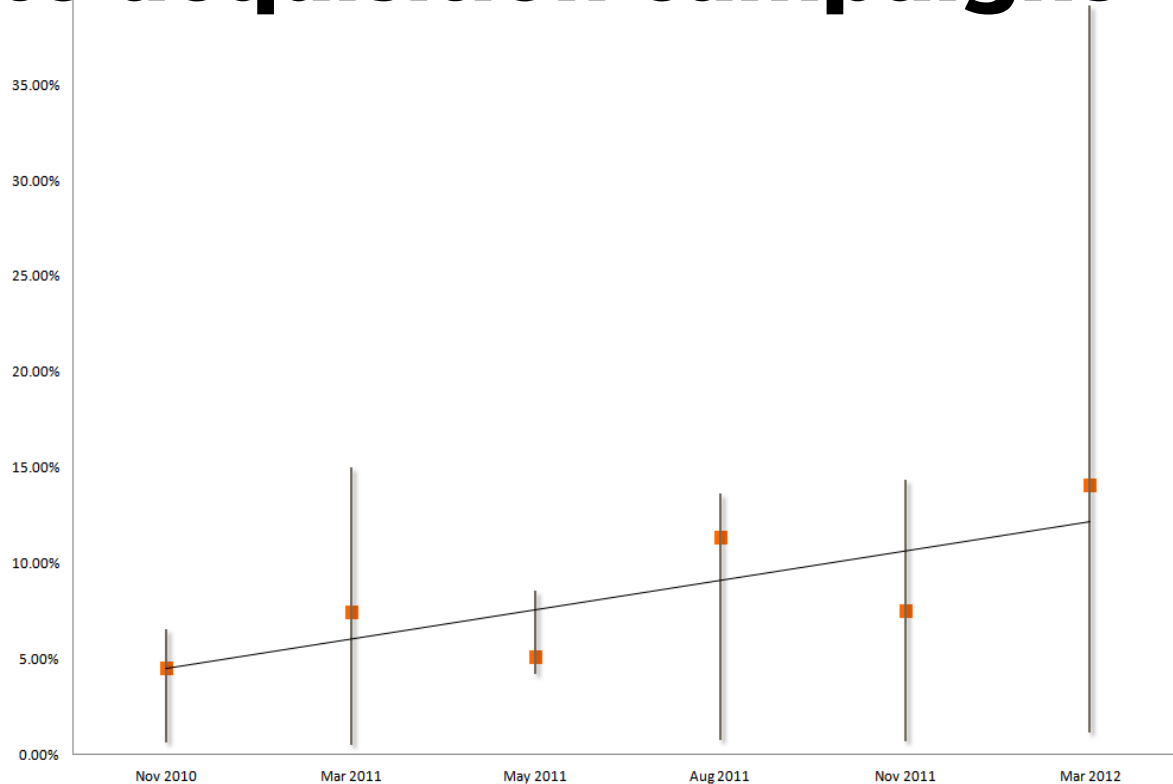
- On average, stations are seeing 10%+ in lapsed response come from the web.
- “Other” response is currently around 3% - 4%
- Stations that send emails see 3% - 8% response rate
- These “lost” gifts represent a potential increase of 20% in response rate!





Web response to acquisition campaigns

- On average, stations are seeing 5% to 12% in acquisition response come from the web.
- “Other” response is currently around 4%
These “lost” gifts represent a potential increase of 20% - 25% in response rate!



What about channels that are harder to track?

- One-day, online campaign biggest day ever of charitable giving in King County, WA
- More than 1,200 nonprofits participate
- \$10 match for each \$100 donated
- 6/23/2011 – Total \$4.1 million raised
- 5/2/2012 – Total \$7.48 million raised
- Seattle Public Library Foundation was:
 - #2 in 2012 : 1,046 gifts for \$123,135
 - #1 in 2011: 716 gifts for \$61,494
 - 358 GiveBIG donors also received mail from SPLF – 50%





#GivingTuesday

BLACK FRIDAY. CYBER MONDAY.

#GIINGTUESDAY

DECEMBER 2, 2014

“We have a day for giving thanks. We have two for getting deals. Now, we have #GivingTuesday, a global day dedicated to giving back. On Tuesday, December 2, 2014, charities, families, businesses, community centers, and students around the world will come together for one common purpose: to celebrate generosity and to give.

“It’s a simple idea. Just find a way for your family, your community, your company or your organization to come together to give something more. Then tell everyone you can about how you are giving. Join us and be a part of a global celebration of a new tradition of generosity.”



Think campaigns, not mailings

- Give donors “freedom of action”
 - Make donating easy throughout all channels
- Use consistent messaging throughout all channels
 - Make sure departments are talking to each other (and fundraising is not technology)
 - Make sure you’re using all channels
- Don’t judge success based upon response by one channel
 - integrate reporting too
 - Give “soft” credit to everyone responsible
 - The technical requirements of truly tracking and testing response across all reply devices often makes doing it very difficult, so understand the overall concept

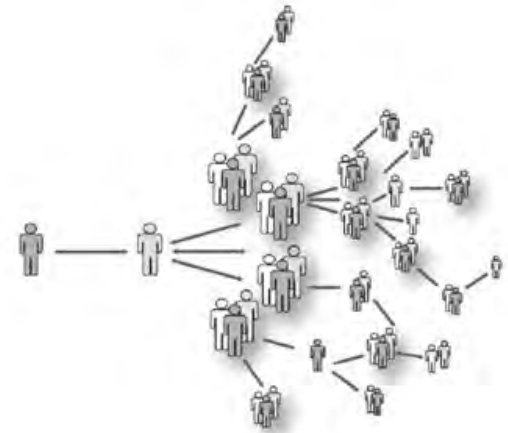
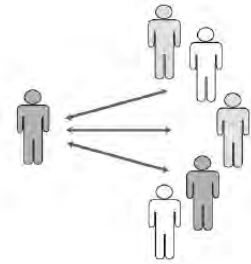
Social Media

- More people are on social media than on email
- About 1 in 5 use their smart phone to check their social networks before getting out of bed in the morning and/or before going to bed.
- 15% of Facebook users are mobile only
- A third of all online ads are on Facebook
- More hours of video is uploaded to YouTube every minute than the broadcast networks have produced in total since the 1940s.
 - (That got 22 likes & 9 comments on Facebook.)
- 75% use their phones in the bathroom.



Web 2.0 - The Democratization of the Internet

- The “old” Internet is readable; the “new” internet is writable
- User-created content without filtering by authority
- Technology provides donors with a greater voice
- Nonprofits used to control which programs received funding, now donors are armed with an endless supply of information and expect to direct their own money





Think Differently about Social Media

- Measure “soft” ROI
 - Branding & Customer Service
 - Increased dialog and involvement
- Much more like PR: Use the entire internet to create community/value exchange
 - Find & use influential supporters
- Exceptional communities **Entice, Inform** and **Engage**
- Set hard ROI goals
 - Define marketplace – passion/lifestyle or trigger/event?
 - Define purpose – what do constituents want from a relationship with your organization?


Issue- or advocacy-based campaign

- “Tell-a-friend”
- Functionality that allows – and encourages – donors and email recipients to forward the campaign to their friends and colleagues
- Use strong, detailed language
- Direct donors to do it right after taking an action



INTERNATIONAL RESCUE COMMITTEE

HELP IRAQI REFUGEES



More than two million refugees from Iraq have fled to neighboring countries, including Jordan and Syria. Another two million Iraqis are displaced within Iraq due to violence and persecution. The needs of these uprooted people are enormous.

Many fleeing Iraqis have no legal status in nearby countries and desperately need our help. Inside Iraq they are living with chronic insecurity, extreme poverty, and shortages of food and medicine.

The U.S. has a special responsibility to protect and assist these Iraqis. Tell Congress to pass legislation that includes:

- Ample funding for the United Nations High Commissioner for Refugees and UN agencies
- Support for non-governmental organizations that provide shelter, health, nutrition, education, and other needs
- Special provisions to protect the most vulnerable Iraqis

Take Action on this Issue

Tell your elected officials:

Your Congressperson
Your Senators

Complete the following to send this message. If you have participated before, just type in your email address and set your prefix, then submit the form.

Email: *

Prefix: *
-Select-

First Name: *

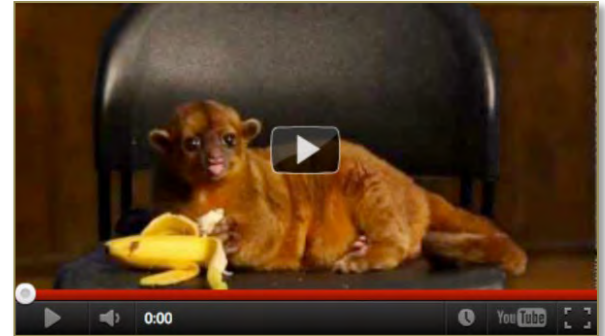
Last Name: *

Address Line 1: *

Address Line 2:

Issue- or advocacy-based campaign

- Wildlife Conservation Society (Bronx Zoo) was threatened with 50% cut in funding from the City of New York
- Sent strong emails to their members and email list
- Created a viral video with “concerned resident” Tucker the Kinkajou.
- Used Convio to have supporters send emails directly to their City Council member
- Took it offline: Collected petition signatures on-site via iPads and solicited “text-to-sign”
- Campaign generated 39,000 actions, acquired 5,300 new email addresses and 2,000 text messages.





Personal Pages

- This NYU graduate created a page for his friends to sponsor his participation in the ACS Relay for Life.
- Sets his own goal
- Allows donors to get credit
- Contacts his own personal list of friends and associates
- Best of all, it reflects his own unique personality





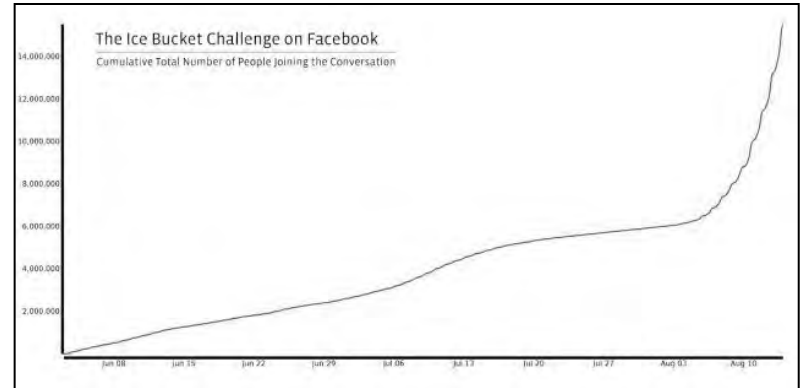
Ice Bucket Challenge (for ALS?)

- “Cold water challenge” started mid-1013
 - Early versions purpose was to pick a charity that was personally significant
 - Matt Lauer did it in July 2014 for the Hospice of Palm Beach County
- Two former college baseball players with ALS did it shortly after
- Early versions gave people the option to do the ice bucket or donate
- Only about 10% - 15% donate



Ice Bucket Challenge (for ALS?)

Organization	Raised
ALS Association	\$100m
Motor Neurone Disease Association	£7m
ALS Therapy Development Institute	\$3m
ALS Foundation Netherlands	€1m
Project ALS	\$500k



Criticism

- “Slacktivism” - “a middle-class wet T-shirt contest for armchair clicktivists”
- A waste of water - “Ricebucket” Challenge spread to Southeast Asia (& CA)
- ALS research is done by “Big Pharma” and tests on animals and stem cells
- A number of participants have sustained injuries – at least 2 deaths!

The “Competition” - Social Entrepreneurship

- Micro-credit
- The donor chooses who to help
- 100% goes to the recipient
 - You can also support Kiva directly
- Since October 2005, distributed \$500M in loans from 1M lenders.
- Numerous similar orgs: Milaap, Vittana, Wokai, Zidisha, Rangde, United Prosperity

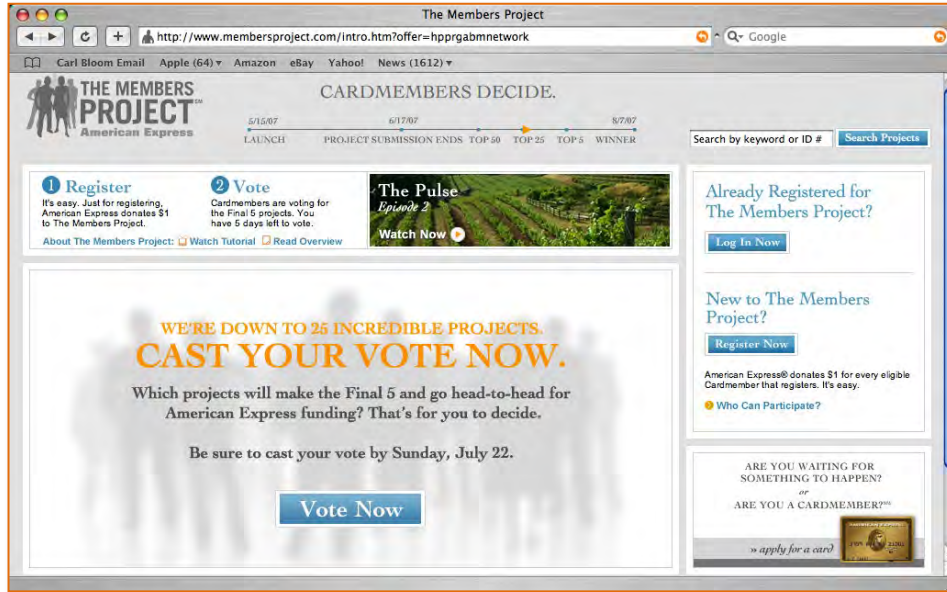


The “Competition” – Crowdfunding

- The Statue of Liberty pedestal was crowd-funded
- \$5.1B was crowdfunded in 2013 (est.)
- Kickstarter and IndieGogo are two examples
- Project-based
- Often all-or-nothing
- Success rate is ~45% and \$7,000
- Short campaigns are better
- Use video and other social media networks
- Less crowdfunding and more peerfunding



Cause Marketing



The Members Project

http://www.membersproject.com/intro.htm?offer=hpprgabmnetwork

THE MEMBERS PROJECT American Express

CARDMEMBERS DECIDE.

5/15/07 LAUNCH | 6/17/07 PROJECT SUBMISSION ENDS | TOP 50 | TOP 25 | TOP 5 | 8/7/07 WINNER

Search by keyword or ID # Search Projects

1 Register
It's easy. Just for registering, American Express donates \$1 to The Members Project.

2 Vote
Cardmembers are voting for the Final 5 projects. You have 5 days left to vote.

The Pulse Episode 2
Watch Now

Already Registered for The Members Project?
Log In Now

New to The Members Project?
Register Now

American Express® donates \$1 for every eligible Cardmember that registers. It's easy.
Who Can Participate?

ARE YOU WAITING FOR SOMETHING TO HAPPEN?
or
ARE YOU A CARDMEMBER?™

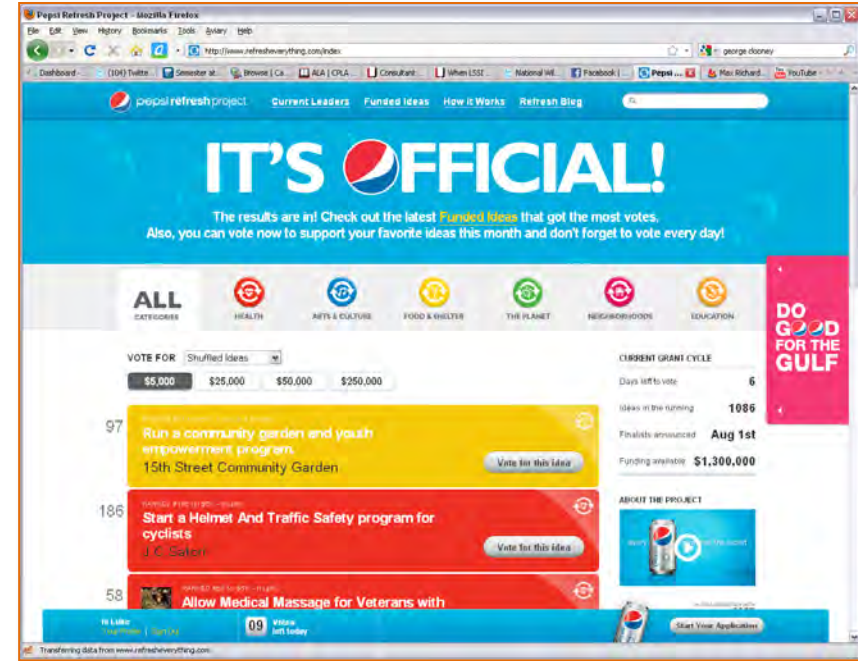
» apply for a card

WE'RE DOWN TO 25 INCREDIBLE PROJECTS. CAST YOUR VOTE NOW.

Which projects will make the Final 5 and go head-to-head for American Express funding? That's for you to decide.

Be sure to cast your vote by Sunday, July 22.

Vote Now



Pops! Refresh Project - Mozilla Firefox

http://www.refreshverything.com/index

Current Leaders Funded Ideas How it Works Refresh Blog

IT'S OFFICIAL!

The results are in! Check out the latest **Funded Ideas** that got the most votes. Also, you can vote now to support your favorite ideas this month and don't forget to vote every day!

ALL CATEGORIES: HEALTH ARTS & CULTURE FOOD & SHELTER THE PLANET NEIGHBORHOODS EDUCATION

VOTE FOR: Shuffled Ideas

\$5,000 \$25,000 \$50,000 \$250,000

97 Run a community garden and youth empowerment program.
15th Street Community Garden
Vote for this idea

106 Start a Helmet And Traffic Safety program for cyclists
J.C. Sator
Vote for this idea

58 Allow Medical Massage for Veterans with

CURRENT GRANT CYCLE: 6 Days left to vote

Ideas left to submit: 1086

Finalists announced: Aug 1st

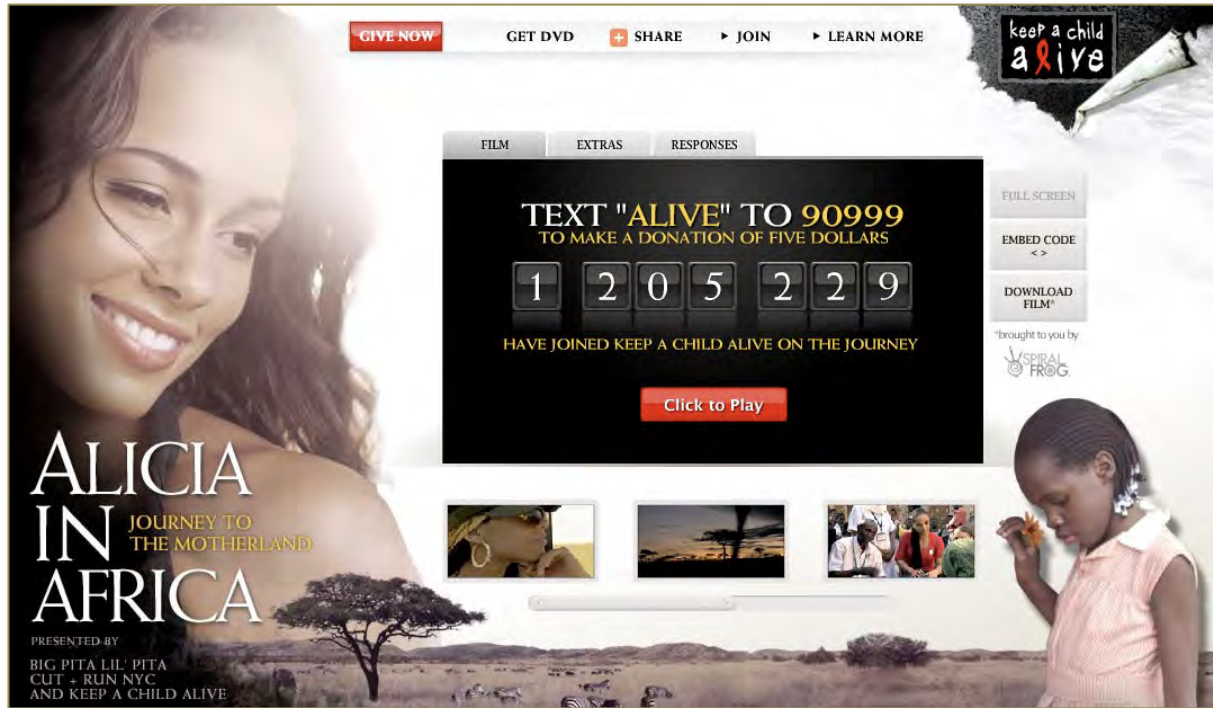
Funding available: \$1,300,000

ABOUT THE PROJECT

Start Your Application

Transferring data from www.refreshverything.com

Text to donate



GIVE NOW GET DVD + SHARE ▶ JOIN ▶ LEARN MORE

keep a child alive

FILM EXTRAS RESPONSES

TEXT "ALIVE" TO 90999
TO MAKE A DONATION OF FIVE DOLLARS

1 2 0 5 2 2 9

HAVE JOINED KEEP A CHILD ALIVE ON THE JOURNEY

Click to Play

FULL SCREEN
EMBED CODE
DOWNLOAD FILM*

brought to you by
SPIRAL FROG

ALICIA IN AFRICA
JOURNEY TO THE MOTHERLAND

PRESENTED BY
BIG PITA LIL PITA
CUT + RUN NYC
AND KEEP A CHILD ALIVE



AT&T E 3:05 PM

Messages 909-99 Edit

Jan 15, 2010 9:12 AM

HAITI!

Free Msg: To confirm your \$10 donation to Red Cross Int'l Response Fund reply with YES. Reply HELP for help or visit RedCross.org

Yes

Free Msg: Thanks! \$10 charged to your phone bill for Red Cross Int'l Relief. Reply HELP for help or Visit RedCross.org Reply STOP to cancel.

Send



New Buzzword Alert: “Omnichannel”

“The willing unification of fundraising and external relations”

Don't go crazy

Katherine Miller, United Nations Foundation:

- “Don’t get sucked into the tech movement of the moment”
 - The majority of revenue still comes in checks in the mail
 - Develop a strategy relevant to old and new media
- “Technology is just another word for grassroots”
 - Think about where and who your supporters are and pick the technology that fits -- not the other way around
- “Keep your message and campaigns simple.”
 - Online is not the time to promote the grandeur of your mission, the genius of your programs, etc.