



10 Steps to Online Success

Katya Andresen

Network for Good

www.networkforgood.org/npo

www.fundraising123.org

Download the slides from www.fundraising123.org

Fundraising

Social Networking

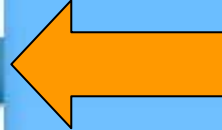
Web Site 101

Email 101

Donor Databases

Nonprofit Marketing

Training



How Can We Help You Become a Fundraising Superhero?

GET DONORS ONLINE!



START HERE!

*expertise and big budget NOT required.

About Network for Good

Network for Good provides easy and affordable online fundraising services. Visit our website to learn more.

Improve Your Fundraising



Subscribe to our weekly Online Fundraising & Nonprofit Marketing Tips Newsletter.

Email:



Browse the Learning Center...

- ◀ Become a fundraising superhero
- ◀ Dive into social networking
- ◀ Make your website a hit
- ◀ Solve your email challenges
- ◀ Do donor management right
- ◀ Get marketing tools and tips

Most Recent Articles

- ▶ **The economy may be down, but online giving is up**
The economy has been sluggish for...
- ▶ **Generate Impact! Through Stories**
During difficult economic times, raising...
- ▶ **Successful Fundraising in Turbulent Times**
Things seem to be falling apart all...
- ▶ **Four Tips on How to Use Email Marketing During a Down Economy**
While the economic news may not be...
- ▶ **Americans Rate Charity Gifts a Priority This Holiday Season**
Amid widespread concerns about the...

Most Popular Articles

- ▶ **Help! I Have No Marketing Budget!**

What we'll cover

- Why do online fundraising
- What you need to do it (tools, tactics)
- How to do it (the secret sauce)



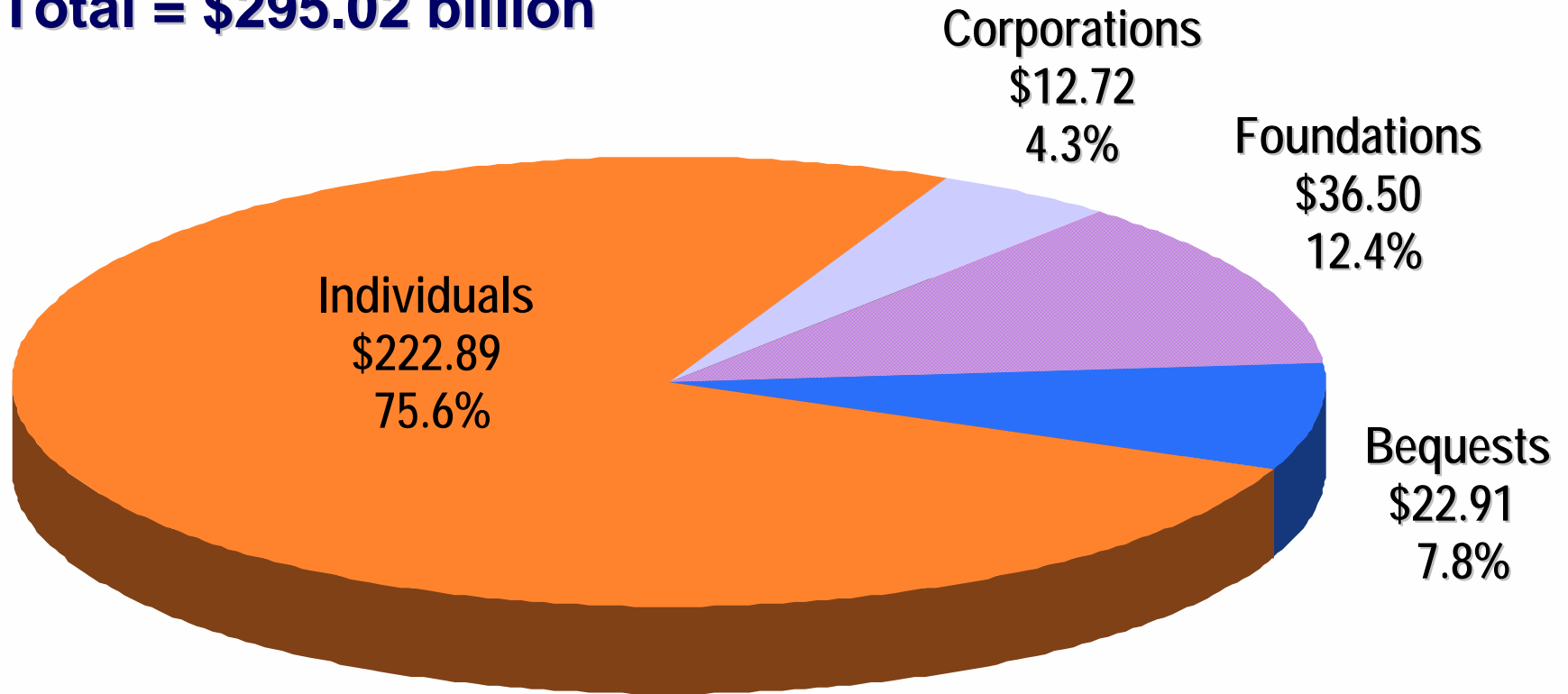
Why?



Because most giving is from individuals

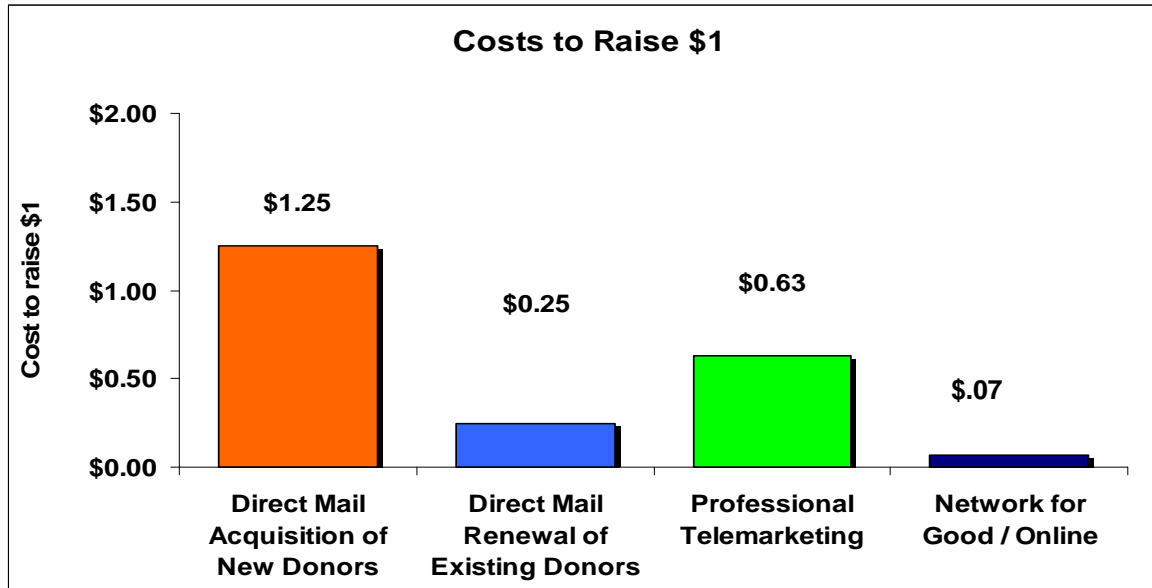
2006 charitable giving from Giving USA

Total = \$295.02 billion



Because it costs less to get that \$ online

Giving Through Network for Good is More Efficient than Traditional Means*



Sources: *Fund-Raising Cost Effectiveness* (James Greenfield), *Cost-Effectiveness of Nonprofit Telemarketing Campaigns* (Keating, Parsons & Roberts) and *Network for Good*.

Because you can compete for \$ online

- Small to medium-sized nonprofits account for 70% of giving via Network for Good

How much can a small nonprofit raise?

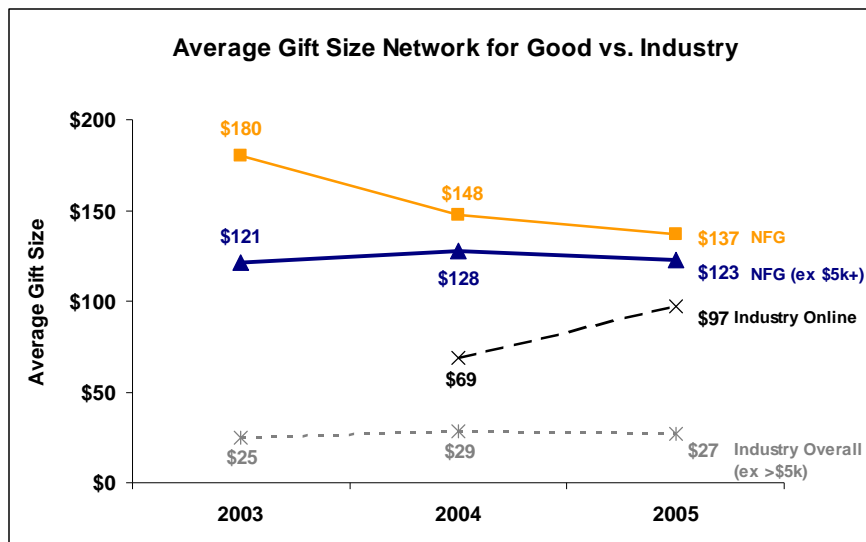
- Budget: under \$250,000
- 1284 nonprofits
- \$9.2 million raised
- Monthly average: \$603
- Annual average: \$7,200

– Network for Good



Because you get new donors, bigger gifts

- Average age – around 39
- They are generous



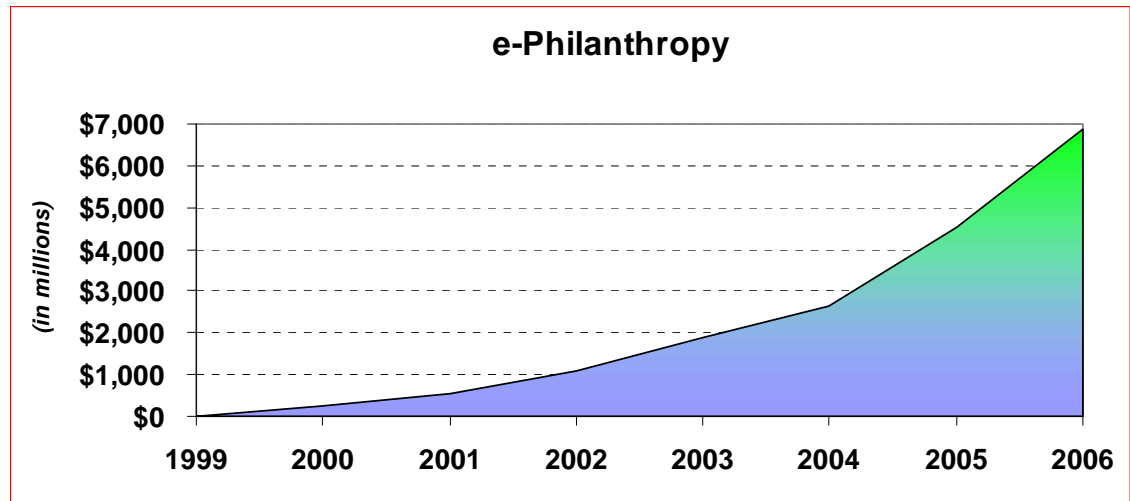
Source: Target Analysis Group, eNonprofit Benchmarks Study from Advocacy Institute and Network for Good.

Note: Industry Online figures for 2004 and 2005 are based on September-to-September reporting periods.



Because people look for you online

- More than 65% of donors visit websites before making a donation to a nonprofit (Kintera study)
- Online giving doubling every two years



Source: Estimates from e-PhilanthropyFoundation.org.

What do you need to start?



The bare necessities

1. WEBSITE: A decent website with guessable URL
2. DONATENOW: The ability to accept online donations on your website
3. EMAIL SIGN-UP: The ability to collect email addresses on your website
4. EMAIL OUTREACH: Email marketing to drive traffic back to your website?

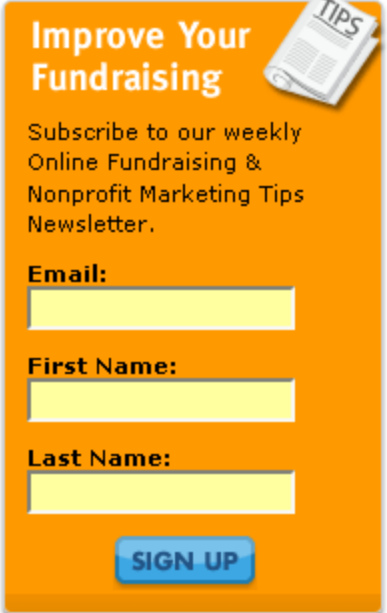


A little more about email

Still sending your newsletter from Microsoft Outlook?

Reasons you need an email service provider:

1. Your emails may look terrible.
2. You may get blacklisted
3. Say hello to your recipients' spam, junk or bulk mail folder.
4. Send emails to thousands of recipients, and you'll get all the bounce-backs and auto-replies from them. So much for free time!
5. You might be breaking the law. According to the CAN-SPAM law, if someone requests to be removed from your list, you must do so within 10 business days.
6. You won't know if anyone is reading your emails, or what they like.



Improve Your Fundraising

Subscribe to our weekly Online Fundraising & Nonprofit Marketing Tips Newsletter.

Email:

First Name:

Last Name:

SIGN UP

A shameless plug for Network for Good

- We're a nonprofit like you
- Our mission is to make it easier for nonprofits to raise money online, and for people to give online
- We've processed over \$240 million in donations for over 40,000 nonprofits
- We have all the tools I just mentioned
- We manage all of the online fundraising on Facebook and MySpace

A step by step guide



Ten Steps to Success

1. Get the tools. (Check).
2. Put your button and website everywhere.
3. Create and fuel your email engine.
4. Now make sure people give: AUDIENCE.
5. Answer: why me?
6. Answer: what for?
7. Answer: why now?
8. Answer: who says?
9. Thank early and often.
10. Do the advanced stuff (SEO, social media).



#2: Big DonateNow button, everywhere



#3: Create and build the email engine

- Enticing email sign up
 - On your site
 - At your events
 - Via current subscribers
- Excellent email marketing
 - A few best practices



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For nearly four decades, we have linked science, economics and innovative private-sector partnerships. Together, we create breakthrough solutions to environmental problems.

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Get the Facts

Global warming is already disrupting people's lives. Get a preview of life on a hotter planet.

- ▶ **Dangers:** Real stories
- ▶ **Science:** The basics
- ▶ **Myths:** And the facts
- ▶ **NYC:** What New Yorkers can do

Get Involved

Pollution, especially from cars and from making electricity, is a major cause of global warming. Find out how you can make a difference.

Get Tips to Fight Global Warming

Sign up for updates and tips on how you can help. We'll get you started with our **Low Carbon Diet Guide**.

We won't share your address. ([Privacy Policy](#))



MORE YOU CAN DO

- ▶ [Switch to better bulbs.](#)
- ▶ [Drive smarter.](#)
- ▶ [Make changes that matter.](#)

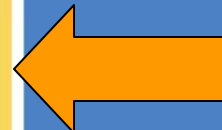
BOOK: REINVENTING ENERGY

We're about to witness an explosion of technology and wealth - one that can avert environmental disaster.

The book *Earth: The Sequel* introduces the inventors leading the way.

CLIMATE BLOG

Climate 411 is the voice of experts at Environmental Defense, providing clear explanations of climate change science, technology, policy, and news.



Grow your Email List with Tell-A-Friend

Forward This E-Newsletter for a Chance to Win \$250 for Your Organization

Delight and surprise your friends and colleagues by sharing information about how they can raise money for their nonprofits. Share strategies for improving their marketing tactics and communications.

Are we asking you to send semi-monthly newsletters and offer free training opportunities? No--we'd like to do the work for you! All you need to do to be the talk of the water cooler is to [forward this issue of the Source to at least one friend](#).

Not only will your network be thrilled at having a bright, sunshiny new resource delivered to their inbox, but **you will be entered in a drawing to win a \$250 Good Card!** (You don't even need to tell us you forwarded the email--we can tell!)



send this to a friend

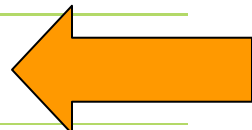


send this to a friend

the response

this information is tracked at the recipient level

people who opened the email	9548	16.3% of emails rec'd
people who clicked through	1253	13.1% of emails opened
people who forwarded the email using the <i>send-to-a-friend</i> feature	93	1% of emails opened



What makes a good email?

- Get serious about the subject line
 - February Newsletter
 - 5 Tips for Supporting Someone in Treatment
- Focus “above the fold”
 - Top four inches that show in preview pane



What makes a good email campaign?

- Personalizing beyond “Dear Bob”
 - Personalization boosts response
 - Segment within audiences
 - First name is nice; showing you understand them is better
- Testing, testing, testing

What Other Email Fundraising Tactics Work?

- **Multiple Appeal Series.** Messages sent as part of a cohesive, multiple appeal campaign over the course of three weeks outperform one-time appeals, resulting in both a higher response rate and a higher average gift.
- **Deadline-Driven.** Appeals and series that included a deadline by which gifts must be made tended to be more effective than open-ended appeals without specific deadlines.
- **Matching Gift.** The idea of making a donation that will be doubled by another donor (or group of donors) is motivational to many online donors. A matching gift campaign also provides the perfect rationale to introduce a deadline and to send out multiple appeals, both good ways to boost returns.

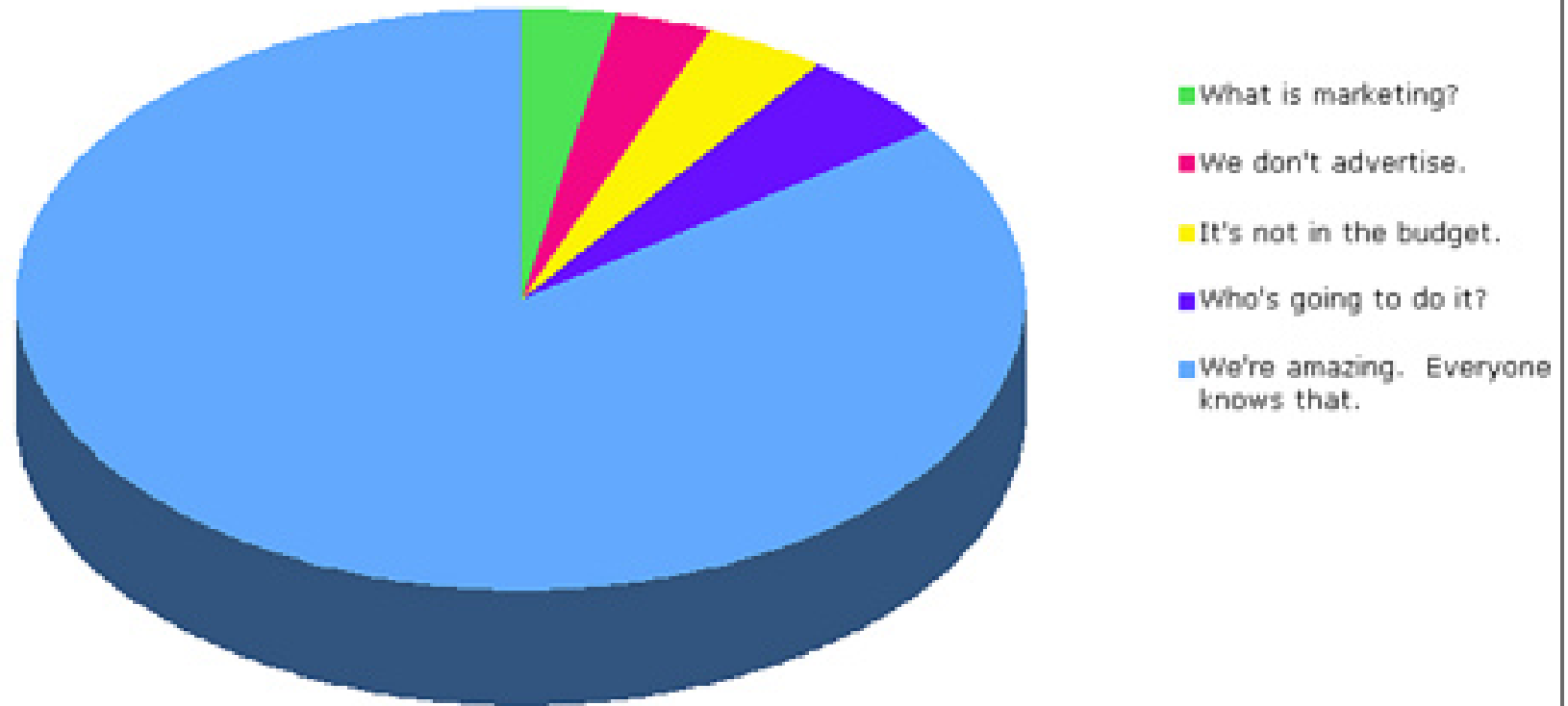


#4: Make sure people give – THE AUDIENCE

- The biggest mistake you can make is making it about you. It's about the audience.

That audience issue...

Where we go wrong in marketing



By Jan Fonger

25

Amazing? Not so much.

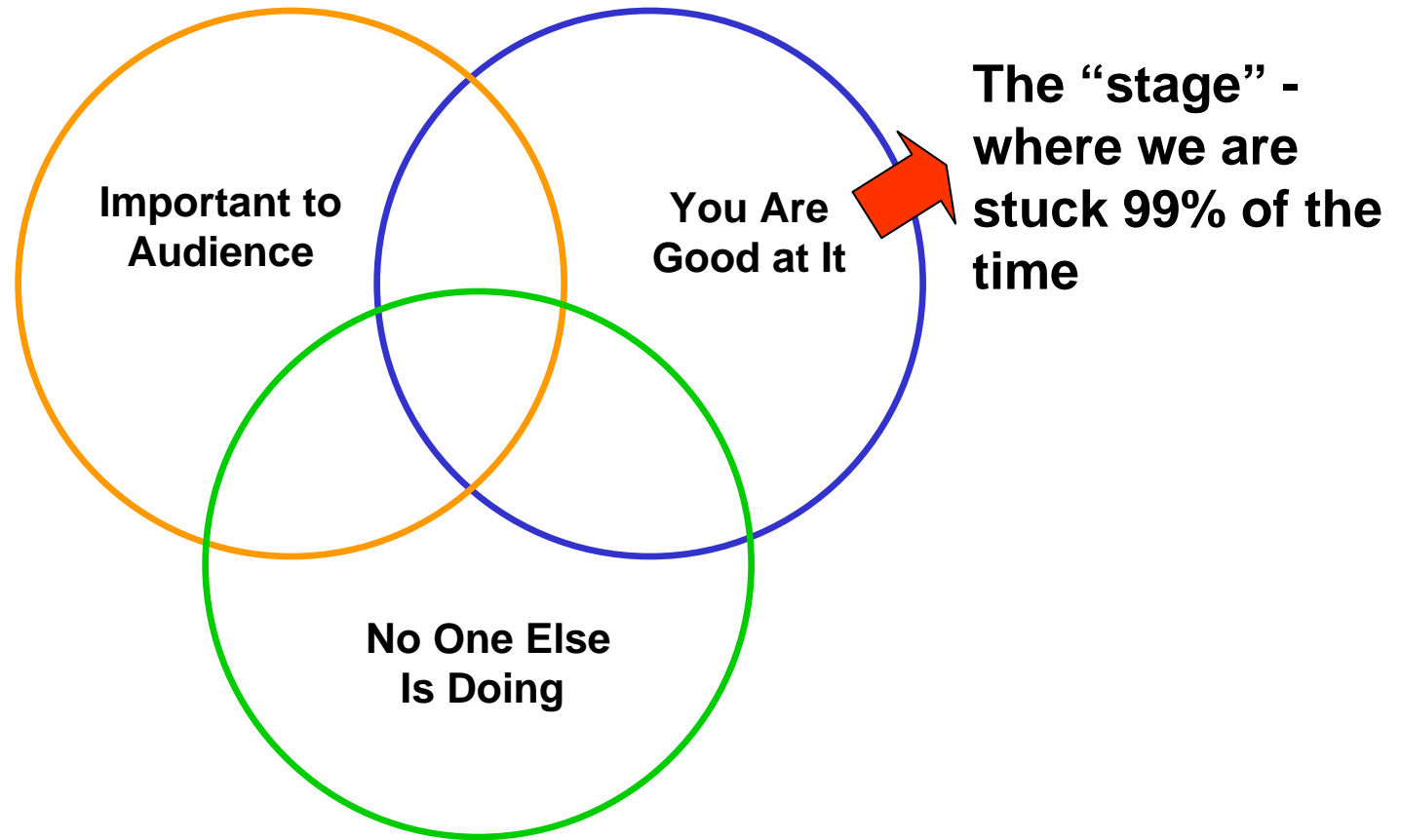


Reality check

- Amazing? Not so much in our audiences' minds.
- Amazing? We're not the only ones.



Marketing is a three ring circus, not a stage



Credit: Inspired in part by Jim Collins

#5-#8: The 4 questions for the 3-ring circus

- Why Me? (Donor-centric)
- Why Now? (Urgent)
- What For? (Tangible)
- Who Says? (Messenger)

Why me? What donors want

- To be recognized – talk with them, not at them
- To be inspired
- To feel connected to others and to something bigger than themselves
- To make a difference that makes them feel good





**SHE HAS THE POWER
TO CHANGE HER WORLD**

**YOU HAVE THE POWER
TO HELP HER DO IT.**

Find out how CARE is working with women to fight poverty, and what you can do to help.

START HERE ▶

More ways you can get involved ▶

I AM POWERFUL



search site...

- donate now
- about care
- newsroom
- care's work
- campaigns
- get involved
- careers
- partnerships
- web features
- contact us
- care wear

Tell-A-Friend
Tell your friends about CARE.

Get E-mail Updates:
Email Address

Sign Up

Existing Member?
Login Now!



Latest News

CARE Calls on International Community to Act Now in Haiti

Flooding Washes Out Bolivian Communities

Campaigns

Pakistan/India Quake
CARE is hard at work helping the people of Pakistan and India recover from October's earthquake. [Learn more about CARE's response.](#)

Africa Food Crisis

Why me?

Kyle Paxman canceled her wedding six weeks before it was to take place, but decided to turn the planned party into a fundraising event for charity, reports [The New York Times](#).

Ms. Paxman invited her guests to write checks to CARE, the international aid group, and to the Vermont Children's Aid Society. She selected CARE after seeing an ad for the charity that showed women striding across a desert, and four of them saying to the camera, "I am powerful." **The idea of supporting strong women was particularly appealing to her, she says, as she was declaring her independence from the man she planned to marry.**

#6: What for?

- Where's the money going?
- What will happen if I act?

#7: Why now?

- Where is the sense of urgency? Because the dry cleaner closes at six.

#8: Who says? Hopefully, someone else.



#9: Cultivation.

- Thank people over and over.
- Show them the result: inspiration over time trumps need.
- Give them credit for what you did.
- Ask them how they want to receive more good news.



#10: The advanced stuff



Create a Google Alert

Enter the topic you wish to monitor.

Search terms:

Type:

How often:

Your email:

Google will not sell or share your email address.

Technorati™ Join

[Front Page](#) [Business](#) [Entertainment](#) [Lifestyle](#) [Politics](#) [Sports](#) [Tech](#)

[Blogger Central](#) → [Main](#) [Top 100 blogs](#) [Popular](#) [Ping](#) [Widgets](#) [Watchlists](#) [Weblogs](#)

Blogger Central / top 100 blogs

sort blogs



Find them and listen.



The screenshot shows a web browser window with the address bar containing <http://www.medievalpottery.org.uk/>. The browser's toolbar includes links for 'Customize Links', 'Free Hotmail', 'Windows', 'Windows Marketplace', and 'Windows Media', along with a 'McAfee SiteAdvisor' icon. The website header features a decorative initial 'MPRG' on the left and the text 'Medieval Pottery Research Group' and 'Welcome to the MPRG website' on the right. A left-hand navigation menu lists: Home, News, Current Newsletter, Publications, Conferences, Regional Groups, UK Reference Collections, Archive, How to Join, Contacts, Links, Copyright statement, Site Map, MPRG Bibliography - (external site), and a search box with a 'Find' button. The main content area contains three paragraphs of text and a small illustration of a decorated pottery vessel. The footer of the website includes copyright information: '© MPRG 2001, 2003 — Last Update: Tuesday 1 August, 2006'.

Address <http://www.medievalpottery.org.uk/>

Links [Customize Links](#) [Free Hotmail](#) [Windows](#) [Windows Marketplace](#) [Windows Media](#) [McAfee SiteAdvisor](#)

Medieval Pottery Research Group

Welcome to the MPRG website

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News
Current Newsletter
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Conferences
Regional Groups
UK Reference Collections
Archive
How to Join
Contacts
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Copyright statement
Site Map
MPRG Bibliography
- (external site)

Site search powered by [FreeFind](#)

MPRG was founded in 1975 to bring together people with an interest in the pottery vessels that were made, traded, and used in Europe between the end of the Roman period and the 16th century. Its remit has subsequently expanded to include the pottery of the 17th and 18th centuries from both sides of the Atlantic and beyond, as well as post-Roman ceramic building materials.

On these pages, you can find details of our publications and conferences, and other information such as how to join MPRG.

The Group has over 250 Personal and Institutional Subscribers. Approximately one-third of members are from outside the UK.

MPRG is a Registered Charity.
(UK Registered Charity No.1018513)

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STRIKE BLOG

Lightning is the 2nd leading source of storm deaths in the US in most years and in many states lightning is the leading source of weather deaths.

Lightning only kills about 10% of the people it strikes leaving many of the rest with life long debilitating injuries. Public education is a very cost effective method in dealing with this injury and its many casualties.

Lightning safety has evolved over the last couple of years and some of the things done in the past are no longer recommended.

The main thing is that NO place outside is safe in a thunderstorm. If you hear thunder or see lightning you need to get inside a substantial building or a hard top automobile.

The 30-30 rule is being phased out because we would rather see you count inside, so we have replaced the first 30 with 'When thunder roars go indoors' and the second 30 with 'and stay there for 30 minutes'.

Once inside you need 'not to do stupid things'. That means stay off anything that is conductive, such as wiring or plumbing, that could conduct a charge to you. Lightning could strike outside

NEWS

Lightning Alert Program

[Click here](#) to learn about a lightning alert program for non-profits working with children

Safety Note

Remember there is no place safe outside in a thunderstorm! Get inside a substantial structure or hardtop automobile.

Lightning Safety Game

Take a Look at [Leon's Lightning Safety Game](#) and [Lightning Safety Quiz](#) on our Education Tools page. They are new downloadable games that are humorous and great teaching tools on lightning safety.

CPR Training

EVERYONE NEEDS TO LEARN CPR!

go to www.depts.washington.edu/learncpr/ to learn more.

Mission

Our purpose is to promote lightning and electrical safety education. We wish to make "When Thunder Roars Go Indoors" as effective for lightning safety as "Stop Drop and Roll" is for fire safety. We want our Safety Magnets in the hands of every elementary school child in the country, and go from there.

View our [Struckbylightning.org overview slide show](#). It is a simple educational tool that has safety information and services provided by Struckbylightning.org. This is



Designed specifically for children, our Safety Magnets have been a huge hit with all age groups. [Click here](#) to see our magnets. If you have an interest in corporate sponsorship please contact SBL.

EVENT CALENDAR

October 13-18, 2007

National Weather Association 32nd Annual Meeting in Reno, Nevada

<http://www.nwas.org/meetings/nwa07mtg.html>

November 5 & 6, 2007

Massachusetts Association for Health, Physical Education, Recreation & Dance Annual Convention...at the Worcester DCU Center in Worcester, Ma

Help them find you.

Web Images Maps News Shopping Gmail more ▾



How to Ask for Donations?

Search

[Advanced Search](#)
[Preferences](#)

Web

Results 1 - 100 of about 14,500,000 for [How to Ask for Donations?](#). (0.2)

Fundraisers: [How To Ask For Donations](#)

The Ultimate Party Planning Directory. Fundraisers: **How To Ask For Donations**.

Approaching businesses for any type of **donation** is an intimidating process. ...

www.functionjunction.ca/donations.htm - 6k - [Cached](#) - [Similar pages](#)

[PDF](#) [101 Compelling Ways to Ask for Donations with Your Fundraising ...](#)

File Format: PDF/Adobe Acrobat - [View as HTML](#)

101 Compelling Ways to **Ask for Donations** with Your Fundraising Letters. 1. Direct-mail fund raising. 2. Nonprofit organizations—Finance. I. Title. ...

www.raisersharpe.com/handbooks/H6_SAMPLE_101_Compelling_Ask.pdf - [Similar pages](#)

[101 Compelling Ways to Ask for Donations with Your Fundraising ...](#)

The Professional Fundraiser's Guide to Mastering the Art of Making the **Ask**.

www.raisersharpe.com/handbooks/H6-101-compelling-fundraising-letter-asks.htm - 16k -

[Cached](#) - [Similar pages](#)

[Asking for donations | Resource Center](#)

Asking for **donations** can be an intimidating experience if the **donation** seeker is not prepared. This practice recommends preparing for "the **ask**," creating a ...

nationalserviceresources.org/practices/445 - 19k - [Cached](#) - [Similar pages](#)

[How to Ask for Donations | Online Fundraising & Nonprofit ...](#)

Nov 20, 2007 ... If you want to get more **donations** through your nonprofit website, make sure you actually **ask**, everywhere and anywhere you can.

www.fundraising123.org/article/how-ask-donations - 24k - [Cached](#) - [Similar pages](#)

Sponsored Links

[how to ask for donations](#)

Affordable Online Fundraising for nonprofit organizations.

www.networkforgood.org

Sponsored

Organic

In-kind advertising for non-profit organizations

Google Grants is a unique in-kind donation program awarding free AdWords advertising to select charitable organizations. We support organizations sharing our philosophy of community service to help the world in areas such as science and technology, education, global public health, the environment, youth advocacy, and the arts.

Grantee Resources

[Learn more](#)

Learn about Google Grants

What is Google Grants

[AdWords and How it Works](#)

[Reach Your Target Audience](#)

[Track Your Performance](#)

[Apply Today](#)

What is Google Grants?

The Google Grants program empowers non-profit organizations to achieve their goals by helping them promote their websites via advertising on Google. Google AdWords ads appear when users search on Google and when you click on one of the ads, you are brought to the website being advertised.

Your ads appear beside related search results...

People click your ads...

...And connect to your organization.



Learn more about our [program guidelines and details](#).

Contact

- Website: www.networkforgood.org/npo
- Learning Center: www.fundraising123.org
- Blog: www.nonprofitmarketingblog.com



Take risks. It's less risky.

