Agenda

• Why bother with online fundraising?
• You can do it
• 10 rules for being successful at it
• You can do it
• Q&A
Big Numbers

- Openings
- Impulse giving
- Credit card effect

$6.87 billion

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.
ANALYSIS

Growing numbers

• More than 65% of donors visit websites before making a donation to a nonprofit (Kintera study)

Source: Estimates from e-PhilanthropyFoundation.org.
…Especially during a crisis!

- 9/11: one-fifth to one-sixth of giving was online
- Tsunami: one-third of giving online
- Hurricane Katrina: half of giving online
Efficient numbers

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

<table>
<thead>
<tr>
<th>Method</th>
<th>Cost to raise $1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Mail Acquisition of New Donors</td>
<td>$1.25</td>
</tr>
<tr>
<td>Direct Mail Renewal of Existing Donors</td>
<td>$0.25</td>
</tr>
<tr>
<td>Professional Telemarketing</td>
<td>$0.63</td>
</tr>
<tr>
<td>Network for Good / Online</td>
<td>$.07</td>
</tr>
</tbody>
</table>

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

- Online givers are young (38-39 years old)
- They are generous -- ($163)
- Men and women give online in equal numbers
- Virtually all (96%) have given to charity before, but 38% haven’t given online before
- Online giving is tracking to the trends of online shopping and banking

*Network for Good Study, “The Young and Generous”
When Are They Giving Online?*

• During disasters and holiday
• During business hours, during the week
• When someone they know asks
• When they have recurring donations

*Network for Good Study, “The Young and Generous”
Why Are They Giving Online?*

- It’s easier than writing a check
- It’s a fast way to provide disaster relief
- It can be anonymous
- They like recurring donations

*Network for Good Study, “The Young and Generous”
Rule #1: Get online now. You can do it.
Rule #2: The secret is easy:
Put yourself in your donor’s shoes.

Marketing is not a monologue.
What do 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
Supersize My Backyard™ campaign

What if we could preserve clean water, natural areas and trees in new neighborhoods while accommodating growth and preserving property values?

We can. The only thing stopping us is outdated planning codes.

An innovative solution

Working with innovative planners and developers, we can preserve property values, family values and community values.

Donate to the campaign!

Next Page >

Campaign Sponsors
Become a Campaign Sponsor

Benefits

Clean water and more! Hear what others are saying...

PLANNING OFFICIALS: Visit DownloadTheOrdinance.org to Download LandChoices’ Approved Conservation Subdivision Ordinance

LandChoices’ Approved Conservation Subdivision Ordinance provided by Walworth County, Wisconsin.

Photo courtesy Traverse Magazine
Rule #3: Make your Donate button obvious.
Welcome to Network for Good. Sign in to access your profile. New? Start here.

Search Tips
Advanced Search

Why should I give here?
It's easier than writing a check and your records are stored for tax time.
learn more>

Is it okay to donate here?
More than 325,000 donors have given $112 million to more than 25,000 charities.
learn more>

Visit SixDegrees.org
See the people who became a celebrity for their cause.
check it out>

Network for Good is proud to be sponsored by its founding partners:

AOL | CogSytems | Yahoo!

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Additional support provided by our Partners and Supporters
Rule #4: Put out three welcome mats
Rules #5-7: Answer these three questions!

- What for? IMPACT
- Why now? IMMEDIACY
- Why me? PERSONAL CONNECTION AND RELEVANCE
Rule #8: You have to go out and find people.

- If you build it, they won’t come. So email them.
Millions of passionate constituencies

Welcome to the MPRG website

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 18th century. Its remit has subsequently expanded to include 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.  
(Registered Charity No: 1018513)
Rule #9: Provide a mechanism for lead generation!
Closing Thoughts

• Don’t get carried away by the hype; you still need all the offline stuff
• Dabble and borrow, don’t create
• ALL THE SAME MARKETING PRINCIPLES APPLY: It’s about the audience, NOT you
• You can do it – even if you’re small potatoes! The proof is…
Marketing online and off, really well
One chicken suit:$125
One chicken donate now button: $30/month
Pickup in all media AND recurring donors…

Priceless!
Feet First - Building Walkable Communities

Location: 1402 Third Ave, Suite 1121, Seattle, Washington, 98101, United States
Website: http://www.feetfirst.info
Contact person: David Levinger
Phone: 2066627270
Last updated: August 3, 2006

Mission:
We promote the rights and interests of pedestrians. Using community building, advocacy, research and education, we are creating healthy, people-centered places. We work with safe routes to school programs, neighborhood design, transportation policy, and public health.

Permalink: http://www.idealisten.org/112926-64

Volunteer Opportunity (3)
- Distribute fliers to Neighborhoods - Active Volunteering (June 8, 2006)
- Be the Feet First Chicken Mascot (June 6, 2006)
- Data Entry or office work, downtown Seattle (June 8, 2006)
Feet First University

Just wanted to let everyone know that I will be speaking at Feet First University on Tuesday night at the Triad Urban Center at 3rd + Cherry. Here’s their write up:

Brice Maryman is a landscape and urban designer with Charles Anderson Landscape Architecture and a lecturer at the University of Washington’s Department of Landscape Architecture. Brice serves as a board member for the Friends of Seattle’s Olmsted Parks, the Seattle Great City Initiative and The Cultural Landscape Foundation. He has published extensively, both regionally and nationally, writing about his passion for making urban infrastructure systems that are humane, ecologically-responsive, healthy and equitable. As a Lecturer at the University of Washington, he joined with professor Nancy Rottle to co-direct Open Space Seattle 2100, which is an ongoing planning project to "design Seattle's green network for the next century."

Last February a charrette was held to develop a 100 year plan for...
Network for Good: How We Help Nonprofits

• **Affordable Online Fundraising Services**
  – Raise money online with **DonateNow**
  – Build relationships & drive supporters to your website with **EmailNow**
  – Manage donors & fundraising campaigns with **Donor Management Suite**

• **Fundraising Training**
  – Network for Good provides training that helps nonprofits achieve their fundraising and marketing objectives

• **Free Marketing Support**
  – Network for Good’s free fundraising badges enable giving to any charity on social networks and blogs
  – With advertising support from AOL and Yahoo!, more donors and volunteers will be able to find your charity and make a donation.