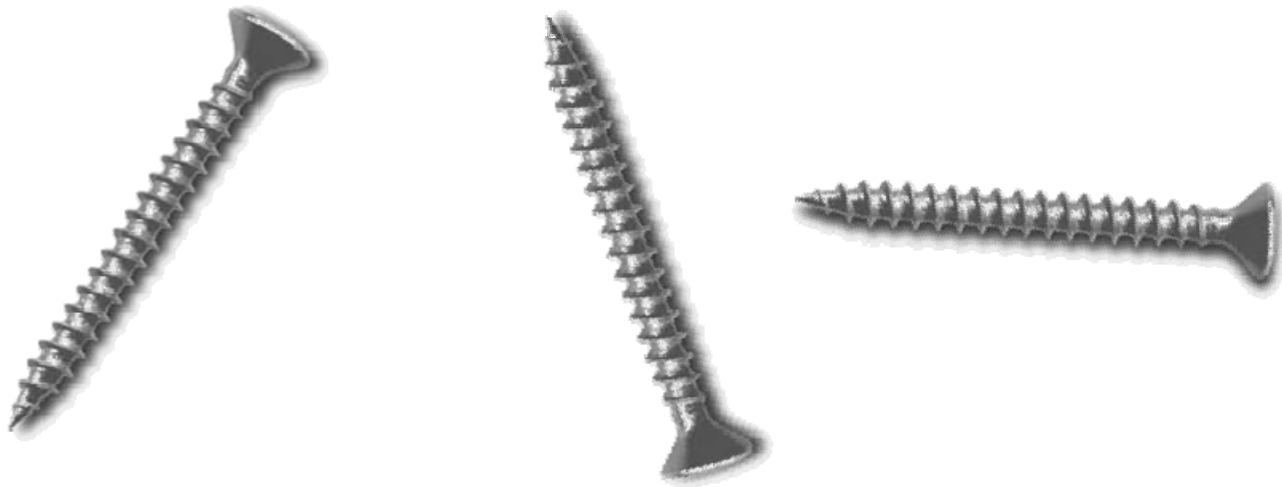


3 Big Screw-ups in Online Fundraising

and How to Avoid Them in 2010



January 26, 2010

Nonprofit 911[®] Teleconference from Network for Good
Jeff Brooks, TrueSense Marketing

Online Fundraising Screw-up #1

Not doing it



- **Have a detailed plan**
- **Put it in writing**
- **Tell everyone**

Online Fundraising Screw-up #2

Not learning



Open rate

Measures effectiveness of the subject line.

Click-through rate

Measures effectiveness of the call to action.

Response rate

Measures effectiveness of the website and forms.

Testing ...

It's very, very good.

But ...

If your email list is under 20,000 names,

You can't test effectively ...

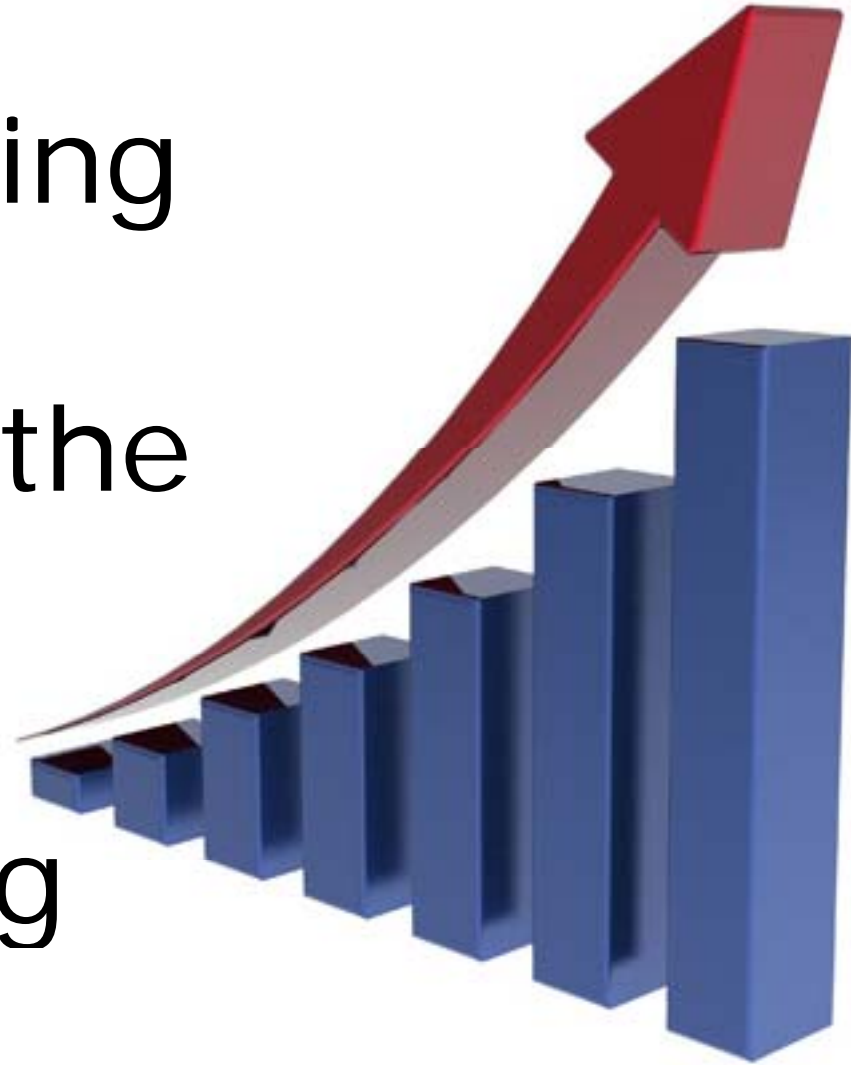
Because you'll only generate statistical noise.

Online Fundraising Screw-up #3

Not growing



Skyrocketing
revenue
growth is the
norm for
online
fundraising



Online/offline donors

High average gift,
high retention

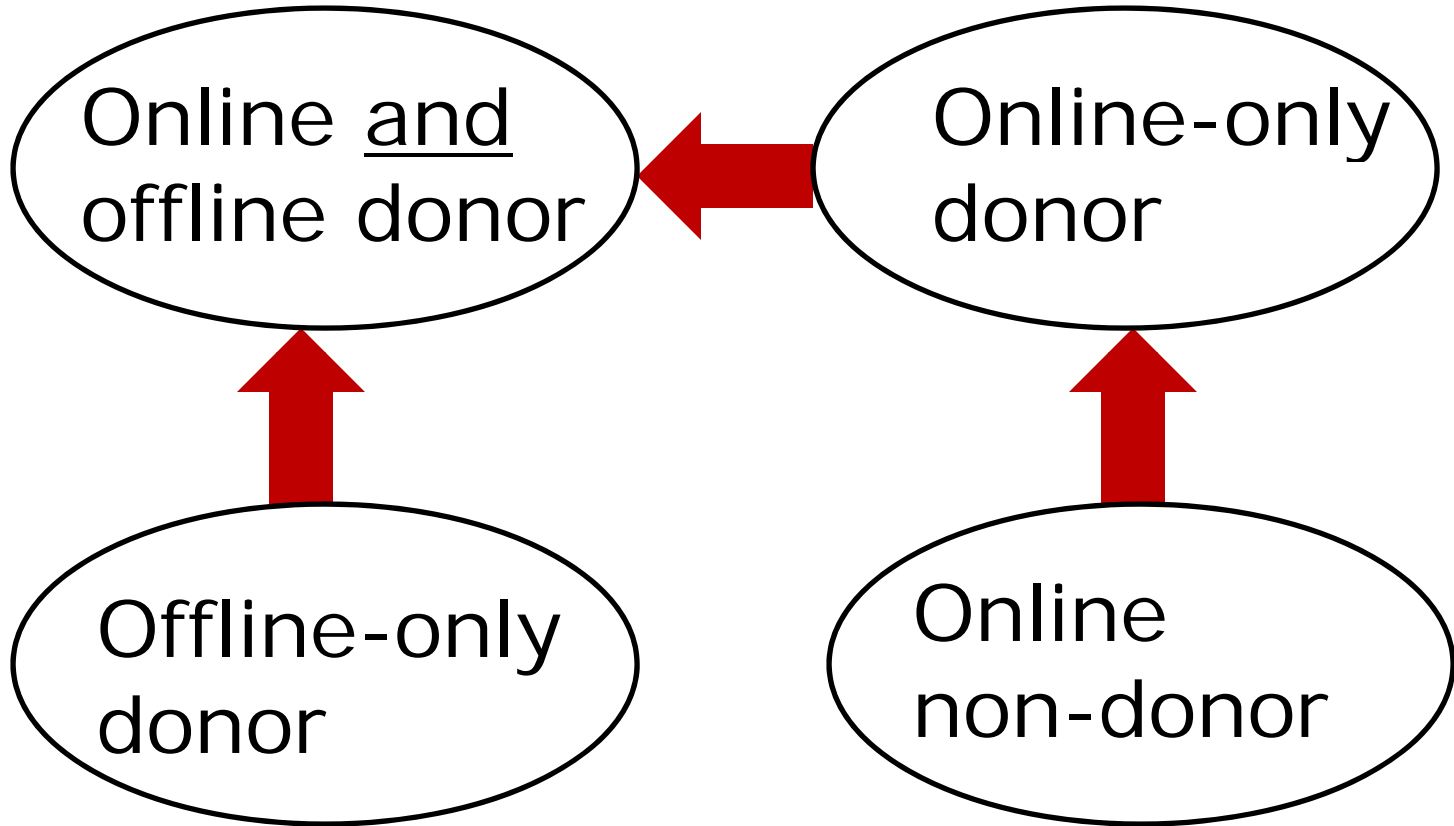
Online-only donors

High average gift, low
retention

Online non-donors

Low response





Online non-donors: Get and engage

Get

- Give a reason to subscribe
- YouTube
- Facebook
- Forward to a friend

Engage

- Welcome series
- E-newsletters
- E-appeals
- E-non-appeals

Online donors:

Get and cultivate

Get

- Give a reason to give

Cultivate

- Welcome series
- E-newsletters
- E-appeals

Offline donors: **Get them online too**

- Give a reason
to go online
- Ask for their
email

Online welcome series

- Versions for donors and non-donors
- Engagement opportunities
- Encourage recurring giving
- Push offline giving

E-newsletters

- Monthly
- Report back, raise funds, engagement
- Drive people to the website
- Simple, consistent format
- Not too much content

E-appeals

- About one per month
- Varied format
- Many (not all) integrated with offline appeals
- Responsive to emergencies
- Some campaigns have multiple impacts
- Includes: Email, landing page, autorespond, thank-you email

E-non-appeals

- Action, no ask
- Aimed at increasing non-donor engagement
- Petitions, click-to-give, quiz
- Includes: Email, landing page, auto-respond, thank-you email



**Online donors
more inclined to
recurring giving**

Thank you!

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