

Online Engagement Plan EXAMPLE

Rights for All

2009 Online Fundraising Plan

This is an example of a plan for a fictitious organization. This organization is facing an economic downturn and the prospect of reduced funding for the coming fiscal year. Only one project of the plan is detailed in this example.

Organizational Profile and Direction

The mission of Rights for All (RFA) is to see equal rights enjoyed by all people.

Over the past 7 years, RFA has expanded its work into programs outside of its traditional focus areas. In 2009, given the current economic downturn and the changed political landscape, RFA has decided to eliminate several non-core programs and re-focus on its core activity of advocacy.

RFA's strategic plan, development plan, communications plan and technology plan have all been revised over the past 3 months to reflect this change in direction. These revised plans inform this online engagement plan.

With the online environment now being influenced by Web 2.0 tool, social media and social networking, RFA realizes the importance of building relationships online beyond fundraising. We will incorporate social media into our online plans.

Strategic and Operational Goals

We will continue to more closely integrate our online fundraising and engagement activities with our offline activities, including our fundraising events, direct mail campaigns and community activities.

The Communications team will continue to meet monthly to coordinate communication activities across programs, fundraising and advocacy.

Using Google Analytics we will continue to track our website activity and using the tracking tool in our bulk email software, track the impact of our ecommunications.

Tracking data, learning from it and making adjustments will take the form of a quarterly meeting of the web presence team. Based on data, changes in the website and ecommunications will be recommended, along with any necessary changes in strategy.

Strategies & Tactics

As the organization changes its focus to advocacy, so will our online goals change to support this goal. This will include a greater focus on our advocacy work on the website, the newsletter and in several action alert emails during the year. We will also include more information about our advocacy activities in our fundraising emails.

We will conduct a review of other nonprofit's online donation experience and incorporate effective elements. We will refine our online donation experience and track online donations against visits to the online donation page.

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Strategies & Tactics (cont'd)

We will continue efforts to drive traffic to the website via:

- ⊕ Monthly newsletter
- ⊕ Featuring website content in the quarterly print publication
- ⊕ Checking on keyword data to improve our website meta tags
- ⊕ Checking on referring sites, making sure copy and links are accurate
- ⊕ Incorporation of the website address in our newly revised logo

We will continue to encourage email signups via:

- ⊕ Increased prominence of “Tell-A-Friend” link in emails
- ⊕ Featuring more interactive website content in emails
- ⊕ Creating a website section where visitors can view past newsletters
- ⊕ Adding a line to all website stories “Interested in more stories like this? Sign up for our newsletter”

2009 Initiatives

Given our reduction in resources, our initiatives this year will focus on the core elements of our online strategy, our website and ecommunications.

Over the past several years we have taken on up to six new online initiatives each year. In 2009 we will scale back our new initiatives both to match with our available resources and to give adequate focus to our systems transition.

Our two major new initiatives this year:

1. Transition to a new technology system to support better data management, provide the organization with an improved set of tools better suited to our focus on advocacy and improve the online engagement experience we provide
2. Begin education and research on social media/Web 2.0 and conduct some small experiments based on our communication goals

Existing Budget Item Example

Online Tools - See System Transition info	\$100/month
Website maintenance	\$100/month
Online Campaigns x3	\$1500/each
e-Alert Graphic Design	\$2000
Consulting support	\$1000/mo
Staffing - .5 FTE	\$24,000
Estimated Item Total	\$44,900

Web Presence Benchmarks

Our web presence numbers from 2008 are:

<i>Metric</i>	<i>Value</i>	<i>Notes</i>
Unique Visitors/Month	7,760	
Page Views/Month	11,7406	Each visitor had a 2.5 visit average
Pages/Visit	5.87	
Time on Site	6.9 min	Misreported by tool as this includes 10.5 % of visits over 30 minutes
Most Popular Pages - Stories	Page Views	
Obama and Human Rights	4663	
New Report by Amnesty	2726	
History of US Discrimination	2489	
Support Marriage Equality	2096	
Most Popular Pages - Static	Page Views	
Homepage	194232	
Library	7288	

Based on this data, our benchmarks for 2009 are:

<i>Metric</i>	<i>Value</i>	<i>Notes</i>
Unique Visitors/Month	8070	Has increased 3%/year, goal is 4%
Page Views/Month	12,4400	Increases with traffic
Pages/Visit	6.1	
Time on Site (avg)	4.2 min	Is reported differently in Google, will need to collect data and recalibrate.
Most Popular Pages - Stories		Strategy
Obama and Human Rights		Tie into current events
New Report by Amnesty		Barter for email info,
History of US Discrimination		Video - very popular
Supporting Marriage Equality		Highlights supporters. Taps into our ties with LGBT communities

PROJECT DETAIL EXAMPLE

System Transition: Business Process and Technology Tools

In light of RFA's renewed focus on advocacy, we will be moving away from our current set of individual tools for online donations, bulk email, event management and advocacy to an integrated system that better supports our goals and processes.

Our current tools will not meet our needs moving forward and we do not foresee them being upgraded or improved. Our current vendor has not upgraded or improved their tools in any significant way over the past 4 years. They seem focused on marketing and sales rather than product improvement.

In the fall of 2008, faced with the new direction of the agency, we listed our needs for online tools and prioritized those needs. We then matched them against the available tools, using Idealware.com's reports. Based on our need for petitions and e-advocacy tools, we have narrowed our choices to Democracy in Action and AMP by Radical Designs.

System Transition: Project Tasks & Timeline

- Complete selection of new system
- Administrators system training
- Set system up to meet needs
- Clean up data in current sources
- Test importing data and working with real data
- Make adjustments as needed

- Plan for tool integration with website and email processes
- Train staff and provide support during transition
- Full data import and test
- Implement use of new system, take old systems offline

Timeline - This project is expected to run from January until June with rollout of the new system in July.

System Transition: Budget

It is estimated this complete project will take an average of 15 hours of staff time per week for four months. This includes the technology team and the data team, made up of participants in the development, programs and administration functions.

Estimated Costs

New Tool Setup/Monthly Fee	\$0/\$100
Cost of Existing Tools/Month	\$80
Net Monthly Increase	\$20

Social Media

In 2009 our plans include creating a presence on several of the most popular sites on the internet, meeting our audience where they are online. This will include setting up and maintaining a presence on Facebook, YouTube and Flickr.

We will conduct research into best practices and attend the "We Are Media" training through NTEN in February. Based on what we learn we will set specific goals and proceed with the plan as resources allow.