



It's all about the list!

How to grow and cultivate your most valuable
online asset - your email list.

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Why Bother Recruiting Supporters Online?

- More charitable donors are choosing to donate online
- Online donors are valuable – maybe more valuable than offline donors
 - “Multi-channel” donors are most valuable
- Direct mail’s effectiveness is slipping
 - And it’s threatened in some states, and among younger donors, and among eco-conscious donors
- To win advocacy battles that only big orgs could win before
- Success online breeds more success
 - Groups with large email lists are able to seize moments of opportunity in today’s extremely short news cycle

What's possible? Be Prepared for Katrina-like Moments

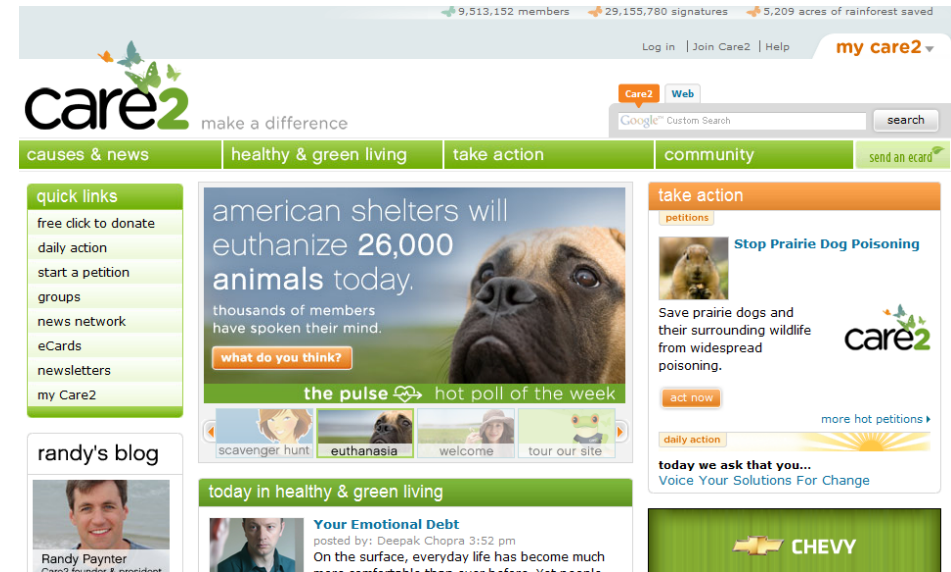
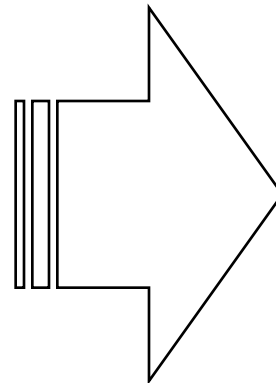
Care2 aims to help nonprofits grow the capacity to respond quickly via email, or extend their reach in times of need:

- Care2 sent 600,000 email appeals
- Recruited 5000 new donors
- Raised \$205,000 for American Humane in 48 hours!



Care2 is like a big multi-issue nonprofit

- **Care2** is an online community of 10 MM “do gooders” who care to make a difference
- **Care2 members** take specific actions, such as:
 - Volunteering
 - Donating
 - Spreading news
 - Signing petitions
 - Making pledges
 - Starting groups
 - **Joining nonprofits**



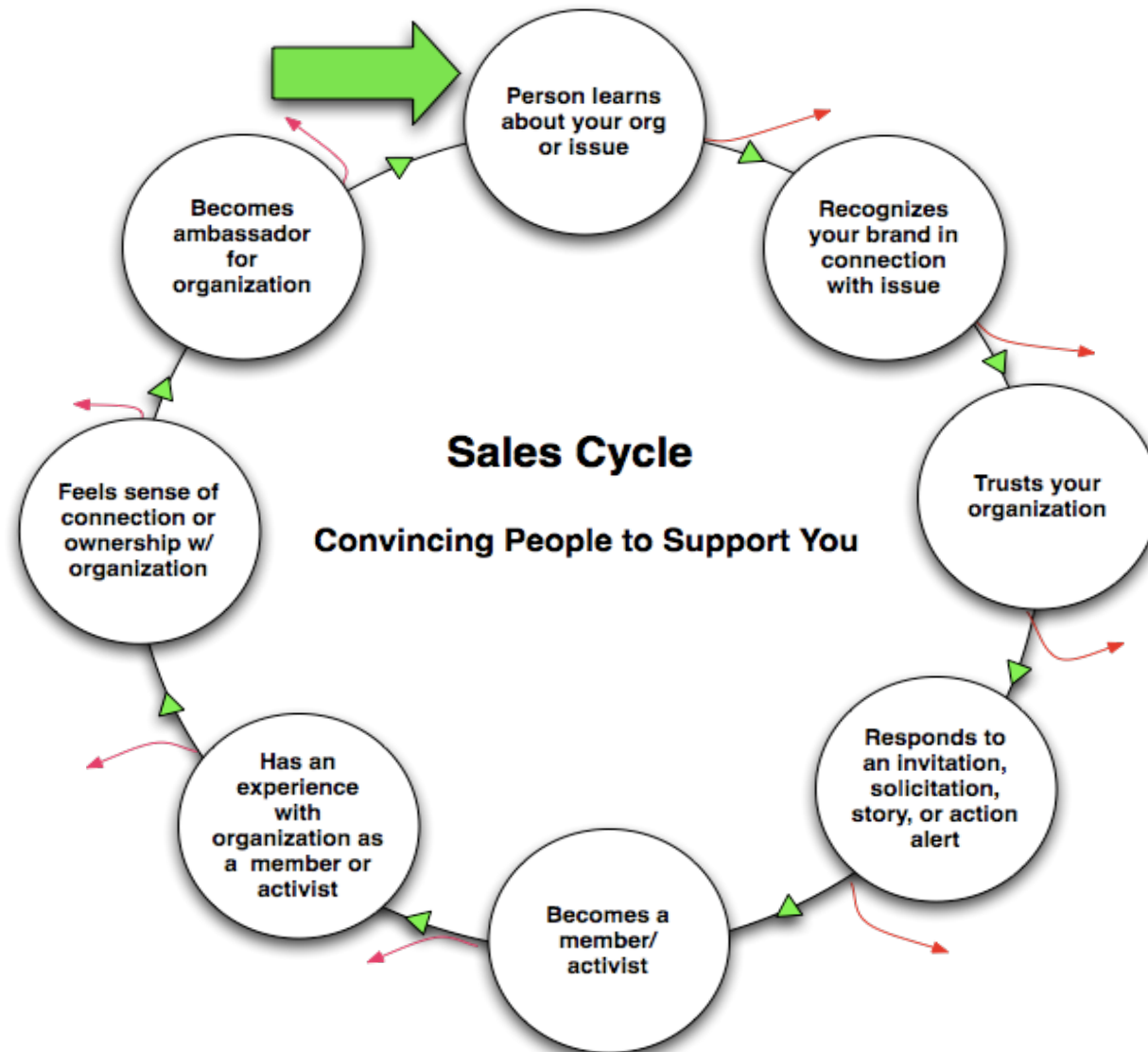
Nonprofits use Care2 for:

- Advertising, branding
- Email list growth
- Donor leads
- Driving traffic to site
- Online advocacy
- Surveys and research
- Education and outreach



make a difference

How Do Successful Nonprofits Convert People Into Supporters?



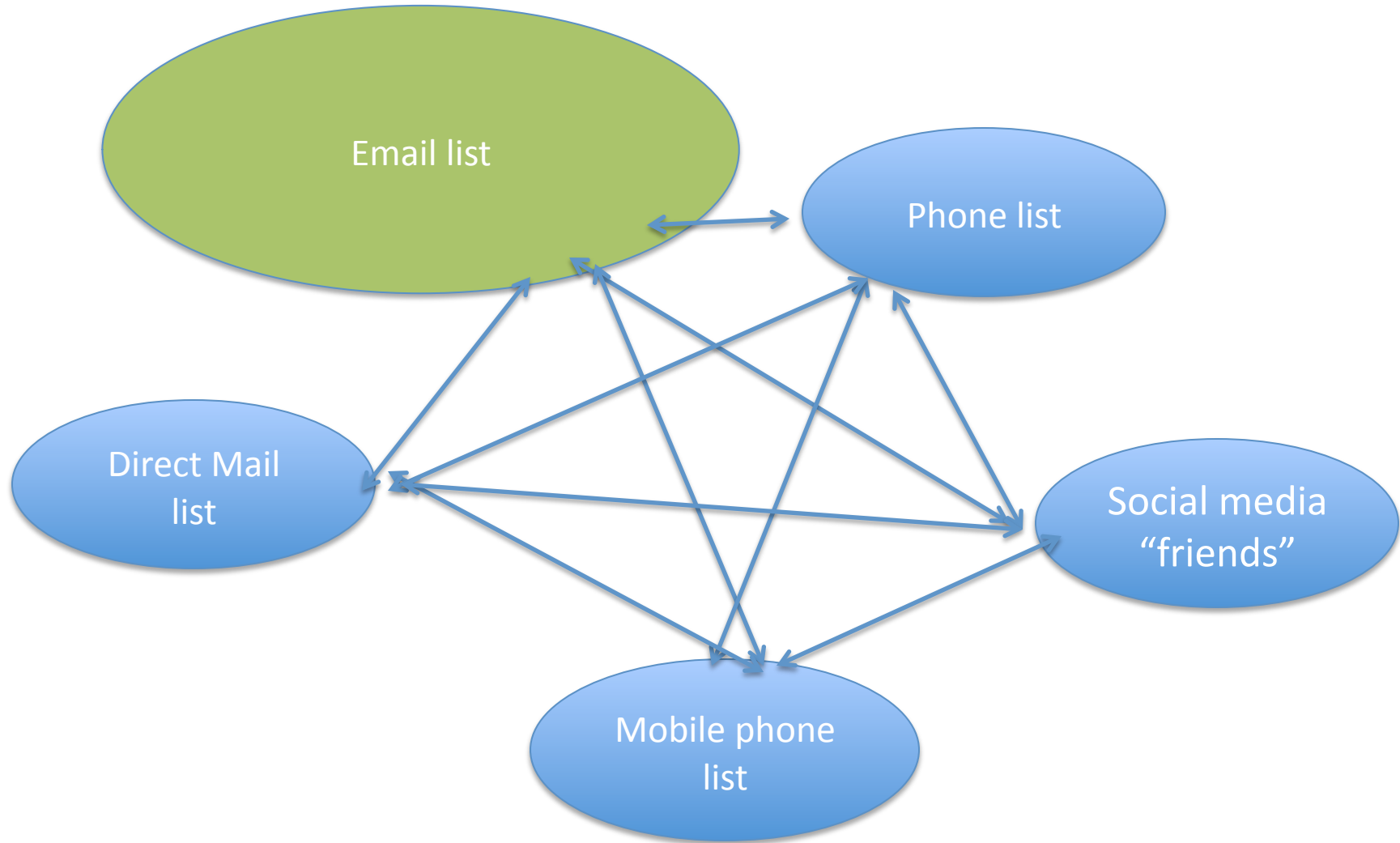
...By choosing the right tool for the right purpose



Rules of Thumb for Nonprofit List-growth

1. Viral is a myth (usually)
2. You get what you pay for
3. Always get transparent, cost per lead pricing if you can
4. Most nonprofit online fundraising is created through email
5. The groups with the largest email lists can capitalize quickly on crises or timely windows of opportunity if prepared
6. Guerilla marketing and social networks are not free – takes LOTS of time to do well
7. Your list will grow in proportion to how interesting and engaging your messaging and stories are!

Your "List"



Options for Email List-growth

Paid Advertising

1. Cost Per Acquisition (CPA) /Cost Per Lead (CPL)
2. “Shepherded” or “Chaperoned” Emails (CPM)
3. Banner/ Display Ads (CPM, CPC, CPA)
4. Pay Per Click (PPC) & Search Engine Marketing (SEM) – Google Grants
5. Co-registration

Do it Yourself...

1. Guerilla marketing (social media, earned media, etc)

#1 Tip: – Collect Opt-Ins Front & Center



Oxfam America collects email signups, on *every* page of their website...

...and at Coldplay concerts



#2 Tip: – Send Regular Emails

The nonprofits with the highest online donations in the country send about 4 emails a month to each subscriber including:

1. A monthly newsletter
2. A monthly action alert (not a fundraising appeal)
3. A Monthly or Quarterly Fundraising appeal
4. An email whenever something interesting happens – fundraising works best when you have an urgency and context for raising money
5. Be personal and specific (see Appendix for more on email cultivation tactics)

What's possible? Save Darfur: 10 Days to \$415,000 (hint: it wasn't through Facebook)


Power of Email vs. Social Networks

- In June of 2007, M&R Strategic Services helped Save Darfur raise \$415,000 via a 3 email series to about 1 Million supporters in 10 Days
- Over 1 year on Facebook Causes, Save Darfur raised \$28,000 from nearly 1 million "friends" ...
~ that's about 3 cents per friend
- Very few cases of replicable, profitable campaigns on Social Networks when investing staff time (or arguably volunteer time)
- Nonprofits raised \$3 Million on Facebook Causes in 2008, but at an estimated cost of \$300 Million to sector

Save Darfur

To end the ongoing genocide in Darfur, Sudan.

Beneficiary: Donations to the cause benefit:


 **SAVE DARFUR COALITION**
A 501(c)(3) nonprofit

Positions:

1. Fully deploy the agreed-upon hybrid AU-UN peacekeeping force now.
2. Pressure China to help end the genocide
3. Enforce existing international sanctions against the government of Sudan.

▼ See Extended Info

SEPTEMBER 29 2:48PM

 **Did you watch the debate?**

If you watched the presidential debate last Friday night, then you know why I'm writing.

Five years of genocide. Appalling violence. Two candidates who jointly and historically pledged "unstinting resolve" to end the violence... and Darfur didn't even come up!



That's why we're extending the... (more)

Posted by Jessica Moreland (Admin)

[View past announcements](#) - [Add a comment](#)

969,125 MEMBERS **\$28,159** DONATED

[Invite](#) [Donate](#)



SAVE DARFUR

Invite


Donate


View Members


View Past Announcements

[Share](#)

How You Are Helping

 0 members recruited

 \$0 donated

 \$0 raised

[Go to Your Action Center](#)

Your Fundraising Pledge

You do not have a personal fundraising pledge.

[Pledge to Raise](#)

#3 Tip: – If you're going to use social networks...

... and you're a small, local organization, focus on a strategy to build a social network and email list with several 1000 people to promote local events, and ask people to sign up for email alerts at the events. Add those people to your email list, upload them to your Social Network Profile, and repeat.

You'll be able to raise more money from people in person at a live event than you will from the social network tools!

Partner with local businesses and bands to reach out to their networks for promotion. Both organizations will benefit.

Think Like a Rockband!



- Always build your list
- Be scrappy
- Leverage the work of volunteers who care about your issue!
- The value of a volunteer hour is worth about \$18!!
- Put your fans first and empower people to spread the word for you

Buying Attention



- Look before you leap!
- **Goal.** What are you trying to achieve? By when?
- **Audience.** Who are you trying to reach?
- **Traffic.** What kind of volume are you looking for?
- **Rates.** What is the net cost per name and does the media site guarantee performance-based terms? How much does it cost to create the ads on top of placing the media buy?
- **Resources.** How much staff time needed? Can your staff create good ads? How are you going to track campaign performance? Is your website equipped to convert traffic to subscribers or donors?

PPC & SEM

- PPC = Pay Per Click usually refers to Google Adwords and the equivalent on Yahoo and MSN
- SEM = Search Engine Marketing (paying for search engine ads)
- **Net Cost per Name ~ \$.75-\$100+ (click doesn't = name !!)**

PROs:

- Can be great, high quality response due to targeting
- Less risky than CPM - you only pay for clicks, not impressions
- Can sometimes work for direct response to fundraising or event promotion if context is ripe
- Can see good ROI over time if done well
- Google Grants are “free” for nonprofits

CONs:

- Learning curve for SEM is steep
- Risk is still high – nonprofit must have excellent landing page and keywords to convert well
- Difficult to implement and track – very complex to do well
- Requires lots of staff time and expertise or experienced consultants
- Net result is expensive
- Volume can be limited for nonprofits unless during crisis or major news event

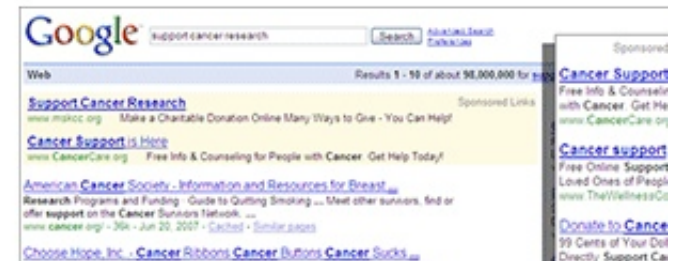
What's Possible?

Defenders of Wildlife & Google Grants



Google™ For Non-Profits

 Google Grants: Reach and engage with advertising



- ◆ Defenders spent ~ \$277K over a 1-year period (10/07 - 9/08)
- ◆ Three staffers worked a combined 5 hrs / week (average)
- ◆ RESULTS: 5K new donors and \$205K in donations (though only half gave email address). So ROI was still negative after first year.
- ◆ *BUT: What made this worthwhile was that the \$277K cash investment was made using a “Google grant” (free money!).*

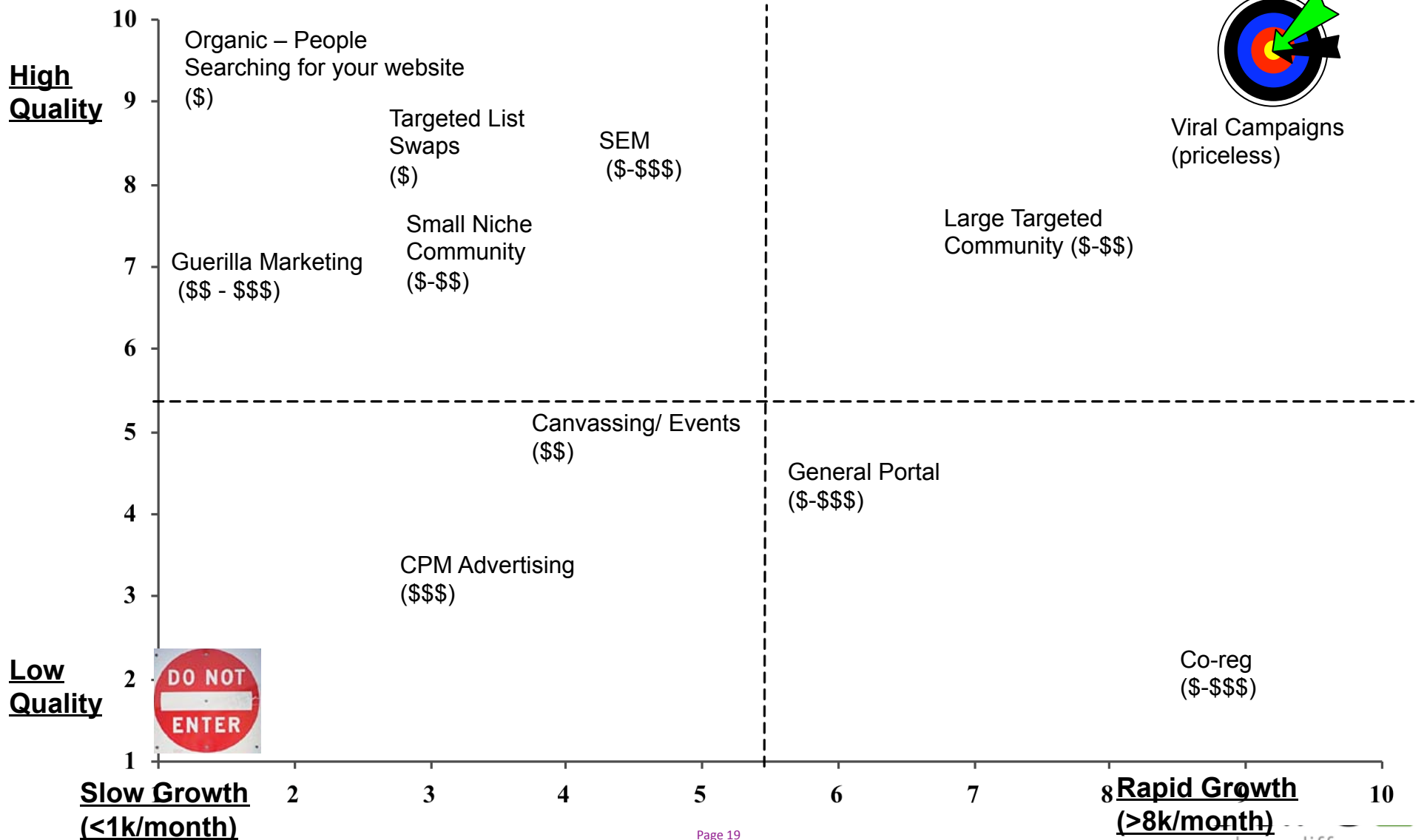
What Makes Social Network Marketing Work on a National Scale?

A HUGE LIST
+
MEDIA EXPOSURE
+
LOTS OF STAFF TIME (or \$\$)
+
AN EXPERT GRASSROOTS ORGANIZER
+
TECHNICAL SAVVY & CAPACITY
+
LUCKY TIMING
+



NEWSWORTHY STORIES!

Budget, List-Growth Rate, List Quality



Nonprofit Marketing Blog, Newsletter & Care2 Info

frogloop
care2's nonprofit online marketing blog

The logo for 'frogloop' features the word 'frogloop' in a large, orange, lowercase font. The letter 'o' is replaced by a cartoon frog's face. Below the word, the text 'care2's nonprofit online marketing blog' is written in a smaller, grey font. To the right of the text is a watercolor-style illustration of a green frog sitting on a white surface, looking towards a dog's face that is wearing a dark, patterned hat.

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care2
make a difference
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The Care2 logo consists of the word 'care2' in a bold, black, lowercase font. The number '2' is green and has several small green butterflies flying around it. Below the logo is the tagline 'make a difference' and the copyright information '© Care2, Inc. p. 20'.