Getting Started with Online Fundraising

Slides and handouts:
www.NonprofitRD.com/TAM15

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Today’s Agenda

8:30 – 8:55 Coffee & Sign-in
8:55 – 9:05 Welcome, Introductions
9:05 – 10:30 “Online Fundraising Boot Camp” ~Rich Dietz
10:30 – 10:40 Break
10:40 – 2:30 “Grantsmanship 101: Developing Strategies for Successful Proposals” ~Toni S. Turner & Karen H. Knox
[Lunch around 12:30]
2:30 – 4:00 “Learn How to Use Social Media Marketing to Save Time & Grow Your Nonprofit Now” ~Mary Beth Harrington
4:00 Q&A/Adjourn
Rich Dietz

Founder of Nonprofit R+D
Director of Fundraising Strategy at Abila

Richard has over 20 years' experience working in and with a wide variety of nonprofit, political, and government organizations and holds a Masters in Social Welfare (MSW) from UC Berkeley.
Agenda

1. Overview of Online Fundraising
2. Strong Foundation
3. Website Fundamentals
4. Fundraising Campaigns
5. Email Marketing

* This is the crash course. Buckle your seatbelts!
Our Goals Today

• Get you thinking about some new ways to improve your online fundraising efforts.

• Present a “Buffet” of strategies, actions and tactics

• Get you to take action and test out some new ideas ASAP
  • No campaign is ever perfect or “ready”
  • Only way to improve is to get something out there and test
  • Pick one or two ideas and add them to your campaigns.
Text Heavy Slides... oh no!

I promise I do not just read the slides
  • Boring!

Why text heavy slides
  • You don’t have to take notes – the info is there for you later
  • You can focus on the “ah-ha” moments
  • They will still make sense 6 months from now

I am a teacher, not really a presenter
  • Want you to learn and take action

Download slides:
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What you talkin’ about Willis?

SaaS, CRM, CMS
ROI, API, SEO
wysiwyg
Open-Source
Fundraising Platform
Blah, Blah, Blah
Best Practices?

• A “best practice” = what works in your org

• It's like a buffet
  • Try and few things and see if you like them
  • If it works, go back for more
  • If not, try something else

• Testing is the key,
  – Much easier to do online
1. Overview of Online Fundraising
What is Online Fundraising?

Online Fundraising is NOT a Donate Button

We see Online Fundraising as:

a coordinated, multi-faceted process of soliciting donations using online tools, including but not limited to websites, email, Search Engine Optimization (SEO), video, social media, etc.
Why Online Fundraising?

• Online giving is the fastest growing channel
  – Growing fastest for small organizations

• Double digit growth year over year since 2009 (13-75%)

• 87% of orgs had at least one online gift of $1,000+

• 65% said they will make an online gift this year
  – Young donors (86%), 35 – 64 (68%), Over 65 (53%)

• Direct mail donors – 29% made their gift online

www.cygresearch.com
www.millennialdonors.com
www.onlinegivingstudy.org
blackbaud.com/onlinemarketingstudy
Why Online Fundraising?

One the main ways that donors WANT to engage.

Download the study - NonprofitRD.com/TAM15
2. Strong Foundation
Maslow’s Hierarchy of Needs

http://en.wikipedia.org/wiki/Maslows_hierarchy_of_needs
Online Hierarchy of Needs

Need a strong Foundation

*E.T. = Emerging Technologies
Tools: The Foundational Four

You only need four tools to run a solid online fundraising campaign:

• Place to make your case – website
• Way to take money – donation form
• Way to connect – email marketing
• Way to track results – online analytics

Start where you are!
3. Website Fundamentals

- Donation Process
- Website
Website Fundamentals

1. Most Wanted Response
2. Prominent Donate Button
3. Simple Donation and Registration Process
1. Most Wanted Response (MWR)

What do you want folks to do when they reach your site?

- Who visits your site
- What are they looking for
- What do you need them to do

Too many choices = No action (Jam Study)

Make those actions easy to find

- Above the fold
- Big buttons or easy to find pathways
1. Most Wanted Response (MWR)

www.bestieswithtesties.org
2. Prominent Donate Button

Could be your MWR

Big, bold and easy to see

- Don’t make supporters work for it

On Homepage and EVERY page

- Every click loses conversions
- Where’s the checkout?
2. Prominent Donate Button

www.coloncancerpreventionproject.org/
3. Simple Donation/Reg Process

47% of donors give up before they have made a donation because the online journey is not intuitive and engaging (http://www.nomensa.com/about/news-items/charities-fail-make-online-impact)

Shorter is better

• You can always ask more questions later

Strong single call to action

• Remember the jam study

Form should be embedded on your website

• At very least it should look like your website
3. Simple Donation/Reg Process

DoctorsWithoutBorders.org
Website Audit Questionnaire

Website Redesign Questionnaire

Background
1. What are your goals for the website?
2. What is the purpose of the redesign?
3. Who is the typical user(s) or target audience?
4. What info are they looking for?
5. What is the best way to tell your story?
6. What actions do you want visitors to take on the site?
7. Which is the most important?

Existing Site
1. What's good about your existing site or working well?
2. What areas need improvement or not working well?
3. Do you have any offline marketing materials that the site should tie into?
4. Is the logo and branding staying the same or being updated?

Site Preferences
1. Do you prefer horizontal (on top) or vertical (on side) navigation?
2. Do you prefer text links over graphical links?

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4. Fundraising Campaigns
Fundraising Campaigns

THE key to online fundraising.. Or any fundraising for that matter

Fundraising Campaigns are the framework

• You could run a successful campaign with just this info
• Other Strategies and Tactics can then be added to this framework
Definition: Fundraising Campaign

Most definitions something like:
“a campaign to raise money for some cause”

Our definition:
“A coordinated series of actions that utilize
• a specific goal
• a clear call to action
• a sense of urgency (Timeline),
• a compelling story, and
• part of a larger supporter cultivation system
Our Definition

Coordinated series of actions

- Not a donate button or a single email
- Multi-appeal (7 Touches)

Specific Goal

- Focus should be on a specific program or need
- Monetary goal should be relevant to the need
  - Not just a number, but what that number will mean

Clear call to action

- What do you want them to do?
- Tied to the specific goal
Our Definition

Sense of urgency (Timeline)
- Don’t let them put it off until later
- Ex: If we don’t raise the money by Aug. 1\textsuperscript{st}, then we can’t launch this school year

Compelling Story (Storytelling)
- Stories increase emotion and donations
- Tie the story into all communications

Part of larger supporter cultivation system
- The donation is only a small part of the Fundraising Campaign
- Continuous follow up and engagement – Long term benefits
Storytelling
Why Stories?

Stories are memorable

- This is how history was handed down for generations
- Made to Stick - Heath brothers
- Eg. / Jared for Subway

Stories show your passion

- Get a nonprofit person talking about successes – Passion
- Ask them to write an email – Boring
- Always write your own content/stories
Why Stories?

Stories create an emotional connection

- Emotion >> Rationality
- Buy based on emotion / Rationalize it later with facts
- Stories about individuals are best

Example:

14,000 blah, blahs
12,456 blahblah s
Etc. etc. etc.

http://www.austinfoodbank.org/hunger-is-unacceptable/
Why Stories?

What donors want to hear about:

- Organizational Impact (80%)
- Success Stories (74%)
- More details about the organization (71%)
- Info on financial accountability (43%)

*Community Philanthropy 2.0 survey*

Stories actually make them feel more “engaged”
(Abila Donor Engagement Study)
“Why” in Campaigns and Stories

A Reason Why

• Xerox study, Langer, Blank, and Chanowitz (1972)
• Cut in line to make copies
• 60% ---> 93% using only “because”
Why gets Action

Simon Sinek – Why is compelling and gets action

- MLK – “I have a dream” not “I have a plan”
- Apple – “Think Different”
  - We challenge status quo.. We just happen to make great computers...wanna buy one?

- Simon Sinek: How great leaders inspire action (TED Talk)
  
  http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action.html
Great Storytelling Example

rememberme.ushmm.org/
5. Email Marketing
Email is Still #1

Many new “tools” in the press

Email still takes the prize
Why Email Marketing?

Email is still the most effective method
  • Majority prefer electronic over print communication
    • Cygnus Donor Survey

Email fits perfectly into
  • Fundraising Campaigns
  • Follow Up strategies

Relatively inexpensive
  • Higher ROI

Start capturing emails now!
#1 Rule – Quality over Quantity

Only email to *Confirmed Opt-ins*
- Spamming can do more damage than good
- Lost account or bad reputation

Quality over Quantity
- I prefer double opt-in
- Goal is not a huge list
- Better to have a small responsive list

Not building an email list
- Building a relationship with people on your list
- Eg./ Personal stories increase engagement
Write Awesome Content

More spam please!? No thanks.

Write from a personal point of view
• People want to connect with real people
• Coffee with a friend
• Eg/ My newsletter, personal stories work
  • More positive comments than ever

Use “You”, not “We”
• More conversational - Makes them a part of the story
Monthly Newsletter - #FAIL

Monthly newsletters no longer work
  • Too much content, lost in the inbox
  • Need shorter, engaging content
  • Tell stories over multiple emails

Easy to digest / “Scanable”

Get the click
  • Don’t put the whole article, click to read more
  • Video will have the highest click-through rates (3-5x higher)

Single Call to Action in every email
Frequency

Don’t fear the unsubscribe

• Probably not going to be supporters anyways
• May not happen anyways –
• Case study – High vs. Low Frequency Emails
  • High Frequency Emails had:
    • 23% more money
    • 31% fewer unsubscribes

More frequent “asks”

• Not always for money – build a relationship
• Other small favors and actions
Subject Lines

Keep it short
- Around 30-35 characters, or it gets cut off
- Need shorter, engaging content

Avoid the spam filter
- Avoid ALL CAPS, symbols, “free”, too many !!!!!!!!
- Spam filters are based on formula
- Too many points and you are spam

Change it up
- Don’t use the same subject on every email
Subject Lines

Relevant and enticing
• Literacy eNews – January 2011, OR 5 tips to create a life long reader

Catch their eye
• Be a little different, but not too much
• Try one !, or other symbol
• Ask a question or be a bit controversial
• Use verbs and actions

Test, Test, Test
• Only way to know for sure
• Obama campaign was always testing
• The famous “Hey” subject line

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Welcome Series

Series of emails automatically sent
• New subscribers, new donors, new volunteers... get creative!
• Automated with your email provider (constant contact, mailchimp, etc.)

Excellent Engagement
• Allows them to get to know you better over time / Increase touch points
• 4x more opens, 5x more clicks – Experian Marketing Services

Ideas
• Don’t ask for money again right away
• Don’t bore them
• DO tell them more about your work, staff, clients and especially...
• Success stories
Action Steps
Action Steps

Commit to doing Online Fundraising

Select a few strategies or ideas and test

Take action, collect results, evaluate results

Take another action
Sign Up Online

ONLINE FUNDRAISING 101
Presented by: NONPROFIT R+D

Need Help with Your Online Fundraising?
Sign Up for the 5-Part Online Fundraising 101 Course - FREE

What to Expect from the Course

The Online Fundraising 101 course, brought to you by Rich Dietz and Nonprofit R+D, is a 5-part email course highlighting some of the content from our full online training course – The Online Fundraising Bootcamp.

However, don’t let the idea that this is a “mini-course” think you are not going to get some awesome content. Over the course of the next 5 days we are going to give you a crash course in online fundraising including:

- Why you should be doing online fundraising
- The myths of online fundraising
- The importance of a strong foundation
- The basic tools you will need for online fundraising
- The power of fundraising campaigns

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Email

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