



Welcome to

Creating an Effective Online Fundraising Strategy

Corporation for
NATIONAL &
COMMUNITY
SERVICE 



Dial:

Passcode:

Today's Speaker



Jeff Rum

Ignite Digital
Strategy Group

Guest Speaker



Marla Korpor

Solar Energy
International (SEI)

Session Goals

By the end of the webinar, you will be able to:

- Identify the core elements of online fundraising and what you need to do first before jumping in.
- Create a basic plan for online fundraising.
- Identify important aspects of online fundraising tools.
- Apply some best practices around email marketing, social media and donor engagement to your fundraising strategy

Today's Agenda

- Setting Goals
- Defining Your Audience
- Creating a Donor Journey Map
- Developing the Campaign
- Drafting a Content Calendar
- Planning Resources
- Measuring Results
- Best Practices



Why Online Fundraising?



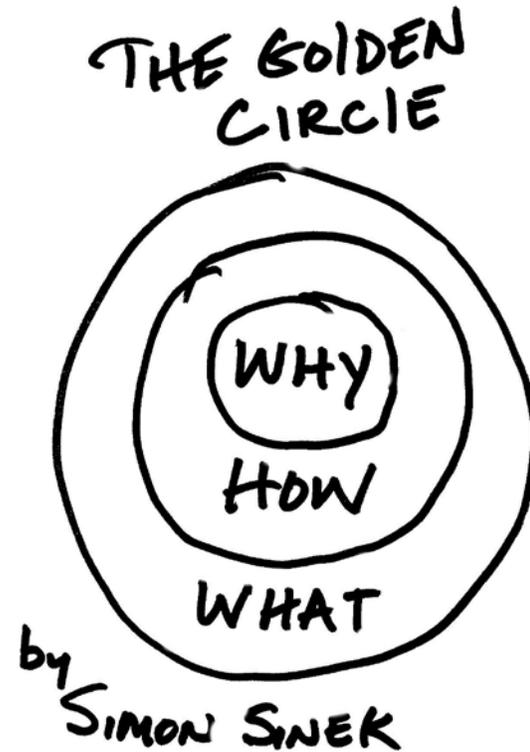
Why Online Fundraising?

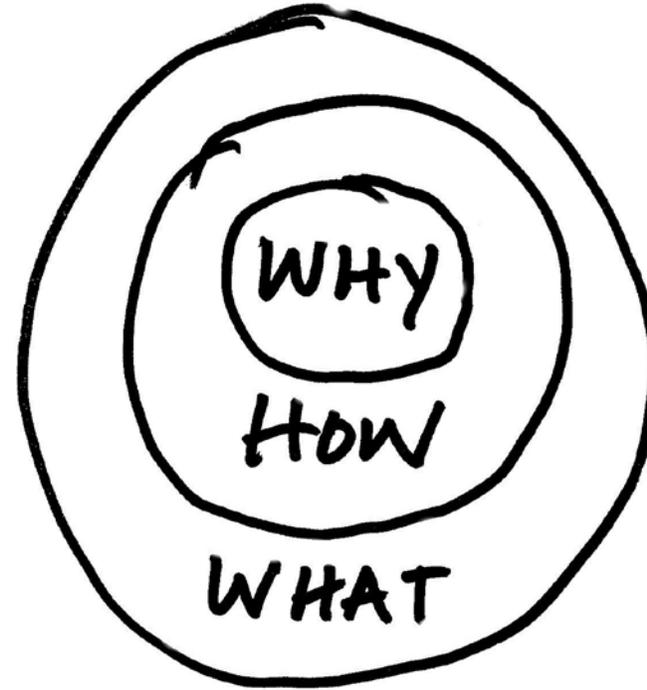


Key Questions: Is online right for my donors?

- Are the donors we are trying to reach active online?
- Are our fundraising resources better spent somewhere else?
- Are soliciting individual donations a key element of our development strategy?
- Are we looking to expand our donor base?

Getting Started – Knowing Your “Why?”





Chat Question

- What is your organization's "Why"?

Click this button
if you don't see
the chat panel.

The screenshot shows a meeting interface with a top navigation bar containing icons for Participants, Chat, Q&A, and Media Viewer. Below the navigation bar, the 'Participants (2)' and 'Chat' panels are visible. The 'Chat' panel is expanded, showing a list of participants and a chat input field. The 'Send to' dropdown menu is set to 'All Participants'. The 'Q&A' panel is also visible at the bottom of the interface.

Setting Goals



Setting Goals

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Defining Your Audience



Defining Your Audience

OLIVIA: The Millennial Young Professional “How can I give back to my local community?”

OLIVIA'S STORY

Olivia has been employed in a finance role at a products and services company for two years after graduating with a degree in business. Although she's satisfied with her current position, she's been thinking about her future, which includes an advanced degree and possible career switch. This seems to be a good time for her to return to school as she doesn't have any personal commitments, but she is concerned about incurring debt.

HER IDEAL EXPERIENCE

- To attend a full-time program with a classroom experience
- A program with quality faculty, accreditation, and good job placement status
- A competitive environment, large class size, team emphasis, authoritarian professors, formal environment, and close-knit community
- Participate in internships and school clubs

GOALS

- To explore other careers and/or determine if she should advance in her current career
- Wants to get a new job in consulting, product management, or operations/logistics
- Increase job opportunities and salary potential
- Develop general business knowledge, skills, and abilities

RESERVATIONS

- Financial concerns
- Scores on admissions tests
- Strength of undergrad grades



“I feel lucky that I've had the educational opportunities, and now I'm looking for ways to volunteer and make a difference in my city.”

PROFILE

- **Undergraduate Degree:** Business
- **Current Industry:** Products and Services
- **Job Function:** Finance/Accounting
- **Age/Family:** 25 and single
- **Region:** Western Europe
- **Program Interests:** FT MBA, Master of Accounting
- **Financing Options:** Parental support, loans, grants/fellowships/scholarships

TECHNICAL ABILITIES/INFORMATION SOURCES

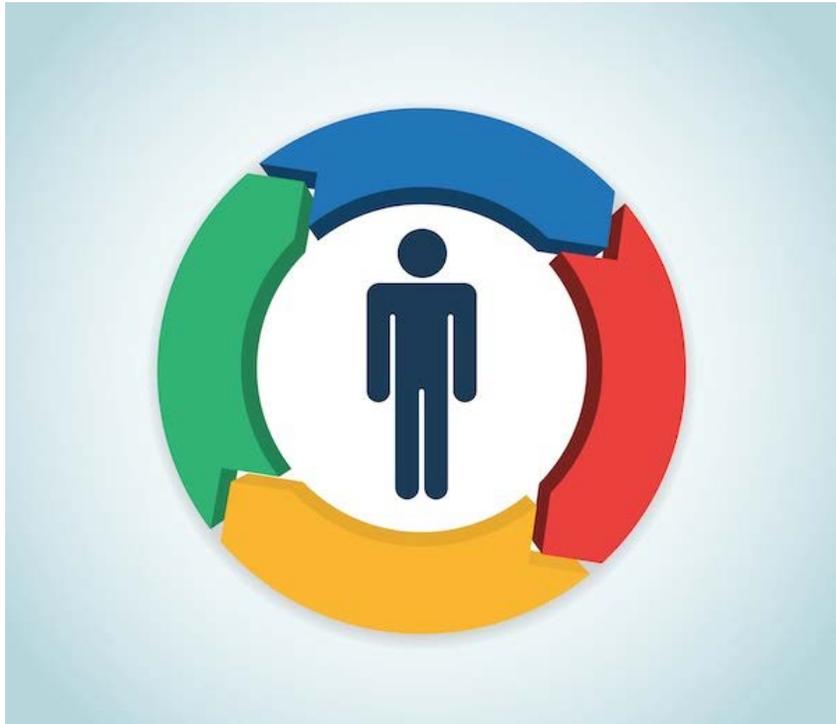
- Very competent, but not at the leading edge
- Good connectivity at home, work, and mobile
- Loves her devices, especially her phone
- School websites, friends/family, mba.com

ATTRIBUTES

- Heavy social media user that uses it to stay in touch with family/friends and for entertainment. Not likely to rely on social media for deciding about a school/program
- Capable searcher but often shortcuts by asking friends first
- Financial security, career/work, friends/acquaintances are important to her

- Name
- Story
- Ideal Experience
- Goals
- Reservations
- Profile
- Technical Abilities
- Attributes

Creating a Donor Journey Map



- Vision
- Behavior
- Functionality
- Taxonomy & Interface

Creating a Donor Journey Map



	Awareness	Consideration	Intent	Decision	Loyalty
Website (all devices)					
Email					
Social Media & Other Third-Party Sites					
Advertising (PPC & traditional formats)					

Developing the Campaign

- Donor-First Perspective
- Mobile Optimized
- User-Friendly Interface
- Social Media Integrated
- Rally the Troops



Drafting a Content Calendar

- Strategic goals require strategic tools
- Focus allows to you reach your goals
- Calendar provides accountability
- Improves internal communication
- Gain appreciation from your audience

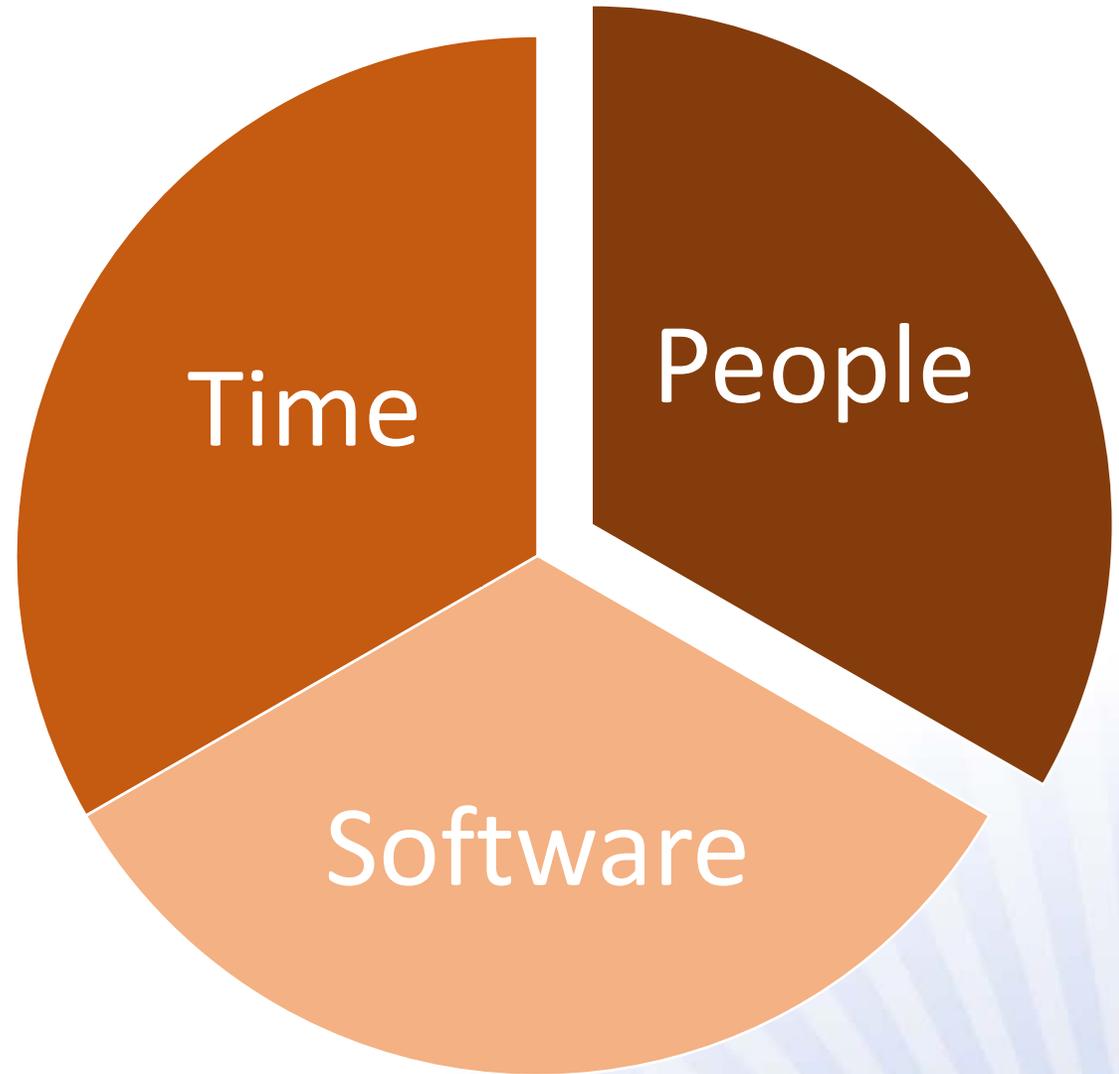


Drafting a Content Calendar



Planning Resources

1. Email Marketing
2. Social Media
3. Analytics

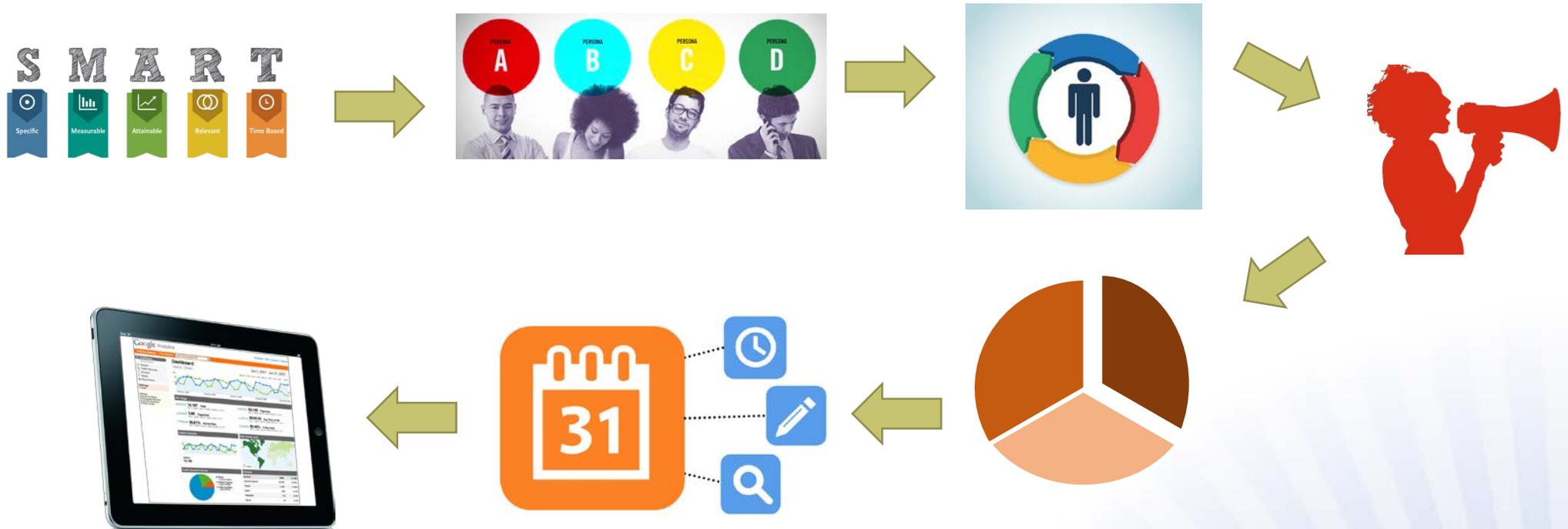


Measuring Results

- Driving Traffic
- Defining most useful to users
- What actions users took



Fundraising Strategy Components



Guest Speakers



Marla Korpor

Solar Energy
International (SEI)



SOLAR ENERGY INTERNATIONAL

Solar Energy International is a 501(c)3 educational non-profit with a mission to provide industry-leading technical training and expertise in renewable energy to empower people, communities and businesses worldwide.



Solarize North Fork Valley (Round I)

- Inform and Empower
- Increased access to local, clean energy
- 6 new jobs!

22

New PV Systems

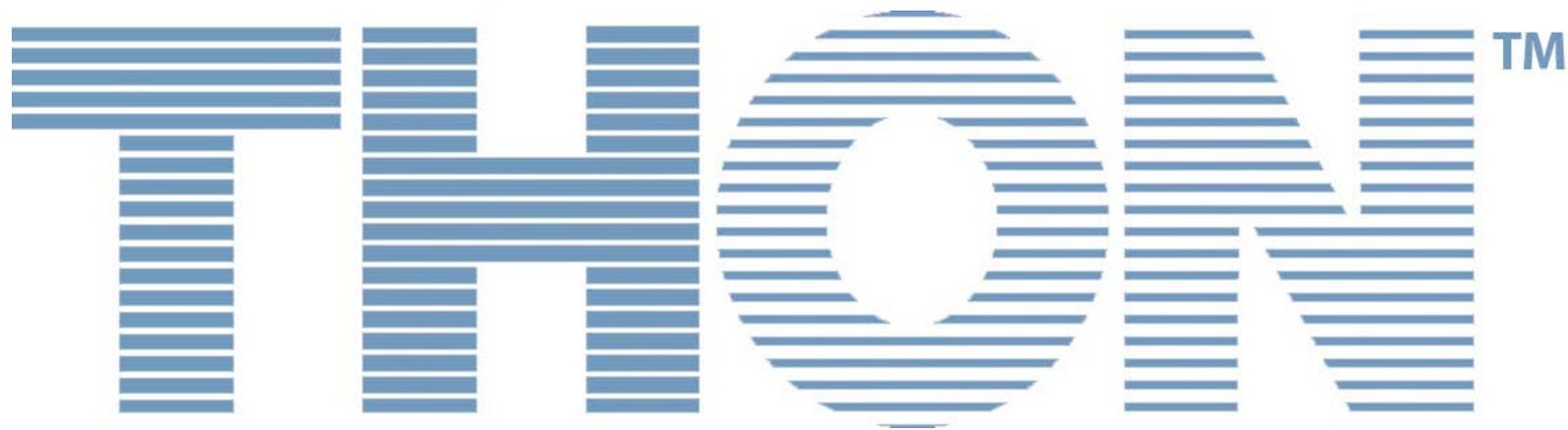
⚡ 120

KW of Solar installed

\$400,000

Invested in Solar





Mission: Provide emotional and financial support, spread awareness and ensure funding for critical research --all in pursuit of a cure.

Phasing out old methods - *Canning*

- 2012 -65% of total funds
 - \$57,000 out of \$88,000
- Org calls for reform
 - Safety
 - Sustainability
 - Growth



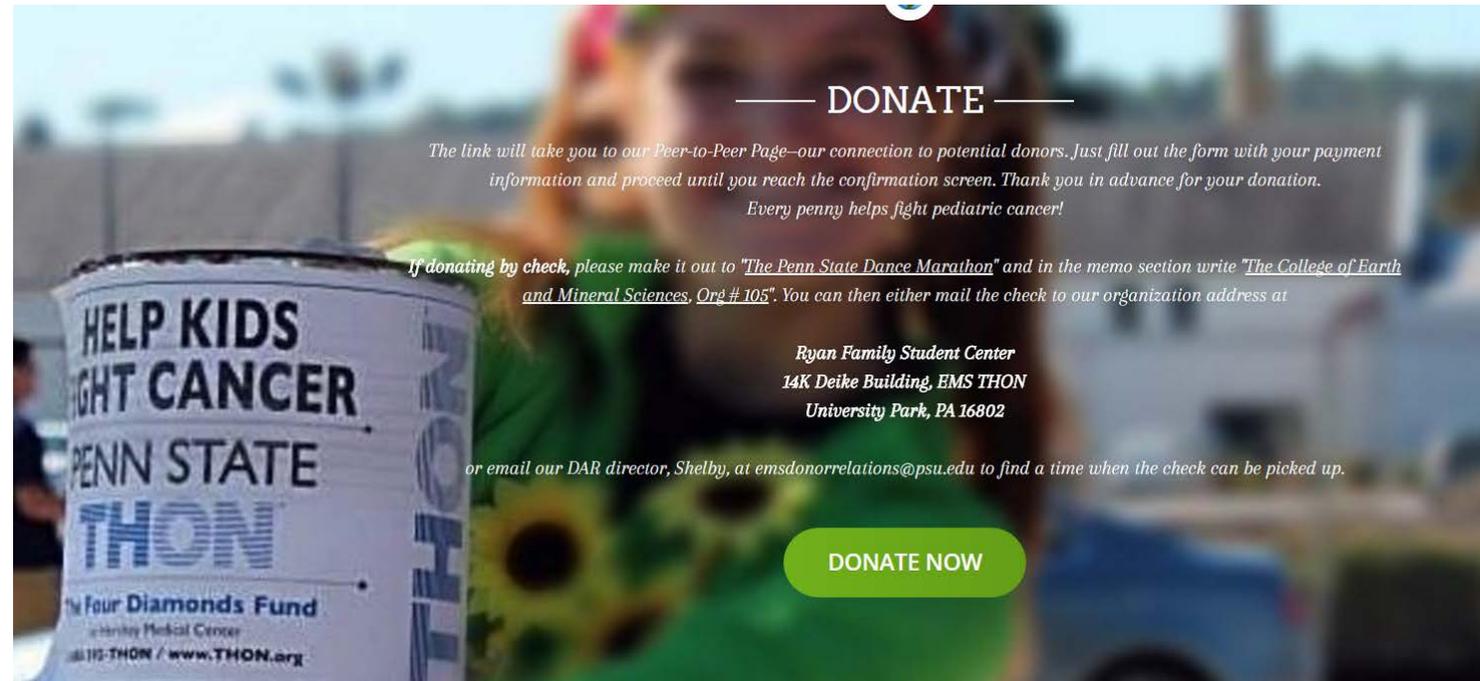
Strategizing - *Defining our audience*

1. Friends and Family
2. Alumni
3. Faculty and Staff
4. Corporate



Strategizing- *Communicating with our audience*

- Target age ranges:
 - 25-40
 - 40-60
 - 60-80
- Communication styles:
 - Social Media
 - Email
 - Newsletters
 - Snail Mail





Lessons Learned

- Use your Resources
 - Partner! Partner! Partner!
- It's a marathon, not a sprint
 - Each year ask, "is this sustainable?"
- Ask for feedback
 - How did you hear about the program?

Results

- 2012 -35% of total funds
 - \$31,000 out of \$88,000
- 2013 -56% of total funds
 - \$50,000 out of \$92,000
- 2014 - 72% of total funds
 - \$90,000 out of \$125,000



Strategy into Action

- Online Donation Page
- Crowdfunding
- Peer-to-Peer Fundraising

Online Donation Page

- Clear form fields
- No clutter
- Options for recurring donations
- Engaging 'Thank You' page
- Other giving information

MAKE A DONATION TO BRAC

[Click here to set up a monthly donation](#)

My donation * USD
BRAC USA General Support

Credit Card

First Name Last Name

-
Credit Card Number Security Code

/
Expiration Month Expiration Year

Billing Address *

Street Address

Street Address Line 2

City State / Province

Postal / Zip Code Country

 [Click here for matching gift information](#)

Crowdfunding

- Focused campaign
- Short time period
- Easy user experience
- Shareable content
- Clearly display campaign goal
- Follow up is key!



Help make inclusion the new norm, it's possible.

Sydney, Australia Community

Story Updates 1 Comments 0 Backers 80 Gallery 16

- 299
- Tweet
- Embed
- Link
- Follow



\$6,018 AUD

raised in 22 days



\$30,000 AUD goal
Flexible Funding ?

Your contribution

Peer-to-Peer Fundraising

- Create team of ambassadors
- Individual stories
- Personal goals
- Social media sharing
- Track progress
- Thank you page and personal email



Add your own photo



Catherine Hill

Write your personal story

My goal is to raise \$1,000.00

I dedicate this page in memory of my mom Weezie. Of the four daughters in her family, cancer struck her and two of her sisters. Words like "life-altering" and "fatal" will not be used to describe cancer in the near future. Because of the research we support, my mom's grandchildren will be more familiar with the words "cancer" and "cure" going hand in hand. Thank you!

Donate Now!



Total: \$175.00

[Help spread the word](#)

Date	Contributor	Comment
10/23/14	Sue Halstead Morgan	Cath, that pic of your mom brought the biggest smile to my face. I'm so proud of you for doing this in her memory. Lots of love, Sue.
10/22/14	Catherine Hill	
10/22/14	Jen Pressy	
10/22/14		
10/22/14		

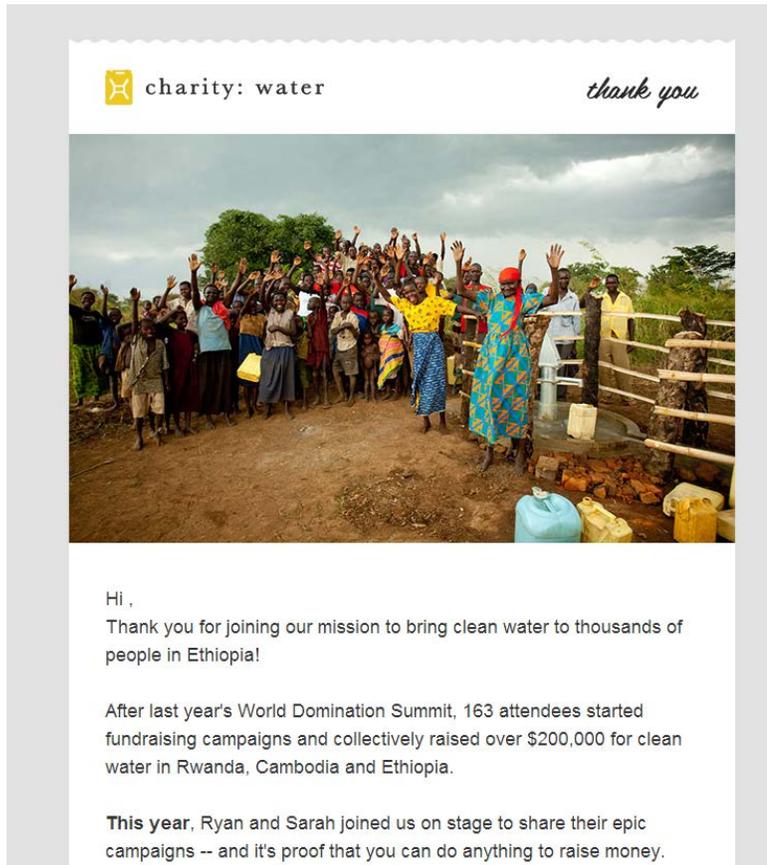
See who's donated

Track your progress

Count: 5

Donation Total: \$175.00

Email Marketing Best Practices



- Keep text short
- Add images for engagement
- Clear call to action
- Make it mobile accessible
- Subject lines are important!

Social Media Best Practices

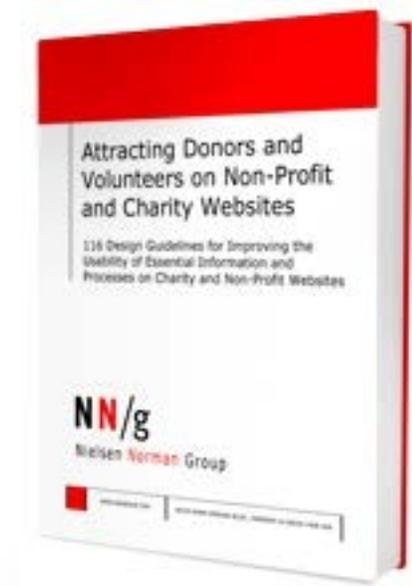


- Start a conversation
- Include a clear link to fundraising page
- Tell a story
- Use engaging images

Online Donor Engagement Best Practices

Attracting Donors and Volunteers on Non-Profit and Charity Websites by Nielsen Norman Group

- Report based on observations of actual user behavior
- 60 non-profit websites tested



WHAT?+

HOW?



NOT FOR SALE PROTECTS PEOPLE AND COMMUNITIES AROUND THE WORLD FROM HUMAN TRAFFICKING.

Our challenges don't define us. Our actions do.

Our single, urgent goal: Eliminate Parkinson's disease in our lifetime. We can't get there without you. Please give generously today.

DONATE >



 **DONATE >**
TO ADVANCE RESEARCH

 **FUNDRAISE >**
WITH TEAM FOX

 **PARTICIPATE >**
IN YOUR AREA

LATEST FROM THE BLOG

MORE NEWS >

MJFF LIVE



March 09, 2015

New Technologies Amplify Parkinson's Patient Voice in Research



Web-based #clinicaltrials are great if you don't live near a research center <http://bit.ly/1yJjn5> #Parkinsons

FOLLOW US ON TWITTER >

STOP THE CLUTTER

(think mobile first)



Life at Camp

Camp Programs

Year-Round Programs

Registration

About Us

Contact Us

New Families » Donate Now

- 1 DONATION TYPE
- 2 SELECT DONATIONS
- 3 BILLING INFORMATION
- 4 TRIBUTE
- 5 CONFIRMATION

Total Donation

\$180

← Previous

SELECT DONATIONS

Drag and drop dollar amounts to an account

\$1,800	General Fund	Jewish Identity Building
\$1,018	\$ 180	\$ 0
\$720	Scholarship	Special Needs
\$500	\$ 0	\$ 0
\$360	Leadership Development	Israel Programming
\$180	\$ 0	\$ 0
\$ other	<input type="checkbox"/> Apply my donation to an existing pledge!	

Next



SHOW ME THE \$\$\$ (where does it go?)



LIVE UNITED

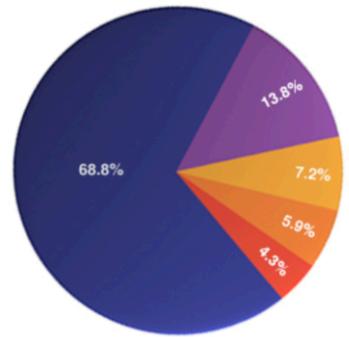
GET UPDATES BY EMAIL

SIGN UP!

SUPPORT OUR WORK

In communities around the world, we're working every day to ensure every child has a quality education, every family has a stable income, and all Americans enjoy good health. But to continue our vital work, we need your support.

Your Contribution at Work



- Our Work in Education, Income & Health
- Development & Administrative Costs

Your Information

All fields are required.

Country

* First Name

* Last Name

* Address

* City

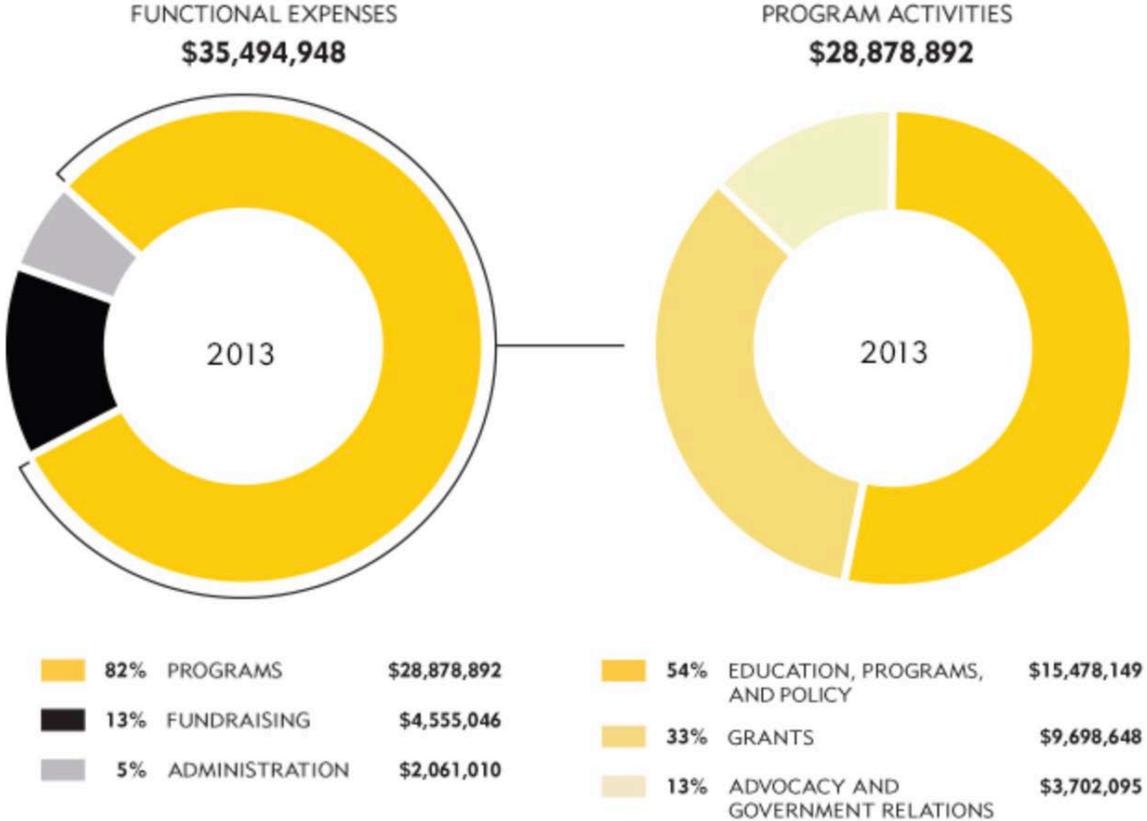
State

* Postal Code

* Personal Email Address

* Phone Number

Where the Money Goes >



SPEAK PLAINLY

“The organizations that received donations simply described what they did and how they did it in a succinct and easy to understand manner.”

Uniting Girls to Change the World



Every girl, no matter where she is born, deserves to dream. You can make her dreams a reality.

Make A Difference

BE PROUD



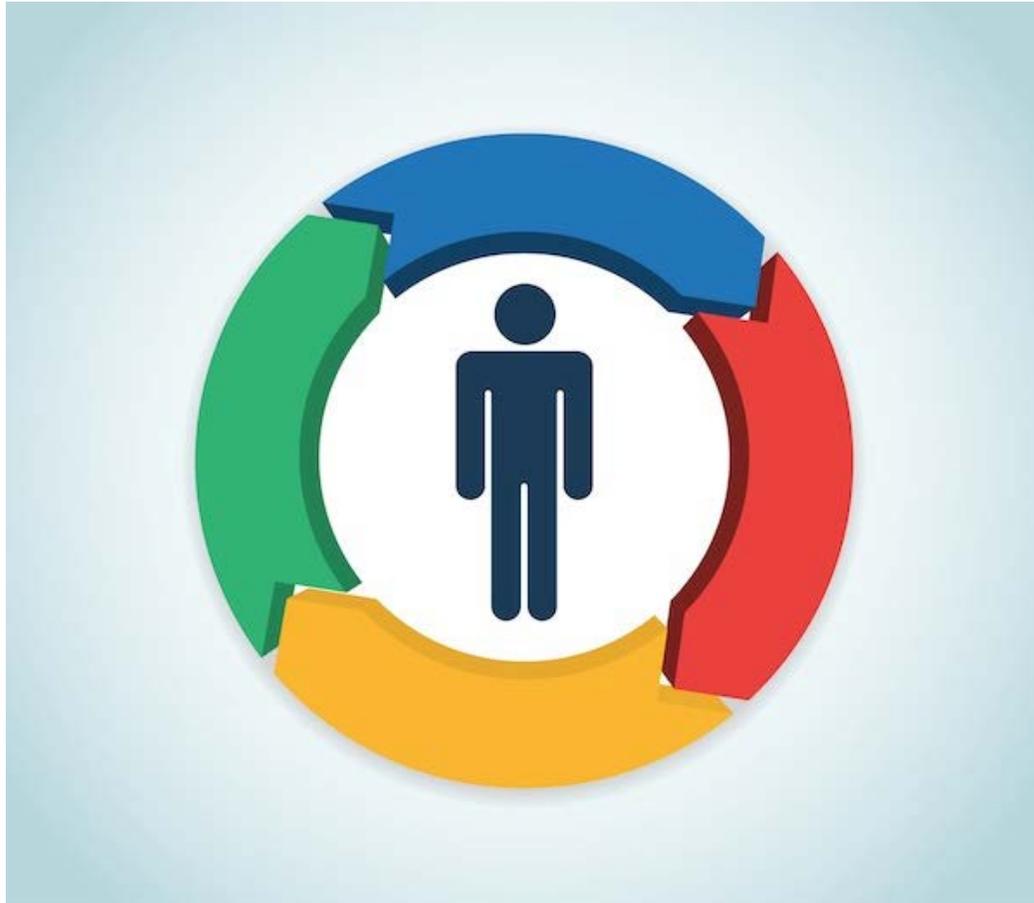
Forbes

The 200 Largest U.S. Charities

Forbes 400 Richest Americans

The 200 Largest U.S. Charities





Resources

- www.igniteaction.co/resource-templates/resources - Goal Setting & Content Calendar
- User Persona Creator – xtensio.com
- Journey Maps – Grocki, Megan and UX mastery, Big Door and Search Pinterest for “Customer Journey Maps”
- *Attracting Donors and Volunteers on Non-Profit and Charity Websites* by Nielsen Norman Group – www.nngroup.com/reports

Next Steps

- Create your “Why?”
- Set your campaign goals
- Define your audience
- Develop a donor journey map

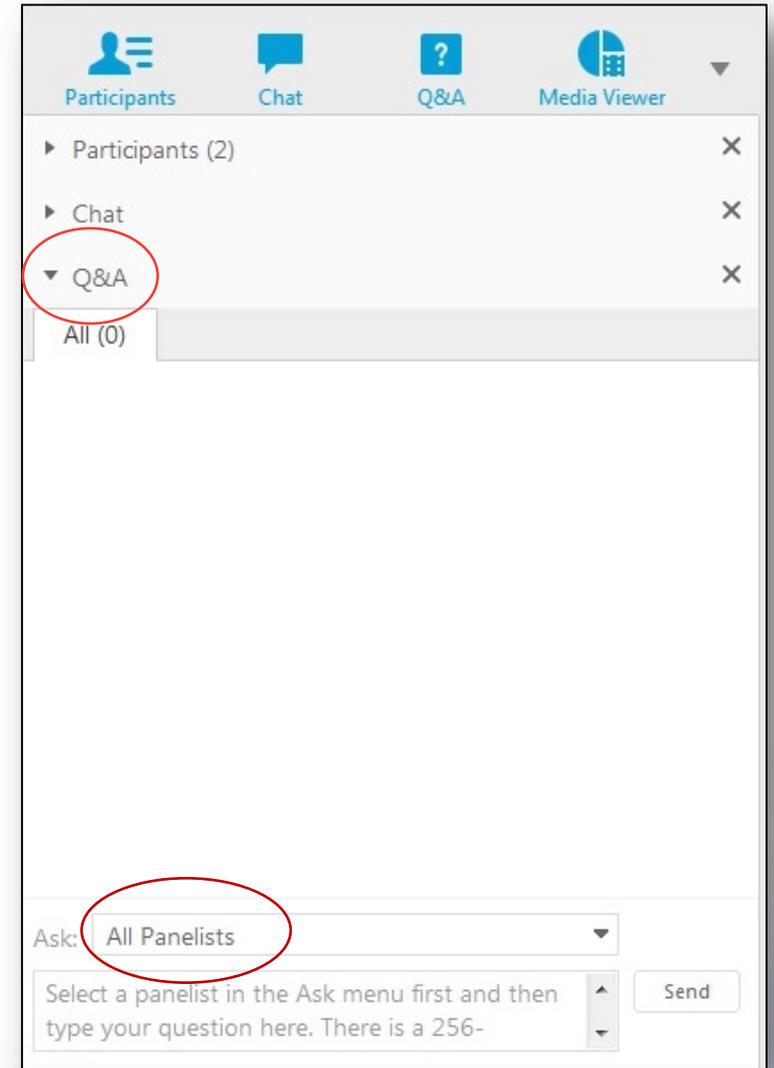


Evaluation

- Please take a few moments to share your feedback through the quick poll on the right side of the screen.
- How can we improve these sessions? What topics should we include in future webinars?
- Thank you very much for your time and participation!

Questions ?

- To ask a question verbally, call in using the number on this slide and press *1
- To ask a question electronically, use the Q&A feature located in the bottom right corner of the screen. Please ask “All Panelists”



Thank You for Your Participation!

If you have further questions or for more information, contact us:
VISTAwebinars@cns.gov

Our next few webinars:

Translating VISTA Service to your Resume and Career – June 9

Creating Group Volunteer Opportunities that Engage and Inspire – June 29

2:00pm Eastern

*Visit the Webinars for VISTAs page on the VISTA Campus
for a complete schedule of VISTA webinars*