The Benter Foundation presents

VELOCITY
ACCELERATING FUNDRAISING FOR YOUR NONPROFIT

a program of Achieve

SESSION 3:
Digital Fundraising & Marketing
Why is Digital Fundraising Important?
Why the Hype Around Digital Fundraising?
Total Online Fundraising: 7%
90%
90% Comes from Online Direct Response
1%
Social Media Fundraising
People who give both online and offline are more likely to keep giving than those who donate exclusively online or offline.
People who give both online and offline are more likely to keep giving than those who donate exclusively online or offline.

Organizations retain nearly 58% of multi-channel first time donors as opposed to retaining only 29% of offline-only donors and 23% of online-only donors.
3 Focus Areas:

- WEBSITES
- DONATION PAGES
- EMAIL
WEBSITES
What do we want the user to experience?
What are the **two things** you want to tell the user to know?
What will the individual remember?
Usability

- Learnability
- Satisfaction
- Errors
- Efficiency
- Memorability
DESIGNING A HOMEPAGE FOR FUNDRAISING
Help us save lives.
Your monthly donation will make a difference in the fight against cancer.

How can we help you?

search.cancer.org

Home Learn About Cancer Stay Healthy Find Support & Treatment Explore Research Get Involved Find Local ACS

Get a Healthy Back-to-school Start
Sitting Linked to Cancer Risk for Women

Your $19 a month can help.

Donate Now
We can create a better world through education.

WATCH THE VIDEO

We Are Pencils of Promise
You’re Gonna Love This.

Inspiring stories, right to your inbox.

First Name

Last Name

Email

JOIN

I’m ready to donate.
Make the Donation Button Stand Out

Evoke Emotion Related to the Cause

Help Me Understand How I Can Be a Hero — Make a Difference

Calls to Action:
- Capture Email – Make Me Want to Sign Up
- Lead Me to Education Page – Make Me Want to Know More
- Point Out the Way – Lead Me to the Donation Page
BUILD AN EDUCATIONAL FUNDRAISING EXPERIENCE
Would you be “you,” without a school?

To Uneducate Yourself is to meet a new you. A side of you that knows what it’s like to wake up in the morning and not have a school to go to. A side of you that doesn’t exist - because it hasn’t had to.
WE HAVE THE TOOLS TO END DEATHS FROM MALARIA

Since 2000, malaria mortality rates have fallen 58% among children under the age of five, but we must expand access to
84% of WWF’s spending is directed to worldwide conservation activities.
DONATE A REAL EBOLA SUIT. HELP SAVE LIVES.

Donate a Glove. Donate a Boot. Donate a Doctor.
Click an item below that you’d like to contribute.

DONATE GLOVES $1
DONATE MASKS $5
DONATE GOOGLES $10
HOW YOU CAN HELP

Take Action
Speak up for species and places through the Action Center.

Make a donation
Honor a loved one's birthday with a special card

Fundraise
Create a Panda Nation page for your next birthday, athletic event, or other occasion and raise money to support WWF's global conservation efforts.
> Help the User Understand the Issue and Connection to Fundraising

> Create User Involvement to Realize Donor Opportunity

> Inform Through Program Pictures. Build Educational Experience to Draw in Interest

> Calls to Action:

  Use Program to Inspire – Help Me Learn
  Lead Me to Donation – Make the Experience Information to Action
  Decide What Is Imperative – Help Me Understand the Core Problem
DONATION
PAGES
Donate to Amnesty International

Join Nobel Prize winner Amnesty International and its 3 million global supporters in defending human rights for all. Our support for those imprisoned, tortured and killed can bring them justice.

Please select your tax-deductible gift amount: $1000 | $500 | $250 | $100 | $50 | Other

Yes! Repeat this gift every month (+)

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DONATE NOW +

AMNESTY INTERNATIONAL
ACTION FOR HUMAN RIGHTS. HOPE FOR HUMANITY.
DONATE TO THE NATIONAL FUND

The National Fund supports homeless people and neighbors in need fundraising on HandUp across the United States. When you contribute to this fund, 100% of your donation goes toward meeting basic needs like food, clothing, and housing. Learn more

147 Supporters

How often would you like to donate?
- One-time Donation
- Monthly Donation

How much would you like to donate?
- $10/mo
- $25/mo
- $50/mo
- $100/mo

Add $5 to support HandUp

HandUp is sustainable only through these optional tips you can add to your donation. That way, 100% of your donation goes where you intend with the help of our local nonprofit partners. 90% of people opt in to HandUp tips. Thank you.

Include a message with your donation

Tell others why you're donating

Donate Now
To you, it's $4.
To a child in Uganda, it's hope.

SLIDE TO SEE WHAT YOUR DONATION WILL BUY

40 bricks

$4

Monthly  One-Time

$4 USD

Building Tomorrow is a registered 501(c)(3) non-profit organization. Once your donation is processed, you will receive an email receipt that may be used for tax purposes.

Or, there are more ways to give.
Have you joined our BT mailing list? What are you waiting for? Email SUBMIT

$1,959,612
TO FUND OUR NEXT SCHOOL

MAKE A DONATION
$4 SUBMIT

GET INVOLVED
Sign up to become a part of the Building Tomorrow team and you’ll be among the first to receive information about new initiatives and projects. And, if you’re up for it, we could use your help promoting those projects via word-of-mouth & social media.

First Name Last Name Email

CONSIDER A MONTHLY DONATION
One of the best ways to help our cause is by donating a small gift on a reoccurring basis. As little as $4 a month can make a huge impact in the life of a child in Sub-Saharan Africa.

Recurring Donation
$10 $15
$25 $50
$75 $100

100% GOES TO SCHOOLS
One hundred percent of what you donate will be combined with other funds to build safe, permanent and local schools in rural
Focus on What’s Necessary

Make Donation Processing Simple (One Page)

Ask for Reoccurring Gifts

Calls to Action:
  Ask to Sign Up for Updates – Help Me Learn More
  Reduce Form Fields – Don’t Lose the Inspiration
  Use Buttons Frequently – Make It a Click Option
The Numbers

> Open Rate — 16%
> Click-Through Rate — .43%
> Response Rates — .06%
> Email Growth — 16%
> Inactive — 24%
> One-Time Gift — $68
> Monthly — $18
EMAIL
ENVIRONMENT
IMPULSIVE
ACTION
Elizabeth—

The images brought tears to my eyes. A chill fell over me, and goosebumps raised along my arms. I stared at the video footage in disbelief, and was suddenly so grateful that each of my family members—all in my beloved home state of New Jersey or in New York City—were safe. They were living without power or heat, but they were luckier than so many others.

In the wake of Superstorm Sandy, my work—and the work of my EDF colleagues—has never felt so personally meaningful.

And it’s never been more clear: climate change is increasing the devastating effects of extreme weather—and it is time to do something about it.

The EPA is stepping up, and has proposed a groundbreaking new proposal that would—for the first time ever—nationally limit carbon pollution from new power plants. This is a historic first step in the President’s Climate Action Plan, and could be America’s first national effort at fighting back against climate change.

And you have a chance to be a part of it, to raise your voice, and to stand strong in favor of climate action.

Not just for my home—but for yours, and for everyone who has watched the places and people they love fall victim to these new, more powerful storms.

Because I’m not the only one with an extreme weather story. From devastating droughts to disastrous wildfires and calamitous floods, extreme weather is affecting more than just the East Coast. With one click, you can do something about it.

Take Action: Support EPA’s national limits on carbon pollution from new power plants.

Thank you for your activism and support,

Heather Shelby
Action Network Coordinator
How to Prepare an Email:

> Start With Content, Not Imagery
> Cut It By About 1/3
> Find Images After You Have Created Direct Solicitation Copy
> Use Words That Illustrate Action
If you’re looking for last minute gifts remember, concrete > coal.

Concrete is the single most expensive material for any Building Tomorrow academy. While more than 800 bags of cement are needed to mix all of the concrete for the foundation, walls and floor of an academy, a single bag costs just $5. This holiday season, don’t give just any gift. Give something concrete and help us build a school in Uganda.

All you need is

$25
If you needed help, could you count on your neighbors?

[INSERT NAME]

Today is a special day - it's your chance to help a neighbor on #GivingTuesday. Take part by helping low-income families in northern Allegheny County by hosting a meal for those in need.

When Bharat Rai, his wife Dolanka and their two sons were rescued from a refugee camp in Nepal, they found that life in the United States was still difficult. Bharat needed to find a home, secure a job and learn the English language.

The North Hills community became the Rai family’s neighborhood, and though they were miles from Nepal, they no longer felt alone in their new neighborhood.

“We did not understand our new language or the customs. We needed a home, furniture, clothing, and food. We had to attend school and be educated for our children,” says Bharat Rai.

Donate today to provide your neighbors with the support they need in the holiday season.

DONATE BEFORE DECEMBER 31, AND YOUR $90 COULD BECOME $180.

Until December 31, your $20 donation can double to $40 for families in need.

DONATE $90

To provide for a family in need or to support a child in a special education program.

As many as 1 in 13 families in northern Allegheny County boroughs need a home, heat or food.

[INSERT NAME]

Bharat Rai lived his entire life in a refugee camp in Nepal until he and his family were rescued in 2013. Bharat wanted to give his wife and two sons a better life in the United States, but he soon faced the difficulties of a new country. His family didn’t have a home, Bharat didn’t have a job, and they didn’t speak English.

The people of his North Hills community welcomed Bharat and his family into their neighborhood when they needed help most. Now, the Rai family has a network of neighbors, and Bharat is able to support his family.

“We went to the U.S. in 2013, we had nothing, we knew no one. Our new neighbors in the North Hills helped us learn English, find housing and ensured we were fed. They gave us everything,” says Bharat Rai.

Giving means the next neighbors who can’t afford a home, heat, food, or other basic needs will get the help they need to build a better life.

Donate $90 today to help a neighbor today.

DONATE BEFORE DECEMBER 31, AND YOUR $90 COULD BECOME $180.

Until December 31, your $20 donation can double to $40 for families in need.

DONATE $90

To provide for a family in need or to support a child in a special education program.

Give now. Today's the last chance for your gift to be eligible to be matched.

[INSERT NAME]

Today is the last day of the giving season. Help a neighbor in need like Bharat Rai and his family have access to secure housing, heating and food. #GivingTuesday gives you the opportunity to take care of your neighbors in the communities of northern Allegheny County when they need it most.

Donate today! Give now and make a difference.

DONATE TODAY AND YOUR $90 COULD BECOME $180.

DONATE

PS. Any gift goes a long way in keeping a neighbor fed and warm.
Celebrate the diversity and power of the arts in Pittsburgh.

Friend,
The Kelly Struthers is your chance to give talented emerging artists like Asavioringfield a supportive space to launch their careers, and the people of East Liberty--and Inaugural Pittsburgh--the opportunity to be inspired by unforgettable experiences that will shape their lives.

The dream of her career was to launch a theater and she realized it when she was offered a chance to do so.

"If everyone would share and support the vision of diversity and accessibility, I know it would be the Kelly Struthers Theater. It’s bold. Pay What Makes You Happier pricing encourages everyone to access the power of the arts." -- Asavioringfield

Donate the Kelly Struthers today to give every person access to the influential artists, stories and performances of the Kelly Struthers Theater.

Designate your donation to the World Stage Fund and double your gift today! Every dollar donated to the World Stage Fund between now and August 2014 will be matched by a generous challenge grant from The Bitaer Foundation.

Donate $100
Give every person access to the power of the arts.

Access to the arts shapes all of us.

Friend,

When Pittsburgh artist Asavioringfield realized her dream of doing opera and jazz, she knew if anyone would accept and welcome her vision for diversity, it would be the Kelly Struthers Theater.

"This support is like the professional space to be enhanced and inspired, and for the people of East Liberty--greater Pittsburgh and the world the opportunity to be introduced to and take part in arts of all disciplines -- to be informed by unforgettable experiences that will shape our lives."-- Asavioringfield

Give now to create opportunities for audiences to Pay What Makes You Happier, which expresses everyone, regardless of circumstance or income, to enjoy the power of the arts.

Designate your donation to the World Stage Fund and double your gift today! Every dollar donated to the World Stage Fund between now and August 2014 will be matched by a generous challenge grant from The Bitaer Foundation.

Donate
Give every person access to the power of the arts.

Give today. Time is running out to support the high-quality, inclusive art of the Kelly Struthers Theater.

Friend,

Today is your last chance this year to give emerging Pittsburgh artists like Asavioringfield a supportive space to launch their careers. It’s the last chance this year to give everyone the opportunity to be moved by powerful, inspiring experiences that will shape their lives.

Your support makes a dramatic statement about the value of artistic expression in Pittsburgh and beyond.

Give now to sustain and inspire art in Pittsburgh and encourage every person to enjoy the power of the arts.

DONATE
The Email Checklist
THINGS TO CONSIDER BEFORE CREATING YOUR EMAIL:
[SEGMENTATION]

> Will you be sending one universal email, or will there be variations by donor history or some other segmentation?
> Is this your first time asking for donations by email, or do you have a history of giving responses from email appeals?
> How will you personalize? Are your lists ready for this?
> Who will the email be from?
The Email Checklist
THINGS TO DECIDE BEFORE YOU START WRITING:
[DESIGN]

> What imagery is available? How does it tie into your campaign theme?
> Do you have a graphic designer to create unique branded campaign elements?
> Do you have a video that you want to feature?
> What other relevant content can you link to?
The Email Checklist

THINGS TO DECIDE BEFORE YOU START WRITING:

[CONTENT]

> What stories of program participants, beneficiaries, donors or volunteers could you use?

> What accomplishments will wow donors, and what goals for next year can you share?

> Do you have specific gift options at different levels?

> Brainstorm a theme that ties stories, accomplishments, goals and gift options together.
The Email Checklist

THINGS TO ASK WHEN YOU REVIEW THE EMAIL:

[CONTENT]

> Is it **concise** but still contains all the elements of a good solicitation?
> Is it **donor centric** – or does it just focus on your organization?
> Does it create an **emotional connection** through great stories or a donor’s personal story?
> Do you have clear, specific gift options that will show donors **impact**?
Email Campaign Results

ATTACK THEATRE:

> Attack Theatre's total average email response rate was higher in 2015 than the national average (0.11% vs. 0.06% nationally). The average email revenue per 1,000 emails delivered was also much higher than the national average ($172.61 vs. $40 nationally), and its average online gift was nearly double the national average ($156.92 vs. $82 nationally).
Email Campaign Results

GLOBAL LINKS:

Global Links’ average email response rate was twice that of the national average (0.12% vs. 0.06%). Its average online gift was nearly four times that of the national average ($323.02 vs. $82), and its average email revenue per 1,000 emails delivered was almost 10 times higher than the national average ($387.62 vs. $40).
Auberle’s average email response rate in 2015 was seven times higher than the national average (0.42% vs. 0.06% nationally). Its average email revenue per 1,000 emails delivered was nearly 13 times higher than the national average ($515.89 vs. $40 nationally), and its average online gift was 1.5 times higher than the national average ($122.83 vs. $82).
QUESTIONS:

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