Katya Andresen
First panel
What are we selling vs. what are we giving?

Webgrl, Flickr
Most important thing to know:

It’s not about us.

It’s about what we give our audience.
Marketing is a three-ring circus, not a stage

Credit: Inspired in part by Jim Collins
How to talk about hard times

- Acknowledge they are hard
- Show you you’re tightening your belt
- Prove you stretch every dollar
- Convince you can deliver IMPACT, not just stay open
Twitter: @katyaN4G

Katya Andresen
Second panel

eBook: www.fundraising123.org
Most giving is down

• 2009 giving down 9-11%
• Foundation giving down 9-13% (Foundation Center, GuideStar)
What’s the good news?

• Online giving up is growing rapidly: ~50% annually
• Average charity raised 20% more online in 2009 over 2008
Online giving is coming of age

• Effective: 39% of visitors make a donation after visiting a charity website
• Young: Donors average 39 years old
• Generous: Average donation $130
• Recurring: 20% gifts
...And Offline giving is aging

- Nonprofits raising money online had a median increase in online donors of 315% over the past five years, while offline donors declined a median -6% over the same period (donorCentric study by Target Analytics)
- Email and direct mail from nonprofits have the same influence on decisions to give at 27% and 28% respectively (Convio)
- 60% of all donors – online and offline – did research online before giving (Kintera)
1. You’d better be online.

- A well-branded, easy-to-use website
- The ability to process secure donations
- An email campaign tool that complies with federal anti-spam laws
- A website analytics tool (like Google Analytics)
- A social media strategy
- A listening tool (so you can monitor online conversations)
- Great follow-up for online donors and supporters
- Smooth integration between online and offline efforts
- Regular reporting on all of your efforts so you can learn and correct as you go
2. Do the marketing so the technology works.

“Broken Button” Fotofigg, Flickr
3. Rethink your donor relationships

“...ask not what your country can do for you; ask what you can do for your country.”

John F. Kennedy

Kevin Bondelli, Flickr
4. Get more tangible.
Your impact, not your need

Credit: www.forimpact.org
5. Switch your messengers
6. Think portable.

- Drive content OFF your site
- Have great content, make it easy to share
- ShareThis, RSS, Twitter/Facebook presences
- F2F fundraising campaigns
7. Be generous and lazy.

- Point more than you build.
- Share, don’t create.
- Applaud more than you hold forth.
8. Overhaul acknowledgements

- Study: 2 million donors to 50 nonprofits around the world.
- 70% of the nonprofits didn’t send a followup email within one month.
- 37% did not send a thank you email.

eCampaigning Review Study
http://www.advocacyonline.net/ecr09