



## Move Your Troops

Debunking the myths, understanding our donors and the path to online success

Taylor Shanklin, Convio  
Jeff Gasior, BGC Indianapolis



**What do you think about online giving?**

## 5 Myths About Online Giving

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- Older donors don't give online
- Major donors don't give online
- Online donors don't give offline
- Social media isn't worth our time
- One donation form is all we need

# Our WhiteBoard

- Understanding why we give
- Meeting generational needs
- 6 things YOU can do in the next 6 months
  - One Club's story - Indianapolis



# Why do we give?

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Happy



**“I wanna be like Mike”**

*Hero*

Success Story



# Super Donors!! Duh, duh, duh, duh!

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- Make your supporters heroes of your story (mission)
- In messaging, explain urgent need and how a clear action by reader can bring about solution



# Our WhiteBoard

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- Meeting generational needs
- 6 things YOU can do in the next 6 months
  - One Club's story - Indianapolis

# Change Happens

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# What We Mean by Multi-Channel

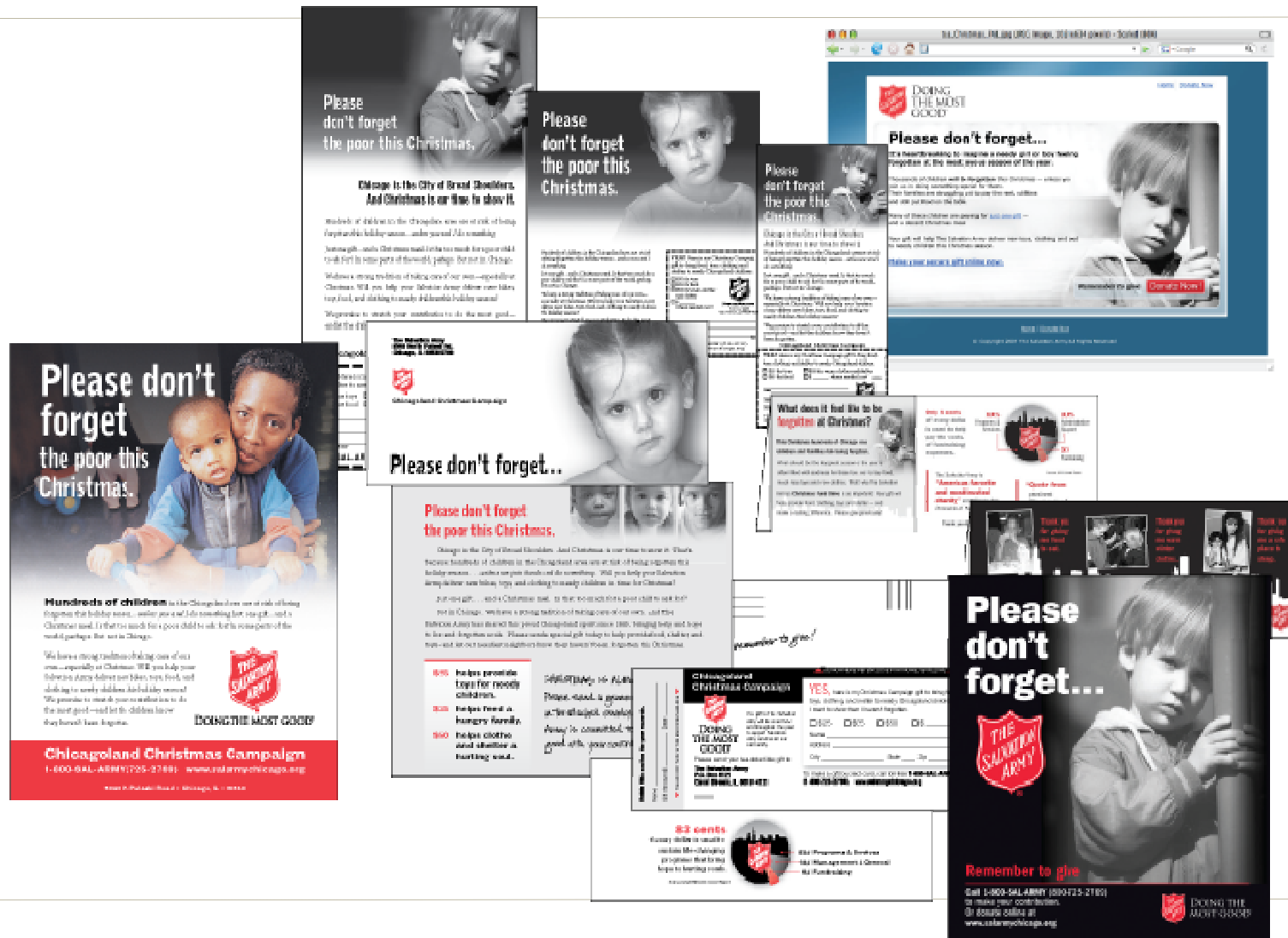
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# Today's supporters are channel-hoppers

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# What Multi-Channel Is



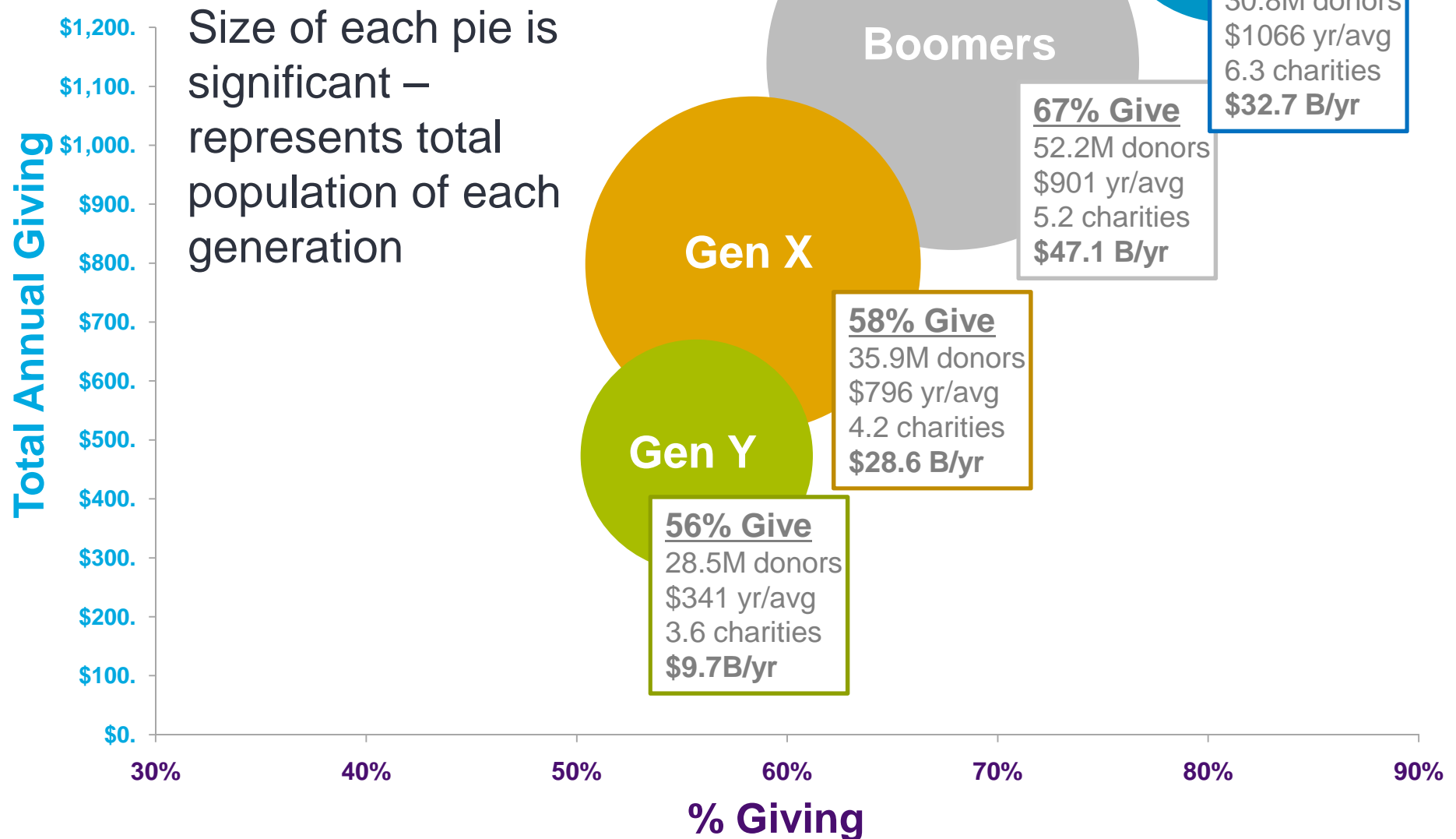
## Channels Work Together

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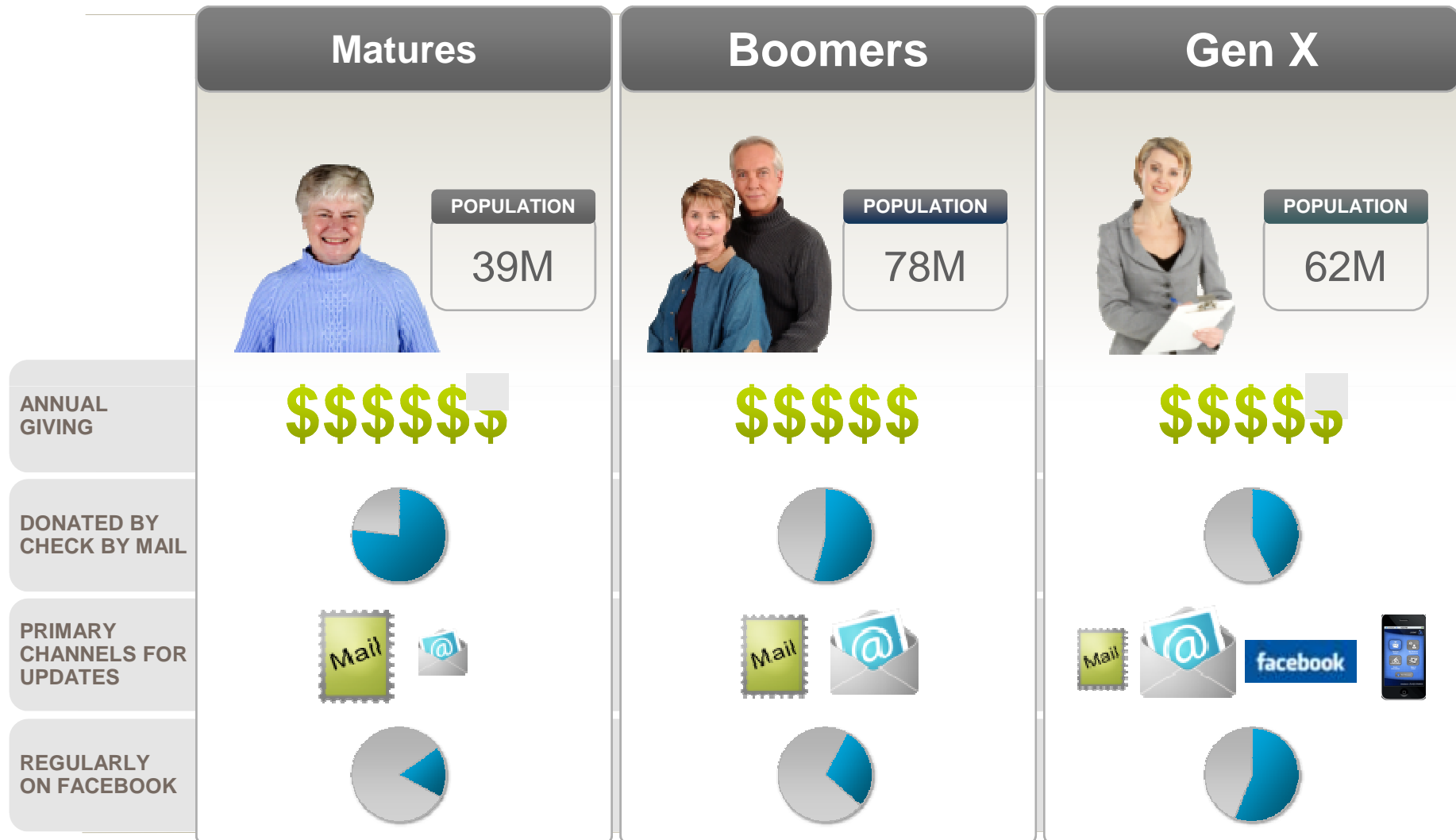
Offline-only donors  
who get email from an organization  
give double  
over a lifetime



# Who's Giving?



# Channels for Revenue & Updates



# Channels for Awareness



## Matures

Mail	35%
Mainstream media	24%
Word of mouth	18%

68% first heard 30's+

Average time support: 15 yrs



## Boomers

Mainstream media	28%
Mail	19%
Word of mouth	16%

55% first heard 30's+

Average time support: 13 yrs



## Gen X

Mainstream media	24%
Word of mouth	18%
Mail	16%

32% first heard childhood

Average time support: 7 yrs



## Gen Y

Mainstream media	27%
Word of mouth	22%
School	18%

52% first heard childhood

Average time support: 4 yrs

# Rare Consensus re: Social Channels

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“Peer to peer solicitation is the most acceptable form of solicitation”

GEN Y	GEN X	BOOMER	MATURE
87%	89%	82%	76%

# Sounds Great

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How Do I Do It?

# Meeting Generational Needs Template

Gen	Matures	Boomers	Gen X	Gen Y
Attitudes/ Values	Guarded Scrutinize	Time vs. Money Premeditated Giving	Online Connection Random, Peer Motivated	Time to Give Back What's In It For Me?
Tactics + Strategies				

# How do we reach Matures?

*Guarded*

*Scrutinize*

- Annual Tax Receipts
- Guidestar/BBB/Charity Navigator Insignia
- Fundraising Expenditure Disclosure
- E-Newsletters



August 31, 2007

Volume 11, Issue 35

[Visit AARP.org](#)
[Join AARP](#)
[Send To A Friend](#)

**Virtual Volunteering**  
Learn how you can help [make the world a better place](#) on your own time, in your own home or office.

**The Quiet Crisis: The Rising Costs of Health Care**  
If Ben Franklin was alive today, he might write that "nothing is certain but death, taxes and rising health costs." Health care costs are soaring, and more Americans than ever feel less certain they can afford the care they need if something really went wrong. [Something needs to change, and soon.](#)

**Game On!**  
Up, down or side to side, our [crossword puzzles](#) provide hours of fun. New puzzles every day!

**AARP Radio: Alison Krauss**  
She's picked lots of songs she's enjoyed performing and added some new ones. [Alison Krauss](#) talks about working with other musicians and her new album: A Hundred Miles Or More.

**Member Benefit: PeoplePC Online**  
Get unlimited Internet access from PeoplePC Online at the special AARP member rate of \$4.97 a month for the first 4 months, then \$9.95 a month. Surf up to 5x faster with our FREE Accelerator technology! Plus, enjoy Email Virus Protection, Pop-Up Blocker™

**ADVERTISEMENT**  
With SPG, AARP Members are always Preferred!  
**ENROLL NOW!**

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AARP Member Discount  
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**Free Shipping on Note Cards!**  
plus, 30 free prints for new customers  
**get started**  
**snapfish** by 5

**ADVERTISEMENT**  
**Want flexibility?**

# Assessment: How do we reach Boomers?

## Pre-meditated Giving

### Time vs. Money

- Renewal Appeals and Notices
- Event Fundraising Donation (vs. Participation)
- Basic Donation Forms
- Volunteer Opportunities
- Data Mining Planned Giving

The screenshot displays the website for 'THE LEGACY CLUB stories of hope'. The top banner features a woman and the text 'Celebrating Nature' with a sub-headline 'This Earth Day, learn how our donors support nature!' and a 'Read Their Stories' button. Below the banner is a navigation bar with four links: 'Celebrating Nature', 'A Gift for You and Nature', 'Planning for the Future', and 'We Know Real Estate'. The main content area is divided into two columns. The left column is titled 'Gift & Estate Planning' with the subtitle 'Discover Ways to Give & Save'. It contains a paragraph about smart and creative gift planning with The Nature Conservancy, followed by a photo of Bob Newson and a section titled 'Leaving a Conservation Legacy' with a 'Read his story' link. The right column is titled 'myRealEstate Gift Guide' and contains a section titled 'Gifts of Real Estate' with a paragraph about how a gift of real estate can help and a 'Get started' link. At the bottom, there is a yellow box with the text 'Ceremonies', 'Equality Checks and Address Labels', 'Take Action', and 'Membership Center'. To the right of this box is a list of bullet points: 'mobilize your community to take action', 'expand the voice and visibility of the LGBT community', 'help to change hearts and minds, and', and 'bolster a nationwide effort to end hate and discrimination'. Below the list is a photo of a group of people.



# Assessment: How do we reach Gen X?

*Random, peer motivated*

*Online connection*

- Create/Donate to a Tribute Fund
- Make a Sustained/Committed Gift
- Sign a Pledge
- Event Attendance
- Mobile Site Optimization

COM  
MAI

AT&T 11:14 AM 83%

**Earthquake Strikes Haiti**

CARE is deploying additional emergency team members and lifesaving aid to the devastated city of Port-au-Prince in Haiti, where the worst earthquake in 200 years destroyed houses, hospitals and critical infrastructure. While the exact death toll from the 7.0-magnitude quake is not yet known, it is expected to be catastrophic. Up to one-third of the impoverished nation's population has been affected by this tragedy.

**CARE is rushing aid to Haiti right now. Donate today to help in the relief effort. Your gift will help save lives.**

**Gift Amount**

\$25.00

Credit Card Number: CVV Number:

Expiration Date:

**Credit Cards Accepted:**

VISA MasterCard DISCOVER AMERICAN EXPRESS

**Your Information**

Title: First Name:

Last Name:

Address 1:

program is  
ation work.

TODAY

Today's Road for the  
Nation

Gift Exchange

Gift amount must  
be a whole dollar

Must have you  
in a photo cell

**convio®**  
MOVE PEOPLE™

# Assessment: How do we reach Gen Y?

*Time to give back*

*What's in it for me?*

- Premiums/Contests
- Event Fundraising Participation (vs Donation)
- Social Media
- Mobile Outreach

JOIN THE MARCH



**Mass Effect 2** Welcome to the BioWare Bazaar. This is your chance to earn tokens by reregistering your games, following us on Twitter, answering surveys, etc. and then you can redeem your tokens in an online auction to win hoodies, PCs. You can learn more at <http://social.bioware.com>

**BIOWARE BAZAAR**

26 minutes ago · Comment

56 people like this.

View all 65 comments

Write a comment...



# Meeting Generational Needs

	Matures	Boomers	Gen X	Gen Y
Attitudes/ Values	Guarded Scrutinize	Time vs Money Premeditated Giving	Online Connection Random, Peer Motivated	Time to Give Back What's In It For Me?
Tactics + Strategies	Longer-form appeals	Renewal Appeals and notices	Creation of/Donation to a Tribute Fund	Premiums/Contests
	Annual Tax Receipts	Event Fundraising Donation (vs. participating)	Make a Sustained/Committed gift	Event Participation (vs. Donation)
	Guidestar/BBB/Charity Navigator logos	Basic Donation Forms	Sign a pledge	Social Media
	Fundraising Expenditure Disclosure	Volunteer Opportunities	Event attendance	Mobile Outreach
	E-Newsletter	Data Mining Planned Giving	Mobile Site Optimization	
		E-Newsletter		

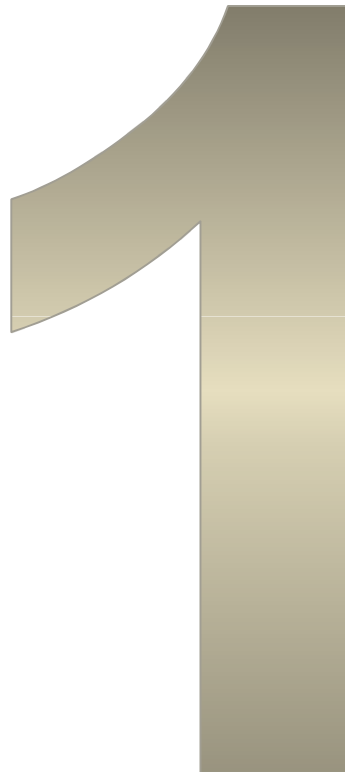
# Our WhiteBoard

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- Understanding why we give
- Meeting generational needs
- 6 things YOU can do in the next 6 months
  - One Club's story - Indianapolis

# Obstacle: Our email list is too small

## List Growth



**Join our Cause!**  
Sign up for our free e-newsletter.  
enter your e-mail  [▶](#)

**Support our Mission** [▶](#)  
and support youth; donate today.

**Be Involved**  
Register for more information below:  
 Email Address

**Newsletter Signup**  
Stay in the loop by signing up for our quarterly emails.  
Email:   
Enter your email address  
[Sign Up](#) [▶](#)

**Join Our Community of Strength**  
What does this mean? [Click here to learn more](#) ▶  
[Log In](#) ▶ or Join:  Enter Email Address

[sign up now](#)  
**for EcoLogic eNEWS**  
receive emails about our work helping people and nature  
Enter your email here:

Until hunger is gone, we'll be here.  
  
> **DONATE**  
> **REGISTER**  
 Email Address   
> **TELL A FRIEND**

Sign up here to receive our free weekly devotions in your inbox!  
 Email Address



## Donate

[Donate Online](#)

[Planned Giving](#)

[In Kind Gifts](#)

## Newsletter

Stay in the loop  
up for our quarterly  
Email:

Enter your email address

## You can

Support the  
[programs](#) of  
Boys & Girls  
with a gift

[Donate](#)



## BE Great at Boys & Girls Clubs of Indianapolis



## Welcome to The Boys & Girls Clubs of Indianapolis!

The Boys & Girls Clubs of Indianapolis are proud to announce we are the 2011 Lend a Helping Glove winners. BGCI was happy to accept a \$10,000 donation from the Indianapolis Indians, to help celebrate the 125 years of local professional baseball. A big thanks to Indianapolis Power & Light for their support and to everyone who made this possible.

**Mission:** The Boys & Girls Clubs of Indianapolis believes that every young person deserves to live a life filled with hope and opportunity. Because we care about our young people, we provide a safe, educational and positive atmosphere where they can prosper and reach their full potential. Boys & Girls Clubs of Indianapolis are special because:

1. Dedicated Youth Facility - The Boys & Girls Club is a place designed solely for youth programs and activities
2. Open Daily - The Club is open every day after school to provide a safe place for kids when they have free time and need positive, productive outlets.



## Upcoming Events

There are no upcoming events currently scheduled.

[View Full Calendar](#)

## Press Releases

- [Vote Today and Lend a Helping Glove](#)
- [Kids at Indianapolis Boys & Girls Clubs Take on the Guinness World Record for Jumping Jacks](#)
- [BGCI Members Make World Record Attempt](#)
- [It's Time to Celebrate Clubs!](#)
- [Indy Businesses and Youth Organizations Partnering February 16 to Celebrate Black History Month](#)

## Be Involved

Register for more information below:

Email Address



[Donate](#)



[Volunteer](#)



[Videos](#)



[Annual Report](#)



Find us on  
[Facebook](#)

# List Growth



## Joined Convio April 2009

- Fielded petition
- Doubled their list
- Boosted revenue **600%**



[SITE MAP](#)

[CONTACT US](#)

[HUNGER E-NEWS](#)

Email Address

Send

Working with food banks to end hunger in communities across Ontario.

[ABOUT](#)

[PROGRAMS](#)

[LEARN](#)

[NEWS](#)

[ACT](#)

[DONATE NOW](#)

We are Burk's Falls - Burk's Falls & District Food Bank

Search here...

Go!

## Help Food Banks Fight Hunger with Local Food



Support a farm to food bank donation tax credit to help people facing hunger in Ontario with Ontario-grown surplus food.

- Prevent surplus food on Ontario farms from going to waste
  - Help food banks receive millions of pounds of fresh food
  - Thousands of children and families will receive Ontario grown fruits and vegetables
  - It's easy to help end hunger. You can make a difference today:
- » **Please sign your name to our petition below.**

As a proud citizen of the province of Ontario committed to supporting my neighbours, I support the creation of a farm donation tax credit as an incentive for fresh, local food donations to benefit people facing hunger in Ontario. An estimated surplus of over 25 million pounds of fresh fruits and vegetables in Ontario that is currently tilled back into the soil or sent out for disposal could provide nutritious meals for 350,000 people forced to turn to food banks each month.

Even though there are 140,000 children in our province who live in a home without enough food, there is an abundance of fresh, surplus local food available at Ontario's farms that is tilled back into the soil or sent out for disposal.

Add your name to our online petition to help increase farm to food bank donations.

We're asking our friends and partners to help us build a considerable call to action for a [donation tax credit](#) to help farmers donate surplus food to food banks. Our farmers are eager to help our communities. You can help the OAFB reach our goal of bringing 5,000 voices in support of our request to Premier Dalton McGuinty. We need to bring together as many supporters as possible. The petition will be presented to the Premier in mid October.

**It is more important than ever before to support our local food banks.** Many families are struggling to make ends meet during tough economic times and food banks are

### Sign the petition

Please confirm your contact information (one entry form per email address):

\*First Name:

\*Last Name:

\*Email:

\*Street 1:

Street 2:

\*City:

\*State / Province:

\*ZIP / Postal Code:

☒ Yes, I would like to receive e-mail from the Ontario Association of Food Banks

Organization/Company Name

Position

Sign your name

MOVE PEOPLE™

# List Growth Ideas



BOYS & GIRLS CLUBS  
OF INDIANAPOLIS

Pledge to help kids BE GREAT. ▶

## Pledge to help CLOTHE OUR KIDS

Supporters helped us earn 40 \$50 JCPenney gift cards to help clothe our kids!

The campaign may be over but it's never too late to promise to help kids BE GREAT. Sign up below and get updates from us on how.

For most kids, a new school year includes memories of a fresh start including new school clothes. For kids whose families can't afford a back to school shopping trip, not feeling good about how they look may lead to a low self-esteem and lack of interest in school.

To make sure every kid walks into school prepared to do their best, Boys & Girls Clubs of Indianapolis has partnered with JCPenney to provide new school clothes for the kids most in need in exchange for your pledge of support.

**Pledge today** to help the kids of Boys & Girls Clubs of Indianapolis BE GREAT!

\*Must be 18 years of age to pledge

\* denotes a required field

\* Name:  First  Last

\* Email:

Optional: Send a message to the kids!

Subject of your message:

Message:



### HOW TO HELP

1. Sign THE Pledge->  
IT'S FREE!

2. Share->

3. Tell A Friend->

Pledges to our campaign helped earn 40 \$50 JCPenney gift cards to help our kids get new school clothes!



Thank You to:  
**JCPenney  
Afterschool**

\*JCPenney will donate a \$50 gift card for a child in need for every ten pledges made, up to a maximum of \$1,250.

### HOW TO HELP

1. Sign THE Pledge->  
IT'S FREE!

2. Share->

3. Tell A Friend->

Thank You to:

**JCPenney  
Afterschool**

Other Ways to Help:

[Donate](#)  
[Volunteer](#)



# List Growth

Pledges

Give-Away

**This Summer...**

**Join the movement to  
BE A KID AGAIN!**



Want to be a KID again? Enter the THROW BACK Give-a-Way by sending an eCard.

**Send an eCard**

**Donate**



**BOYS & GIRLS CLUBS  
OF METRO ATLANTA**

This summer, be a kid again with these 5 easy to follow tips.

1. Rather than sit back and watch the ice cream truck pass you by, run up to it and buy yourself a cone!
2. Play hooky and spend the afternoon at an amusement park.
3. Spend Saturday morning watching cartoons like He-Man, Bugs Bunny and the Care Bears.
4. Invite your friends for a sleep-over and watch a movie like Goonies or Jaws. And don't forget the junk food!
5. Dust off your Battle Ship, Monopoly and Clue board games and have a game night.

I've just entered the BGCMA THROW BACK give-a-way! Do you know someone that needs to embrace their childhood again? Enter the contest to win a THROW BACK Kid pack and send your own eCard today.

I am proud to support Boys & Girls Clubs of Metro Atlanta. I encourage you to learn more about this great organization and how it's changing children's lives and creating great FUTURES! Be inspired by their mission and their work in our community. [www.bgcma.org](http://www.bgcma.org)

# List Growth Ideas

Pledges

Give-Aways

always practice safe science.  
research is cool. pass it on.





## geek...it's the new chic

You already love OMRF. And we love you back. So much that we're ready to make you an honorary scientist. Every time you tell a friend about OMRF using one of our eCards, your name will be [entered in a drawing](#) for a free Geek Pack.

Our Geek Pack includes:

- A genuine, unused, biohazard-free lab coat—embroidered with your name!
- The latest in personal protective eyewear, because we practice safe science, y'all.
- And the finishing touch—a pair of second-skin lab gloves to protect your digits from harmful stuff. And of course, you better believe they make that nice, yeah-I'm-a-doctor snappin' sound when you tug 'em on. Extra cool.

When you don your Smarty Pants duds, your IQ will gain an instant 20 points. We guarantee it! Plus, you'll be [helping spread the word](#) that research is cool.

So please, pass it on! Don't forget to tell your fellow geeks. Be a Smarty Pants and get your name in the game.

**The Deadline to Enter is Wednesday, June 24th!**





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Oklahoma Medical Research Foundation | 825 N.E. 13th Street  
Oklahoma City, Oklahoma 73104  
OMRF © 2009 All rights reserved.

**Geek is the new chic.  
Support OMRF and win a Geek Pack!**



**Win a Geek Pack**  
[Click here to Sign Up!](#)

**Enter to Win!**

# List Growth Ideas

Pledges

Give-Aways


Downloads

PAUL ANDERSON MINISTRIES

Home | About Us | Privacy | Contact Us

## Do you know the dangers your teen faces today?

Paul Anderson Ministries Presents



enter your email

**GET YOUR COPY NOW**

**Why ask for your email?**

We will send you a link to download this resource. We may also send you information on other similar parenting resources. We want to minister to you and your family right now and in the future. You can unsubscribe from our ministry at any time.


### About Dangerous Trends

Download this resource from Paul Anderson Ministries to learn more about:

- 5 parental tips written by today's teenagers.
- Drugs that are readily available to your child.
- 8 tactics in dealing with this Internet generation.
- The danger of cell phones.
- The importance of you shaping your child's character.

### About Our Ministries

The Paul Anderson Youth Home (PAYH) is residential home providing Christian rehabilitation for young men seeking an alternative to incarceration. Continuing the mission set by Paul Anderson and his wife Glenda in 1961, the PAYH seeks to teach young men that they are created by God and have a special purpose in life. We believe that young men with self-confidence and Christian character will become givers rather than takers, assets rather than liabilities. The PAYH also provides help for parents of troubled teenagers, through resources, counseling, and referrals. If you are interested in the services offered at the PAYH please visit our website at [www.payh.org](http://www.payh.org).



Excerpts from Dangerous Trends:

*"During the last 10 years, our young men have gone from mainly abusing alcohol and marijuana in their later teenage years, to using prescription drugs like Oxycontin, Ritalin, and Vicodin at earlier ages."*

# Email Addresses Deliver Real Results

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399

Average new emails gathered via list growth campaign

\$12

Average annual online revenue per email address

# Offer Incentives

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- Acquire multi-channel contact information via engagement campaigns
  - Ask yourself:
    - What appealing item or experience could we give away?
    - What solutions can we recommend for common issues?
    - Who might sponsor a donation to grow our circle of friends?
- Pop Quiz!
  - Pick a partner NOT with your organization
  - State key programs
  - Suggest an incentive for your partner

**Obstacle: Once someone signs up, it might be a while before they hear from us**

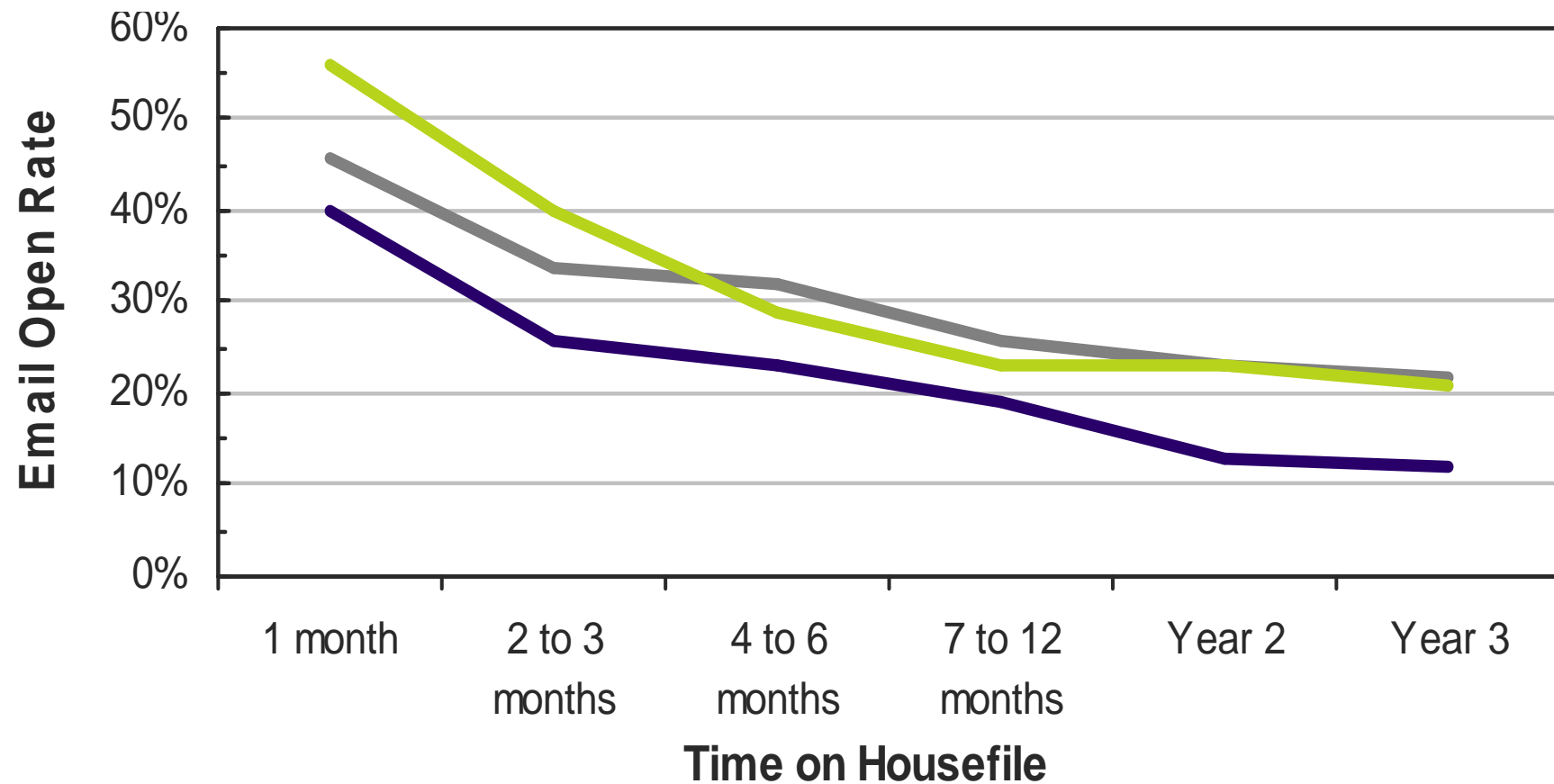
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**Be Welcoming**

2



## When it comes to subscribers, *Use Them Or Lose Them*

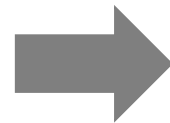




# Welcome Series

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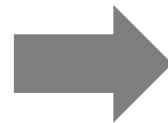
## New Prospects



### Part 1



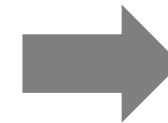
*"Thanks so much,  
and by the way,  
you might not  
know...."*



### Part 2



*"Thanks again, and  
just wanted to  
update you on...."*



### Pledge, Petition, Ask



*"Please help us  
by...."*





BOYS & GIRLS  
OF INDIANAPOLIS

## WELCOME TO THE

Dear System,

Ask Academy Award-winning Olympic gold medalist Jackie Wesley Clark where it all starts the same: the Boys & Girls Clubs discovered their interests and someone believed in their dreams.

Boys & Girls Clubs of Indianapolis over 8,000 kids to learn, grow and support, we are creating the future. Clubs provide the young people those most in need of our help ensure they become caring, responsible.

Boys & Girls Clubs of Indianapolis trouble, stay in school, and stay home away from home, a place from wrong, discover new interests.

Thank you for supporting Boys & Girls Clubs of Indianapolis – a place where dreams come true.

Sincerely,

*Rick Whitten*

Rick Whitten  
Executive Director



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Boys & Girls Clubs of Indianapolis, Inc. | Page 1



BOYS & GIRLS  
OF INDIANAPOLIS

## 3 Steps to Help Kids Succeed

Dear System,

Every day, Boys & Girls Clubs of Indianapolis help kids succeed in school, learn right from wrong, make healthy choices. We are successful because of the support of friends like you!

We invite you to **actively support our kids** - by [telling your friends about us](#) or [making a financial donation today](#).

Your support of Boys & Girls Clubs of Indianapolis means that kids will continue to have a place where they feel they belong, a place where they can do their homework, play sports, do community service and have fun. Join us - help kids BE GREAT.

Sincerely,

*Rick Whitten*

Rick Whitten  
Executive Director



2



BOYS & GIRLS CLUBS  
OF INDIANAPOLIS

## Creating Great Futures

Dear System,

Boys & Girls Clubs of Indianapolis believes that [every child has potential to BE GREAT](#). While every child has great potential, many lack the support they need from people who care.

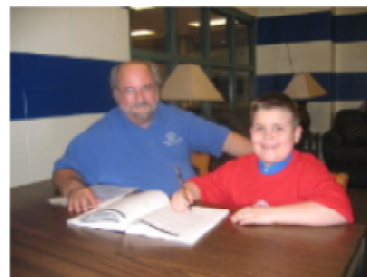
Our Clubs provide kids in Indianapolis with hope to dream big and opportunities to learn and grow every day. Every child who enters a Club is encouraged to achieve success in school, be a good citizen and be healthy.

[You can help a child BE GREAT](#) - support Boys & Girls Clubs of Indianapolis and change a young life today!

Sincerely,

*Rick Whitten*

Rick Whitten, Executive Director



3

Boys & Girls Clubs of Indianapolis. All rights reserved. [Donate](#) | [Send To A Friend](#) | [Visit Our Website](#)

If you are receiving this e-mail because you have expressed an interest in receiving updates from Boys & Girls Clubs of Indianapolis. If we have sent this to you in error, or if you wish to remove your name from future communications, [click here to unsubscribe](#).

make a difference, donate today ▶

## Be a part of helping kids to BE GREAT.

We're here every day for kids because of the support of our community. Be a part of what we do with your gift today!

**SUPPORT YOUTH**  
Give a gift today.



## Great Futures Start Here

A national survey of former Club members found that 91% of alumni are satisfied with their adult life.

## Get the Word Out



# Obstacle: We don't have the time or resources

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## Be “Green”

3

- Rinse
- Reuse
- Reduce
- Recycle



# Formulating Strategy

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- Holistic Goals
- Audience Statistics
- Resources Available



# Benefits of Making a Calendar

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- Thought-out communications that work together
- Pre-define content so it's easy to implement during the week
- Heighten chances you will actually post regularly
- Gives time to be reactive during day rather than planning content on-the-spot

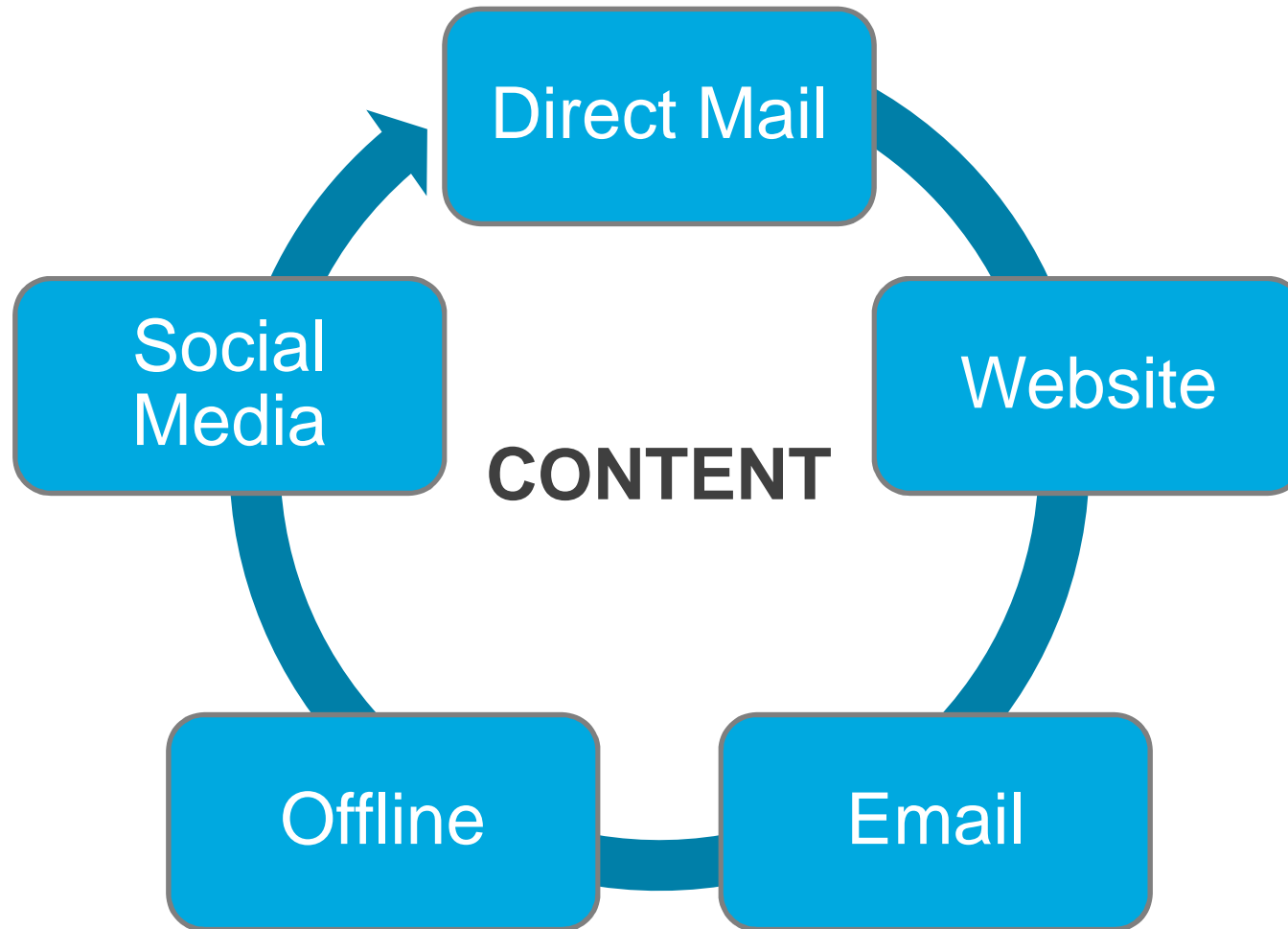
# All Activities, One location

## Multi Channel Strategy

Appeal / Project	Housefile Segment	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	NOTES (
<b>DIRECT MAIL STANDARD</b>														
Newsletter	All	1-Jan			1-Apr			1-Jul			1-Oct			Quarterly print that goes
<b>CULTIVATION &amp; STEWARDSHIP MAILINGS</b>														
Christmas gift certificate	Donors												15-Dec	
May Matching						20-May								
<b>EVENTS &amp; ACTIVITIES MAILINGS</b>														
Adoption Announcement	Interested Adopters		15-Feb		15-Apr		15-Jun		15-Aug		15-Oct			
<b>ePHILANTHROPY PROGRAM</b>														
Monthly eNews	All	1-Jan	1-Feb	1-Mar	1-Apr	1-May	1-Jun	1-Jul	1-Aug	1-Sep	1-Oct	1-Nov	1-Dec	Monthly eNews that goes
Welcome Series	New constituents	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	
<b>SOCIAL MEDIA PROGRAM</b>														
Article share	FB fans, Twitter													
Fan survey	Ask FB fans for feedback													
YouTube Video post														

# Content

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# Communication Management Success Tips

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- Make a calendar
  - ▶ Be realistic
  - ▶ Be holistic
- Reuse content
  - ▶ Don't reinvent the wheel – use content from email, website or offline
- Pre-schedule social media activities
  - ▶ [www.hootsuite.com](http://www.hootsuite.com)
  - ▶ [www.tweetdeck.com](http://www.tweetdeck.com)
  - ▶ [www.spredfast.com](http://www.spredfast.com)
- Resource
  - ▶ Allot internal resources
  - ▶ Determine who is responsible for specific activities
  - ▶ Schedule time

# Obstacle: Social Media channels are overwhelming

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**Be Likeable**

4





**BOYS & GIRLS CLUBS OF INDIANAPOLIS**

[Home](#) | [About Us](#) | [Programs](#)

BE Great at Boys & Girls Clubs



0:00 / 2:45

## Welcome to The Boys & Girls Clubs of Indianapolis!

The Boys & Girls Clubs of Indianapolis are pleased to announce we are the 2011 Lend a Helping Glove winners. BGCI was happy to accept a \$10,000 donation from the Indianapolis Indians, to help celebrate the 125 years of local professional baseball. A big thanks to Indianapolis Power & Light for their support and to everyone who made this possible.

**Mission:** The Boys & Girls Clubs of Indianapolis believes that every young person deserves to live in a safe, healthy, and positive atmosphere where they can learn, grow, and thrive. We provide a variety of programs and services to help young people reach their full potential.

1. Dedicated Youth programs and services
2. Open Daily - The Clubs are open daily when they have programs
3. Professional Staff providing positive role models and mentorship

**442**  
like this

facebook

Search

## Boys & Girls Clubs of Indianapolis

Non-Profit Organization · Indianapolis, Indiana



Wall

Boys & Girls Clubs of Ind... · Everyone (Top Posts)

Share: [Post](#) [Link](#) [Video](#)

Write something...



### Boys & Girls Clubs of Indianapolis

Come join us at the Lilly Club for the World Wide Day of Play. This event will take place from 4:30 to 6:30 p.m. tonight. Our kids will be playing up a storm, thanks Nickelodeon for the support.

Like · Comment · Share · about an hour ago

4 people like this.

Write a comment...



### Boys & Girls Clubs of Indianapolis

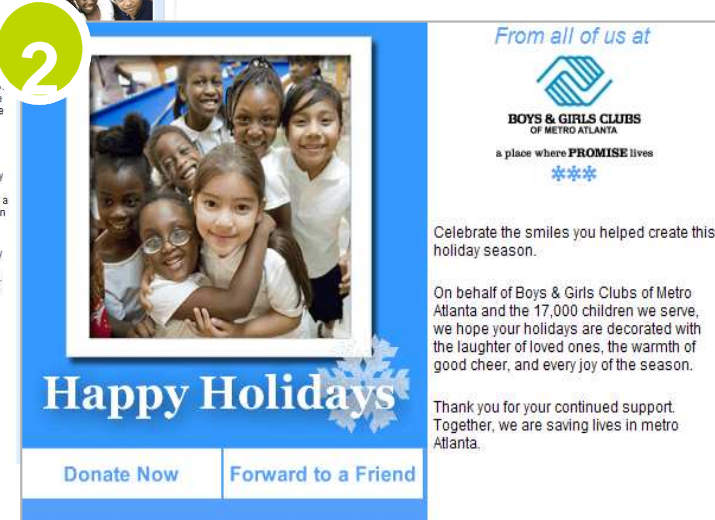
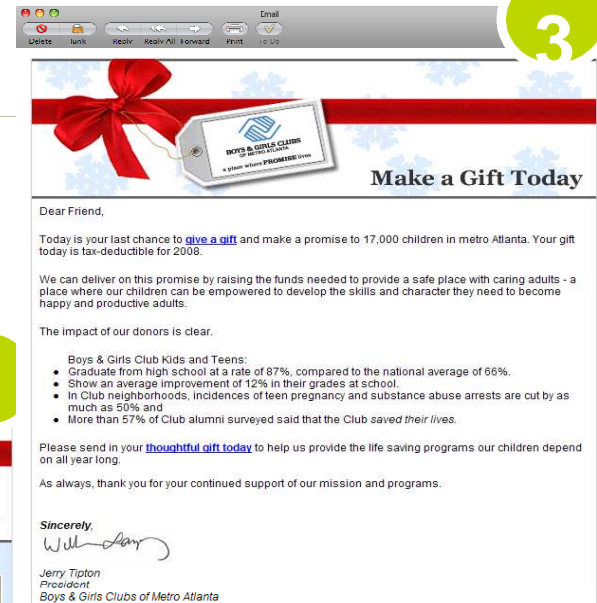
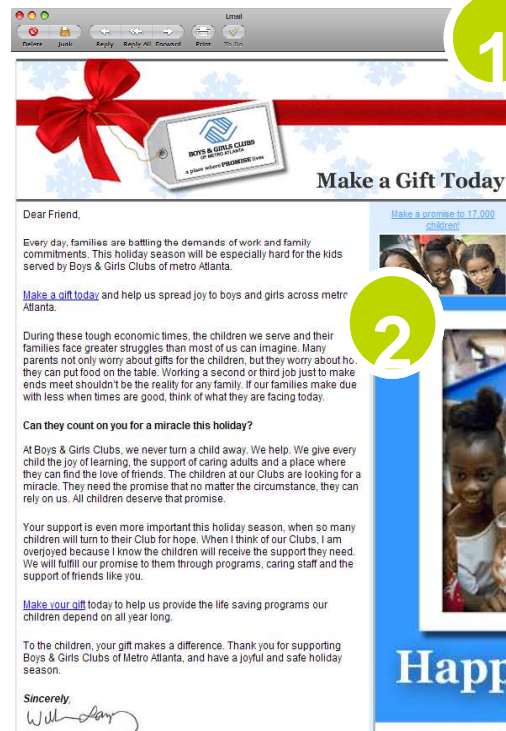
Come see us at the SECC Kickoff and Charity Fair at the Indiana Government Center-South.



Wall Photos

# Obstacle: We want better results

## Be Persistent



# Campaign Approach and Follow Up

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**Message 1**  
\$1,811 Gifts



**Message 2**  
\$1,951 Gifts



**Message 3**  
\$2,900 Gifts

**\$6,912 Total, Almost 4X the initial amount**



BOYS & GIRLS CLUBS  
OF INDIANAPOLIS

Dear System,

This year, times were tough. Parents may have tried to help, but kids often felt the stress of these tough times. Boys & Girls Clubs is more important than ever.

The Boys & Girls Clubs of Indianapolis help struggling parents with a "safe place" after school and provide help from home during the holidays. Over 8,000 kids counted on our help with their homework just to be a kid.

[We need your support to bring joy and security to the kids we serve, who count on the Boys Club as a constant.](#)

We thank you for your belief in us. We encourage you to [give today](#) to help us start great futures in Indianapolis, and is great for everyone.

I hope we can count on you.

Rick Whitten  
Executive Director



BOYS & GIRLS CLUBS  
OF INDIANAPOLIS

Support a child, donate today.

Dear System,

It's not too late! Take advantage of the last few days to get a tax deduction in 2010 - [Make a gift today!](#)

In addition to a tax break, your gift helps us put kids on the path to great futures such as:

- Helping a child struggling in school graduate and make the choice to go on to college;
- Teaching a child right from wrong;
- Encouraging a young person without future aspirations to dream big; and
- Providing a place for a shy child to gain a sense of belonging.

Ultimately, your support helps us provide the boys and girls of Indianapolis structure, stability and a safe place to just be a kid - an investment with positive gains for years to come.

Won't you [give one last gift this year](#) and help us reach even more youth in Indianapolis?

Take advantage of the last few days to get a tax deduction in 2010. Support the Boys & Girls Clubs of Indianapolis.

Wishing you a safe and happy New Year,

Rick Whitten  
Executive Director

# Obstacle: Donor & Constituent churn

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**Be Grateful**

6





*The best source for your  
next gift is the person who  
gave you the last gift.*

# What Donors Say They Get

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- Prompt but impersonal gift acknowledgment
- General appeals with few measurable results

---

Source: Cygnus Applied Research, Penelope Burke



# Online Stewardship

Having trouble viewing this message? [Read it online.](#)



 **Donate Today!**

[Tell a Friend](#)



If you are unable to view the message below, [click here to view this message on our website.](#)



## Thank you!

With your help this past holiday season, we were able to surpass our goals and raise 1.16 million pounds of food and 1.3 million dollars.

We couldn't have done it without you!

Your support has helped to ensure that we are able to provide food and resources this winter to families struggling with hunger.

From the bottom of our hearts, thank you for your generosity!



[Unsubscribe](#) | [Forward to a Friend](#) | [Visit our web site](#)

Daily Bread Food Bank. © 2010 All rights reserved.

# Tax Receipt Microsite

- Multichannel
- Engage donors
- Generate revenue
- Build email list
- High perceived added value



# Social Media



## Daily Bread Food Bank

We are full! Thanks to everyone who volunteered to help conduct surveys in our annual survey this year! Check our volunteer opportunities page at to find out about other ways to help out. <http://www.dailybread.ca/volunteer/volunteer-opportunities>



## Daily Bread Food Bank

We are full! Thanks to everyone

communities. Every year thousands of people across Toronto rely on food banks. As Canada's largest food bank, Daily Bread serves these people through neighbourhood food banks and meal programs.

Like · Comment · Share · February 22 at 9:24am



## Daily Bread Food Bank

Thank you to everyone who donated

Like · Comment · Share · January 15

2 people like this.



## ASPCA

The numbers are in...and they are amazing!



**17K Lives Saved In First Month of ASPCA \$100K Challenge**  
[www.aspcan.org](http://www.aspcan.org)

Like · Comment · Share · 16 hours ago

2,973 people like this.



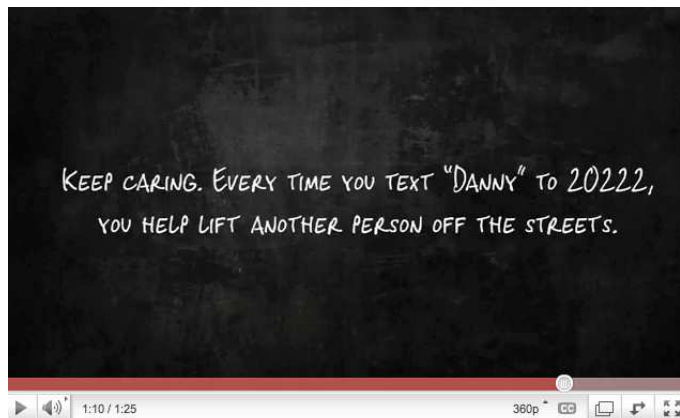
## MLF I Am Here Thank You From Alan and Danny

mlfnw

209 videos



Subscribe







## CF! Residents - WE ARE HERE!

mfnfnow

209 videos

Subscribe



# The Thank You Letter

---

- Prompt
- Accurate
- Sincere & Personal
- Informative
- Tax receipt



Me? I got nabbed for  
"Failure To Send A Thank You Note".

# Thank You!

## Want to learn more?

- Come see me at my booth
- Get a FREE chair massage
- [taylorshanklin@convio.com](mailto:taylorshanklin@convio.com)



## Read a Go! case study

<http://www.convio.com/files/PDFCase-in-Point-SSPCA-approved.pdf>



### CASE IN POINT: SACRAMENTO SPCA

"The nature of the Go! Program was just right for us. We wanted a sophisticated system for online communications and fundraising, yet we couldn't dedicate staff time to start from scratch and reinvent the wheel. Instead, the experienced Go! team guided and supported our existing PR and development staff, helping us raise, in just the first 12 months, nearly twice our investment in the program."

Director of Development  
Sacramento SPCA

The Sacramento Society for the Prevention of Cruelty to Animals (SSPCA) was established in 1894 and is dedicated to ensuring the humane treatment of all animals in the Sacramento area. When the economic recession impacted their region, the SSPCA saw a marked increase in animal intake. But, because of their decision to invest in capacity building, they found themselves ready and able to boost fundraising, too.

Observing the vast sums of money raised through small online contributions from individuals in the 2008 national election cycle, the Sacramento SPCA decided to embrace the online medium for its PR, marketing, and relationship-building strengths, in addition to its fundraising capacity. With limited staff resources, they chose Convio's Go! Program for its expert guidance and precise focus on proven high-impact strategies. After all, they had a record number of animals to place in loving adoptive homes.