

Twitter: @katyaN4G



**Katya Andresen
First panel**

What are we selling vs. what are we giving?



Webgrl, Flickr

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If your feet aren't happy, you're not happy. If you're not happy, we're not happy. So what do we do? We simply make the most comfortable running shoes imaginable. And, well, everyone's happy. 1 800 231 0002

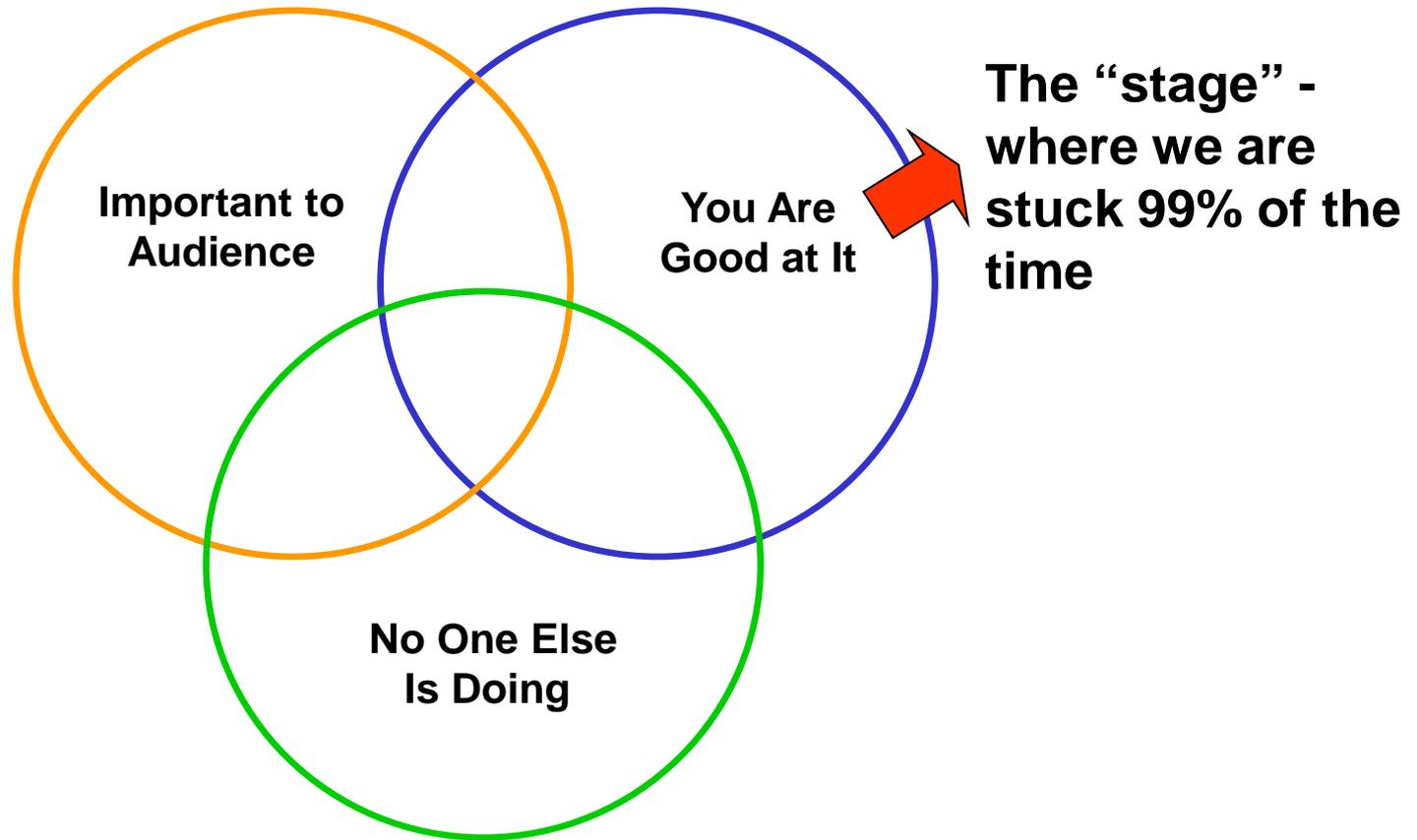
BROOKS
Comfort. Performance. Guaranteed.

Indiana Divisid Association; American Cancer Society; Indiana Division; Indiana Youth Institute.

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

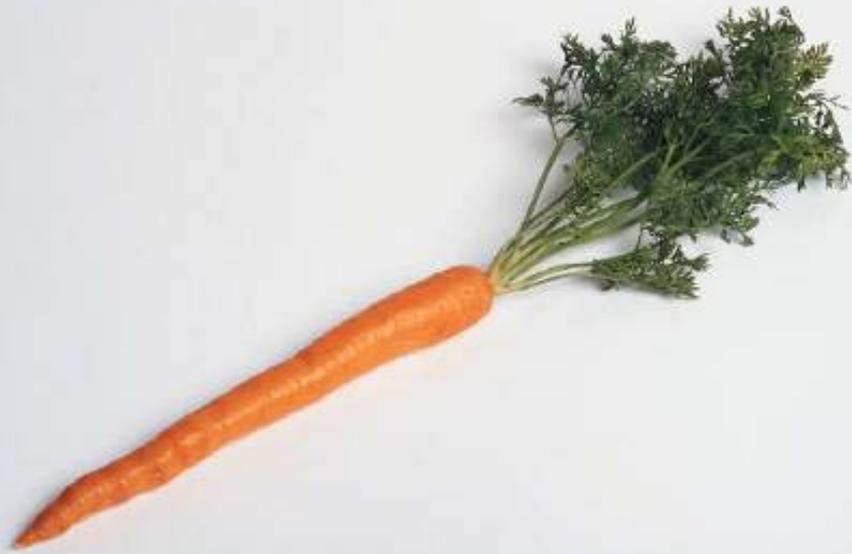


Credit: Inspired in part by Jim Collins



Why me?





What for?





Why now?





Who Says?



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



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**Katya Andresen
Second panel**

eBook: www.fundraising123.org

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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)

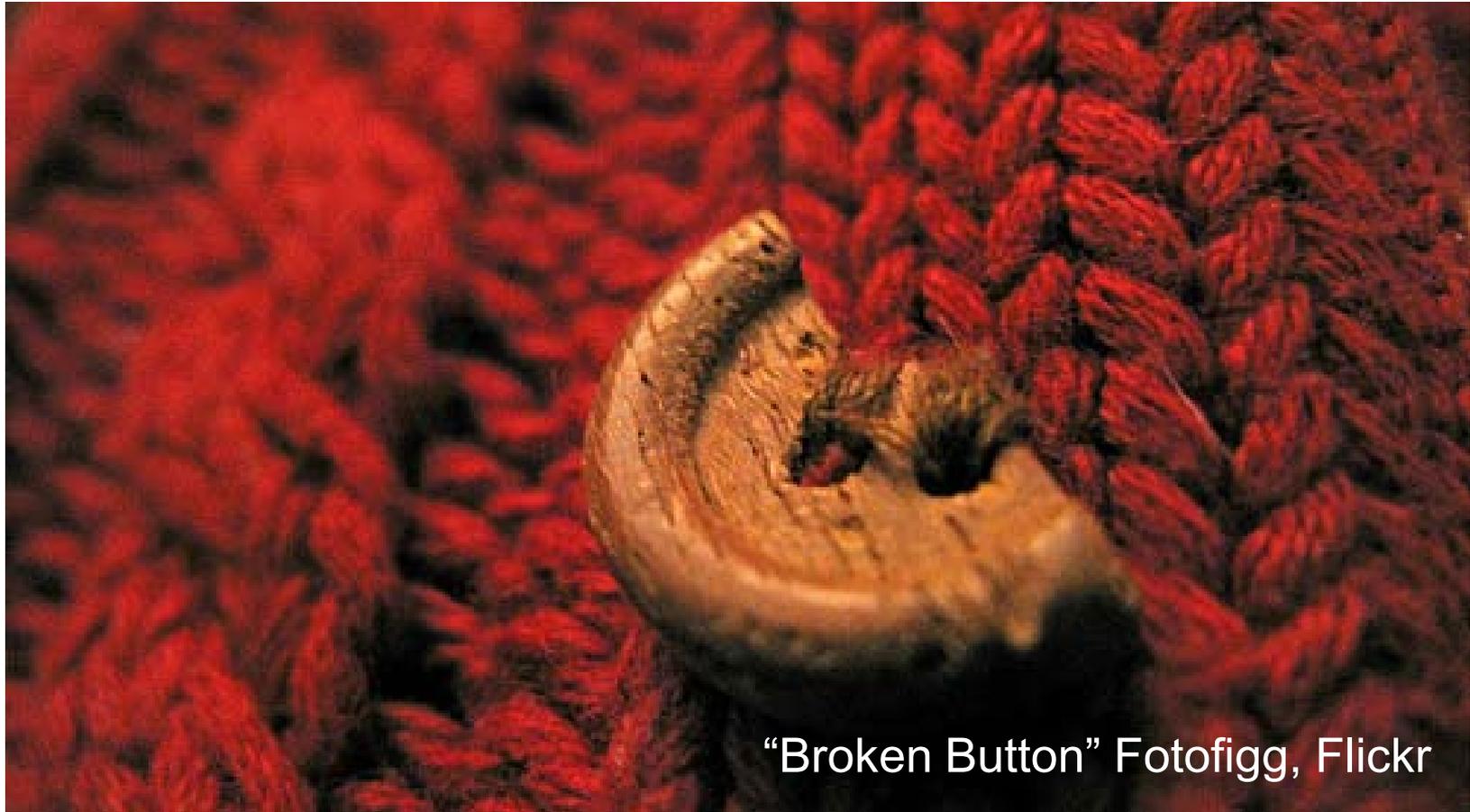


1. You'd better be online.

- 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



Kevin Bondelli,
Flickr

4. Get more tangible.

malaria
NO MORE

Know More... [About MNM](#) [The Disease](#) [The Solution](#) [MNM in the News](#)

Take Action... [Donate Bed Nets](#) [Get Involved](#) [In the Classroom](#)

3,000 CHILDREN WILL DIE TODAY FROM MALARIA

Will you help protect a child?

YES, I'LL DONATE A \$10 BED NET

Send an E-card
Now when you send a card, You save a life.. [Go...](#)

Groundbreaking Report
'We Can't Afford to Wait: The Business Case for Rapid Scale-up'
AVAILABLE NOW!

Students Wanted!
Get your school involved in fighting malaria through school dances. [Go...](#)



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>

