

# Komen Sustained Giving Service Module 2012

Komen VICTORY Webinars  
Launching, Reporting and Analysis



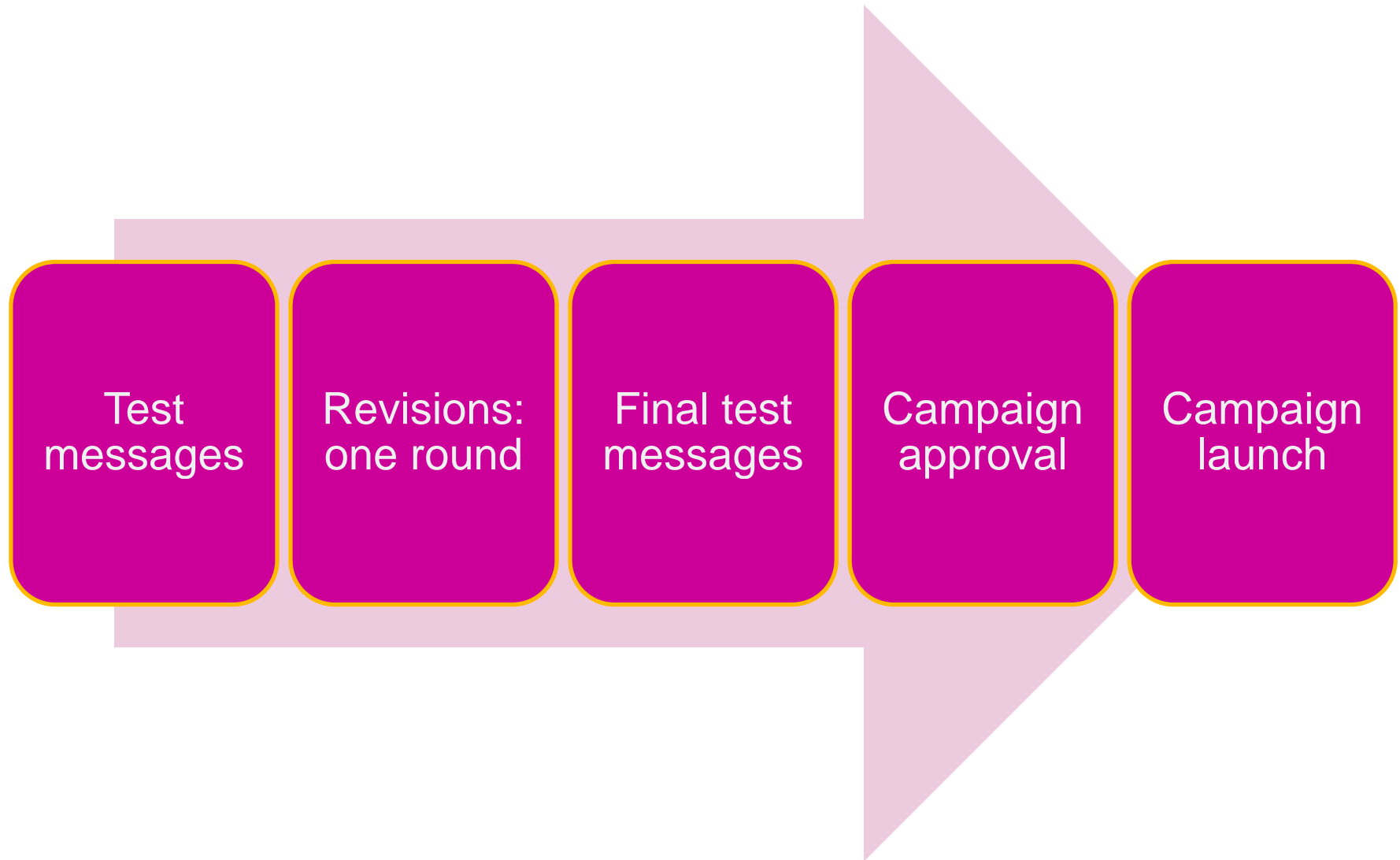
# Today's Agenda

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- Running your campaign
- Measuring success
- Wrapping Up

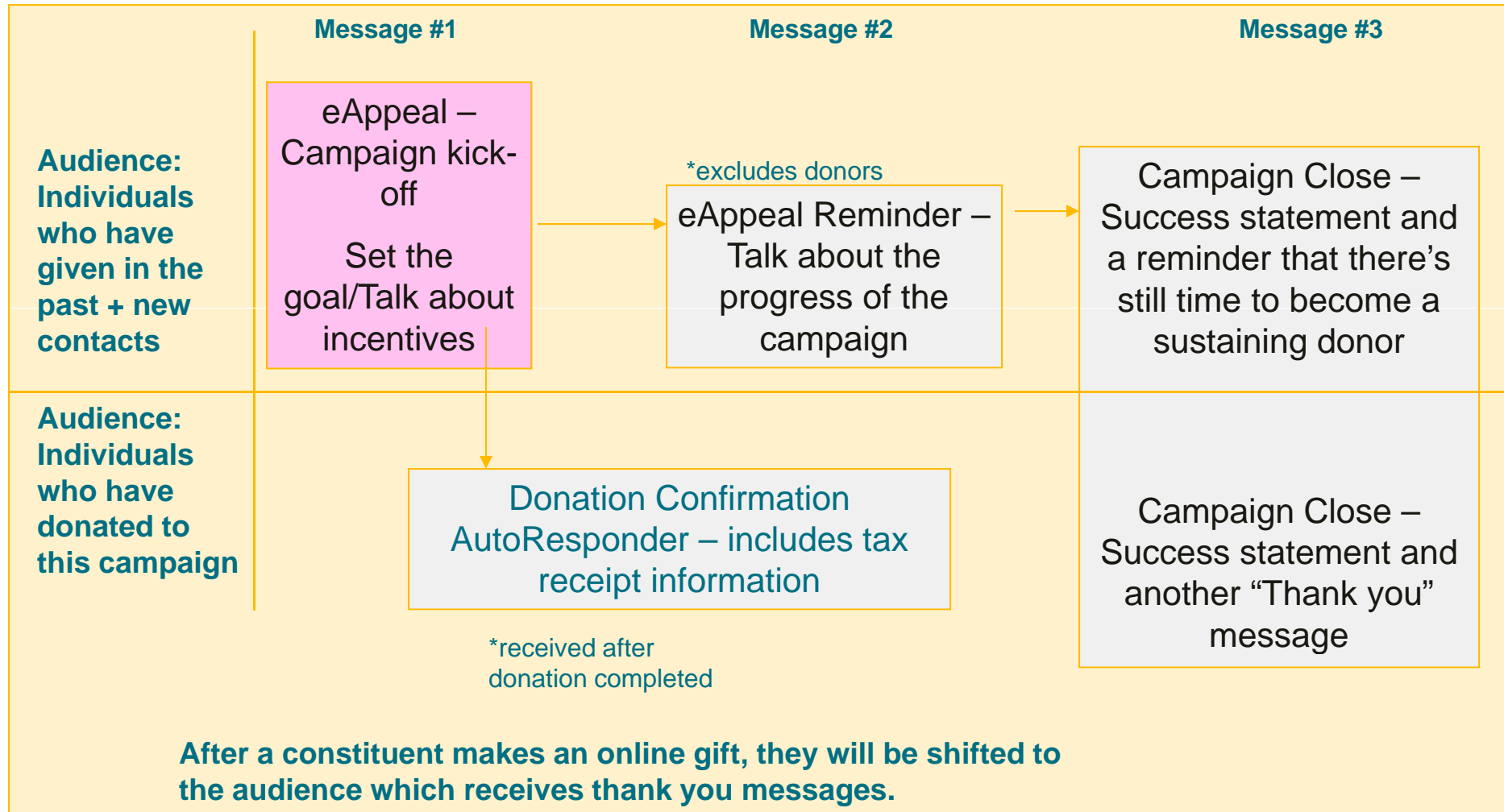
# Launching Your Fundraising Campaign

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# Sustainer Fundraising Campaign Flow



# Message #1 – Kick Off

**susan G. komen**  
FOR THE cure.


[Visit our website](#) | [Forward to a Friend](#) | [Donate Now](#)

For less than \$0.50 a day, you can bring [mission impact statement here].


Our monthly donors are dedicated and compassionate friends who agree to give as little as \$XX a month to provide ongoing support for [programs description].

Please, become a monthly donor today! [\[call to action link to donation form\]](#)

Sincerely,

 Signature

Name of Signer  
Title of Signer



**We Need Your Monthly Support**

[Click here to Learn More](#)

**GIVE MONTHLY ▶**  
**\$10** /mo

**GIVE MONTHLY ▶**  
**\$25** /mo

**GIVE MONTHLY ▶**  
**\$50** /mo

POWERED BY  
**convio**

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## Kick Off Message



- Send: Week 1 of campaign - pick your start date

### Suggested audience:

- Housefile
- Suppress any groups who may get other messaging (i.e. current sustaining donors)

You automatically have a group in your Constituent360 database of all individuals who have become monthly donors as part of this campaign: Titled “**Affiliate Name** Sustaining Campaign 2012”

# Message #2 – Reminder

Dear System,

[1-2 sentence description of the problem you're working to address]

[\[Call-to-action link to donation form\]](#)


[2-3 sentences describing background and history of the problem you're addressing]

Your donation today will allow us to [impact statement]. It doesn't take much to [make a difference]:

- \$XX will pay for [impact statement]
- \$XX covers the cost of [impact statement]
- \$XXX allows us to [impact statement]


I hope we can count on your support!

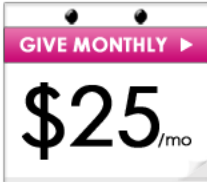
Sincerely,

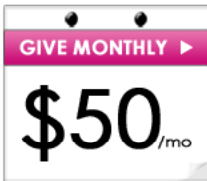
 Signature


Name of Signer  
Title of Signer



P.S. [Tell a friend about this campaign](#) and help us [impact statement].

 **GIVE MONTHLY** ▶  
**\$10**/mo

 **GIVE MONTHLY** ▶  
**\$25**/mo

 **GIVE MONTHLY** ▶  
**\$50**/mo

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## Reminder Message

- Send: Follow up 1 to 2 weeks after kick off message

### Suggested audience:

- Housefile
- Suppress donors who have given to this campaign
- Suppress any groups who may get other messaging (i.e. current sustaining donors)

# Message #3a – Last Chance



Dear System,

Don't miss your chance to join our monthly donor program, there's still time. Your monthly gift can have [impact statement].

With the generous support of our donors this year, we can:


- List of programs/activities in upcoming year
- List of programs/activities in upcoming year
- List of programs/activities in upcoming year

Your monthly gift will help us all year long with the challenging work we face.


Won't you [join our monthly donor program today](#) and help us make [impact statement]?



As always, thank you for your continued partnership.

Sincerely,

 Signature

Name of Signer  
Title of Signer

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## Last Chance Message

- Send: One week after reminder message

## Suggested audience:

- Housefile
- Suppress donors who have given to this campaign
- Suppress any groups who may get other messaging (i.e. current sustaining donors)

# Message #3b – Donor Thank You



## Donor Thank You Message

- Send: One week after reminder message

### Suggested audience:


- Donors who gave to this campaign
- Think about creating a second version of this that can go to sustaining donors you already had on file - stewardship



# Promote, Promote, Promote

Campaign Promotion

**We Need Your Monthly Support**



**Donate Today**

Copy this code and paste it on your website to create a campaign area.

```
<!--begin cvo snip camp--><a href="http.
```

Select code snippet > Copy (ctrl + c) > Paste (ctrl + v) into web page with WYSIWYG turned off  
Open Help Desk ticket if need help

Use Snippet on CMS web pages: Promote on your homepage (affiliate spotlight or homepage banner), Make a Donation page, and more!

Snippet is a Pagebuilder page

- Find Your Snippet:  
[http://affiliate.info-komen.org/site/PageServer?pagename=XXX\\_convio\\_snippets](http://affiliate.info-komen.org/site/PageServer?pagename=XXX_convio_snippets)
- For example: [http://phoenix.info-komen.org/site/PageServer?pagename=PHX\\_convio\\_snippets](http://phoenix.info-komen.org/site/PageServer?pagename=PHX_convio_snippets)



Tweet, post, blog, connect

# Today's Agenda

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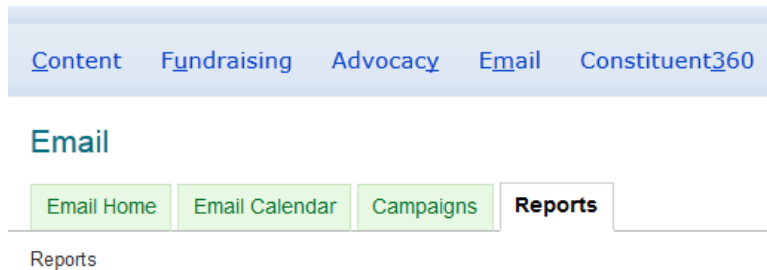
- Running your campaign
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# Report

## Email Campaign Reporting

Email > Email Campaigns > Reports tab

- Campaign Performance Reports(overall campaign results)



Email > Email Campaigns > Campaigns tab > “Manage” sustaining campaign > Reports tab

- Message Performance Reports

The screenshot shows the 'Email' navigation bar with links: Content, Fundraising, Advocacy, Email, Constituent360, Library, and Data M. Below this, under the 'Email' section, there are tabs: Email Home, Email Calendar, Campaigns, and Reports. The 'Campaigns' tab is highlighted with a green background. A mouse cursor is hovering over the 'Campaigns' tab, and a pink arrow points from the 'Reports' tab in the previous screenshot to this 'Campaigns' tab. Below the tabs, there is a section titled 'Campaigns' with a sub-section 'Manage' and a 'Reports' tab. The 'Reports' tab is highlighted with a green background. A pink arrow points from the 'Reports' tab in the previous screenshot to this 'Reports' tab. To the right of the 'Campaigns' section, there is a 'Related Actions' section with links: Edit this campaign, Send a message, Setup a recurring delivery, and Run an A/B test. Below this, there is a 'Create a new message' button and a 'Draft Messages' section. The 'Draft Messages' section contains a table with columns: Message Name, Actions, and Last Modified. The table lists four messages: Message #3b: Thank You - Donors, Message #2: Reminder, Message #1: Kick-off, and Message #3a: Last Chance - Non-Donors. Each message has an 'Edit' link in the Actions column. The footer of the page shows '©2009 Corvus, Inc. | Page |'.

Message Name	Actions	Last Modified
Message #3b: Thank You - Donors	<a href="#">Edit</a>	Apr 16, 2012 2:12:43 PM
Message #2: Reminder	<a href="#">Edit</a>	Apr 16, 2012 1:57:15 PM
Message #1: Kick-off	<a href="#">Edit</a>	Apr 16, 2012 1:45:39 PM
Message #3a: Last Chance - Non-Donors	<a href="#">Edit</a>	Apr 16, 2012 2:03:55 PM

# Report

## Donation Campaign Reporting

Fundraising > Donation Management> Donation Reports tab

- Donations by transaction > filter by campaign and form

### Donation Management

Online Giving   Donation Classic   Pending Contributions   Sustaining Gifts   Designa

#### Donation Reports

Refresh Report List

#### Create a new report:

-- Select one of the available report types  
-- Select one of the  
Donations By Payment  
Donations By Donor  
Donations By Transaction

This is a list of all the donor  
appropriate link in the Ac

1. Security Categories
2. Campaign Filtering
3. Form Filtering
4. Payment Filtering
5. Source Filtering
6. Gift Filtering
7. Premium Filtering
8. Group Filtering
9. Date Filtering
10. Membership Types
11. Configuration Summary

#### 1. Donation Campaigns:

Select one or more donation campaigns for this report. The donation campaigns that you select will c

- ☐ All available donation campaigns
- ☐ All active donation campaigns
- ☒ Specific donation campaigns selected here:

All Selections		Your Selections
Active		Active
DAL - 2012 Dallas County Race ...		DAL_Dallas County Affiliate - ...
DAL_2011 Dallas County Affilia...		
DAL_Dallas Affiliate 2011 End ...		
DAL_Dallas County Affiliate - ...	<input type="button" value="Add &gt;&gt;"/>	
DAL_Dallas County Affiliate - Ge...	<input type="button" value="Add All &gt;&gt;"/>	
DAL_Dallas County Affilia...		
DAL_Dallas County Affiliate - Sustained Giving 2012		
DAL_Dallas County Affiliate - Pe...		
Honor Your Mother Campaign		
	<input type="button" value="Remove"/>	
	<input type="button" value="Remove All"/>	

or [Cancel](#)



# Manage Sustaining Donors

Fundraising> Donation Management> Sustaining Gifts tab

- Edit gifts if donor calls and needs to make change
- Review details of individual sustaining donors' gifts

The screenshot shows the Convio LUMINATE Fundraising interface. The top navigation bar includes 'Content', 'Fundraising', 'Advocacy', and 'Email'. The 'Fundraising' tab is active, and a dropdown menu is open, showing options like 'TeamRaiser', 'Donation Management', 'Transactions', 'eCommerce', 'Personal Fundraising', and 'Service Center'. The 'Donation Management' option is highlighted. Below this, the 'Sustaining Gifts' tab is selected in a row of tabs that also includes 'Donation Classic', 'Pending Contributions', 'Designated Giving', 'Membership Types', and 'Donation Reports'. A search bar is visible with the text 'Search sustaining gifts matching this criteria.' and a dropdown menu showing '--No Selection--'. A pink arrow points from the 'Donation Management' dropdown to the 'Sustaining Gifts' tab. Another pink arrow points from the 'Sustaining Gifts' tab to the 'Records' section below. The 'Records' section shows a table with columns: Name, Donation Form, Action, Amount, Period, End Date, and Last Payment Date. The first record is 'D&L Dallas County Affiliate General Donations' with an amount of '\$25.00' and a period of 'Annual'. The page footer includes '©2009 Convio, Inc. | Page 13' and logos for 'cure' and 'MOVE PEOPLE'.

Convio LUMINATE

Content Fundraising Advocacy Email

Centers

Center List

Center List >

TeamRaiser

Donation Management

Transactions

eCommerce

Personal Fundraising

Service Center

DAI Dallas County Affiliate

Management

Donation Classic Pending Contributions Sustaining Gifts Designated Giving Membership Types Donation Reports

List

Search for all sustaining gifts using one or more search fields below. From here, you can review sustaining gifts, cancel them, skip a payment, change the payment date or modify the billing information associated with the gift.

Search sustaining gifts matching this criteria.

First Name:

--No Selection--

Donation Management

Online Giving

Donation Classic Pending Contributions Sustaining Gifts

Campaigns

Records 1 - 5 of 5 First Previous Next Last

Search Show All

Page 1 of 1 To Page

Name	Donation Form	Action	Amount	Period	End Date	Last Payment Date
D&L Dallas County Affiliate General Donations			\$25.00	Annual	No End Date	Feb 14, 2011

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cure

MOVE PEOPLE

# Today's Agenda

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# Program Wrap Up

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- Thanks for joining us in the program
- **Cut off to send in edits for your campaign: Friday, April 27**
- **Cut off to have our team schedule your campaign for you: Friday, May 4**
- If you don't plan to send us edits or have us schedule your messages, we also need to know that.



# Q&A

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