

Komen Sustained Giving Service Module 2012

Komen VICTORY Webinars
Kick off – March 14, 2012



Welcome!

- Thank you for choosing to partner with us
- We're excited to welcome you into the Service Module program – we are committed to helping you succeed
- Convio has served over 1,200 non-profit clients – this program builds on what we've learned along the way
- Our 50-member interactive agency is one of the largest and most skilled in the country

We are ready to start working with you!

Today's Agenda

Introductions

- Goals: What we hope to achieve together in the next four months
- Timeframe: Overview of key program milestones
- Roles & Responsibilities: Who does what in the course of the program
- Online Sustained Giving: Key Trends
- Next Steps: Getting started

Your Convio Team

Taylor Shanklin
Consultant



Danielle Johnson
Consultant



Today's Agenda

- Introductions

Goals: What we hope to achieve together in the next two months

- Timeframe: Overview of key program milestones
- Roles & Responsibilities: Who does what in the course of the program
- Online Sustained Giving: Key Trends
- Next Steps: Getting started

Two-Month Goals

- Launch a multi-message, coordinated sustainer campaign
- Increase total # of sustaining donors
- Benchmark our results against our peers and other non-profits
- Learn the fundamentals of online fundraising for non-profits
- Build capacity in how to effectively use your Convio tools

Today's Agenda

- Introductions
- Goals: What we hope to achieve together in the next two months

Timeline: Overview of key program milestones

- Roles & Responsibilities: Who does what in the course of the program
- Online Sustained Giving: Key Trends
- Next Steps: Getting started

Timeline Detail & Key Milestones

Timeline	Focus	Your Tasks
March 14 th	Kick-off Webinar	Attend or watch recording
March 21 st	Campaign Theme Brainstorm	Bring your concepts to discuss; write your narrative
March 28 th	Writing for the Web & Campaign Guide	Based on your theme & narrative, write your appeals
April 11 th	Final Campaign Q&A	Finish planning your EOY campaign using the guide
April 25 th	Reporting & Benchmarks	Start tracking your results

Additional Key Dates

Guide due: 3/30/12

Campaign review and revisions: 4/16/12 - 4/20/12

Campaigns launch: 4/23/12 – May

Today's Agenda

- Introductions
- Goals: What we hope to achieve together in the next two months
- Timeline: Overview of key program milestones

Roles & Responsibilities: Who does what in the course of the program

- Online Sustained Giving: Key Trends
- Next Steps: Getting started

What's Included?

- Five webinars
- A proven calendar of activities
- Coaching to meet your deadlines
- Production of all campaign content
- Benchmarking of peer Affiliates

All Luminate Online (COM) elements are all based on best-practices templates with configuration options designed to get your campaign up and running quickly

Building Your Campaigns

Komen HQ/Convio's Responsibilities:

- Provide five calls to help:
 - Create campaign theme
 - Renew campaign structure
 - Manage and setup campaign
 - Deliver scheduling
 - Reporting and Benchmarking
- Production of campaign upon receiving your guide submission
- Provide benchmark report and analysis upon completion of the program

Affiliate Responsibilities:

- Attend five calls
- Complete campaign guide
- Test & review campaign
- Post your questions in our Komen sustainer community:
<http://community.convio.com/t5/Sustained-Giving/bd-p/KomenSustainedGiving>

Webinars & Expert Office Hours

- Virtual Classroom setting: Best Practices, Q&A, etc.
- Campaign concept and brainstorming exercises
- Keep your online program top-of-mind

The screenshot displays a webinar interface. On the left, a sidebar lists attendees: Adam Lemmon, Patrick Hansen, CCBF, Chipper, Dial in, Erin Zisser, Jennifer, and John DeWille. Below the list is a chat window with a message about periodic spikes in unsubscribe rates. The main content area features a large blue arrow pointing right, containing four steps: 'Test messages', 'Revisions: one round', 'Final test messages', and 'Campaign approval'. The title 'Launching Your Fundraising Campaign' is at the top. On the right, a smaller window shows the 'Donation Management' interface of the 'Hope & Heroes Children's Cancer Fund'. It includes a 'Donation Forms List' table with columns for Name, Actions, Status, User Category, Publish Schedule, Unpublish Schedule, and Summary. The table shows one record for the '2008 End of Year Fundraising' form.

Name	Actions	Status	User Category	Publish Schedule	Unpublish Schedule	Summary
2008 End of Year Fundraising Form ID: 1400 unrem-unsub	Preview Edit Copy Publish	Published	General	12/01/2008 4:58 PM	No schedule set	Created: 12/01/2008 4:55 PM by convio

Your End-of-Year Case for Support

	Present	Future
Positive	Opportunity	Vision
Negative	Crisis	Risk

Source: "The Influential Fundraiser" – Bernard Ross & Clare Segal, 2009

© 2009 Convio, Inc.



Staying in Touch: Convio Community



Taylor Shanklin | SIGN OUT | MY SETTINGS | HELP | SWITCH USER



COMMUNITY

LEARN

RESOURCES

convio > Komen

Community

Komen

TITLE

Komen General Q&A

Latest Topic - What are you trying new this year for your EOY cam...
Latest Post - What are you trying new this year for your EOY cam...

Sustained Giving

End of Year Fundraising

Latest Topic - EOY Service Module: 1/11 Reporting Walkthrough Cal...
Latest Post - Re: EOY Service Module: 1/11 Reporting Walkthrough...

Race for the Cure & Events

Dedicated area for the Convio Service Module Program

- Program Materials
- Conference Call Information
- Campaign Examples
- Extended Discussions
- Peer Networking
- Expert Moderators

Komen
FOR THE
cure.



Need Additional Help – Submit a Ticket

Affiliate Corner > Site Quick Links > Support Request – VICTORY

- Select what your request is related to and Submit



- Complete the form and Submit



VICTORY Support Request



What is your request related to? *

Convio CMS/Website

Select category

Please select...

What are you trying to accomplish?

What is the URL (constituent or admin facing) related to the request?

Provide specific constituents, forms, group names, etc. involved in the request.

Please provide specific steps to reproduce the problem:

Attach and submit any additional information (screen shots, reports, examples, etc.)

Today's Agenda

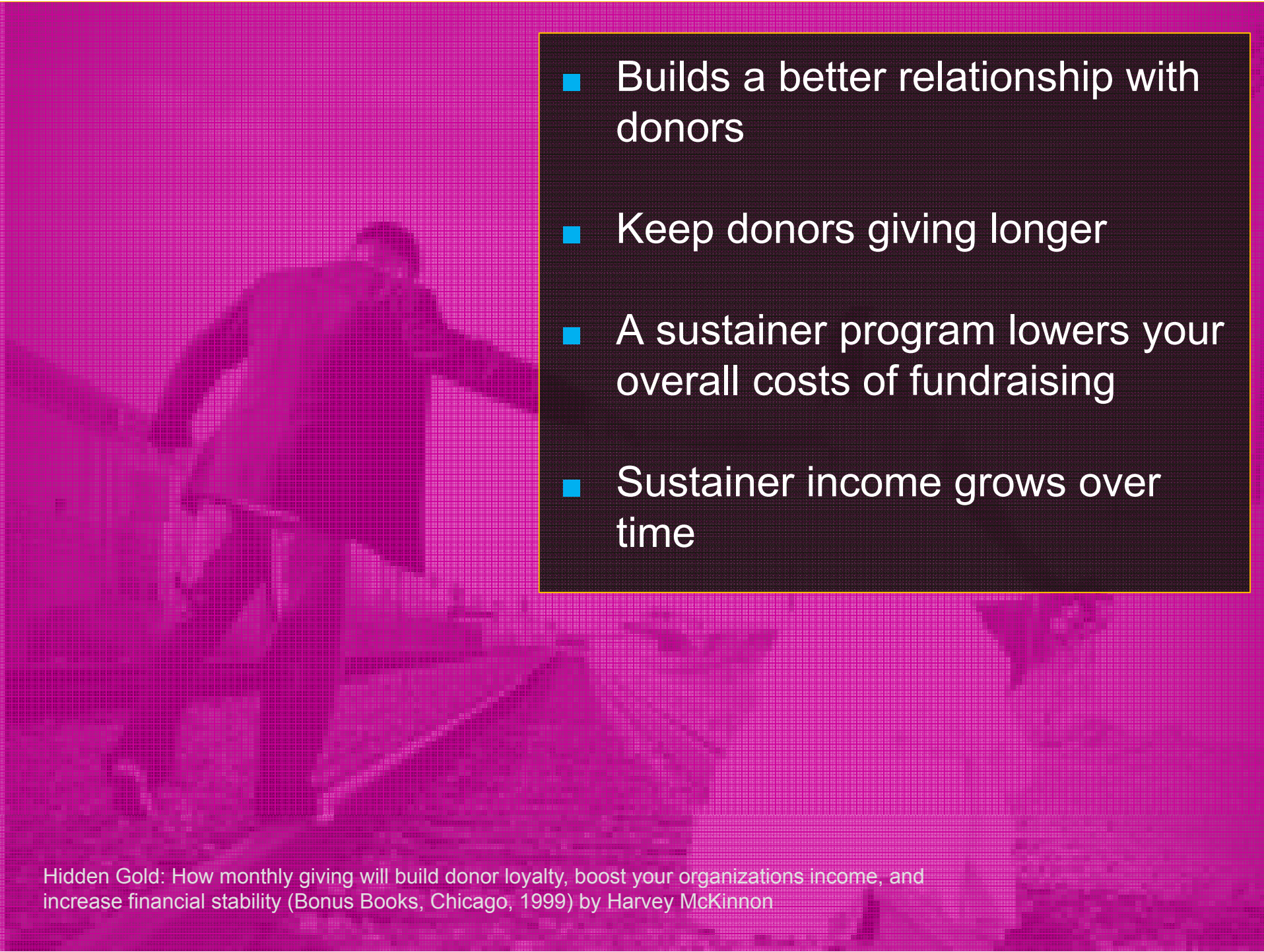
- Introductions
- Goals: What we hope to achieve together in the next two months
- Timeline: Overview of key program milestones
- Roles & Responsibilities: Who does what in the course of the program

Online Sustained Giving: Key Trends

- Next Steps: Getting started

Why Sustained Giving?

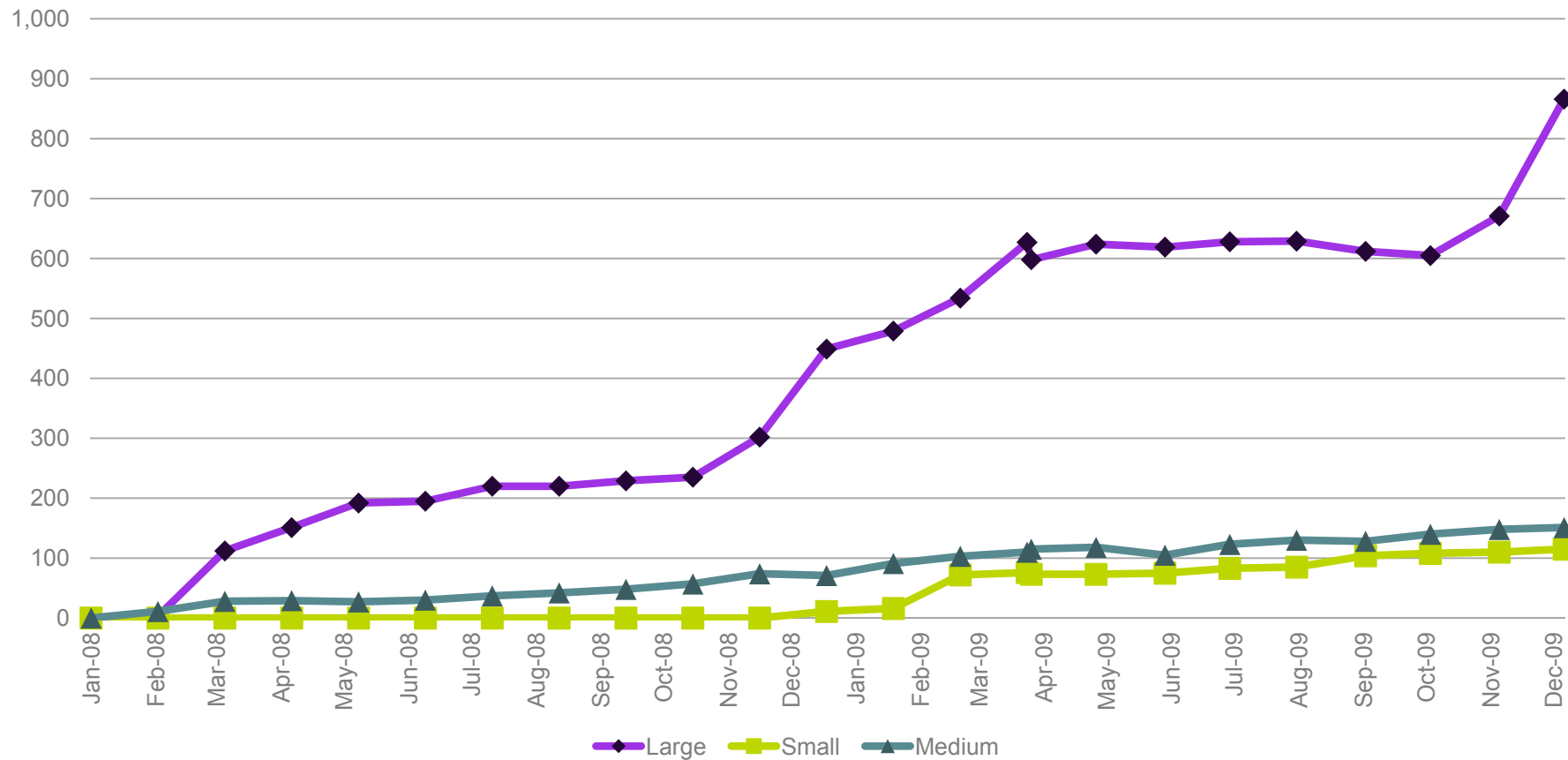
- Lifetime value of a sustainer is ALWAYS higher
 - Typically a donor who contributes two \$25 gifts per year, for a total of \$50, will sign up for monthly giving at \$10 a month. Which increases annual gift to \$120
- Generates predictable revenue
- Retention is significantly increased
- Sustainer program is a strong 2nd gift strategy
- Sustainers are strong Planned Giving prospects

- 
- Builds a better relationship with donors
 - Keep donors giving longer
 - A sustainer program lowers your overall costs of fundraising
 - Sustainer income grows over time

Hidden Gold: How monthly giving will build donor loyalty, boost your organizations income, and increase financial stability (Bonus Books, Chicago, 1999) by Harvey McKinnon

Building a Sustainer Program

New Sustaining Gifts (Cumulative)
January 2008 to December 2009



Online Sustained Donor Trends

- Average Online Lifetime Value \$646
- Average Online Lifetime Transaction Count 14
- Average Monthly Amount \$38
- Takeaway: Most gifts will be at the \$25 range. But, don't be afraid to include one or two "high" giving levels (e.g., \$100)

Data represents 4 organizations and accounts for only online activity of current active sustainers who have a sustained gift in the last 30 days.

Sustainer Giving: Overview

- Convio sustainer giving option already built into your baseline giving form.
- Timeframe of giving commitment is “ongoing” – average duration for this kind of gift is 10 months
- Donors can access a Service Center to modify their billing information, discontinue payments, modify their gift amount, etc.
- Sustainer programs should be branded and carry special benefits, premiums, etc.

**Just \$15 a month can change
the life of a hurting child.**





Formerly Named
America's Second Harvest

[Donate Now](#) |
 [Food Bank Locator](#) |
 [Advocate Now](#) |
 [Contact Us](#)

HOME
ABOUT US
WHO WE HELP
HOW WE WORK
HOW TO HELP
WHO HELPS US
LEARN ABOUT

How to Help:

 Donate Funds

 Donor Service Center

 Donor FAQs

 Legacy Giving

 Monthly Giving

 One-Time Gift

Harvesters

You can help fight hunger all year by becoming a Harvester monthly partner which in turn, helps us to better serve those who need us most.

Here are just a few reasons why you should consider becoming a Harvester:

- The Harvesters program allows us to plan for the year ahead, budget sure our Network always has a supply of food
- Every \$1 of your monthly gift will help provide 20 pounds of food through food rescue organizations



A monthly investment of just \$10.40 per supporter—or \$20.80 per family—will help take the FairTax to the next level in 2008...and beyond!

Become a Member Now ▶

Fund Transfer?

Q2

Q2

next?

mailto:used for my automatic monthly donation? month? web? gram?

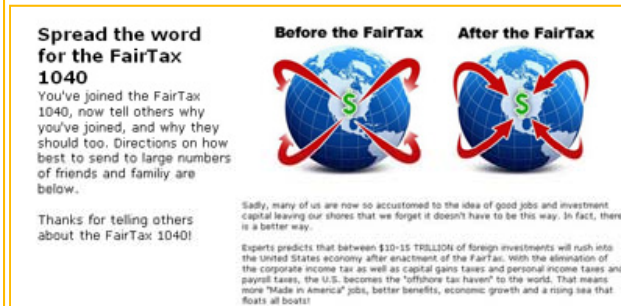
atic Fund Transfer?

Partners in Ministry Program

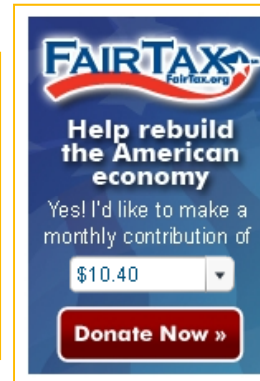
Sustainer Giving: FairTax 1040



Welcome series emails



eCards and Tell-a-Friend



Web 2.0 banners



Site home page



1 Gift & Payment Information 2 Review

Want to build a better America? Become a FairTax 1040 Member now. By joining our fight for tax fairness, you can join our army which is working to take back Washington and unleash the American economy to create a better, stronger country for you love. Join the fight today!

Monthly Giving Program

Select a Monthly Gift Amount:

☒ \$20.00 - 1040 Membership per household

☐ \$10.40 - 1040 Membership per person

Billing Information

Title:

*First Name:

Middle Name:

*Last Name:

Suffix:

*Street 1:

Street 2:

*City:

*State/Province:

*ZIP/Postal Code:

Country:

*Email Address:

☒ Yes, I would like to receive communications from this organization

☒ Remember Me

Payment Information

Credit Card Type:

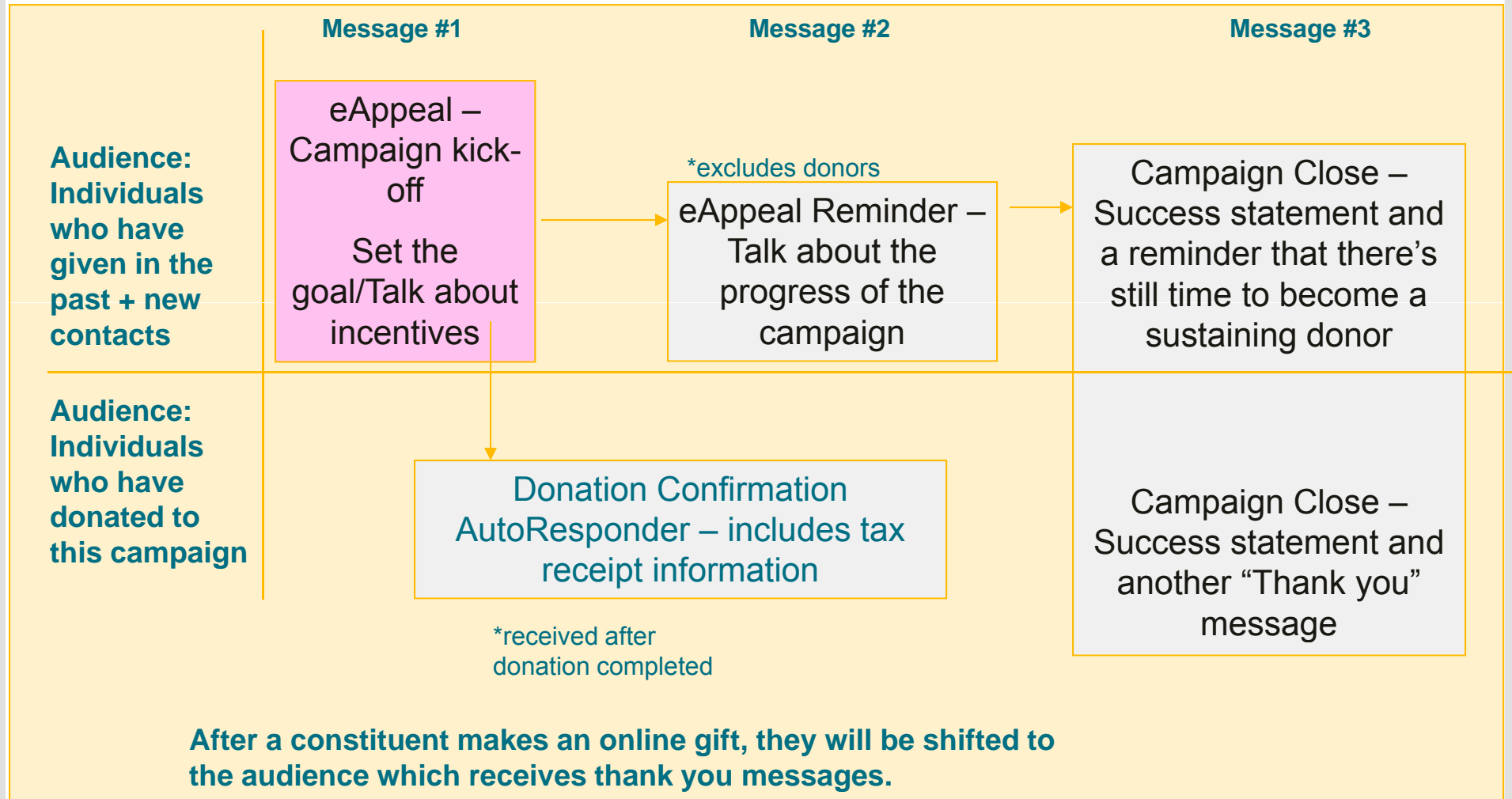
*Credit Card Number:

*CVV Number:

*Expiration Date:



Sustainer Fundraising Campaign Flow



Sustainer Campaign Benchmarks

Sustainer eAppeal (average of 3 msgs)

- Open Rate: 18%
- Click-Through Rate: 0.92%
- Response Rate: 0.55%
- Average Gift: \$60


On average, for every 1,000 usable email addresses:

- Acquired 5 sustaining donors (5.5)
 - \$330 in monthly contributions

Based on Convio GO Clients who have launched Sustainer campaign in same manner

Selling and Sustaining Your Program

Brand Your Program



FAIRTax
FairTax.org
1040

A monthly investment of just \$10.40 per supporter—or \$20.80 per family—will help take the FairTax to the next level in 2008...and beyond!

[Become a Member Now ▶](#)

Make a difference for
Lauren and Valeria from
Montevideo, Uruguay



ORT
AMERICA
CHAMPIONS

Become an
ORT CHAMPION [Now ▶](#)



Be a Hero for a Hero
Monthly donation program.
[Donate now »](#)

BECOME AN ADL GUARDIAN
Your Monthly Gift Sustains Our Work



- Give your monthly partners the feeling of belonging to something special

Project Pet Example

- Promotes “25 for Life” monthly donor program
- Branding consistent online & offline

Having trouble? [View this message on our website.](#)



Project Pet

Save life, give love.

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

For less than \$1 a day, you can help Project Pet save some of the 53 homeless pets killed each day in our local shelters.

Of the 23,000 dogs and cats that enter municipal shelters each year in Richland and Lexington Counties, 85 percent are euthanized. The majority of these are healthy, happy pets ready for a new home, and many are purebreds.

Our monthly donors are dedicated and compassionate friends who agree to give as little as \$25 a month to help us rescue healthy, adoptable pets from death row.

Please, become a monthly donor today!

25 FOR LIFE



We Need Your Monthly Support

[Click here to Learn More](#)



\$25 Monthly



\$50 Monthly



\$100 Monthly

POWERED BY




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

P.O. Box 1777 Columbia, SC 29202
Phone: (803) 407-0991 | Fax: (803) 407-0996
Pet Project © 2010 All rights reserved.

A Kid Again Memory Maker Example

- Promotes Memory Maker Program
- Drives Constituents to a sustainer donation form
- Giving levels tied to impact

Having trouble? [View this message on our website.](#)



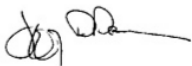
Become a Memory Maker Today!

The decision you make today could change a child's life forever. By becoming a Memory Maker monthly supporter, you will provide funds to help us serve children and their families who are much in need of respite time away from the hospitals and treatments.

For less than \$0.85 a day, you can bring laughter, joy, normalcy and supportive networking opportunities all year round for a child with a life threatening illness.


Please, become a monthly donor today! [Join the Memory Makers Club](#)

Sincerely,




Jeffrey D. Carrion
C.E.O.

Celebrate 2010




\$10 Monthly

Provide 1 year of adventures for a child




\$25 Monthly

Provide 1 year of adventures for a family




\$100 Monthly

POWERED BY 

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

Home Office: 6883 Oak Creek Drive Columbus, OH 43220 tel: 1.800.543.0735
A Kid Again ©2010 All rights reserved.



Home Login Register Helpful Links Contact Us

DONATE GET INVOLVED ENROLL A CHILD

About Us Chapters For Our Families Supporters Photos Connect with Us


Greater Cincinnati Chapter - Become a Memory Maker Today!

The decision you make today could change a child's life forever. By becoming a Memory Maker monthly supporter, you will provide funds to help us serve children and their families who are much in need of respite time away from the hospitals and treatments.

A Kid Again has been ranked a three star charity by Charity Navigator and meets all 20 BBB standards. [Read about our FINANCIAL REPORTING >](#)

To make a tax-deductible online donation right now to A Kid Again, please fill out and submit the form below.

To make a gift by mail, please send your check made out to A Kid Again to 8595 Beechmont Ave. Suite #301, Cincinnati, OH 45255.



Gift Information

* Select Gift Amount:

☐ \$10.00 Monthly
☐ \$25.00 Monthly
☐ \$50.00 Monthly
☐ \$100.00 Monthly
☐ Choose your monthly amount (\$5 minimum)

Billing Information

Title:

* First Name:

Middle Name:

* Last Name:

Suffix:

* Street 1:

Street 2:

* City:

State/Province:

ZIP/Postal Code:

Country:

* Email Address:




☒ Yes, I would like to receive communications from this organization.

☐ Yes, this is an honor or memorial gift.

Make Your Gift in Honor or in Memory of Someone

☐ Yes, this is an honor or memorial gift.


Payment Information

Credit Card Type:   

* Credit Card Number:


* CVV Number: What is this?

* Expiration Date: 03/2010 12/2010




ABOUT SSL CERTIFICATES

[Cancel](#) [Process](#)

POWERED BY 

CHARITY NAVIGATOR

2009 Copyright A Kid Again
a 501(c)(3) nonprofit organization.
Privacy Policy



Allow Sustainers to Manage Their Gifts



Campaign Details

Donation Campaign: Convio Go! Sustained Giving
Donation Form: Go! 2009 Sustained Giving Campaign
Donation Level: Donor Entered Amount

Gift Payment Date Information

First Gift Payment: Sep 3, 2009
Most Recent Payment: Oct 3, 2009
Date Cancelled: Nov 3, 2009

Payment Amount

\$10.00

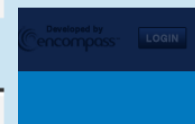
Payment Interval

Monthly

Payment Method

Credit Card Number: *****5696
Credit Card Exp. Date: 08/2011

[Return To List](#)



onvio
MOVE PEOPLE™

The Nature Conversancy

A Multi-Message Sustained Giving Example

Friends of The Nature Conservancy



The mission of The Nature Conservancy is to preserve the plants, animals and natural communities that represent the diversity of life on Earth by protecting the lands and waters they need to survive.

[Home](#)
[How We Work](#)
[Where We Work](#)
[News Room](#)
[About Us](#)
[My Nature Page](#)

How You Can Help

[Donate Online](#)
[Become a Member](#)
[Monthly Giving](#)
[Renew Your Membership](#)
[Give a Gift Membership](#)
[Workplace Giving](#)
[Adopt an Acre!](#)
[Rescue the Reef!](#)

how you can help

[donate online](#)
[renew membership](#)
[estate planning](#)
[gift ideas](#)
[volunteer](#)
[activities](#)
[merchandise](#)
[magazine](#)
[conservation science](#)
[e-newsletter](#)

GET THE NATURE CONSERVANCY VISA CARD TODAY

[Start Planting](#)

Vote for the Conservancy!

 [Vote for us now!](#)



Monthly Giving

ENROLL NOW **Become a Friend of The Nature Conservancy:** Our monthly givers' program is paperless and provides a stable flow of support for our critical conservation work.

Already an online sustainer?
Login to the [Monthly Giving Service Center](#).

Become a Monthly Donor

Our monthly givers' program, *Friends of The Nature Conservancy*, is a wonderful way to [make a monthly gift](#) and provide the reliable support that is so vital to saving the last great places on Earth.

Protecting the most ecologically important lands and waters around the world - from Florida's everglades to the Amazon's rainforests - requires long-term, innovative, science-based work. Effective conservation is a long-term process, and to successfully accomplish that, we rely on steady, predictable funding.

When you [make a monthly commitment to the Conservancy](#), it means Nature Conservancy scientists and field staff can remain focused on critical conservation priorities.

What's more, the Friends program helps the Conservancy reduce fundraising expenses by eliminating the need to send paper reminders to renew your commitment.

Here is how it works:

- You determine the amount of your monthly donation.
- We will charge your pledge to your credit card each month (charges are made on or around the same date each month).
- We will send you an e-mail each month, confirming the charge was made.
- Each January, we will send you an annual giving statement which can be used for tax purposes. We will also send you a [new membership card](#).



Benefits to you

- Easier on your wallet!
- You have control over your giving. You can increase your donation amount and make changes to your online account at any time.
- You'll receive *Nature Conservancy Magazine*.
- Your membership automatically renews.
- You'll receive opportunities to become more involved with the Conservancy.
- You'll receive special monthly e-updates detailing how we are protecting natural habitats around the world.
- Plus, it's paperless. You won't receive any renewal notices by mail.

It's easy to enroll as a Friend with a credit card using our [safe and secure online form](#).

If you would prefer to make your gift via a payment method other than credit card, please [print our mail-in enrollment form](#) and send it

Cultivate



thank you FOR YOUR MONTHLY GIFT

Dear Sally and Bob Jordan,

Thank you for your generosity. This is to inform you that your monthly pledge of \$7.00 was successfully charged to your credit card.


To access your account and view your giving history for this calendar year, log in to your [online Service Center](#).

Are you Green? [Check out these tips](#) from Nature Conservancy staff and leading environment bloggers on how to make personal, science-based choices to help save the planet. Then tell us your ideas for becoming an everyday environmentalist!

Your dependable support makes a tangible and lasting difference in our efforts to protect the last great places on Earth.


Thank you for being a Friend of The Nature Conservancy!

Sincerely,



Amy Golden
Director of Membership

The Nature Conservancy
Member Care: (800) 628-6860
9:00 am - 5:00 pm EST
[nature.org](#)



JUST FOR YOU!

Your personalized nature homepage is waiting for you at [nature.org](#)! Log-in now to explore nature and interact with the Conservancy in a whole new way.


VISIT YOUR PERSONAL HOMEPAGE TODAY!

Photos: The Ramshorn Ranch, Dubois, Wyoming. Photo © Laurie Andrews, Jackson Hole Land Trust; Rio Cachoeira, Brazil © John Maier.

Recognize Your Sustainers

How You Can Help

Thank you for all you do to help advance our mission as a Friend of The Nature Conservancy. [Explore Our Work](#)




The mission of The Nature Conservancy is to preserve the plants, animals and natural communities that represent the diversity of life on Earth by protecting the lands and waters they need to survive.

[Home](#) | [How We Work](#) | [Where We Work](#) | [News Room](#) | [About Us](#) | [My Nature Page](#)

[Trouble viewing this email?](#)

IN THIS ISSUE


[Wine vs. Nature](#) | [Are Tropical Forests Doomed?](#) | [Photo Contest Ends Oct. 15](#) | [Rescue the Reef](#) | [Black-Footed Ferrets Return to Kansas](#) | [A Smart Gift](#) | [Everyday Environmentalist](#) | [Ask the Conservationist](#) | [Photo of the Month](#) | [Nature Podcasts](#)



GREAT PLACES

October 2008 [Donate](#) | [Update Your Profile](#) | [Send an Email](#)

Featured Image




A spider at sunrise in Nebraska.
Photo © Chris Helzer/TNC
[Download as Wallpaper](#)

How You Can Help

Help advance The Nature Conservancy's mission by becoming a monthly giver today.

[Become a Monthly Giver](#)


Visit Our Marketplace!



Buy green! Visit our new Marketplace for eco-friendly and nature-inspired gifts! Conservancy members will receive a 10 percent discount off all purchases.

Wine vs. Nature

Believe it or not, the drink of the gods hasn't been so divine for the Earth. But just how bad are vineyards for biodiversity? And how will climate change affect the world's Mediterranean habitats, where many of the best wine grapes are grown?




A California vineyard.
Photo © Clinton Smith

[See How the Conservancy Pairs Wine with Nature](#)

Are Tropical Forests Doomed?

Fighting climate change means reducing deforestation in developing countries, where tropical forests are disappearing at an alarming rate. So the Conservancy is helping develop plans for a global carbon credit market that will reward forest protection — not destruction.




A log yard in East Kalimantan, Indonesia.
Photo © Mark Godfrey/TNC

[Find Out How We're Working to Reduce Deforestation](#)

Photo Contest Ends Oct. 15!

Our 2008 Photo Contest closes soon — so now is the time to submit your best nature photos! We're looking for beautiful images that represent the diversity of life on Earth. Your own original nature images could win!

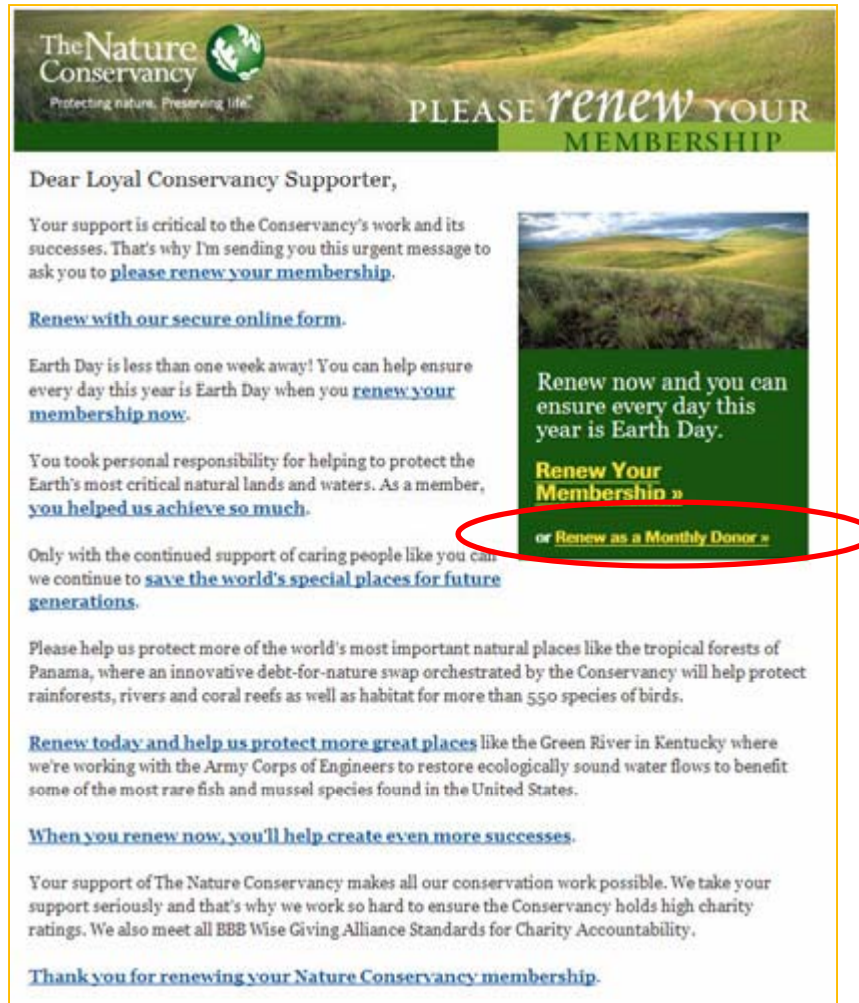


Giraffe and yellow-billed oxpecker, Ndutu Conservation Area, Tanzania. (Winner, Best Nature Image, 2007)
Photo © Billy Dodson

[Hurry — Only A Few Days Left to Submit Your Best Photos!](#)

convio
LOVE PEOPLE™

Integrate...Integrate...Integrate



Also, integrate
across all
channels

Integrate Online
Integrate Offline



Pay Attention to Delinquencies

From: The Nature Conservancy [mailto:member@nature.org]
Sent: Saturday, June 21, 2008 11:16 AM
To: Susan
Subject: Important Message Regarding Your Monthly Donations

Dear Mrs. & Mr. Citro,

Thank you for your generosity as a Friend of The Nature Conservancy. **We recently received notification from your credit card issuer that your monthly gift was unable to be processed.**

If you have recently received a new credit card, you can update your account number or expiration date by calling our Member Care team at (800) 628-6860 or by [logging in to the online Service Center](#) using the username and password provided below:


Your user name is: xxxx

Your password is: xxxx

[Update your monthly giving information now.](#)

If you have decided to discontinue your monthly gift, please let us know too - we want to hear from you. We truly appreciate your commitment. Sincerely,


Consider Sustainer-Specific Appeals



The mission of The Nature Conservancy is to preserve the plants, animals and natural communities that represent the diversity of life on Earth by protecting the lands and waters they need to survive.

[Home](#) | [How We Work](#) | [Where We Work](#) | [News Room](#) | [About Us](#) | [My Nature Page](#)

[Trouble viewing this email?](#)



PLEASE *become* A FRIEND

Dear Loyal Conservancy Supporter,

Your continued support of nature is needed now more than ever. [Our hope is to find 1,000 new friends.](#)

Protecting the most ecologically important lands and waters around the world – from Florida's everglades to the Amazon's rainforests – requires long-term, innovative, science-based work.

That's why we're writing to ask that you consider becoming a [Friend of The Nature Conservancy](#) today.

Our monthly givers' program, *Friends of The Nature Conservancy*, is a wonderful way to make a monthly gift and provide the reliable support that is so vital to saving the last great places on Earth.

When you [make a monthly commitment to the Conservancy](#), it means Nature Conservancy scientists and field staff can remain focused on critical conservation priorities.


The *Friends* program is simple, secure and one of the best ways that you can support the work of The Nature Conservancy. You'll receive many benefits as a *Friend*, including:

- **Easier on your wallet**
- **Puts you in control of your giving** – you can increase your donation amount and make changes to your online account at any time.
- **Saves paper** – as a *Friend*, you won't receive renewal notices from us.
- **Automatically renews your membership** to the Conservancy
- **Nature Conservancy magazine subscription** – you'll receive our award-winning publication without interruption

What's more, you'll receive opportunities to become more involved with the Conservancy and receive special e-updates detailing how we're protecting natural habitats around the world.

Thank you for considering the *Friends* program.

Sincerely, _____

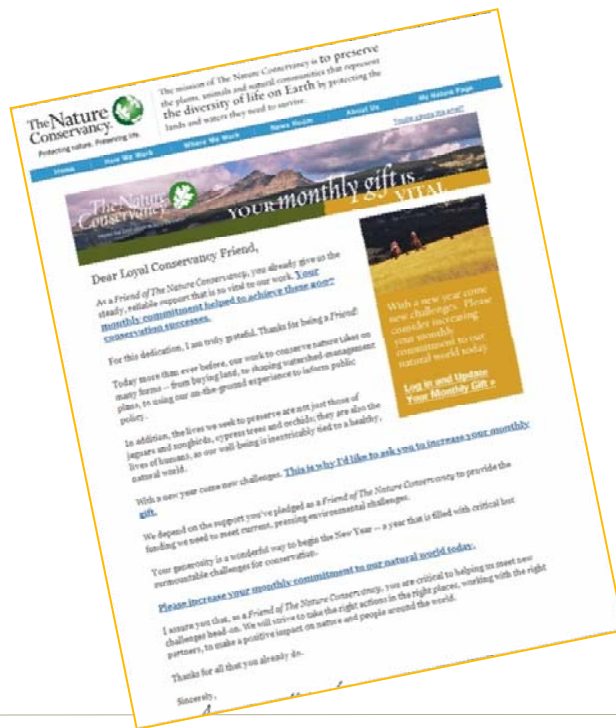


Your support of nature is needed now more than ever. Please consider becoming a *Friend of The Nature Conservancy*.

[Learn More »](#)

Takeaways

- First, think of it as your new “donate button” or org’s “URL” and stick it everywhere!
- Second, make it even easier to upgrade.



Today's Agenda

- Introductions
- Goals: What we hope to achieve together in the next two months
- Timeline: Overview of key program milestones
- Roles & Responsibilities: Who does what in the course of the program
- Online Sustained Giving: Key Trends

Next Steps: Getting started

Next Steps

- Next Service Module call Wednesday, March 21st at 2 pm ET (1 pm CT)
- **Topic:** *Develop Your Campaign Theme (Campaign Brainstorm)*
- Before our next call, you should:
 - Add all dates for the program to your personal calendar
 - Start brainstorming your sustainer campaign and case for support as they relate to your online audience(s)
 - Layout a Spring editorial calendar that includes your offline fundraising dates and other online/offline communications
 - Use this calendar to chart when your sustainer email appeals should launch

Need Additional Help – Submit a Ticket

Affiliate Corner > Site Quick Links > Support Request – VICTORY

- Select what your request is related to and Submit



- Complete the form and Submit



VICTORY Support Request



What is your request related to? *

Convio CMS/Website

Select category

Please select...

What are you trying to accomplish?

What is the URL (constituent or admin facing) related to the request?

Provide specific constituents, forms, group names, etc. involved in the request.

Please provide specific steps to reproduce the problem:

Attach and submit any additional information (screen shots, reports, examples, etc.)

Browse...

Q&A
