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

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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

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Timeline Detail & Key Milestones

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

Managing Deadlines

APRIL 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 April Fool's Day	2 Convio Production	3 Convio Production	4 Convio Production	5 Convio Production	6 Good Friday Convio Production	7 Passover
8 Easter	9 Convio Production	10 Convio Production	11 **Topic: Campaign Walk-through and Management** 2p ET (1p CT/11a PT) Convio Production	12 Convio Production	13 Convio Production	14
15	16 Taxes Due **Sustainer** Campaigns ready for review this week Campaign Revisions	17	18	19	20	21
22 Earth Day	23 **Sustainer** launches this week at the latest Campaigns launch this week	24	25 Admin Assist Day **Final Call Reporting & Benchmarks** 2p ET (1p CT/11a PT)	26	27	28
29	30 Campaign runs through first and second week of May	1 May	2 May	3 May	4 May	

March 2012

S	M	T	W	Th	F	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Program calendar highlights your deadlines, office hours, and upcoming webinars

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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:

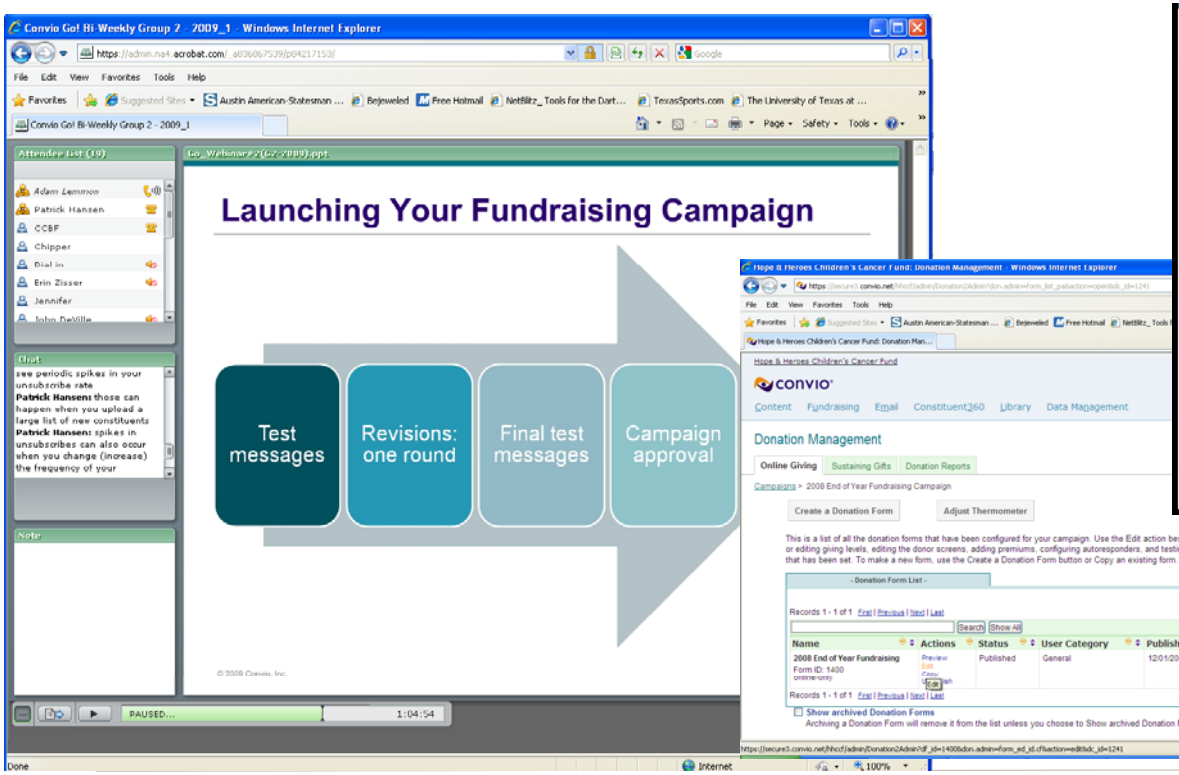
- Provide five calls to help:
  - Create campaign theme
  - Renew campaign structure
  - Manage and setup campaign
  - Deliver scheduling
  - Reporting and Benchmarking
- Production of campaign upon receiving your guide submission
- Provide benchmark report and analysis upon completion of the program

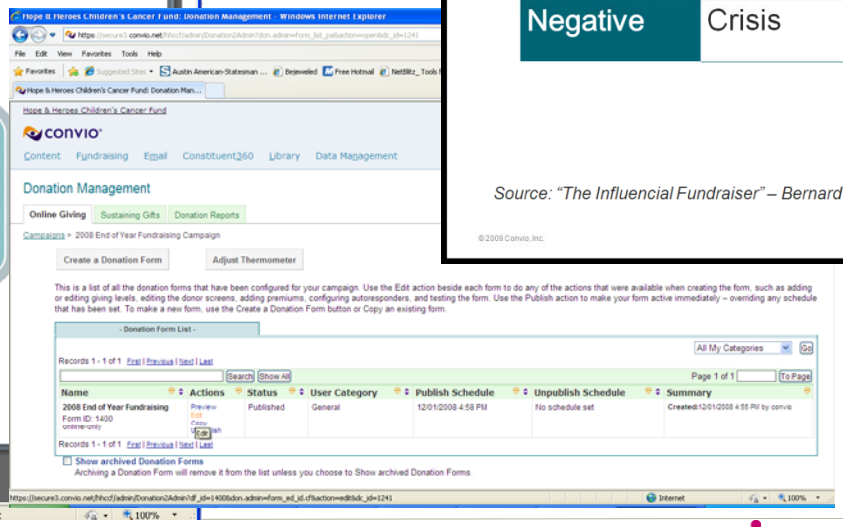
Affiliate Responsibilities:

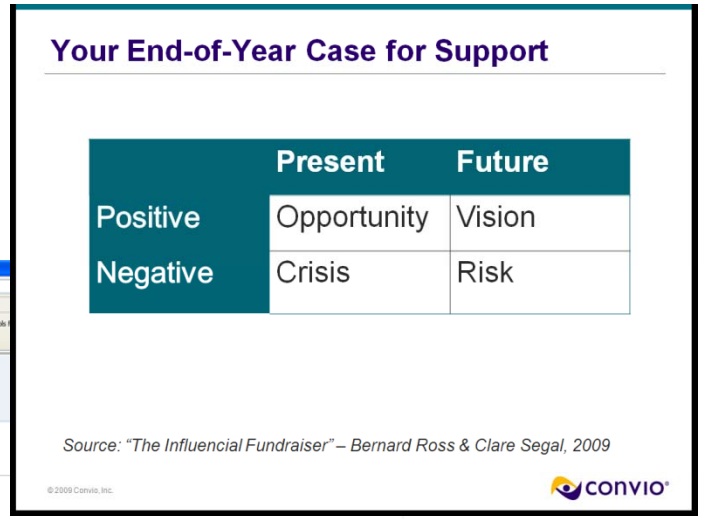
- Attend five calls
- Complete campaign guide
- Test & review campaign
- Post your questions in our Komen sustainer community: http://community.convio.com/t5/Sustained-Giving/bd-p/KomenSustainedGiving

Webinars & Expert Office Hours

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





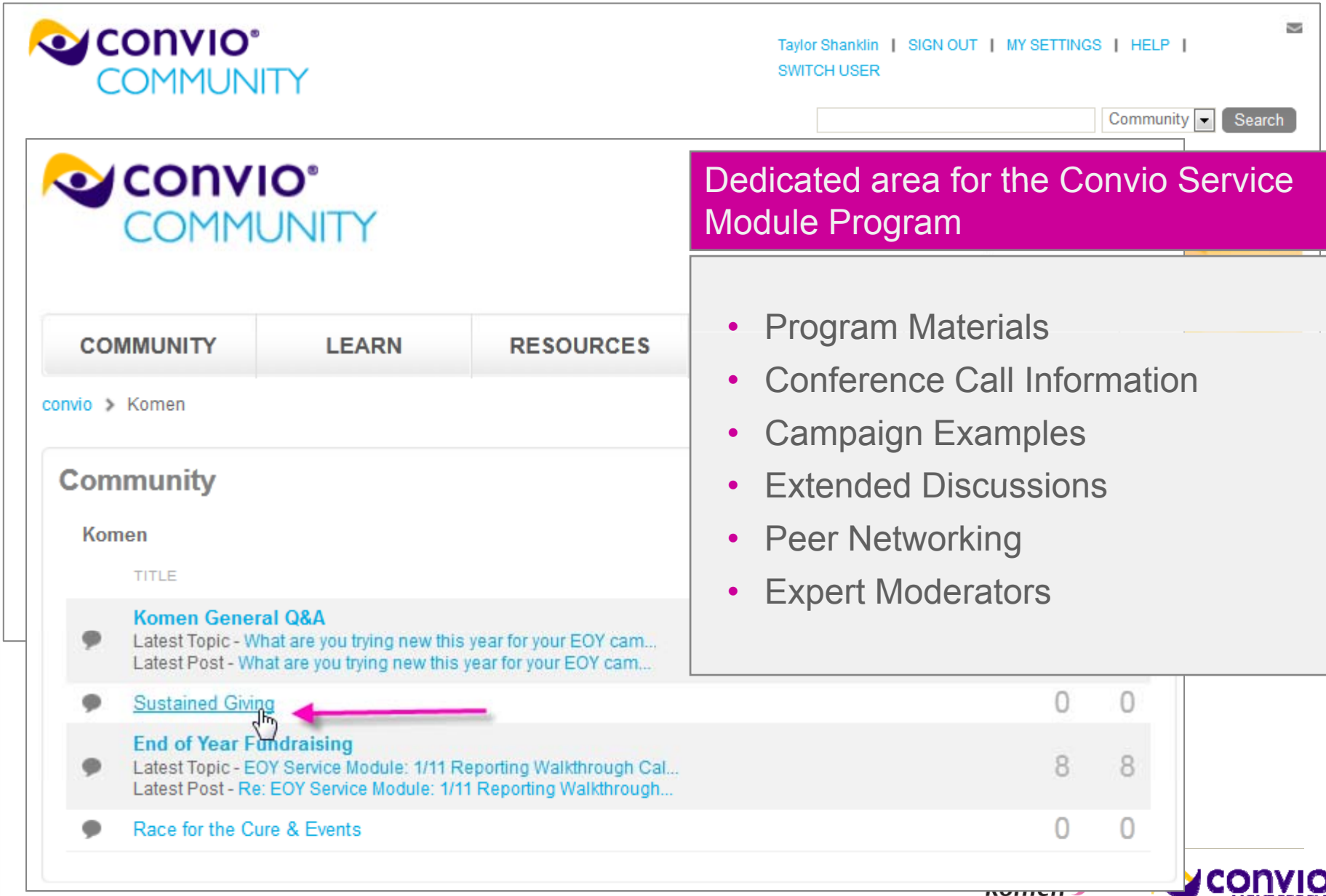


Your End-of-Year Case for Support

	Present	Future
Positive	Opportunity	Vision
Negative	Crisis	Risk

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

Staying in Touch: Convio Community



Dedicated area for the Convio Service Module Program

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

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

susan G. komen FOR THE cure

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...

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Online Sustained Giving: Key Trends

- Next Steps: Getting started

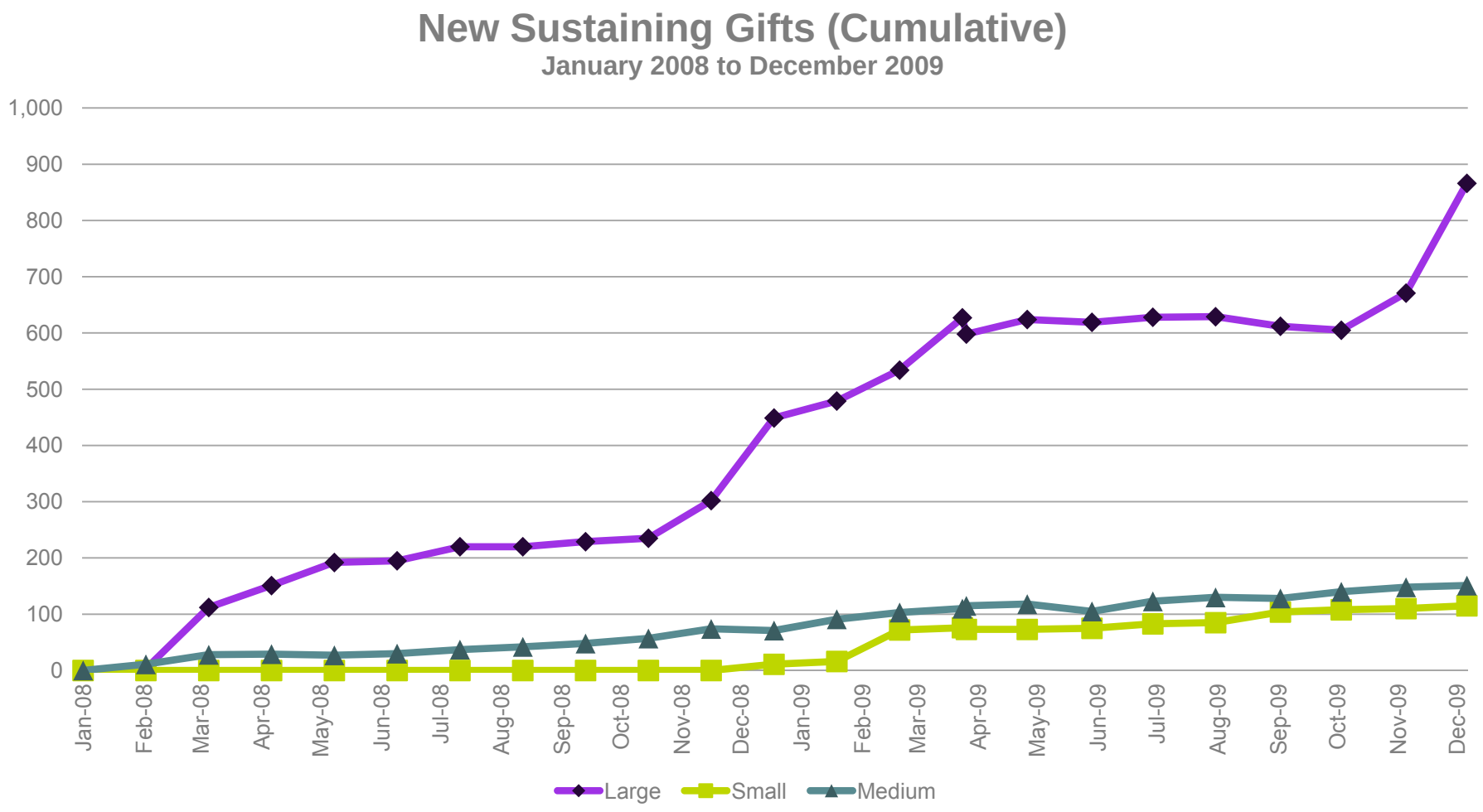
Why Sustained Giving?

- 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



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)

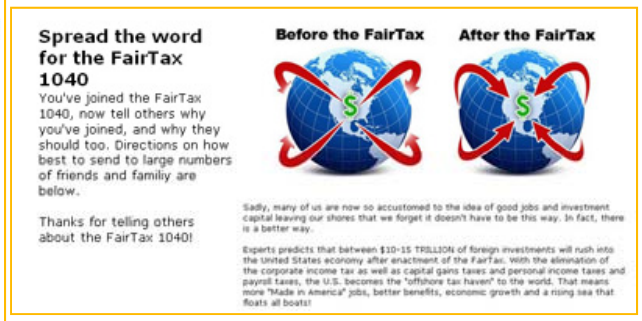
Data represents 4 organizations and accounts for only online activity of current active sustainers who have a sustained gift in the last 30 days.

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.

Sustainer Giving: FairTax 1040

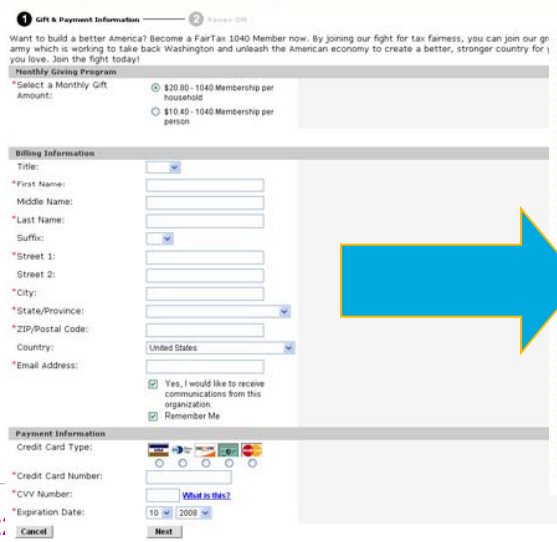
Welcome series emails



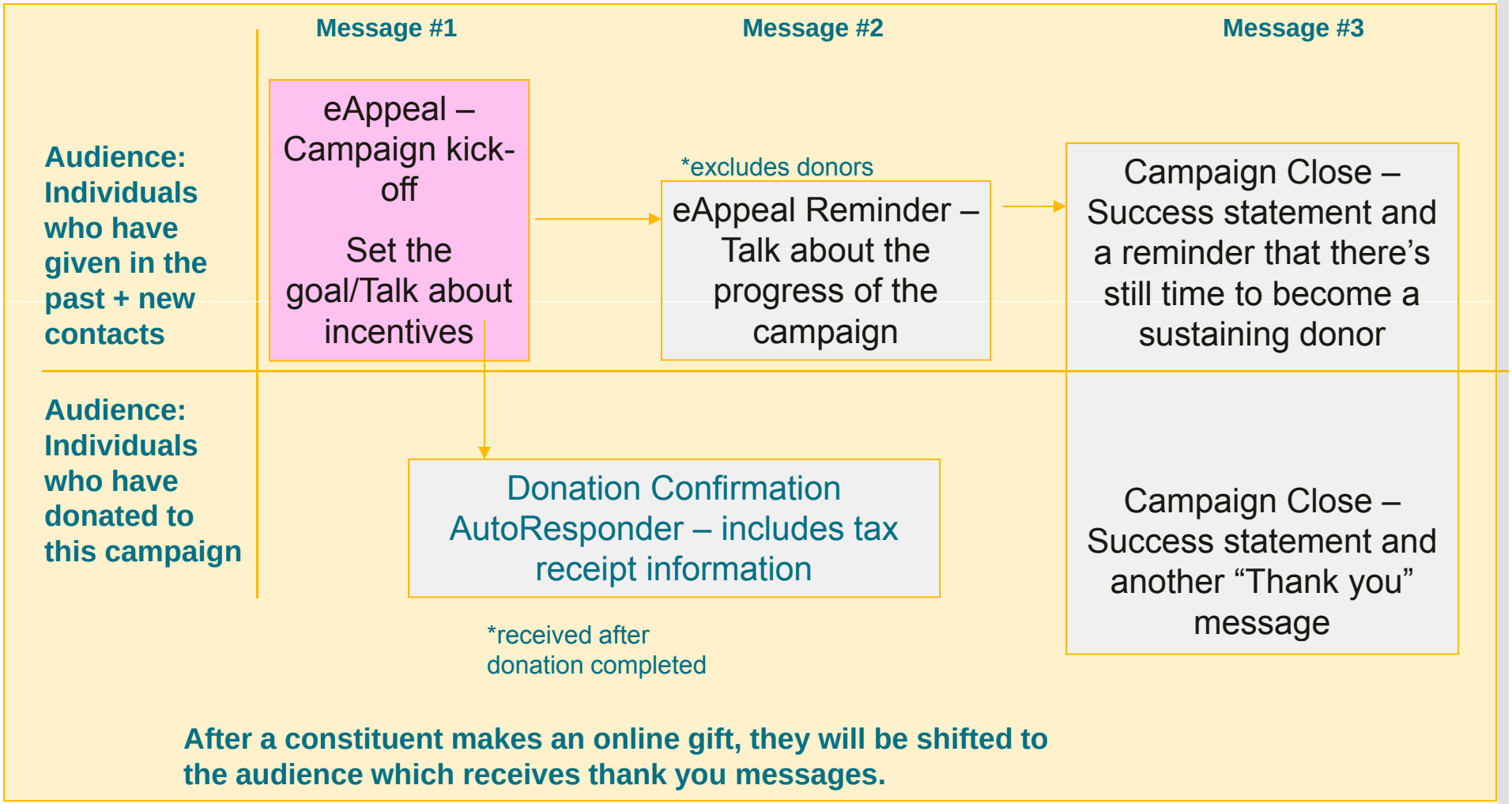
eCards and Tell-a-Friend

Web 2.0 banners

Site home page



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

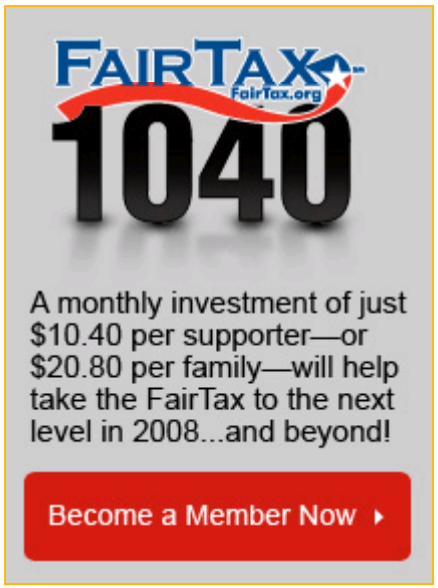
On average, for every 1,000 usable email addresses:

- 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



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

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Project Pet Example

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

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.

A Kid Again

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. Damron
C.E.O.

Celebrate 2010	Provide 1 year of adventures for a child	Provide 1 year of adventures for a family
$10 Monthly	$25 Monthly	$100 Monthly

POWERED BY convio

Unsubscribe | Forward to a Friend | Visit our web site

Home Office: 6863 Oak Creek Drive Columbus, OH 43229 tel: 1.800.543.9735
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A Kid Again

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: United States
*Email Address:

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

Make Your Gift in Honor or in Memory of Someone

☐ Yes, this is an honor or memorial gift.

Payment Information

Credit Card Type: VISA
*Credit Card Number:
*CVV Number: What is this?
*Expiration Date: 03 2010

VeriSign Secured VERIFY
ABOUT SSL CERTIFICATES

Cancel | Process

CHARITY NAVIGATOR

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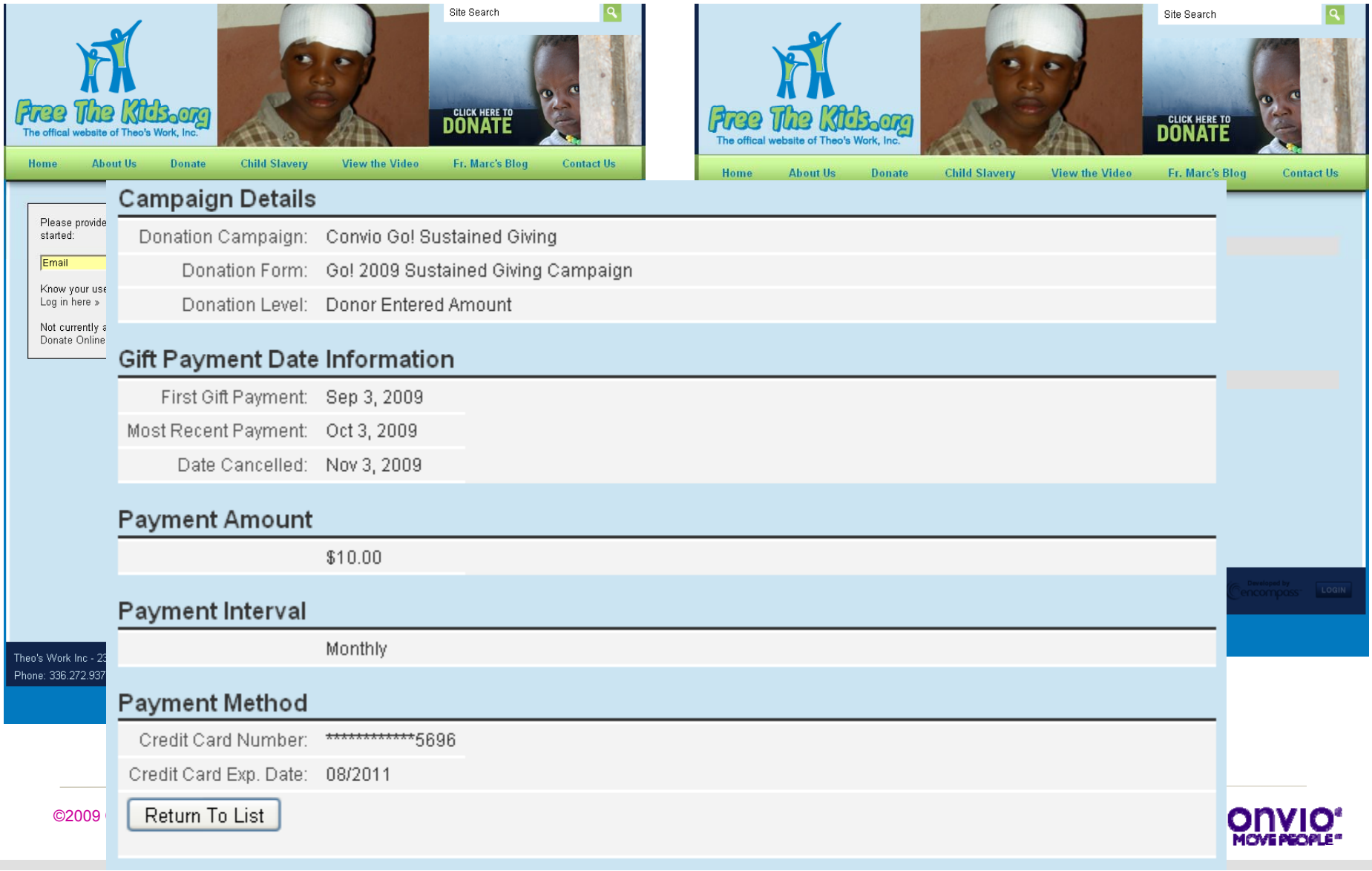
BBB

Allow Sustainers to Manage Their Gifts



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The Nature Conversancy

A Multi-Message Sustained Giving Example

Friends of The Nature Conservancy

The Nature Conservancy
Protecting nature. Preserving life.

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

Search nature.org

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!
tripadvisor
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.

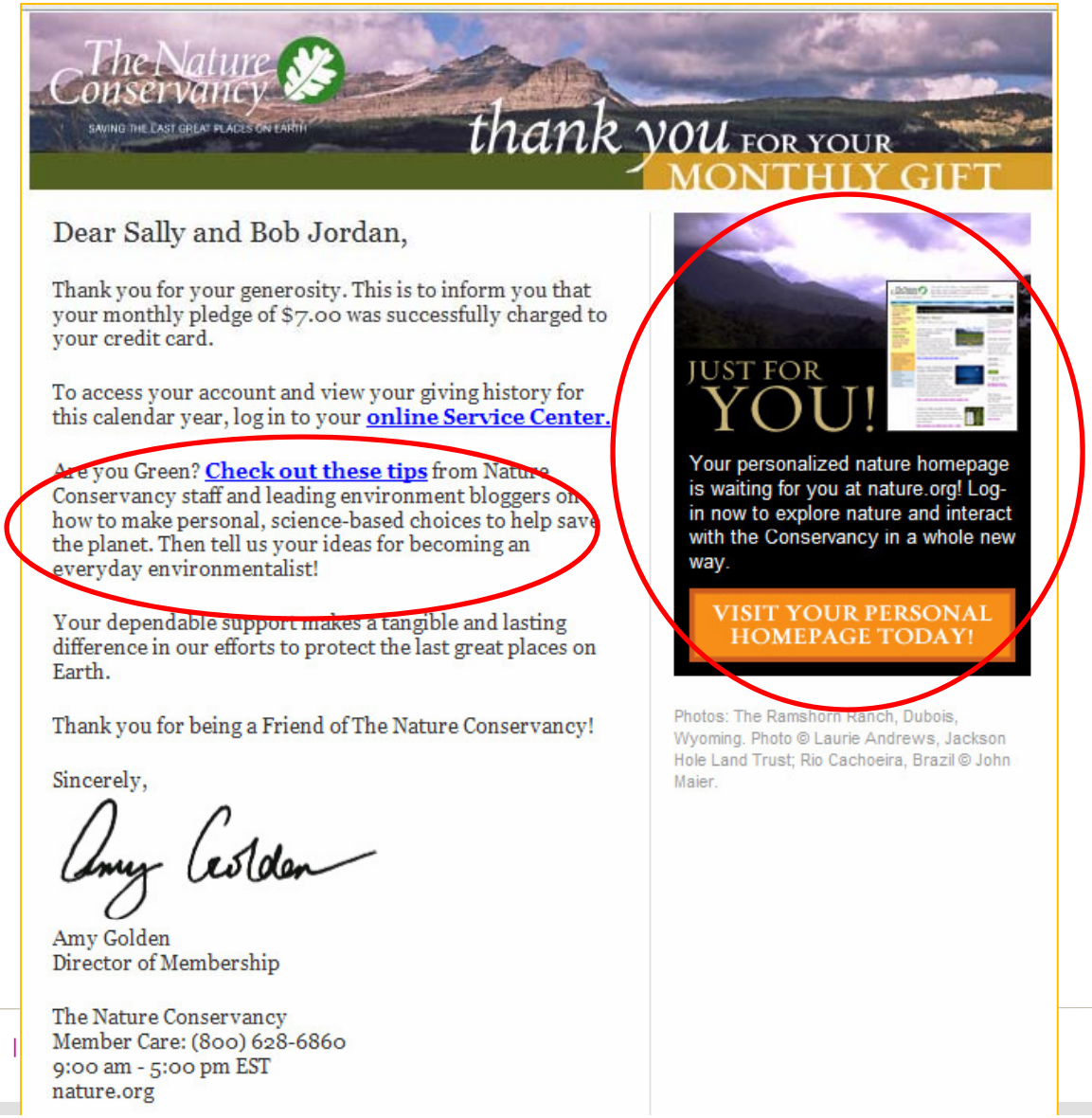
Benefits to you

- 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



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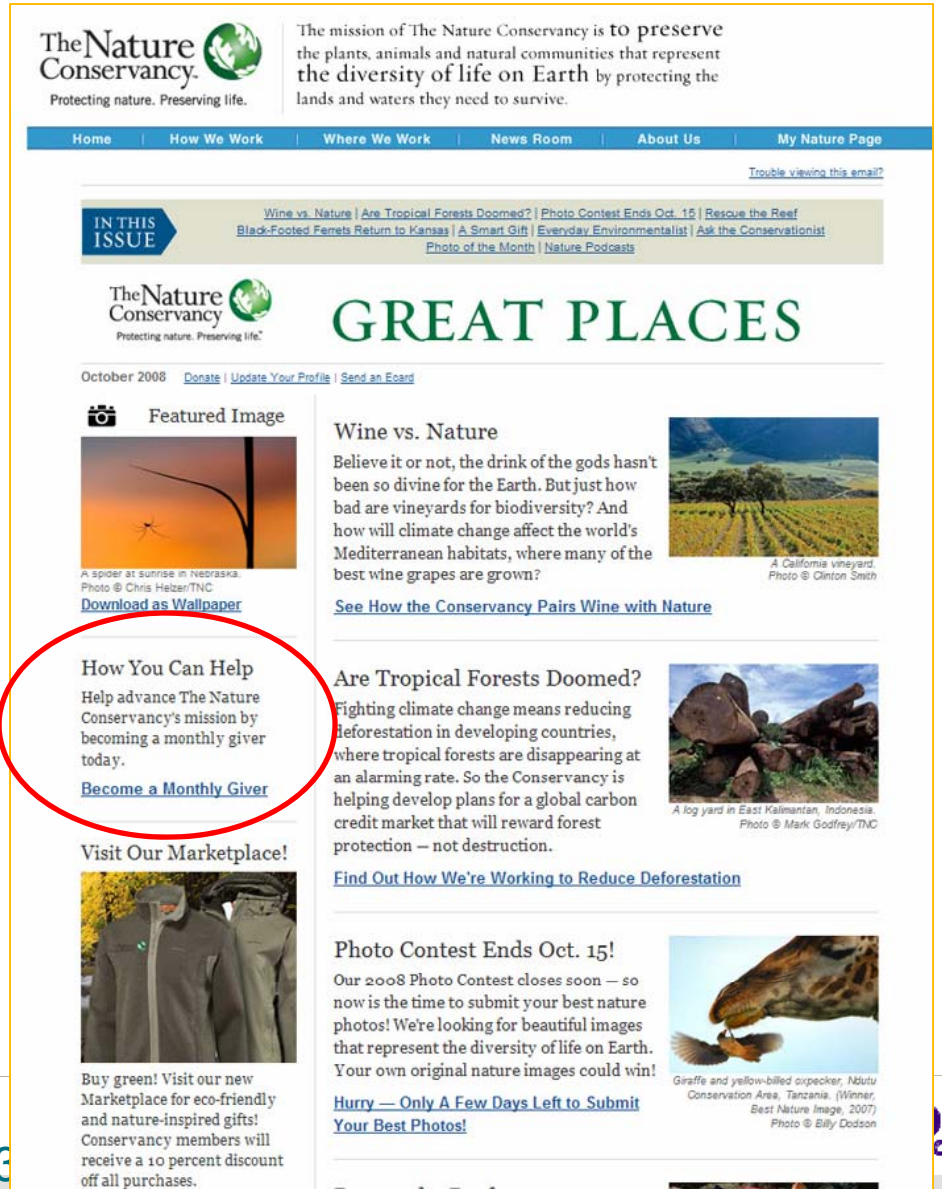
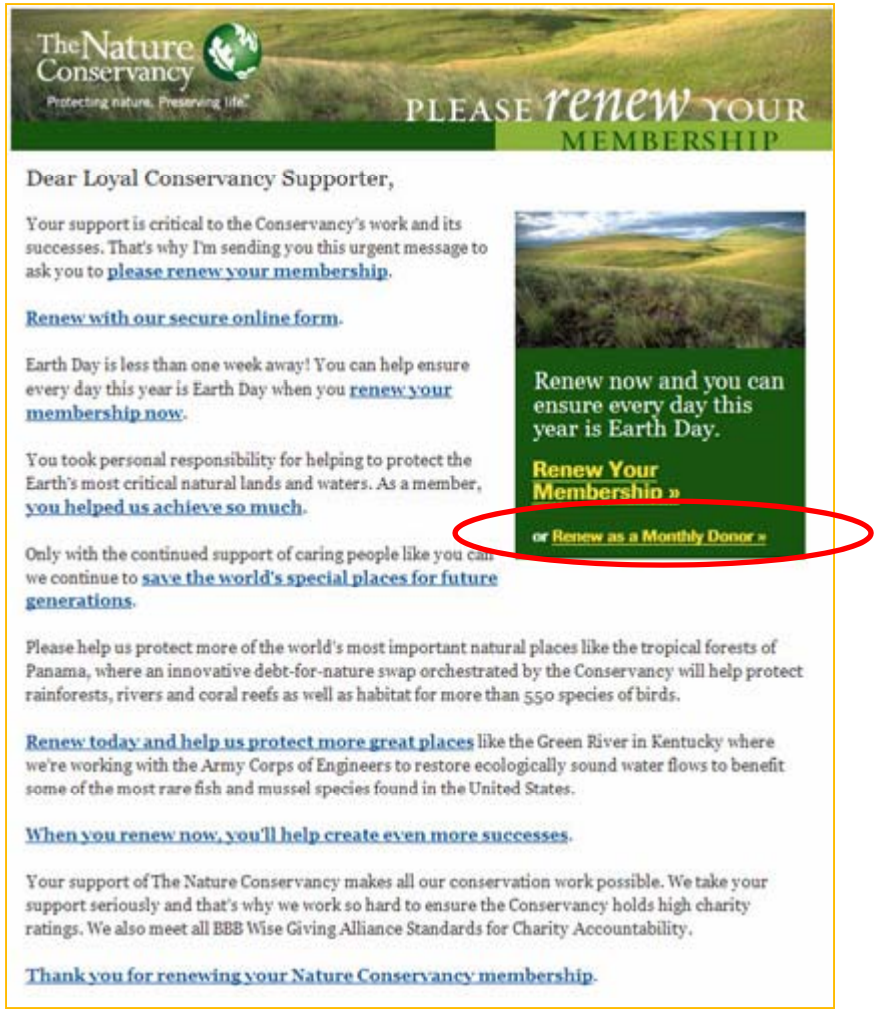
Recognize Your Sustainers

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

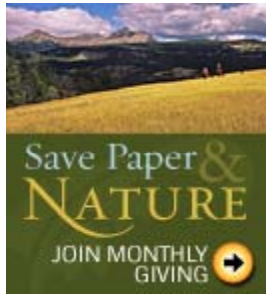


Integrate…Integrate…Integrate



Also, integrate across all channels

Integrate Online
Integrate Offline



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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 Nature Conservancy
Protecting nature. Preserving life.

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?

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.

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

Learn More »

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

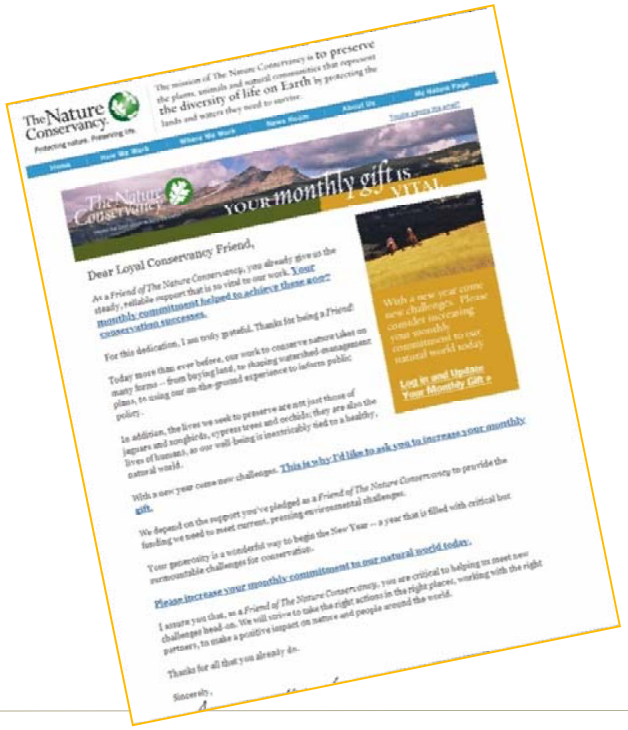
What's more, you'll receive opportunities to become more involved with the Conservancy and receive special e-updates detailing how we're protecting natural habitats around the world.

Thank you for considering the *Friends* program.

Sincerely,

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.



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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
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VICTORY Support Request

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Q&A