INTERVAL TRAINING

Interval training or mixing up your technique is the best way to increase your event performance. In this session, we’ll tackle best practices for multi-channel marketing to increase event recruitment, performance, and revenue. Charity Dynamics’ Donna Wilkins will help you beef up your event communication. Join us and get new ideas for connecting Facebook®, Twitter®, YouTube®, email and more.

November 8, 2011
TODAY’S TRAINERS

Amy Braiterman  
Principle Strategy Consultant  
Blackbaud  
www.FriendsAskingAmy.com  
Amy.Braiterman@Blackbaud.com

Donna Wilkins  
President  
Charity Dynamics  
www.CharityDynamics.com

Call-in number: 1-866-410-6539 / Code: 843 654 3232
CHARITY DYNAMICS

- Blackbaud Partner specializing in online strategy and solutions for Sphere and NetCommunity

- Boundless Fundraising suite of applications for Facebook, Smart phones, and badges has raised over $100,000,000 for nonprofit organizations

- Specialized expertise with Friends Asking Friends and multi-affiliate organizations
# WHAT WE KNOW TODAY

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>$48 Average Gift from</td>
<td>$48 Average Gift from social media</td>
</tr>
<tr>
<td>social media</td>
<td></td>
</tr>
<tr>
<td>$56 Average gift made</td>
<td>$56 Average gift made with mobile</td>
</tr>
<tr>
<td>with mobile device</td>
<td>device</td>
</tr>
<tr>
<td>$60 Average online</td>
<td>$60 Average online gift</td>
</tr>
<tr>
<td>gift</td>
<td></td>
</tr>
<tr>
<td>78% of participants</td>
<td>78% of participants register online</td>
</tr>
<tr>
<td>register online</td>
<td></td>
</tr>
<tr>
<td>30% use online tools</td>
<td>30% use online tools</td>
</tr>
</tbody>
</table>
PEER TO PEER CONSUMER SURVEY

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HOW DID YOU RAISE FUNDS?

- In-person asks: 80%
- Email: 73%
- Phone calls: 58%
- Social networking: 49%

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## WHAT FUNDRAISING METHOD WAS MOST SUCCESSFUL?

<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>In person asks</td>
<td>39%</td>
</tr>
<tr>
<td>Email</td>
<td>35%</td>
</tr>
<tr>
<td>Hosted an event</td>
<td>24%</td>
</tr>
<tr>
<td>Social media</td>
<td>23%</td>
</tr>
<tr>
<td>Phone calls</td>
<td>22%</td>
</tr>
<tr>
<td>Letter/postal mail</td>
<td>22%</td>
</tr>
</tbody>
</table>
LET’S CREATE A MULTI-CHANNEL MARKETING AND COMMUNICATIONS PLAN!
PIECES OF THE MULTI-CHANNEL PUZZLE

- Website
- Event Website
- Blog
- Facebook
- Twitter
- My HQ
- Email
- Phone call
- Paper Mailing
CREATE A MULTICHANNEL CALENDAR

<table>
<thead>
<tr>
<th>Week of</th>
<th>25-Apr</th>
<th>2-May</th>
<th>9-May</th>
<th>16-May</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Recruitment</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sequence</td>
<td>Recruitment Email 1</td>
<td></td>
<td>Recruitment Email 2</td>
<td></td>
</tr>
<tr>
<td>Date of Send</td>
<td>Tuesday, April 27, 2010</td>
<td></td>
<td>Tuesday, May 11, 2010</td>
<td></td>
</tr>
<tr>
<td>Message</td>
<td>We want you back</td>
<td></td>
<td>Sign up - Fundraise through Facebook</td>
<td></td>
</tr>
<tr>
<td><strong>Engagement</strong></td>
<td></td>
<td></td>
<td>Engagement Email 2</td>
<td></td>
</tr>
<tr>
<td>Sequence</td>
<td>Engagement Email 1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Date of Send</td>
<td>Thursday, April 29, 2010</td>
<td></td>
<td>Thursday, May 20, 2010</td>
<td></td>
</tr>
<tr>
<td>Message</td>
<td>Getting started</td>
<td></td>
<td></td>
<td>Fundraise through Facebook</td>
</tr>
<tr>
<td><strong>Social Media</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>facebook</strong></td>
<td>Invite Facebook page Fans to sign up online - provide a link to event sign up</td>
<td>Encourage participants who have signed up online to add Boundless Fundraising through their HQ.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>twitter</strong></td>
<td>Tweet a link to event sign up page, and encourage followers to re-tweet it.</td>
<td>Encourage participants to tweet &quot;I am participating in [EVENT NAME]&quot; and their personal fundraising URL.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>HQ Updates</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>HQ</strong></td>
<td>Encourage self-pledge. Tell Team Captains to promote self-pledge to team members.</td>
<td>Encourage participants to create their personal URL - and share it on Facebook, Twitter, and add it to their email signature.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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TURN YOUR PASSION INTO ACTION in 15 Minutes or less*...

*The time it takes to email 20 people!

At our 2011 Race, participants and teams raised over $800,000! Nearly as much as registration and corporate sponsorships combined! Imagine if every Race participant asked 20 people to donate just $10? We could raise $4,000,000 in 2012.

2011 Race Revenues

- Sponsorships: 19%
- Registration Fees: 33%
- Donations: 48%

Help us reach our 2012 goal of $2,000,000!

Up to 75% of the funds raised stays locally to provide education, screening and treatment grants to underserved communities throughout Palm Beach, Martin and St. Luce counties. The remaining 25% goes to the the national Susan G. Komen for the Cure Grants Program to fund research. If you have a desire to eliminate breast cancer, you have what it takes to be a fundraiser.

GOT PASSION? TAKE ACTION!

* Build your personal page in your Participant HQ - personalized pages raise more
Ring My Bell: Your Online Red Kettle Is Waiting!

written by Kegan

Salvation Army red kettles will soon be set up across the country for the holiday season. With over 25,000 kettle locations, it’s hard to miss the iconic sights and sounds of a Salvation Army bell ringer outside of your local grocer. These faithful, sometimes very odd volunteers make the Salvation Army’s work possible. Last year alone we raised $142 million for the poor – all from red kettles!

This year, we’re making it as easy as ever for you to spread joy and help others this Christmas.

We’re excited to introduce you to our online red kettle! The newest online system allows you to set up your own personal kettle and ring a virtual bell via email and social networking – all from home!

Once you register at www.onlinedeskettle.org, you can start an individual, company or team kettle campaign and begin collecting donations from family and friends. Those interested in joining your kettle campaign, and even for those not on the team, can

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Call-in number: 1-866-410-6539 / Code: 843 654 3232
The Salvation Army USA
We're excited to introduce the online red kettle! Our new online system allows you to set up your own personal red kettle and ring a virtual bell via email and social networking to collect donations for millions in need this Christmas. Read more about how you can start one today!

Ring my Bell: Your Online Red Kettle is Waiting!
blog.salvationarmyusa.org
Salvation Army red kettles will soon be set up across the country for the holiday season. With over 25,000 collection kettles set up across the country, it's hard to miss the iconic sights and sounds of a Salvation Army bell ringer outside of your local grocer. Those faithful, sometimes very cold vo...

102 people like this.
View all 29 comments
44 shares

Feed The Children
This is a great idea! You guys are awesome.
November 3 at 12:24pm · Like · 1

Spangle Organization
---- Go like this page! I'm reaching out to fans of my favorite artists, musicians, charities and TV shows because these are the people who can help! Can you really turn your head and pretend this is not happening here in America? 40Million Americans go to bed without food every night. Do something about it! Be the solution.
Friday at 2:13pm · Like

Call-in number: 1-866-410-6539 / Code: 843 654 3232
Locally Presented by
HARRISON MEDICAL CENTER

Total Donations: $17,374

2011 Jingle Bell Run/Walk®
Port Orchard, WA
Saturday, December 3, 2011
12pm at the Festival of Chimes & Lights

Sign Up  Donate

Call-in number: 1-866-410-6539 / Code: 843 654 3232
J.B.’s red shoe ride is proudly sponsored by:

American Family Insurance

My Next Adventure....

DATE: Saturday, October 8
TIME: 1:00 - 2:00 p.m.
CLUE: I’ll be hanging out (in Port Orchard) where they make the finest homemade truffles and gourmet ice cream!
PASSWORD: World Arthritis Day (bonus if you know when it is)

Congratulations to Joanie G. from Port Orchard! She won a $20 gift card to Carter’s Chocolates. Thanks, Carter’s!

Find us on Facebook

J.B. The Elf

Like

J.B. The Elf shared Kicking it for Kinsey’s status update.
J.B. The Elf

Had a lot of fun today at Colello's Farm Stand Produce! Where do YOU think a fun place for an adventure would be??

J.B. The Elf

Congratulations to our latest winner! Karole found me at Colello's Farm Stand Produce!

Wall Photos

Kim Beigh Avery
My house on July 30th :)

July 3 at 12:53am · Like

Matthew Wiggins
the family pancake house in port orchard

July 5 at 6:04pm · Like

J.B. The Elf

Can't wait for my adventure today! I'll be at the "Big Red Produce Stand" from 12 to 1 ....password is "SHOP LOCAL". See you there!!
Call-in number: 1-866-410-6539 / Code: 843 654 3232

Check out our AMAZING team! They have raised $720,000 and counting!!

@autismspeaks

"Autism is a lot like marathon." @BillyMann

@BillyMann is inspiring! pic.twitter.com/FQp0TpEE

Here is our team for the @ingnymarathon! Great looking bunch!!

pic.twitter.com/9jeeNnxZ

$720,000 and counting raised by our team for the @ingnymarathon! #autism

We love @BillyMann! He has surpassed his fundraising goal and is at $121,165 and counting!!

pic.twitter.com/zUt9WDL9

"Autism is a lot like a marathon." @BillyMann
CONNECTING FACEBOOK, TWITTER AND YOUTUBE

Call-in number: 1-866-410-6539 / Code: 843 654 3232
EMAIL

Single – one time messages

Recurring emails

Acknowledgement / Notifications

Forward to a friend

Design – Mobile friendly message

MY HQ Email Templates

Hi {Name}-
I am participating in the Arthritis Walk and need your help to raise funds to fight arthritis. More than 50 million adults and 300,000 children live with arthritis. Arthritis is the most common cause of disability and limits people’s activity more than heart disease, cancer or diabetes! Many people with arthritis can’t manage simple tasks like tying their shoes, getting dresses or even walking. That’s why I’m walking for them.

Let’s move together! Please join me in making a difference by clicking on the buttons below to make a donation or join my team. And don’t stop there! Forward this email to your friends!

Support Me  
Join Me

I appreciate your support and will keep you posted on my progress.

Sincerely,
Supporter
PROVIDING PARTICIPANTS WITH ADDITIONAL FUNDRAISING TOOLS
• Donate Their Profile Picture
• See their progress
• Create a personal newsfeed
• Schedule Newsfeeds
• Share their Story
BOUNDLESS FUNDRAISING SMART PHONES - TRACK YOUR PROGRESS AND FUNDRAISE ON IPHONE, ANDROID, & BLACKBERRY

Call-in number: 1-866-410-6539 / Code: 843 654 3232
## COMMUNICATING & CONVERSATIONS

**AIDS WALK ATLANTA & 5K RUN 2011**

**Delta**

<table>
<thead>
<tr>
<th>Topics</th>
<th># of Replies</th>
<th>Author</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>So Proud</td>
<td>0</td>
<td>demeviking</td>
<td>10/28/2011</td>
</tr>
<tr>
<td>Total Raised ?? And Thank you for all your efforts.</td>
<td>0</td>
<td>Nomder</td>
<td>10/25/2011</td>
</tr>
<tr>
<td>Please Update Me</td>
<td>1</td>
<td>Rodrigues87</td>
<td>10/14/2011</td>
</tr>
<tr>
<td>I am Walking!</td>
<td>0</td>
<td>Dfargason</td>
<td>10/14/2011</td>
</tr>
<tr>
<td>Team Dale Diaz</td>
<td>1</td>
<td>MJordan326</td>
<td>10/10/2011</td>
</tr>
</tbody>
</table>

Call-in number: 1-866-410-6539 / Code: 843 654 3232
CREATING MINI-CAMPAIGNS
WHAT IS A MINI-CAMPAIGNS?

• Short focused activity to drive:
  - Registrations
  - Revenue
  - Participants engagement
• Used to Rally Participants to take action

What to consider?
• What are you trying to accomplish?
• Timing – identify the where the mini-campaign fits into your timeline
• Are there other organization activities you can piggyback?
• Holidays - can you connect your campaign?
• Create a calendar/plan for mini campaign – make it exciting and fun!
<table>
<thead>
<tr>
<th>Channel</th>
<th>Timeline</th>
<th>Feb 1</th>
<th>Feb 3</th>
<th>Feb 6</th>
<th>Feb 9</th>
<th>Feb 13</th>
<th>Feb 14</th>
</tr>
</thead>
<tbody>
<tr>
<td>EMAIL</td>
<td>Message</td>
<td>We love our Mutt’s</td>
<td>We love our Mutt’s</td>
<td>Betty’s success started w/ 5 emails</td>
<td>Final fundraising push – event info</td>
<td>See you tomorrow</td>
<td>Thank you!</td>
</tr>
<tr>
<td></td>
<td>Audience</td>
<td>Team Captains</td>
<td>Team Members/ Individuals</td>
<td>All participants</td>
<td>All Participants (Segment)</td>
<td>All Participants</td>
<td>All Participants</td>
</tr>
<tr>
<td></td>
<td>Action</td>
<td>Update your personal page w/ your Mutt Love story</td>
<td>Update your page w/ your Mutt Love story</td>
<td>Send 5 emails</td>
<td>Share on social nets – change your profile pic</td>
<td>See you tomorrow!</td>
<td>Wow, what a day!</td>
</tr>
<tr>
<td>Event Site</td>
<td></td>
<td>Need help w/ your story – get some inspiration from Beth</td>
<td>Impact of 5 emails</td>
<td>Add Mutt love video -</td>
<td></td>
<td>Add pictures and video.</td>
<td></td>
</tr>
<tr>
<td>Facebook</td>
<td></td>
<td>Mutt love TC’s check your inbox</td>
<td>Thank you Bob, Mutt love rock star</td>
<td>Betty’s tip of the day – send 5 emails</td>
<td>Sam’s tips of the day</td>
<td>Mutt love is tomorrow - video</td>
<td>Mutt love success</td>
</tr>
<tr>
<td>Twitter</td>
<td></td>
<td>TC check your inbox</td>
<td>Participant – thanks you’s</td>
<td>Need ML help? Check out blog</td>
<td>My Mutt love</td>
<td>Mutt love pics</td>
<td>Mutt love – thanks yous</td>
</tr>
<tr>
<td>Blog</td>
<td></td>
<td>Mutt love participant post</td>
<td>Mutt love fundraising tips</td>
<td>Why Mutt love? - impact</td>
<td></td>
<td></td>
<td>Wow, what a great day</td>
</tr>
<tr>
<td>My HQ</td>
<td></td>
<td>Link to personal page</td>
<td>Mutt love Task tips – 5 email</td>
<td>Share – Get Social</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
ONLINE RED KETTLE & DALLAS COWBOYS

Call-in number: 1-866-410-6539 / Code: 843 654 3232
ONLINE RED KETTLE & DALLAS COWBOYS

DALLAS COWBOYS CONTEST

Eligibility: The Contest is open to legal residents of the United States who are 18 years of age or older, residing in one of the 50 United States or the District of Columbia. Employees, officers and directors affiliated with The Salvation Army and their family members are eligible to participate.

Contest Time Period: The Contest runs through Friday, November 18, 2011 at 12 noon ET.

How to Sign Up: Participants can sign up for individual Online Red Kettles on the Internet at www.onlineredkettle.org and following the directions provided.

Prize Package: The prize package includes, two game tickets to the November 24, 2011, Thanksgiving Day game between the Dallas Cowboys and Miami Dolphins at Cowboys Stadium in Arlington, TX, two field-level passes to the Enrique Iglesias half-time performance, one-night hotel stay for two persons at the Gaylord Texan Hotel & Convention Center in Dallas in a single room with two queen-sized beds, two round-trip coach-class airline tickets from U.S. destinations (excluding U.S. territories and outlying areas) on a major commercial carrier, subject to seat availability.

Winner: The participant whose individual Online Red Kettle has the highest number of individual donors as of Friday, November 18, 2011 at 12 noon ET, will be declared the...
**BOOT CAMP SCHEDULE**

**Advanced Weight Training**
- Wednesday, November 9, 2011
- Email campaigns: single and recurring

**The Machine You Never Use**
- Thursday, November 10, 2011
- Committee management, tracking expenses, My HQ communications. Plus… advanced reporting

**Bonus Session: Group Training**
- Tuesday, November 15, 2011
- Here from your fellow fundraiser on what they're doing to increase their fundraising muscle