



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

blackbaud[™]
your passion > our purpose

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

▶ TODAY'S TRAINERS



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



Donna Wilkins
President
Charity Dynamics
www.CharityDynamics.com

► 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



charity DYNAMICS

▶ WHAT WE KNOW TODAY



\$48 Average Gift from social media



\$56 Average gift made with mobile device



\$60 Average online gift

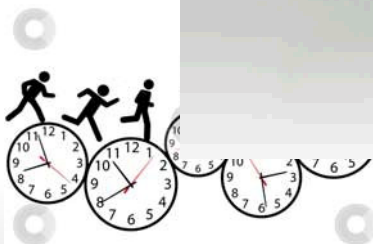


78% of participants register online



30% use online tools

▶ PEER TO PEER CONSUMER SURVEY



► HOW DID YOU RAISE FUNDS?

In-person asks 80%

Email 73%

Phone calls 58%

Social networking 49%



▶ **WHAT FUNDRAISING METHOD WAS MOST SUCCESSFUL?**

In person asks 39%

Email 35%

Hosted an event 24%

Social media 23%

Phone calls 22%

Letter/ postal mail 22%

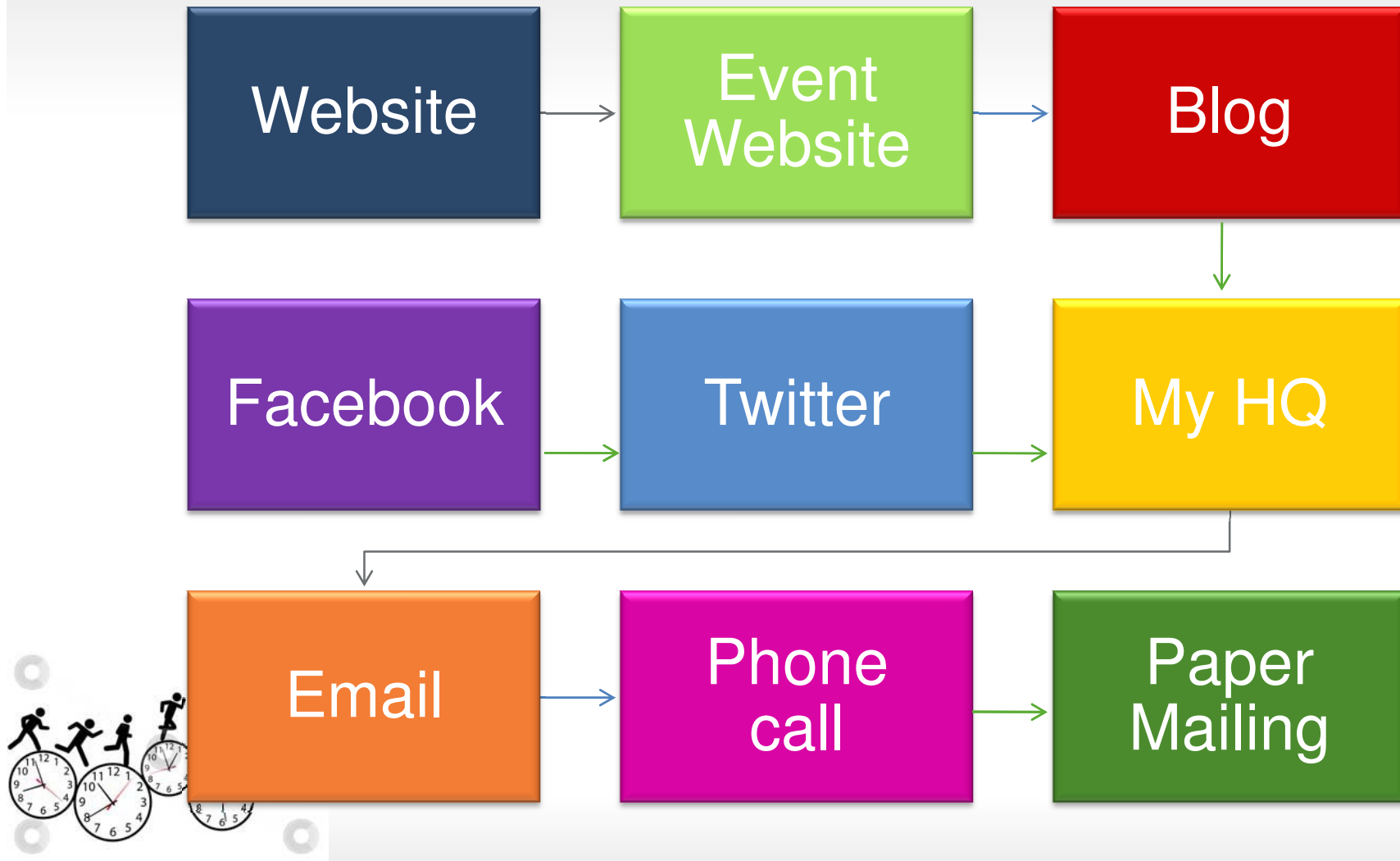




**LET'S CREATE A MULTI-CHANNEL
MARKETING AND COMMUNICATIONS
PLAN!**

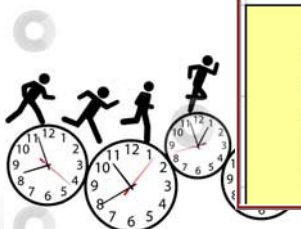
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► PIECES OF THE MULTI-CHANNEL PUZZLE



► CREATE A MULTICHANNEL CALENDAR

	Week of	25-Apr	2-May	9-May	16-May
Recruitment	Sequence	Recruitment Email 1		Recruitment Email 2	
	Date of Send	Tuesday, April 27, 2010		Tuesday, May 11, 2010	
	Message	We want you back		Sign up - Fundraise through Facebook	
Engagement	Sequence	Engagement Email 1			Engagement Email 2
	Date of Send	Thursday, April 29, 2010			Thursday, May 20, 2010
	Message	Getting started			Fundraise through Facebook
Social Media	facebook	Invite Facebook page Fans to sign up online - provide a link to event sign up		Encourage participants who have signed up online to add Boundless Fundraising through their HQ.	
	twitter	Tweet a link to event sign up page, and encourage followers to re-tweet it.		Encourage participants to tweet "I am participating in [EVENT NAME]" and their personal fundraising URL.	
HQ Updates	HQ	Encourage self-pledge. Tell Team Captains to promote self-pledge to team members.		Encourage participants to create their personal URL - and share it on Facebook, Twitter, and add it to their email signature.	



► ORGANIZATION WEBSITE

Sign In | Get Tested | Contact | Donate

AIDAtlanta

A NON-PROFIT ORGANIZATION PROVIDING EDUCATION & SUPPORT SERVICES FOR PEOPLE LIVING WITH HIV & AIDS

ABOUT | LIVING WITH HIV/AIDS | EDUCATION & PREVENTION | VOLUNTEER | SUPPORT US | EVENTS | **Search**

Share |

The LOOP of AID Atlanta is a circle of our closest friends and most important supporters.

[Join The LOOP](#)

Founder's Society
The LOOP
Red Ribbon

DELTA

Donate Miles
Delta is a proud sponsor and official airline of AID Atlanta. Donate your miles today!
[Donate miles to AID Atlanta](#)

Deeper Love Project
A center for black gay men providing sexual health information, leadership training, history and culture.

YOUR DONATIONS COUNT

We invite you to explore this website to learn more about the Programs and Services AID Atlanta offers to clients and those affected by HIV/AIDS.

Valued Partner
 [Donate Now](#)
PARTNERS IN TRUST

Current Happenings!

beautiful layered lies
A Showing of Photographic Works by Philip Bonneau
Runs through November 21, at Pedini Atlanta, 800 Peachtree St. NE, Unit C

Graphic Intervention: 25 years of AIDS Posters
Wednesday, November 2nd at the Museum of Design Atlanta
6:30 - 8:30 PM Hosted by Brandon Rudat, anchor of CBS46's Better Mornings

AIDS WALK ATLANTA & 5K RUN 2011

Thank You Atlanta for joining us Sunday!
Remember you can still collect and turn in money to qualify for incentives until November 30th!
Did you race in the 5K? Race Results [here](#)



▶ EVENT SITE

Komen South Florida

Race for the Cure

Volunteer

Username

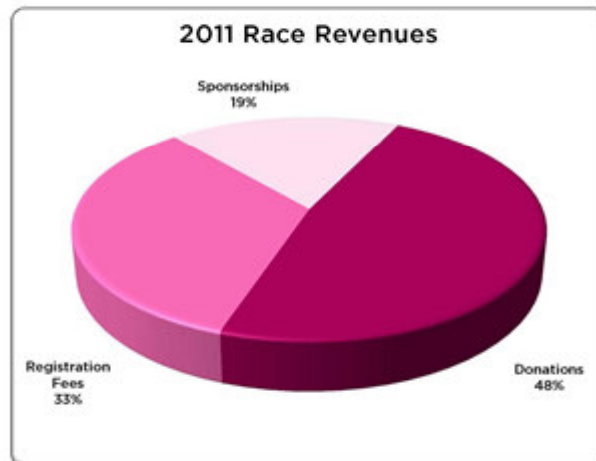
••••••••

LOGIN

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.



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. Lucie 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



Special Thanks to:



► BLOG



Ring My Bell: Your Online Red Kettle Is Waiting!

2nd November 2011

written by Megan

3 tweets

retweet

232

Like



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. Those faithful, sometimes very cold 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 to you again: [the 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.onlineredkettle.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...

ABOUT

The Latest and Immediate news on The Salvation Army

RECENT POSTS

05th November 2011
[The Virtual Bell Ringer Contest is Officially On!](#)

04th November 2011
[And the Kettle Kickoff Talent Is... Enrique Iglesias!](#)

04th November 2011
[Almost there... Red Kettle Kickoff Talent to be announced TONIGHT!](#)

03rd November 2011
[Stay Tuned...Red Kettle Kickoff Talent To Be Revealed Tomorrow!](#)

02nd November 2011
[Ring my Bell: Your Online Red Kettle is Waiting!](#)

November 2011

M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13



▶ FACEBOOK



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...

Like · Comment · Share · November 2 at 3:24pm ·

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



Spange 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





username

.....

Login

Forgot Username/Password?

How to Fundraise | Your Donations Help | About Arthritis



Watch Video

Event Information

[Home](#)

[Event Details](#)

[View Our Sponsors](#)

[National Teams](#)

[In-Kind Sponsors](#)

[Make a Donation](#)

[About Us](#)

[Meet Our Honorees](#)

[J.B. the Elf](#)

[Jingle Bell Boutique](#)

[Registration Incentive Winners](#)

Locally Presented by **HARRISON** MEDICAL CENTER

Total Donations : \$17,374

[Sign Up](#)

[Donate](#)

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



Nationally Sponsored By



Special Thanks to:



Top Fundraisers

1. [Sheila Cline](#)
2. [Sherman Arnold](#)
3. [Jewell \(Judy\) Arnold](#)
4. [Sherrill Gross](#)
5. [Jerry Childs](#)

[>> search](#)

Group Rank

1. [Team Abbott](#)
2. [Team Cardinal H...](#)

[>> more](#)

Team Rank

Kirkin' it for



Login

Forgot Username/Password?

How to Fundraise | Your Donations Help | About Arthritis

- Volunteer Registration
- Bulletin Board
- Fundraising HQ**
- Main Login
- Email Friends
- Enter my HQ
- Edit my Site
- Check Reports
- Use Tools
- Online Help



Barry Doll Agency

J.B.'s red shoe ride is proudly sponsored by:



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 Kickin' it for Kinsev'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??

July 3 at 12:25am · Like · Comment

View all 4 comments



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

Write a comment...



J.B. The Elf

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



Wall Photos

July 2 at 10:31pm via iPhone · Like · Comment · Share

6 people like this.



Kim Beigh Avery I saw you as I drove by but couldn't stop - I'll catch you next time..

July 2 at 10:48pm · Like · 2 people



Debbie Doll Way to go...

July 2 at 11:10pm · Like · 1 person



Karole Lee Johnson Woo hoo! What fun!

July 2 at 11:50pm · Like · 1 person









Write a comment...



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!!

▶ TWITTER

-  5 Nov
 **autismspeaks** autismspeaks
Check out our AMAZING team! They have raised \$720,000 and counting!! pic.twitter.com/8HkJLk9U
5 Nov ☆ Favorite ↻ Retweet ↩ Reply
-  **autismspeaks** autismspeaks
"Autism is a lot like marathon." @BillyMann
5 Nov
-  **autismspeaks** autismspeaks
@BillyMann is inspiring! pic.twitter.com/FQp0TpEE
5 Nov
-  **autismspeaks** autismspeaks
Here is our team for the @Ingnycmarathon! Great looking bunch!!
pic.twitter.com/9jeelNxZ
5 Nov
-  **autismspeaks** autismspeaks
\$720,000 and counting raised by our team for the @ingnycmarathon! #autism
5 Nov
-  **autismspeaks** autismspeaks
We love @BillyMann! He has surpassed his fundraising goal and is at \$121,155 and counting!! pic.twitter.com/zUt9WDL9
5 Nov
-  **autismspeaks** autismspeaks
"Autism is a lot like a marathon." @BillyMann
5 Nov



close ×

 **@autismspeaks** autismspeaks ✓

Check out our AMAZING team!
They have raised \$720,000 and counting!!
pic.twitter.com/8HkJLk9U



powered by  Photobucket

5 Nov via Twitter for iPhone
☆ Favorite ↻ Retweet ↩ Reply

replies ↓

 **mjkulstad** Michael Kulstad

▶ CONNECTING FACEBOOK, TWITTER AND YOUTUBE

The screenshot shows a Facebook page for the 'AIDS Walk Atlanta & 5K Run' organization. The page header includes the Facebook logo and a search bar. The main content area features a video player with the title '90 Seconds of Hope' and the text 'HOPE is time...'. The video shows a man in a white polo shirt speaking. Below the video, there are statistics: 2,098 likes, 30 people talking about this, and 71 more people who have liked this. The page also has a navigation menu on the left with options like Wall, Info, Friend Activity, Photos, Events, Twitter, and YouTube. The YouTube option is circled in red. The 'About' section describes the organization as a non-profit in Atlanta, GA, supporting AIDS Atlanta and other causes.

facebook

Search

AIDS WALK ATLANTA & 5K RUN 2011

- Wall
- Info
- Friend Activity
- Photos
- Events
- Twitter
- YouTube**

AIDS Walk Atlanta & 5K Run ▶ YouTube
Non-Profit Organization · Atlanta, Georgia

HOPE is time...

90 Seconds of Hope
297 views

This October 16,
Believe in Every Kind of Hope.
Believe Every Life Deserves Hope.

Show more

Like Send 6 people like this. Be the first of your friends.

2,098 like this
30 talking about this
71 more here

About
Annual AIDS Walk & 5K Run in Atlanta, GA supporting AID Atlanta and 8 other...
More



▶ EMAIL

Single – one time messages

Recurring emails

Acknowledgement / Notifications

Forward to a friend

Design – Mobile friendly message

MY HQ Email Templates

Arthritis Walk

let's move together
WALK ARTHRITIS FOUNDATION
letsmovetogether.org

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

blackbaud[™]
your passion > our purpose

▶ BOUNDLESS FUNDRAISING FACEBOOK

- Donate Their Profile Picture
- See their progress
- Create a personal newsfeed
- Schedule Newsfeeds
- Share their Story

facebook

Search

let's move together

Home Share Your Story Scheduled Newsfeeds

Help spread the word by donating your picture and letting your friends know you're lending your support!

Donate Your Profile Picture

let's move together
WALK - BOSTON, MA

Click the above photo to use it as your profile picture.

Get the Word Out

- I am participating in the 2011 Arthritis Walk - Boston, MA for the 50 million Americans with arthritis! Please support me with a donation.
- Please join me in supporting Arthritis Walk!
- Ryan has raised \$0 for the 2011 Arthritis Walk - Boston, MA towards the goal of \$250. Support Ryan with a donation to the Arthritis Foundation.
- Write your own message.

Share with Friends

Your Progress Indicator

Arthritis Walk

Facebook is no longer allowing applications to add tabs. You can help raise funds for Arthritis Walk by using the other features on this page.
[Need some technical help?](#) (Opens new window)

GOAL: \$250
RAISED: \$0
I am 0% there!

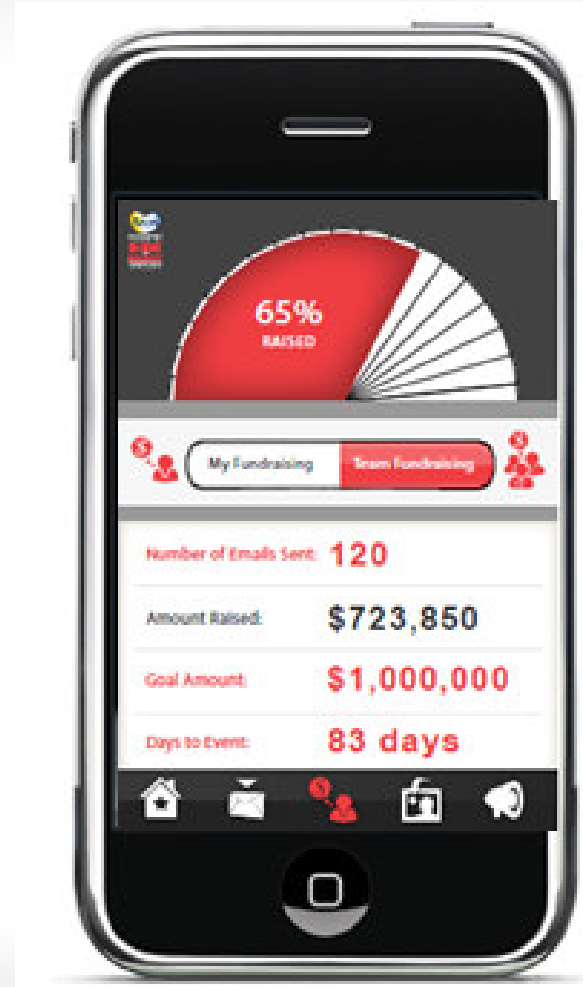
My HQ

[Refresh] SEP 18 2011

boundless: UNIMAGINABLE™ by charity: 21 PARTNERS



▶ **BOUNDLESS FUNDRAISING SMART PHONES - TRACK YOUR PROGRESS AND FUNDRAISE ON IPHONE, ANDROID, & BLACKBERRY**



► COMMUNICATING & CONVERSATIONS



AIDS WALK ATLANTA & 5K RUN



Information

- Friends Asking Friends
- Event Information
- AIDS Walk Atlanta Home
- Online Help

Visitors

- Register
- Donate to a Walker/Runner
- Spread the Word



Post Message (requires login)

[Previous](#)

Page 1 [2](#) [3](#) [4](#)

[Next](#)

Topics	# of Replies	Author	Date
So Proud	0	demeviking	10/28/2011
Total Raised ?? And Thank you for all your efforts.	0	Nomder	10/25/2011
Please Update Me	1	Rodriques87	10/14/2011
I am Walking!	0	Dfargason	10/14/2011
Team Dale Diaz	1	MJordan326	10/10/2011

By At

[Reply](#) | [Print](#)





CREATING MINI-CAMPAIGNS

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your passion > our purpose

► 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!



Channel	Timeline	Feb 1	Feb 3	Feb 6	Feb 9	Feb 13	Feb 14
EMAIL	Message	We love our Mutt's	We love our Mutt's	Betty's success started w/ 5 emails	Final fundraising push – event info	See you tomorrow	Thank you!
	Audience	Team Captains	Team Members/ Individuals	All participants	All Participants (Segment)	All Participants	All Participants
	Action	Update your personal page w/ your Mutt Love story	Update your page w/ your Mutt Love story	Send 5 emails	Share on social nets– change your profile pic	See you tomorrow!	Wow, what a day!
Event Site			Need help w/ your story get some inspiration from Beth	Impact of 5 emails	Add Mutt love video -		Add pictures and video.
Facebook		Mutt love TC's check your inbox	Thank you Bob, Mutt love rock star	Betty's tip of the day – send 5 emails	Sam's tips of the day	Mutt love is tomorrow - video	Mutt love success
Twitter		TC check your inbox	Participant – thanks you's	Need ML help? Check out blog	My Mutt love	Mutt love picts	Mutt love – thanks you's
Blog			Mutt love participant post	Mutt love fundraising tips	Why Mutt love? - impact		Wow, what a great day
My HQ			Link to personal page	Mutt love Task tips – 5 email	Share – Get Social		

▶ ONLINE RED KETTLE & DALLAS COWBOYS

Stay Tuned
Be Revealed

written by Megan

4 tweets

retweet

158

Like



2010

Just one more day!

We're so excited to see the
Kickoff...but alas, the

The kickoff talent will be
City tomorrow evening
scene so you can see



twitter Search Home Profile Messages



DOING THE MOST GOOD



DOING THE MOST GOOD

Salvation Army USA

@SalvationArmyUS USA

Links, stories and helpful info about The Salvation Army USA! Visit our blog for more <http://tinyurl.com/TSA Site>
God bless you!
<http://www.salvationarmyusa.org/>

+ Follow

Tweet to [@SalvationArmyUS](#)

Tweets Favorites Following Followers Lists

 **SalvationArmyUS** Salvation Army USA
Enter our #SalvationArmy virtual bell ringer contest for a chance to see @enrique305 @DallasCowboys game T-giving day!
ow.ly/7k7dA
5 Nov

 **SalvationArmyUS** Salvation Army USA
Pop star @enrique305 to kick-off #SalvationArmy Red Kettle Campaign during @DallasCowboys Thanksgiving Day game!
pic.twitter.com/bLfaJlD
4 Nov

 **SalvationArmyUS** Salvation Army USA
5 more mins till #Kettle Kickoff Talent Announcement! Pic 5: @DallasCowboys Cheerleaders w/ #SalvationArmy Youth:
pic.twitter.com/NAVlqPSA

▶ ONLINE RED KETTLE & DALLAS COWBOYS



ONLINE RED KETTLE
DOING THE MOST GOOD®

ACCESS MY KETTLE ACCOUNT:

LOG IN

START A NEW KETTLE

DONATE

CONTACT US

FAQS

FIND A KETTLE

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, soldiers and officers 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 their doing to increase their fundraising muscle

