



▶ WELCOME TO THE SUPPORTER JOURNEY WEBINAR SERIES!

Tiffany Crumpton

Senior Marketing Manager and Supporter Journey Host

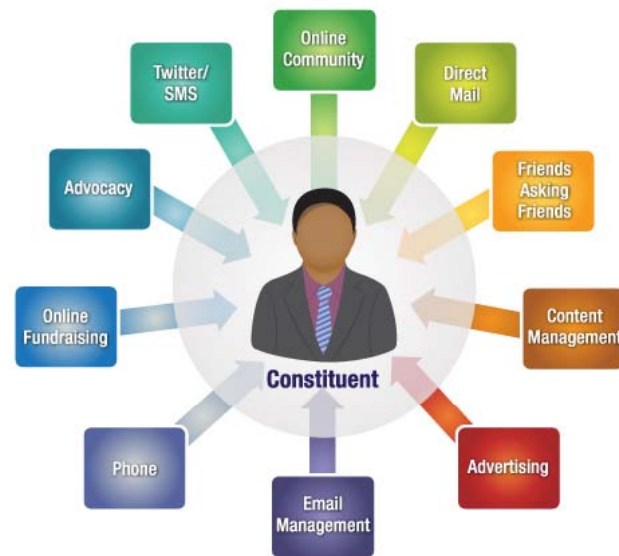
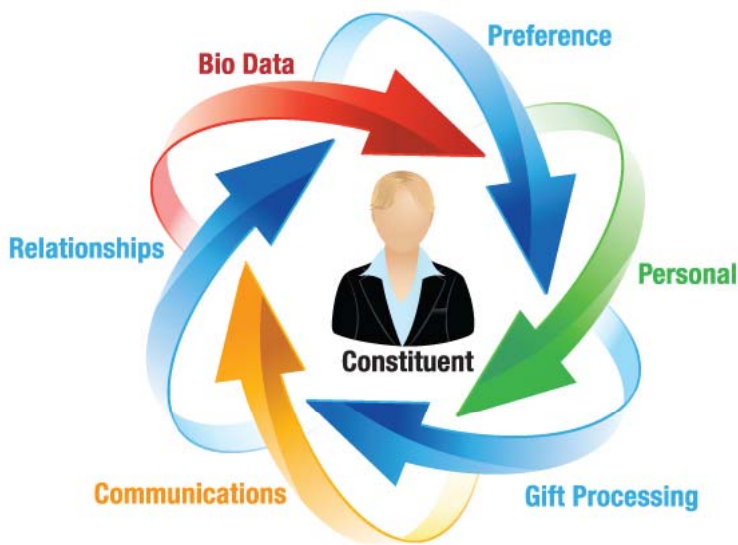


blackbaud™
your passion > our purpose

Do you have what it takes to put your supporter journey in motion — and keep it going strong?



analyze + identify segment + target engage + communicate appreciate + retain
————— measure + manage —————



► CAST OF CHARACTERS



Michael Quevli, Senior Consultant with Target Analytics
Analyze & Identify, May 31st @ 1pm



David Lamb, Senior Solutions Consultant with Target Analytics
Segment & Target, June 12th @ 1pm



Allison Van Diest, Multi-channel Marketing Expert with Blackbaud
Engage & Communicate, June 28th @ 1pm



Doug Barker, Principal, Barker & Scott
Appreciate & Retain, July 12th @ 1pm



Steve MacLaughlin, Director of Internet Solutions, Blackbaud
Measure & Manage, July 31st @ 1pm



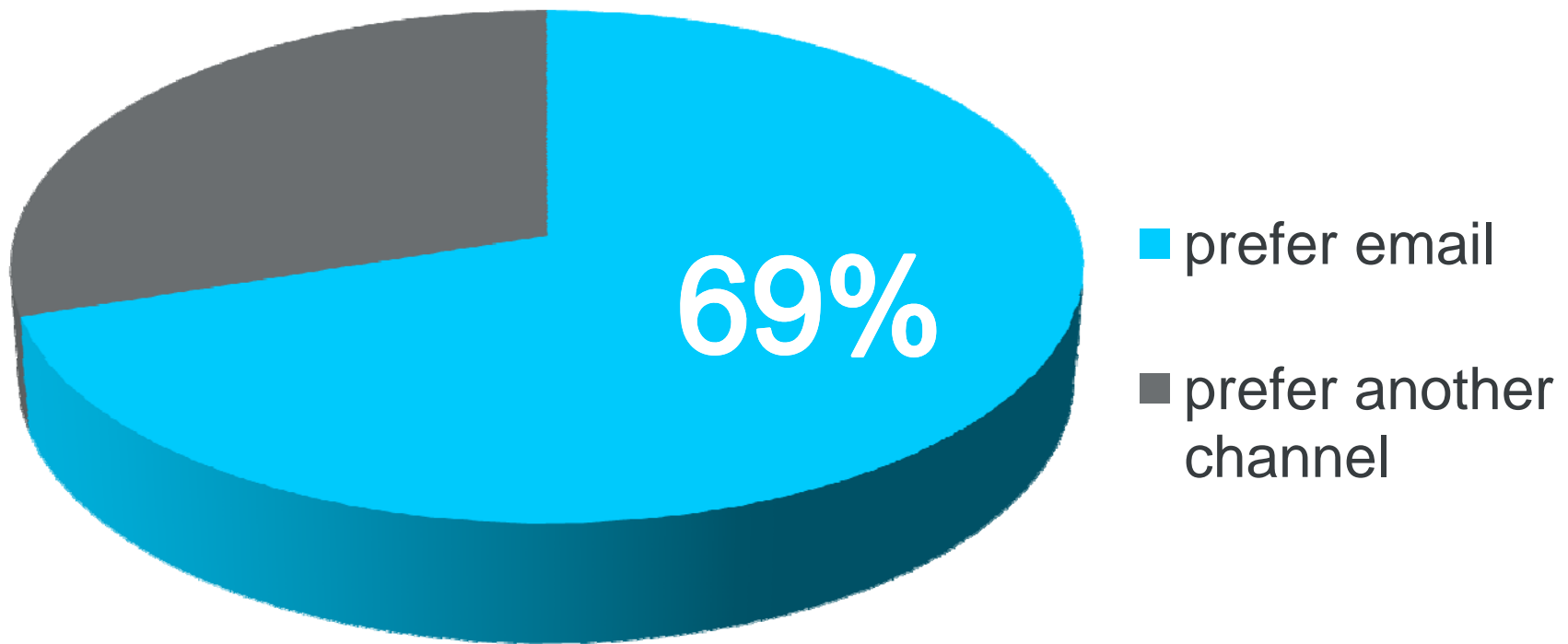
► **ENGAGE & COMMUNICATE**
Creating the Right Multi-Channel Mix

Allison Van Diest, *Senior Marketing Manager*



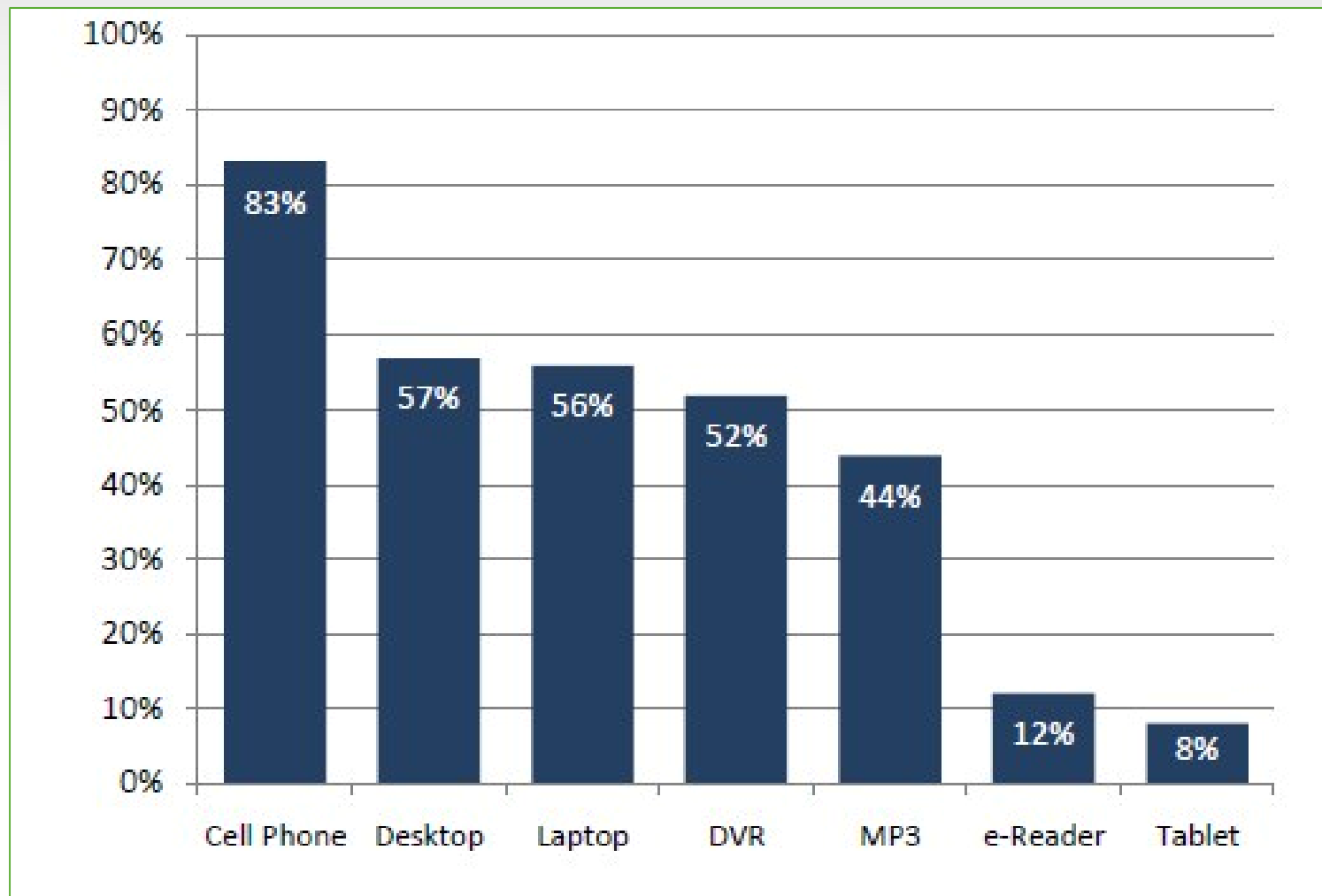
▶ THE SUPPORTER SHIFT

➤ DONORS' PREFERRED CHANNEL
(FOR INFORMATION FROM YOU)



Source: *The Cygnus Donor Survey 2011*

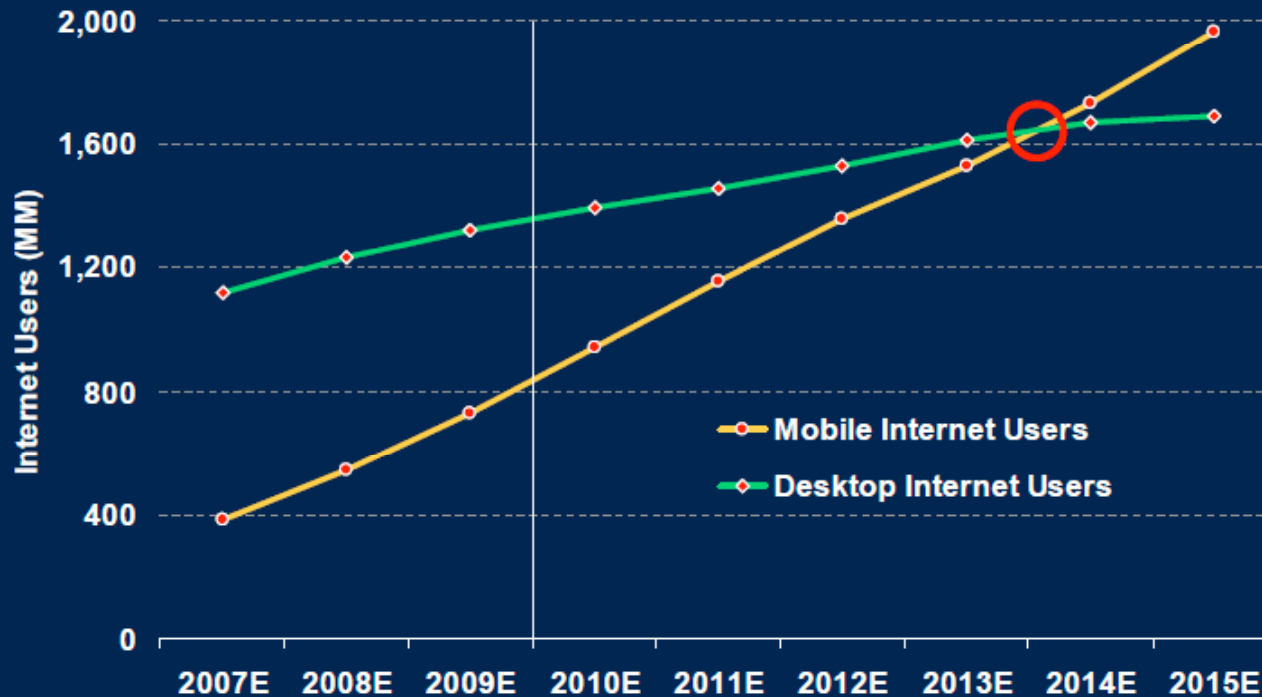
► % OF ADULTS WHO OWN EACH GADGET



Source: The Pew Research Center's Internet & American Life Project, April 26-May 22, 2011 tracking survey. N=2,277 adults ages 18 and older. Interviews conducted in English and Spanish. Margin of error = +/- 2 percentage points.

Mobile Users > Desktop Internet Users Within 5 Years

Global Mobile vs. Desktop Internet User Projection, 2007 – 2015E



Morgan Stanley

Source: Morgan Stanley Research.

8

Source: Morgan Stanley <http://www.slideshare.net/CMSummit/ms-internet-trends060710final>

➤ SOCIAL MEDIA INFLUENCE



Average Facebook user has **130** friends

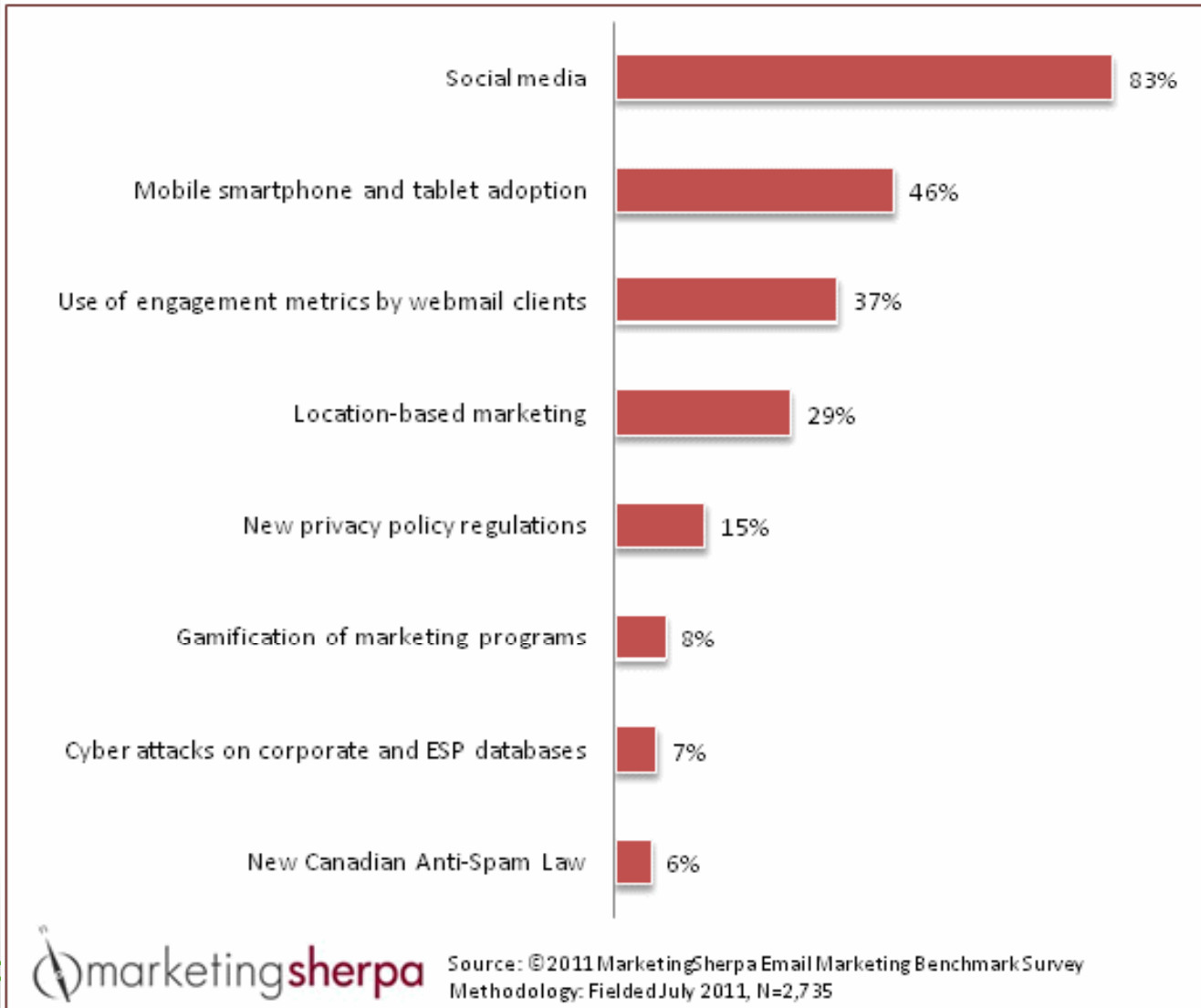
700 billion: number of minutes spent on Facebook per month



Average Twitter account has **70** followers

More than **50%** of the world's population is **under 30** and have never experienced life without the Internet.

► CMOS RANK PROGRAMS MOST LIKELY TO IMPACT EMAIL IN FUTURE



► GENERATIONAL CHARACTERISTICS

Boomers

- Private, but connected to community
- Detail oriented
- **Defer to experts**

Gen X

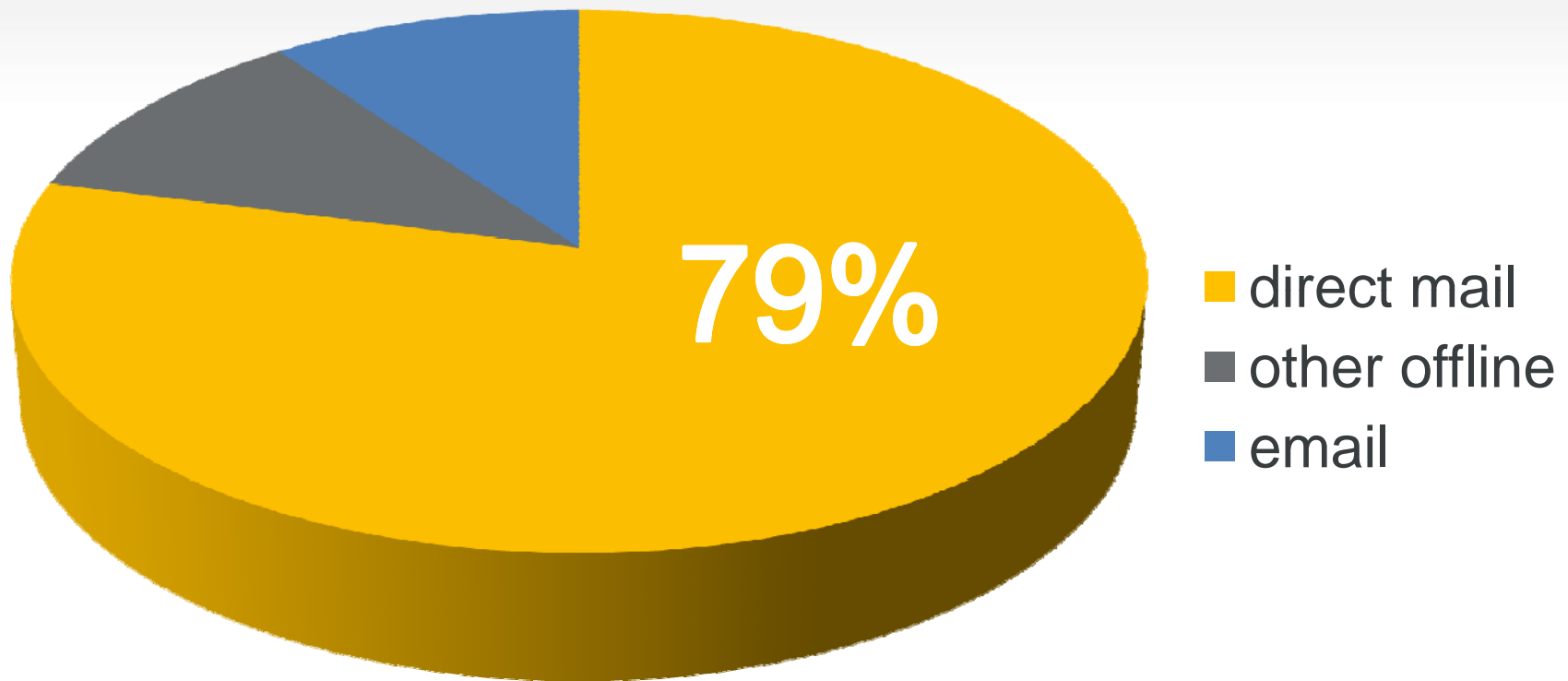
- Private, not necessarily connected online or off
- Comfortable online
- Action oriented
- **Defer to heroes**

Gen Y

- Highly connected online, always sharing
- Consumption oriented
- **Defer to networks**

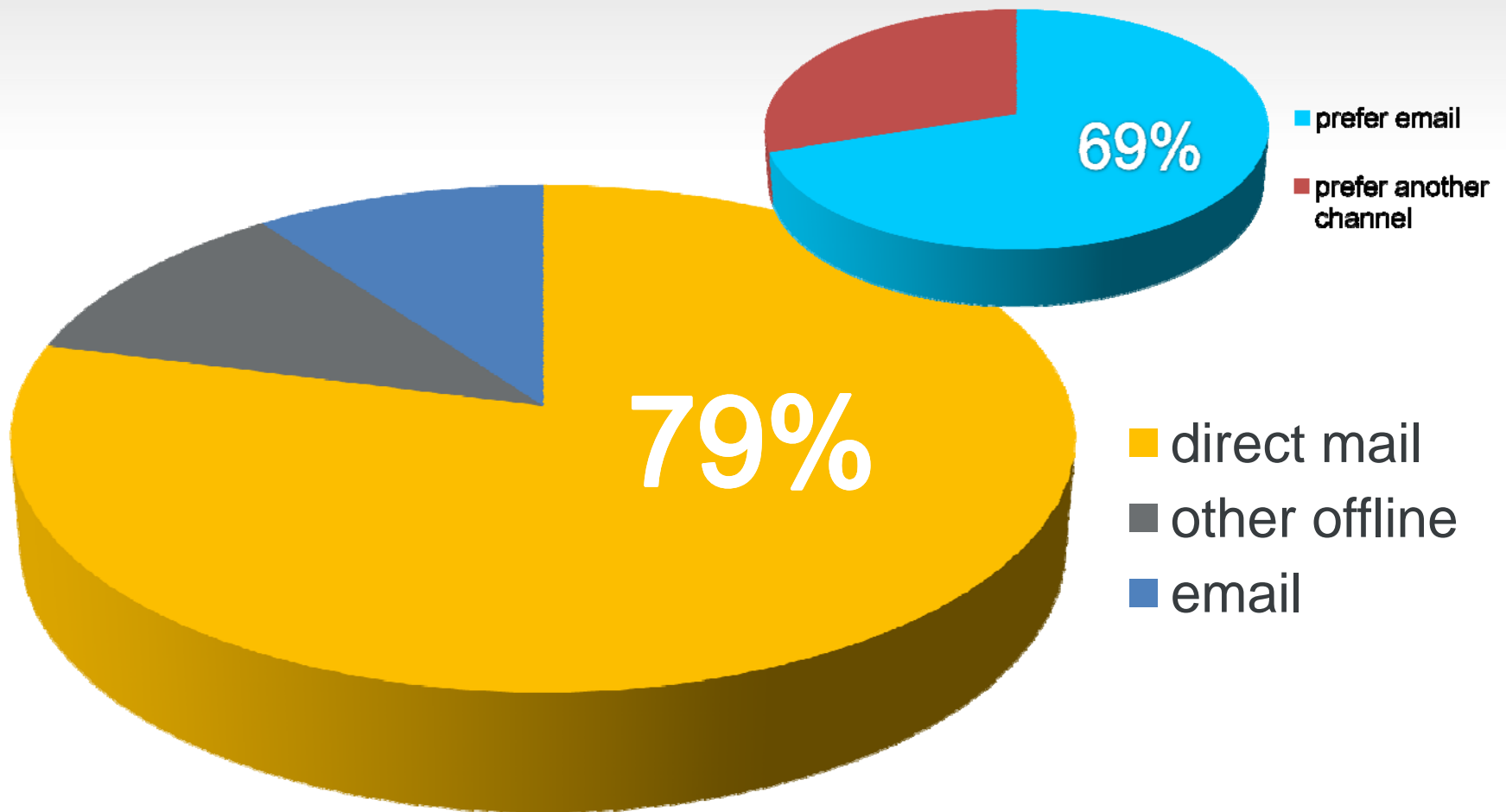
- 
- ▶ **DON'T CONFUSE COMMUNICATION CHANNEL WITH GIVING CHANNEL**

► PREFERRED GIVING CHANNEL



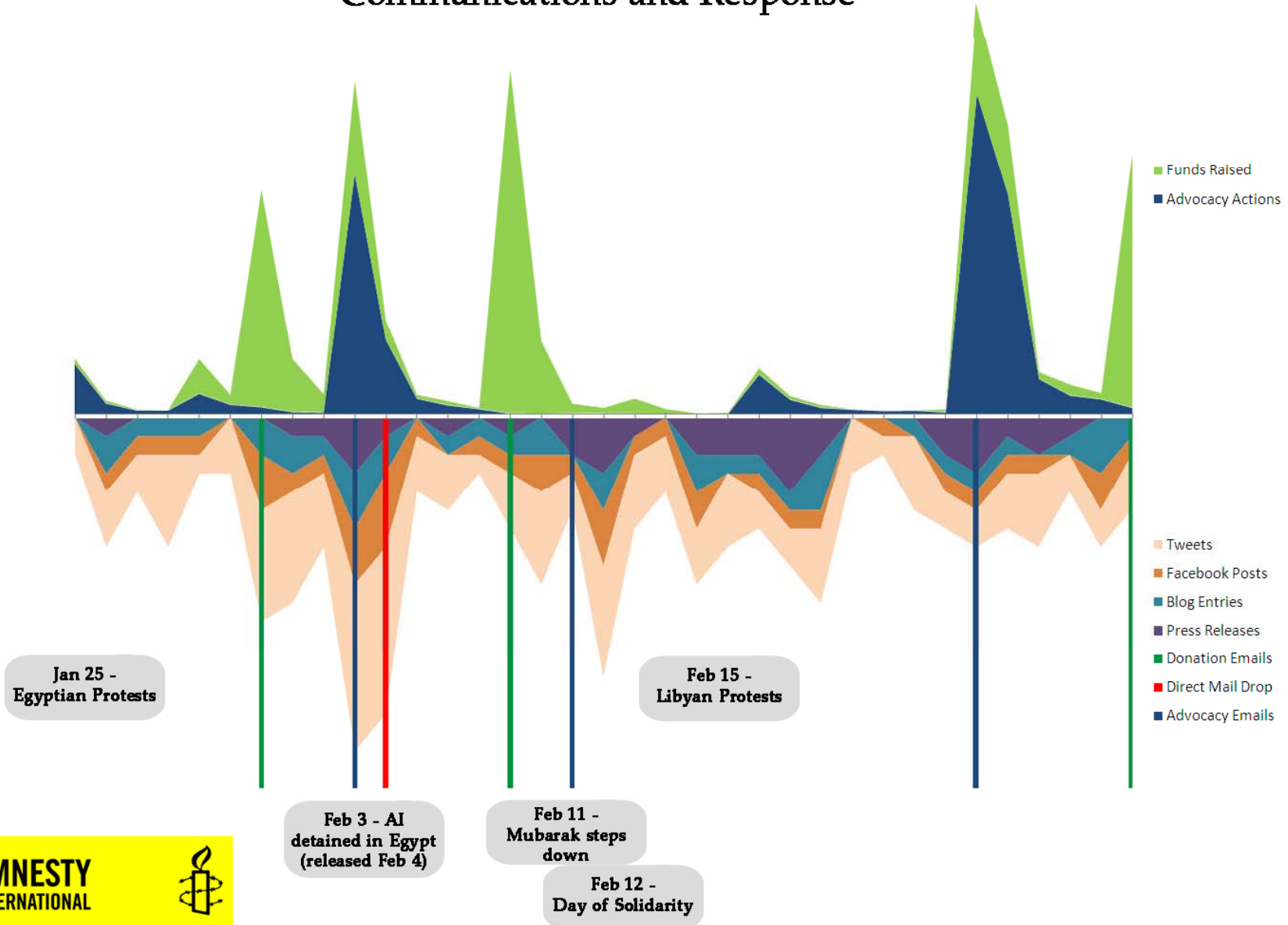
Source: 2011 donorCentrics Internet & Multichannel Giving Benchmarking Report

➤ PREFERRED GIVING CHANNEL



Source: 2011 donorCentrics Internet & Multichannel Giving Benchmarking Report

Middle East / North Africa - Communications and Response



Feb 3 - AI detained in Egypt (released Feb 4)

Feb 11 - Mubarak steps down

Feb 12 - Day of Solidarity

Feb 15 - Libyan Protests

Jan 25 - Egyptian Protests

- 
- ▶ MAKE IT SIMPLE AND FULFILLING FOR NEW DONORS TO GIVE ONLINE



Offline giving continues to dominate

Direct mail accounts for 79% of donation revenue. Online accounts for 10%, and "other offline" makes up the remaining 11%.

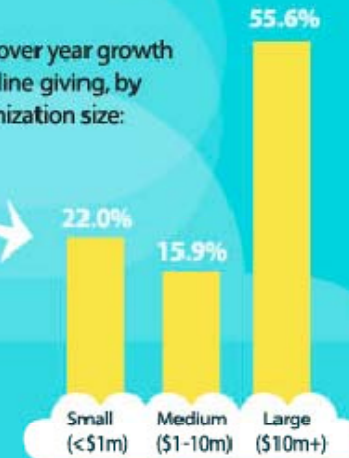


Online Giving
10%

Offline Giving
90%

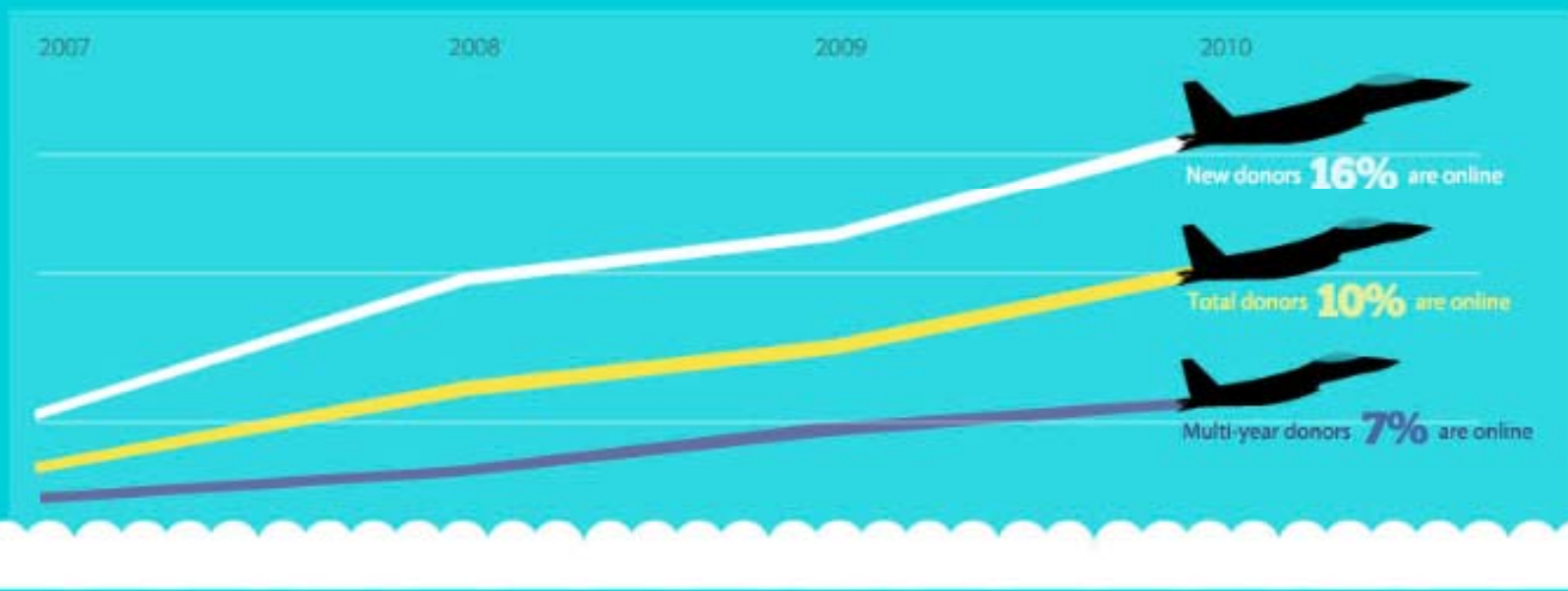
But online giving increased 34.5% to
\$20+ Billion
in 2010.

Year over year growth
in online giving, by
organization size:



More new donors are coming in online every year

Online donations are a larger percentage of giving every year, both in total revenue and number of donors. In fact, 88% of nonprofits had an online donation of \$1,000 or more in 2010.



Online donors:



► 2010 LEADERBOARD

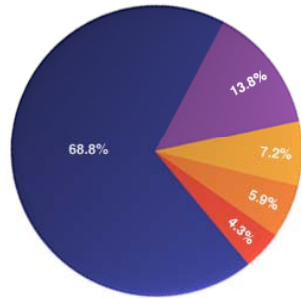
Organization	Sector	2010 Online Giving	Giving Focus
1 United Way Worldwide	Social Service	\$359,835,899	International Relief
2 American Red Cross	Social Service	\$188,622,721	International Relief
3 Leukemia & Lymphoma Society	Health	\$78,949,225	P2P Giving
4 National Multiple Sclerosis Society	Health	\$73,475,000	P2P Giving
5 Doctors Without Borders USA	International	\$51,471,242	International Relief
6 American Heart Association	Health	\$36,900,000	P2P Giving
7 World Vision	International	\$36,900,000	International Relief
8 Samaritan's Purse	International	\$33,219,962	International Relief
9 United States Fund for UNICEF	International	\$32,536,673	International Relief
10 Partners in Health	Health	\$28,000,000	International Relief
11 Salvation Army	Social Service	\$27,042,979	International Relief
12 Alzheimer's Association	Health	\$22,545,782	P2P Giving
13 Catholic Relief Services	International	\$21,217,026	International Relief
14 Cystic Fibrosis Foundation	Health	\$16,395,691	P2P Giving
15 Autism Speaks	Health	\$15,203,865	P2P Giving
16 Islamic Relief USA	International	\$14,375,730	International Relief
17 Save the Children	International	\$14,030,926	International Relief
18 Young Life	Religious	\$13,475,656	Annual Giving
19 Dana-Farber Cancer Institute	Health	\$11,912,000	P2P Giving
20 Mercy Corps	International	\$11,104,423	International Relief
21 Habitat for Humanity International	Social Service	\$9,899,360	International Relief
22 Feed the Children	International	\$9,745,247	International Relief
23 Stanford University	Higher Education	\$9,380,727	Annual Giving
24 Wycliffe Bible Translators	Religious	\$9,073,278	International Relief
25 University of Pennsylvania	Higher Education	\$9,023,767	Annual Giving

Source: Chronicle of Philanthropy

SUPPORT OUR WORK

In communities across the country, we're working every day to ensure every child has a quality education, every family has a stable income, and all Americans enjoy good health. But to continue our vital work, we need your support.

Your Contribution at Work



- Our Work in Education, Income & Health
- Development & Administrative Costs
- United Way Volunteer & Call Centers
- Our Work in Other Human Services
- Reserve Funds

Your Information

First Name Last Name

Address

City

State

Zip Code

Home Email Address

Phone Number

Amount

\$10
 \$50
 \$250
 \$2,500
 \$25
 \$100
 \$1,000
 Other: (USD)

Credit Card

American Express
 MasterCard
 Visa

Card Number
 Expiration Month Year

Card Security Code [?](#)

[Process Contribution](#)



► PEER-TO-PEER FUNDRAISING

Motivation why people give

50% say:

“A friend asked me.”



Email and Social Media Increase Fundraising

Emails have a 90% open rate

1 in 4 emails turns into a donation



That makes each email worth about \$15 in donations.

(\$60 avg gift)



Twitter and Facebook posts convert 0.25% of impressions into donations.

At an average of 130 Facebook friends and 70 Twitter followers, that means each post could be worth as much as a \$10 donation.

(\$40 avg gift)



online

Participants who use online fundraising tools raise six times more money than those who don't.



offline only

- Register to Walk
- Donate to a Walker
- Event Information

Information

- Home
- About Us
- Event Information
- View Our Sponsors
- FAQ
- Custom Link #1
- Custom Link #2

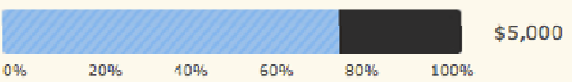
Visitors

- Participant Registration
- Sponsor Participant
- Spread the Word
- General Donation
- Sponsorship Opportunities
- General Donation

Frank's Fundraising Page

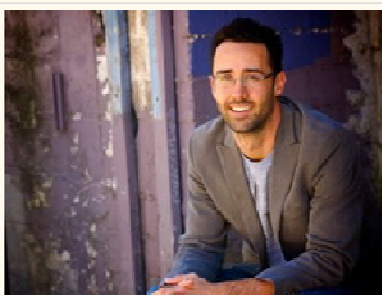
Help me bring clean water to 250 people!

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



Thank you for supporting Blackbaud ISD Creative Services. Your contribution is greatly appreciated.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut et nisl dui, nec semper augue. Fusce aliquet nisl in sem tincidunt dignissim. Ut venenatis dolor sed nisi ullamcorper imperdiet a eget risus. Phasellus in volit massa. Nunc pretium, metus quis feugiat tempus, tellus urna molestie nisl, eget viverra leo neque ut tellus. Nullam lacus eros, sagittis et auctor sed, lacinia vel lorem. Donec rutrum posuere neque, non faucibus orci mattis nec. Phasellus enim metus. Pharetra sed pretium ut. rhoncus et massa. Phasellus magna enim. enim metus. Pharetra sed pretium ut. rhoncus et massa. Phasellus magna enim. vel lorem. Donec rutrum posuere neque, non faucibus orci mattis nec. Phasellus eros, sagittis et auctor sed, lacinia vel lorem. Donec rutrum posuere neque, non faucibus orci mattis nec. Phasellus enim metus. Pharetra sed pretium ut. rhoncus et massa. Phasellus magna enim.



Hi, I'm Frank. I'm trying to help save lives by bringing clean drinking water to villages in Africa. \$5,000 can fund a village water project and serve up to 250 people with clean, safe drinking water.

Give Now!

\$3,430 Dollars Raised

\$5,000 My End Goal

12 Generous Supporters

52 Days Left To Give

... in support of **FAF STANDARD TEMPLATE #1**

Blackbaud on Twitter

@mitsy4400 Our user groups are for all types of nonprofits, & have a heavy focus on using BB software. Though, general networking at end.

@FromNazWithLove Congrats on conquering your 1st RE query! If you need help, give us a shout or check out our forums: <http://bit.ly/3kzaSi>

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► PROVIDE MULTIPLE CHANNELS FOR
HIGHEST LIFETIME VALUE



32%

of online acquired donors
switch to be offline donors in
year two

only  **3%**

of offline acquired donors
switch to be online donors in
year two

Lifetime Revenues Per Original Donor Acquired in 2007:



32%
of online acquired donors switch to be offline donors in year two

only **3%**
of offline acquired donors switch to be online donors in year two

(2010 data for donors acquired in 2007)

▶ WHAT DOES MULTICHANNEL LOOK LIKE?



Union of Concerned Scientists

Citizens and Scientists for Environmental Solutions

- Online appeals —————> offline donors
- Mail appeals —————> online donors and prospects
- Everyone with an email address gets:
 - ▶ Action alerts
 - ▶ Event invitations
 - ▶ Monthly e-newsletter
 - ▶ Other informational updates and cultivation messages

An invitation coming to your mailbox



Union of Concerned Scientists
Citizens and Scientists for Environmental Solutions



Dear Karla,

I wanted to let you know about a special invitation you will be receiving soon in your mailbox.

I hope you will read the request carefully and consider the impact your positive response can have on the environmental movement and some of the most important issues that affect your everyday life.

Right now, politicians in Washington are setting a new course that we hope will lead toward a more sustainable future for ourselves and our children: **tackling climate change, reducing oil dependence, creating green jobs.**

But after 40 years of experience, we at the Union of



▶ WHAT DOES MULTICHANNEL LOOK LIKE?



- Direct mail bulletins
- Monthly e-newsletters
- Shared information via Facebook and Twitter, driving traffic back to the main website
- Updated content on the main website frequently with stats, videos, blogs

HOPE worldwide for Haiti

Disaster Update: EARTHQUAKE - Haiti

HOPE
worldwide

Bringing hope. Changing lives.

Wednesday, January 13, 2010

Dear Friend of HOPE worldwide,

HOPE worldwide has opened its Disaster Response Center in Haiti, about 100 miles from the area affected by Tuesday's 7.0-magnitude earthquake. We have established contacts in Haiti, Haitian Support, as well as other organizations that have delivered quickly and support given in the most effective way.

Check www.hopewww.org for updates as we are able.

» [Click here](#) to make a donation now online.

Or mail checks to:

HOPE worldwide
Disaster Response - Haiti
353 W. Lancaster Ave.
Suite 200

Haiti First-Hand: Love, Compassion



Below is a first-hand account from Laura, a nurse from Roanoke, Virginia. Laura went to Haiti through Angel Missions Haiti to help earthquake victims and bring aid.



I was surprised to see the children in Haiti after the earthquake. The Angel Missions staff there. When I got there, they were so welcoming. It took a long time to go find the children. Parents were so grateful.

We met several people who spoke English and it made our jobs easier from interpreting for us.

for Haiti, about the relief effort and current situation

of the live video yet. There are a couple spots of

facebook

25

5

HOPE
worldwide
Bringing hope. Changing lives.

entry

gdom?

matching government gift.



[Qualify Your Gift](#)



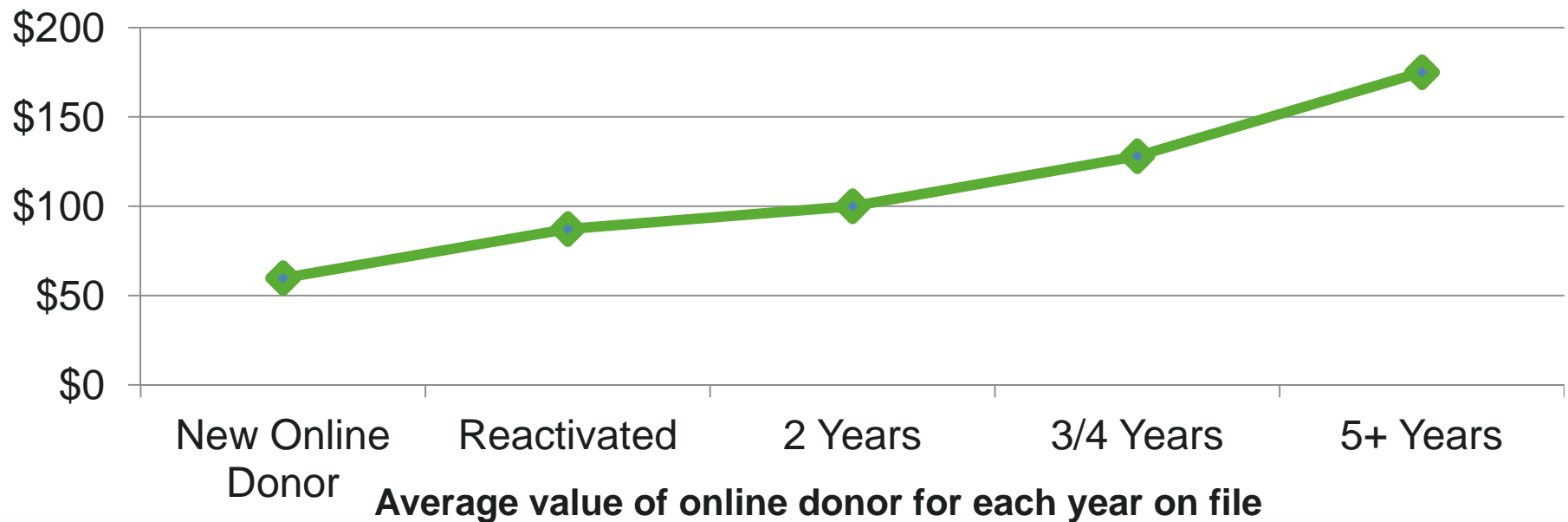
[Donating from Canada?](#)

To make a tax deductible donation from Canada to Haiti, use the link below and choose "Haiti Earthquake Disaster Relief" as the fund.

[Donate from Canada Now](#)

▶ THE IMPACT OF MULTICHANNEL ON DONOR RETENTION

- Almost 15% of HOPE *worldwide*'s new online donors made a second gift in 2010
- This early indicator of loyalty is a critical metric, as donor value increases each year a donor remains loyal



Source: Internet Giving Collaborative Benchmark Report *donorCentrics*™



► **COORDINATE COMMUNICATIONS
ACROSS CHANNELS**

► TODAY'S CONTENT REQUIREMENTS

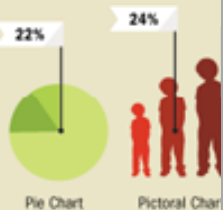


INFOGRAPHIC INFOGRAPHICS

DESIGN

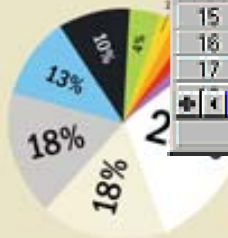
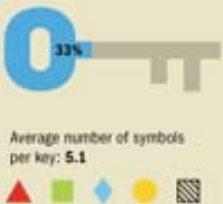
CHART STYLE

Percentage of infographics with t

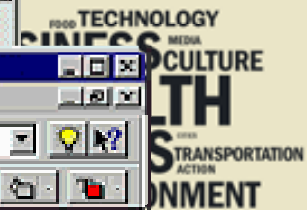


KEY INFO

Percentage of infographics with key:

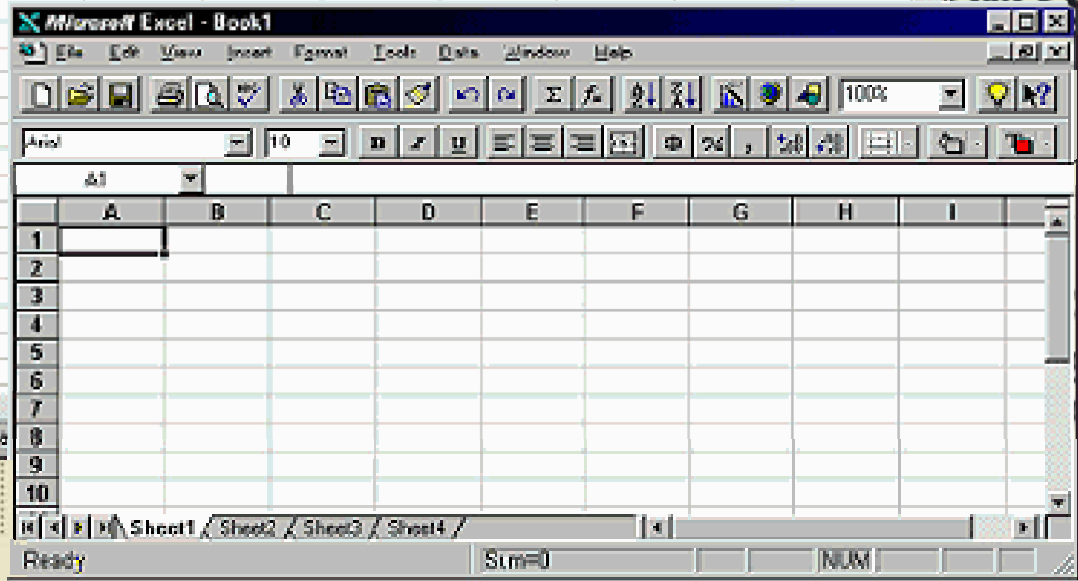
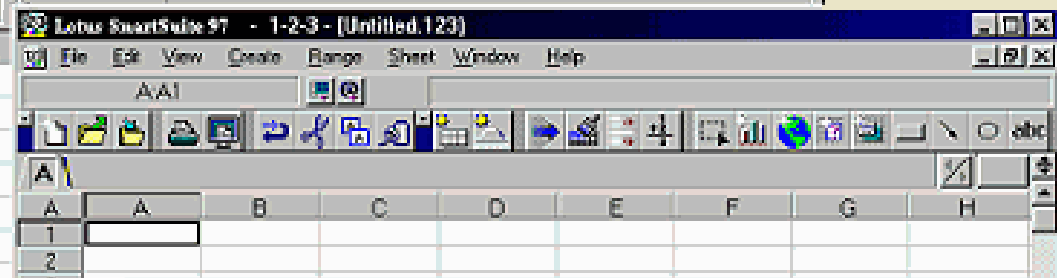
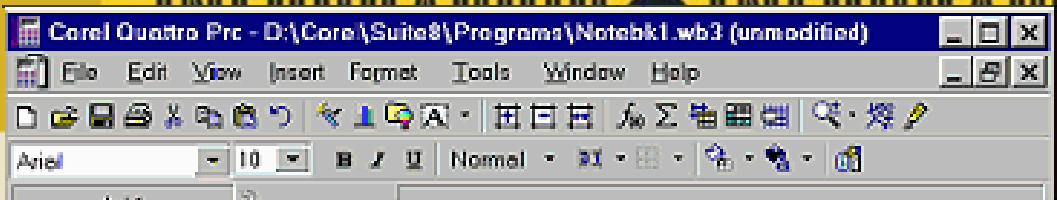


popularity of different infographic themes:



of words per
4.36

BEST
POOREST
AMERICAN



CONCEPT & DESIGN Ivan Cash SOURCE 49 infographics collected at random from www.good.is/infographics



World Change Starts with Educated Children.®

[About Us](#)

[Our Programs](#)

[Get Involved](#)

[Donate](#) →



2/3 of the over **750** million illiterate people in the developing world are girls and women.

We've awarded long-term scholarships to over 9,000 girls. Last year, 96% passed to the next grade.

[Girls' Education Program](#) ▶

Where We Work



[View Map](#) →

Room to Read Blog

[Six Short Weeks: Room to Read's First Ever \(Mini\) Film Festival!](#)

[Guest Blog from Sri Lanka: Nelka's "Need to Read"](#)

[Library in Nepal Turns Primary School Children into Public Health Activists](#)

[Guest Blog from John Wood: Kicking off the 2011 Clinton Global Initiative](#)

[Fun with Phonics at Nakatete Basic School](#)

Committed to Efficiency

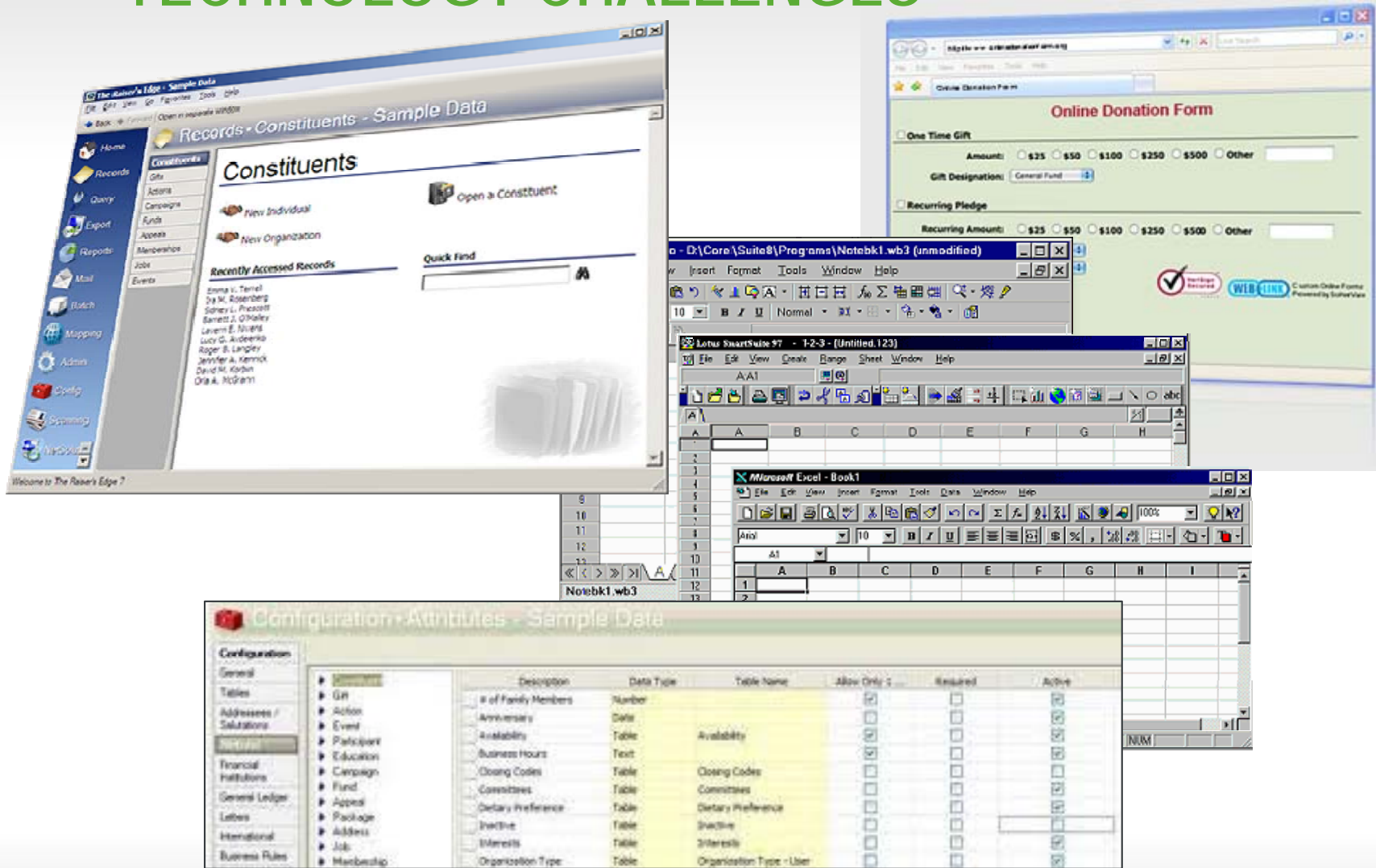
In 2010, 83 cents from every dollar went directly to programs.

Program Services 83%
Fundraising

Six Short Weeks

Room to Read's

TECHNOLOGY CHALLENGES



► CULTURAL CHALLENGES



▶ GETTING STARTED



➤ MULTICHANNEL MARKETING PLAN

Online / Offline Fundraising Plan						
	October	November	December	January	February	March
Offline Communication						
Offline Events						
Offline Fundraising Focus						
Website Updates						
Email Campaigns						
Online Fundraising Focus						
Peer to Peer Fundraising						
Social Media Campaigns						



► ENGAGEMENT & COMMUNICATION TRUTHS

We are redefining how we engage supporters



➤ ENGAGEMENT & COMMUNICATION TRUTHS

We are redefining how we engage supporters

We are connecting supporters with one another and with us

► ENGAGEMENT & COMMUNICATION TRUTHS

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We are connecting supporters with one another and with us

We are focused on supporter value proposition first

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We believe that fundraising is an integral component of engagement

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Communication is many-way

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Supporter networks are accessible like never before

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Supporter networks are accessible like never before

We are on the cusp of a new era of communication & engagement!

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We are on the cusp of a new era of communication & engagement!

Source: Jeff Patrick, Common Knowledge



THANK YOU!

Allison Van Diest
@AVDiest

SupporterJourney@Blackbaud.com
Twitter #bbjourney