

Live Webinar:

How to Achieve Greater Fundraising Success

Webinar Start Time: 1:00 pm CT (2:00 pm ET)

For Telephone Audio:

Dial: (646) 307-1706

Access Code: 685-596-639

Audio PIN: Shown on your Webinar Panel

Technical Difficulties

Call: (805) 617-7000 (Option 1)

Webinar ID: 458813968



Today's Presenter



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Net@Work

Nonprofit Solutions Consulting Manager

Webinar Details

- Presentation is roughly 1 hour
- All phone lines are muted
- If anyone has any questions during this webcast – please type them in your question box located at the bottom of your webinar panel



Questions

[Enter a question for staff]

Send

Net@Work Solutions - Overview



Nonprofit
Solutions



ERP/Accounting
System
Implementations



CRM System
Implementations



HRMS/Employer
System
Implementations



Web / Mobile
Development
& eCommerce



Document
Management
/SharePoint



Business Intelligence,
Analytics & Reporting



IT Infrastructure,
Cloud & Managed
Services

Today's Conversation

- How to Achieve Fundraising Success

Success:

- The accomplishment of one's goals
- The correct or desired result of an attempt



Today's Conversation

FUNDRAISING CHALLENGES

- Donor Management
- Event Management
- Communication
- Donor Loyalty
- Online Fundraising



Today's Conversation

- How Should Fundraising Success be Defined?
 - Number of new and repeat donors?
 - Overall Fundraising?
 - Number of new and repeat volunteers?
 - A clear, concise, and compelling case for support?
 - Diversity in Revenue Stream?
 - A low fundraising ratio (cost to raise a dollar)?

Take the Poll!

Online Fundraising

- Online fundraising continues to grow at a fast pace, with an estimated 15-20% increase in 2013 alone. (Overall donations grew less than 2%).
- According to the Chronicle of Philanthropy, more than 50% of donors over 60 years of age have made a gift online.
- Now more than ever you need an inexpensive online donation tool.

Number of New and Repeat Donors

- New donors drive growth and engagement
 - However, they are often the most expensive to cultivate

- Repeat Donors- A critical component for sustainability
 - Strong retention of donors not only drives down the cost of fundraising but also signals strength of Mission

How Do We Get New Donors?

Website – Most Wanted Response

- What do you want people to do when they reach your site?
 - Who visits your site? Where did they come from?
 - What do you need them to do in order for them to become a donor?
 - Is there another engagement action (i.e. volunteer, sign a petition, become a member etc.)?
 - Give only a few choices- 5 or less

Sierra Club Website Example

The screenshot shows the Sierra Club website homepage. At the top, there is a navigation bar with the Sierra Club logo, menu items (ABOUT, GOALS, NEWS, LOCAL, OUTINGS), and a prominent orange 'JOIN/RENEW' button. A search bar is also present. Below the navigation is a large banner for the 'Trail Blazers Ball 2014', featuring images of various shoes and the text 'GET OUT YOUR DANCING SHOES!'. The banner includes a call to action: 'Join us for the Sierra Club Trail Blazers Ball, the green-tie gala of the year'. To the right of the banner is a sidebar with three sections: 'Keep up with the Sierra Club's latest news and events' (with an email subscription form), 'Your donations support our efforts' (with a 'DONATE' button), and 'Help us fight for the planet' (with a 'TAKE ACTION' button). Below the banner, the page is divided into three columns: 'SIERRA MAGAZINE' (showing magazine covers), 'STAY CONNECTED' (with social media links for Twitter and Facebook), and 'BLOGS' (listing articles like 'The Green Life' and 'Lay of the Land'). At the bottom right, there is a section for 'OUR STORE'.

Donor Engagement



START WITH A GREAT DONATION FORM!

Donate Now Button

- The Donate Now button should be big, bold and easy to see
- Put it on every page
 - You do not know which page will resonate with a donor that will strike an emotional response to give
- Make it super easy to donate
 - Think “1-Click Checkout”
 - Baltimore Humane Society example

Baltimore Humane Society



1601 Nicodemus Road
Reisterstown, MD 21136
410-833-8848
shelter@bmorehumane.org

Tuesday - Sunday
12pm - 6pm



- [ADOPT](#)
- [SUPPORT](#)
- [SERVICES](#)
- [VOLUNTEER](#)
- [EDUCATION](#)
- [EVENTS](#)
- [ABOUT](#)
- [DONATE](#)



Adopt

We have lots of wonderful animals here just bursting to give you tons of love and affection.



Veterinary Care

Our no-kill shelter offers medical care and works to save the lives of all homeless animals who come to us.



Memorial Services

From funeral services to bereavement counseling, we offer help during this difficult time.



Donate

Your donation will help us to shelter animals and also find them loving forever homes.

Maximize Your Resources- Donation Forms

Spending Less
Time on Forms
Design Means
Less Overall
Costs to Raise
Funds

- ✓ Launch campaigns in minutes, not hours and days
- ✓ Streamline donation forms
- ✓ Forms accessible anywhere
- ✓ Flexible design with impact
- ✓ Real-time reporting, scheduled reports, quick access to data

Baltimore Humane Society Donation Form

Browser address bar: <http://bmorehumane.org/donate/>

Navigation: [ONE TIME](#) | [MONTHLY](#) | [IN HONOR](#) | [IN MEMORY](#) | [SPONSOR A PET](#) | [FUNDRAISING AMBASSADOR](#)

Privacy by [SafeSubscribeSM](#)

Donation Level

- \$500.00
- \$250.00
- \$100.00
- \$50.00
- \$25.00
- Other

Donor Information

First Name

Last Name

Email Address

Country

Street Address

Street Address 2

City


State

Zip Code

Phone Number

Phone Number Type

SHARE LINK: [Facebook](#) [Twitter](#) [Email](#)



[BACK TO TOP ^](#)

Increase The Value of Events

Increase the
value of events

- ✓ Place registration forms where donors are engaged
- ✓ Multiple engagement opportunities in the same form
- ✓ Create forms for ticketing, volunteer registration, sponsorships, advertising, memberships and more
- ✓ Multi-channel event registration forms

Peer to Peer Fundraising

- Turn donors into fundraisers



Online Fundraising Checklist

- ✓ Unlimited forms
- ✓ Ability to customize forms – types, layout, options
- ✓ Embed forms on your website
- ✓ Donation AND registration forms
- ✓ Easy to make changes and updates
- ✓ Launch campaign/forms quickly
- ✓ Social sharing options
- ✓ Mobile/Facebook
- ✓ Peer-to-peer fundraising
- ✓ Real-time, flexible reporting

Email Marketing & Capturing Email Addresses

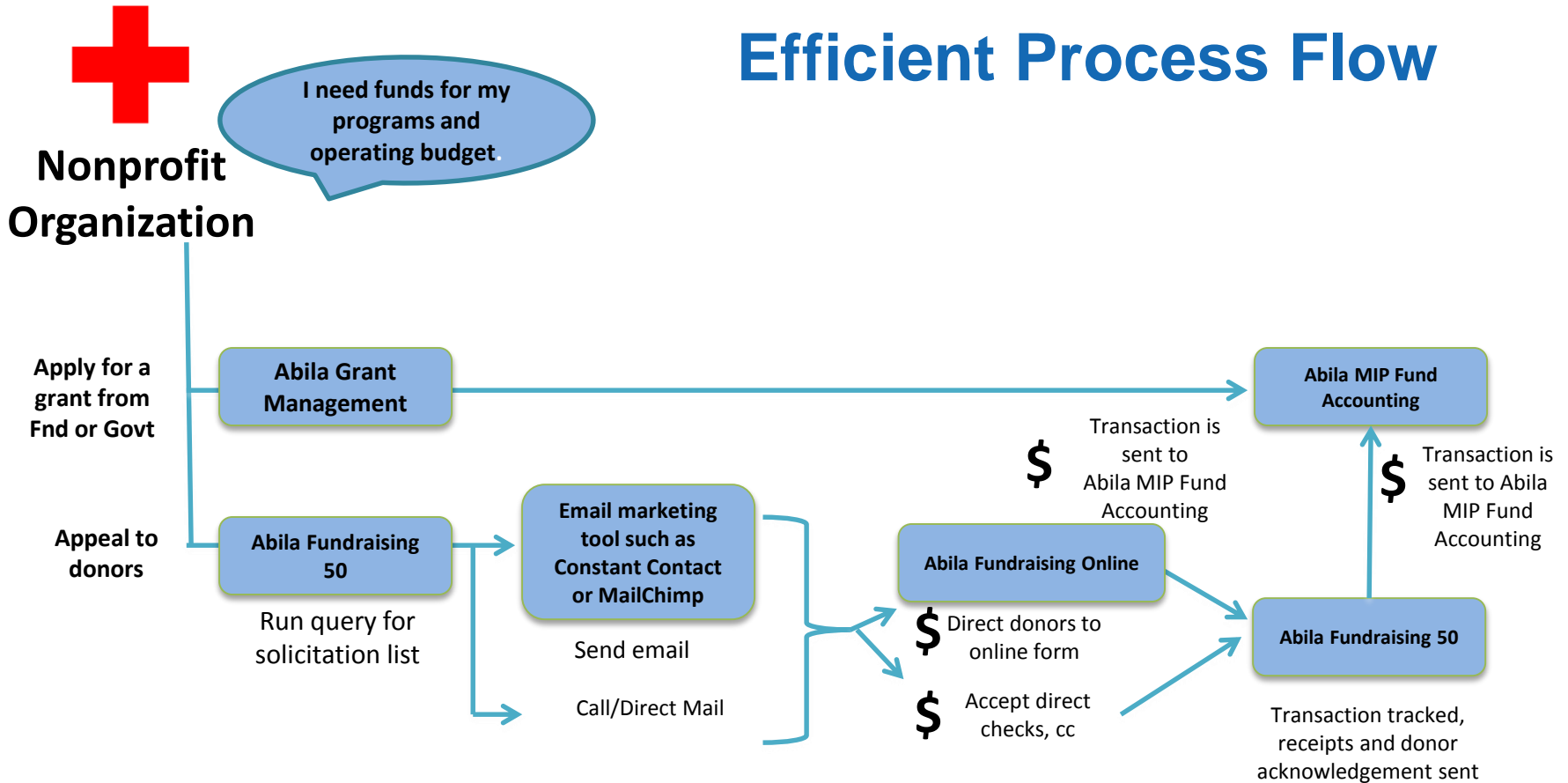
- Still the #1 way to raise money online
- Capture email addresses any way you can:
 - Opt-in box on the website
 - Event registrations
 - Facebook page
 - Pop-up- capture email or highlight a call to action
- Write a compelling narrative and have a structured communication plan (with metrics!)
- 7 touches = a donation/action



Global Wildlife Conservation- Call to Action Example

The screenshot shows a web browser window with the URL www.globalwildlife.org. The page features a green background with a faint world map. At the top left is the 'GLOBAL WILDLIFE CONSERVATION' logo. A navigation bar includes links for 'Connect', 'Newsletter', 'Blog', and a search box. Below this is a secondary menu with 'About', 'Affiliates', 'News', 'Gallery', 'Contact', and 'Donate'. The main content area is titled 'Saving Our World's Species' and has sub-tabs for 'Conservation', 'Exploration', and 'Research'. The primary focus is a large image of a herd of reedbuck in a savanna. A text box on the right of the image reads: 'A team of Mozambican and international scientists surveys the remote Cheringoma Plateau within Gorongosa National Park, Mozambique.' Below this text is a yellow 'Find Out More' button. To the right of the image is a vertical yellow banner that says 'ACT NOW'. Below the main image are two smaller buttons: 'Who We Are' and 'Why Biodiversity?'. At the bottom of the page, there is a 'Featured Projects' section with two project cards: 'South Rupununi Savannah, Guyana' (Exploration) and 'Gorongosa National Park, Mozambique' (Exploration). To the right of these cards is a world map with blue location markers. The page also includes a vertical sidebar on the right with text about the 'Golden Poison Frog' and 'Rio Saja Drainage, Costa Rica'.

Efficient Process Flow



Thank You For Attending!

For additional information, please contact:

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Questions?

*Type your Question/Comment
in the “Question” box*

A screenshot of a web interface element titled 'Questions'. It features a vertical toolbar on the left with three icons: a right-pointing arrow, a blue square, and a green hand. The main area is a text input field with a light blue border and a vertical scrollbar on the right. Below the input field is a 'Send' button. The text '[Enter a question for staff]' is visible within the input field.