

Fundraising for the Future

TREC

*Training Resources for the
Environmental Community*

Fundraising for the Future

Fundraising On-Line

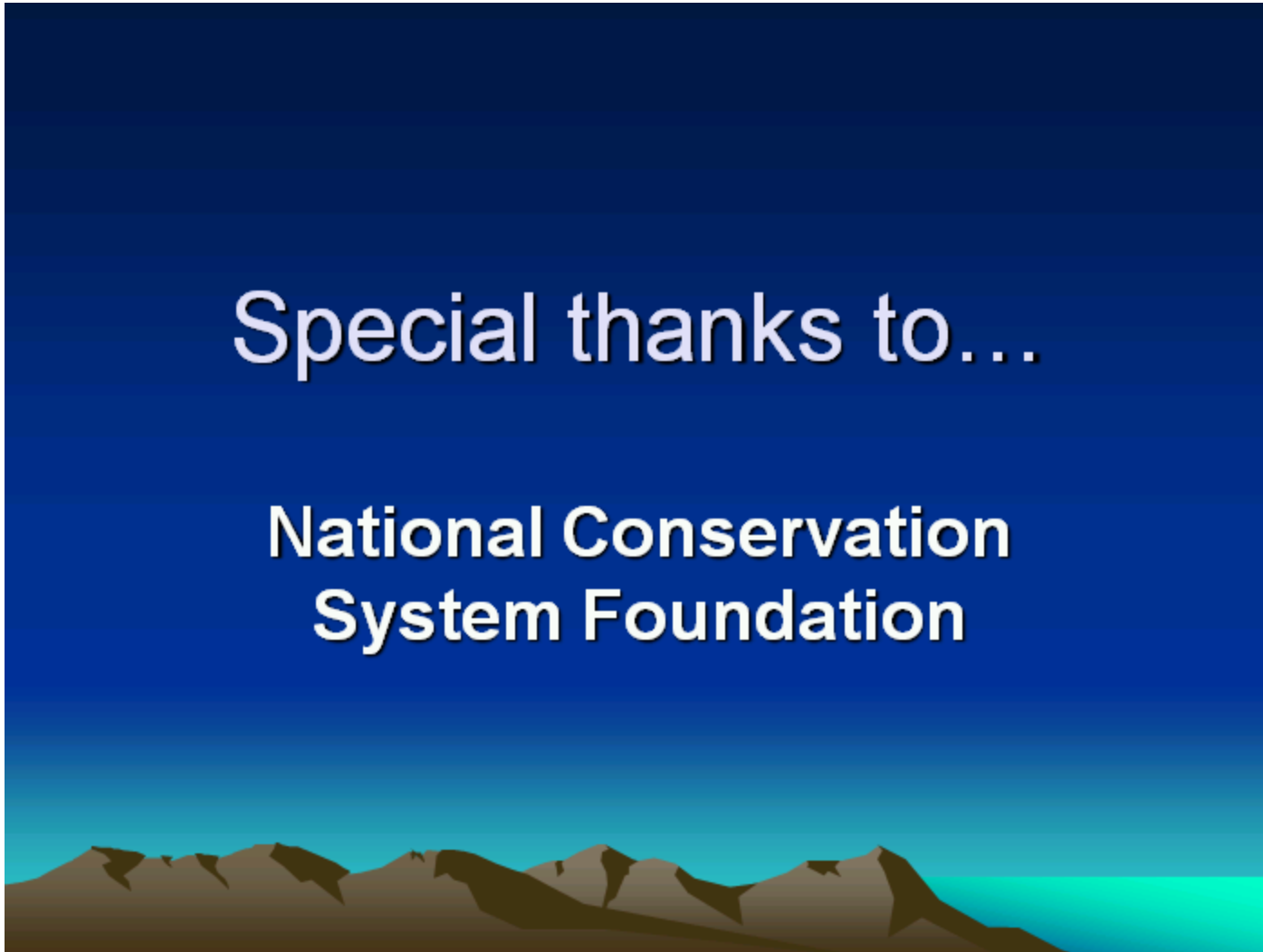
Megan Seibel,
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Fundraising On-Line

Special thanks to...

**National Conservation
System Foundation**



Special thanks to...

Betsy Buffington NCSF



Betsy Buffington NCSF

Scott Jones NCSF



Scott Jones NCSF

Danielle Sandsted NCSF



Danielle Sandsted NCSF

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Julie Thibodeau NCSF

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Mike Satter Board President Grand Staircase Escalante Partners

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Peggy Biegler Outreach Coordinator Friends of the Agua Fria National Monument

Matthew Ebert
Executive Director
Friends of Black Rock High Rock



Matthew Ebert Executive Director Friends of Black Rock High Rock

Agenda

- Why Fundraise On-Line
- Building Blocks of On-Line Fundraising
- What Makes a Good Website
- How to Build an Email List
- What Makes a Good Fundraising Email
- Resources

Agenda

Reasons to develop an on-line fundraising strategy



- 10% of individual giving is on-line -- and this figure is growing annually
- Prospects and donors gather info on your organization on-line before donating
- Advantages include: paperless, instant delivery

Reasons to develop an on-line fundraising strategy

Building Blocks of a On-Line Strategy

- Website
- On-Line Donation Processing
- Email Messaging
- Interactive and Integrated Systems



Building Blocks of a On-Line Strategy

What's in a Website?

- The basics: what you do, who you are and how to contact you (a brochure)
- Messaging and positioning: your public face
- Content that is important to your audience
- Ways to get more involved (donate, volunteer)

What's in a Website?

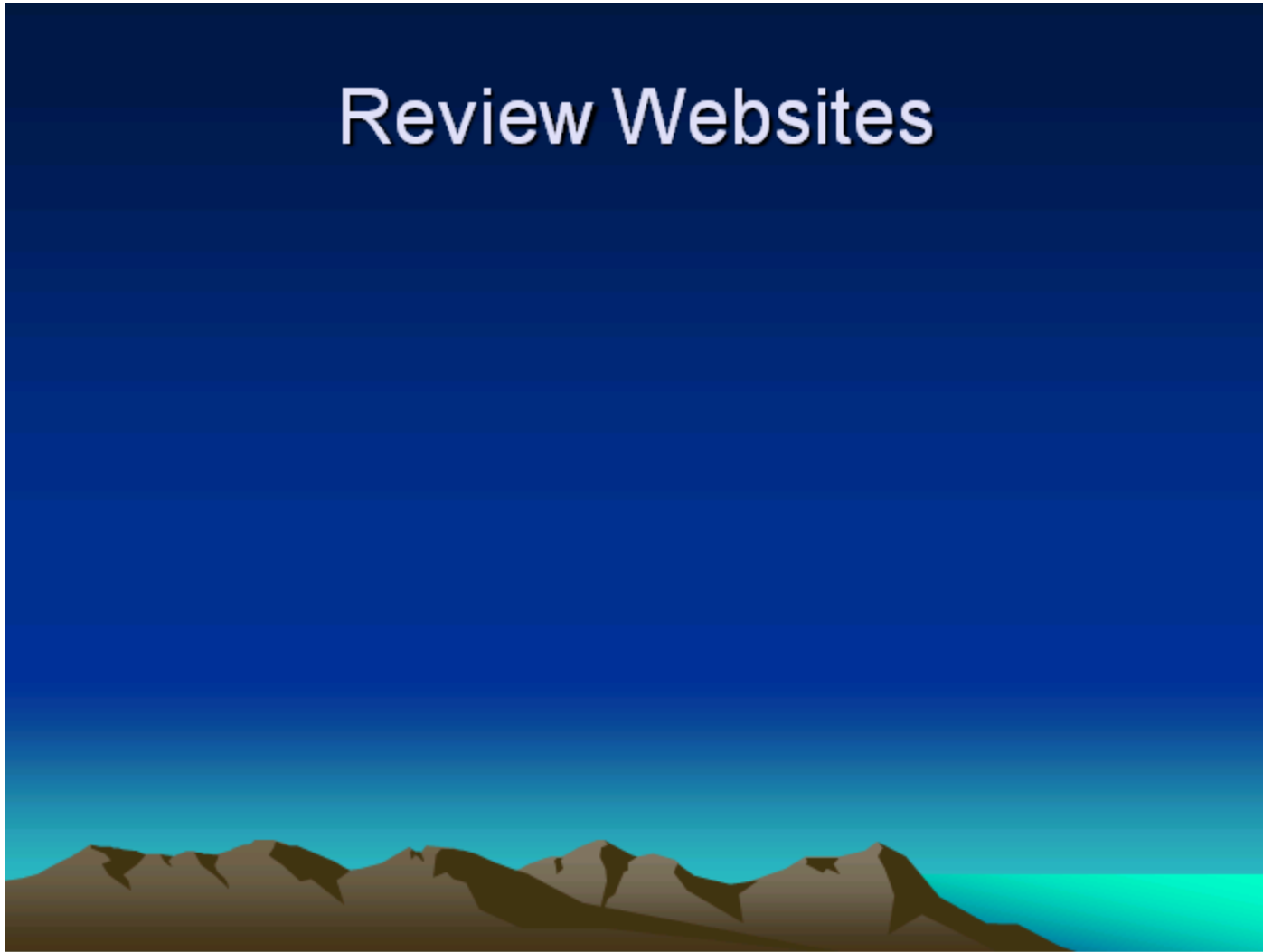
What Makes a Website Effective?

- Scanability
- Clickability
- Up-to-date content
- Link to other resources
- Secure way to donate



What Makes a Website Effective?

Review Websites



Review Websites

How to Build an Email List



- Drive Traffic to your Website
- Give a reason to submit email address
- Ask permission to use email address
- Collect email address in all other outreach

How to Build an Email List

What Makes an Effective Email Fundraising Appeal?



- First 5 days after getting email address
- Monthly updates and/or appeals
- Within 2 hours when something significant happens
- Integrated with Direct Mail attempts
- Coordinated with web content

What Makes an Effective Email Fundraising Appeal?



Review Samples

Tools and Technology

- List Management
- Secure Donation Mechanism
- Tracking and Evaluation

Integrated service providers include:

- *Groundspring*
- *Get Active/Convio*
- *Google's Nonprofit tools*
- *Others?*

Tools and Technology

Resources

- Groundspring: Website, Training Institute and Free Handbook (*groundspring.org*)
- One/Northwest: E-Newsletter, Resource Links, Technology Assistance (*onenw.org*)
- Madeline Stanionis, *The Mercifully Brief, Real World Guide to Raising Thousands (if not Tens of Thousands) of Dollars with Email*

Resources

Homework Assignment

- Pull together a team to do a review of your website
- Add an email appeal to your calendar

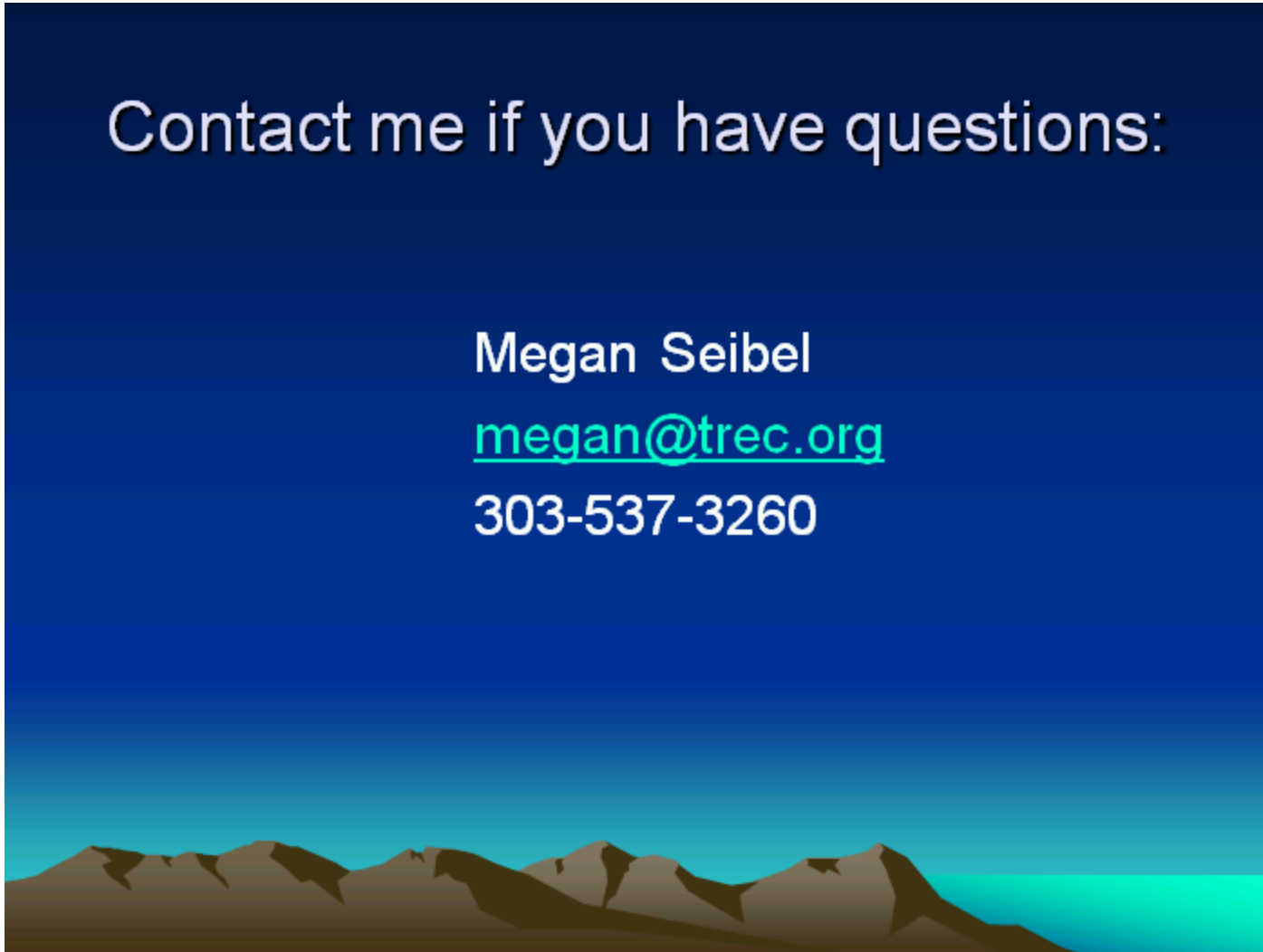
Homework Assignment

Contact me if you have questions:

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