



Multimedia and Social Networking

Engaging Donors On and Offline for Maximum Results



Welcome!!


Robert C. Osborne, Jr.



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People Want Choices

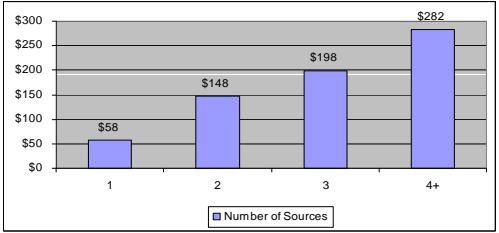
According to Starbucks CEO, "there are over 70,000 different ways that our customers can, and do, order a Starbucks coffee"



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Value of Multi-Channel Donors*

*Cumulative Revenue per Donor



Number of Sources	Cumulative Revenue per Donor
1	\$58
2	\$148
3	\$198
4+	\$282

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EUROGROUP FOR ANIMALS

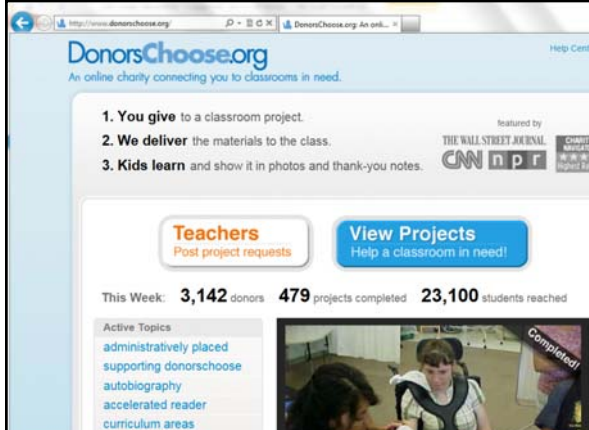
WELCOME TO EUROGROUP FOR ANIMALS

For a Europe that cares for animals

Latest News:

- 12.07.2011 Towards the end of pig castration: European partnership funding voted
- 01.07.2011 Polish presidency urged to keep animal welfare central to its priorities
- 20.06.2011 Dutch Parliament outlines the slaughter of animals without stunning
- 22.06.2011 New campaign to stamp out food from cloned animals
- 20.06.2011 Swedish animal suffering revealed in Dutch pig farms
- 16.06.2011 Eurogroup welcomes Commission action against Sweden for its failure to protect wolves

Get your MEP to sign the Written Declaration 26 on dogs in the EU



DonorsChoose.org

An online charity connecting you to classrooms in need.

- You give to a classroom project.
- We deliver the materials to the class.
- Kids learn and show it in photos and thank-you notes.

Teachers: Post project requests

View Projects: Help a classroom in need!

This Week: 3,142 donors, 479 projects completed, 23,100 students reached

Active Topics: administratively placed, supporting donorschoose, autobiography, accelerated reader, curriculum areas

On and Offline Agenda

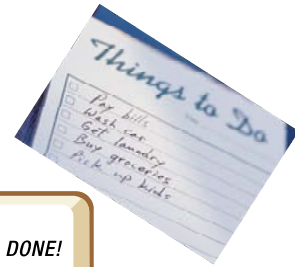
- The Role of Great Story
- Power of Engagement
- Must have Stewardship
- Things to consider as you jump in and/or expand
- Pulling it all together and action planning



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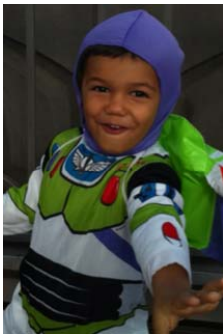
Start Planning Now!



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Donors Are Our Super Heroes!



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Story Telling

- Vision and big ideas
- During engagement opportunities
- Promise of impact
- Alumni programs
- Solicitations
- Stewardship



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Powerful Offline Story



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YouTube girl effect

The Girl Effect: The Clock is Ticking

girl effect 10 videos Subscribe

WE HAVE A SITUATION ON OUR HANDS

828,366

Uploaded by girl effect on Sep 13, 2010

Learn more at www.girleffect.org and join the movement at www.facebook.com/girleffect.

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Re-purposing



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Messages that “Stick”*

*Made to Stick, by Chip Heath & Dan Heath

- Simple
- Unexpected
- Concrete
- Credible
- Emotional
- Stories



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The 10 Immutable Laws of Great Storytelling*

*Story Telling as Best Practice” by Andy Goodman.



- How effective is your storytelling?**
- How will you find out more?**
- What will you do about it?**


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Polling Question #1

- How would you rate your institution’s storytelling on your website, in your videos, during personal visits?
 1. We do well in all three areas, focused on compelling outcome stories
 2. We do well in some of the areas and/or sometimes
 3. This is something we need to work on

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Questions?

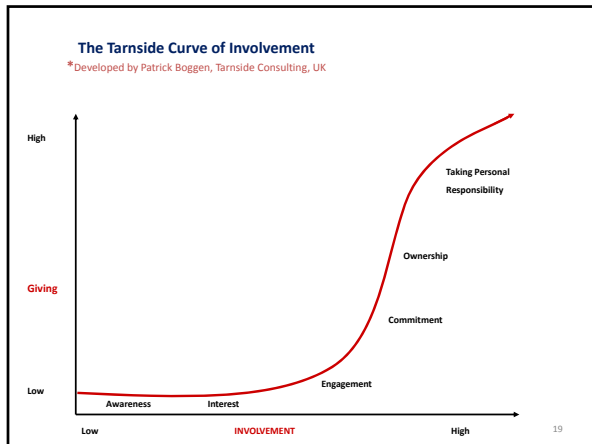


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The **Power** of On and Off Line Engagement



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Think, Feel, Do!

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One Engagement Strategy Doesn't Fit All

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Suite of Engagement Opportunities

High Touch Long Term Offline Stewardship is included	
High Touch Short Term Offline Online Stewardship is included	Low Touch Short Term Offline Online Stewardship is included

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Polling Question #2

How Robust is Your Suite of Engagement Opportunities?

1. Very robust – we offer a wide variety of on and offline opportunities that have “think, feel, and do” components
2. Somewhat robust – we have some successful opportunities but not as many as we would like
3. Not very robust – we have work to do

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The Power of Strategic Questioning and Listening

Offline


Online

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Survey by Buddymedia.com

Question Placement: Ask Questions at the End

Posts that end with a question (rather than having it at the beginning or middle) have a 15% higher engagement rate. Given the desired outcome of a question Post is to invoke a response, placing it at the end of the Post ensures that any additional information in the Post does not distract the fan from providing a response. When seeking engagement from users, end the Post with a question.



Posts that end with a question have a **15% higher** engagement rate.


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Strategic Questions and Listening

Online

- Where
- When
- Would
- Should

- Never ask why
- How, who, and what didn't work as well
- Keep it simple



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Offline Questions

- Listening for **INTENT**
- Attitude and values
- Impact
- Commitment




- Always ask why
- Probe for understanding

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Just the Facts

- There are over 750 million Facebook users worldwide
- Fastest growing group – women over 55
- Remember Twitter is one way




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Donor Satisfaction (or Alumni) Surveys – On and Offline Engagement!


- Online
- On the phone
- In-person

- Benchmark every year or other year
- Use for planning
- Use for donor engagement



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Questions, Comments, Observations



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Stewardship and Donor Care!

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What Do You Promise Your Donors?

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Trusted versus Trustworthy

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Stewardship = Delivering On Our Promise

- That we need the money to do what we said
- To manage the money prudently
- To spend it as agreed
- To document accurately
- To thank and recognize in a timely manner (24 to 72 hours)
- To deliver on the promise of change and impact
- Report back
- Connect donor to mission

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Stewardship = Being Donor Centric

- Know our donors based on visits, conversations, listening
- Know the other decision makers
- Seamlessness
- Respecting and delivering on preferences
- Providing JOY!

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Stewardship = "WOW"



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WOW Components

1. Surprise
2. Exceeding expectations
3. Making it personal
4. Solving a problem



- We spread the word about "wow" experiences
- We can ask our donors to spread the word on Facebook, Twitter, at school events, one-on-one

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Polling Question #4

How robust is your on and offline stewardship program?

1. We have a very strong on and offline stewardship program that goes beyond thank you and shares impact!
2. We have a strong offline but not online
3. We have a strong online but not offline
4. Neither our offline or online programs are strong

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Questions?



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What Would a Culture of Philanthropy and Stewardship Look Like?

- Every constituency **understands, embraces, believes in, and acts on** their collective and/or individual roles and responsibilities in philanthropy and stewardship in a collaborative and donor centric manner



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Mission Staff Communications



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Generous, Inspired, Joyous, Giving



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Maximize Your Efforts

1. Have a plan
2. Be strategic



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Be Strategic SMART Objectives



- Specific**- Clearly identifies WHAT you will do
- Measurable**- Contains elements which are verifiable (quantity)
- Achievable**- Realistic, but challenging
- Results-oriented**- Describes the results or outcomes you expect to achieve
- Time-specific**- States specifically when the objective will be achieved

Measure, Follow-Up, Respond, Adjust



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Measure Results

- Against goals and objectives
- In a timely manner
- Based on agreed upon metrics



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Crunches Work!

- Crunch and parse the offline numbers
- Yes rates
- Retention
- Acquisition
- Re-activation

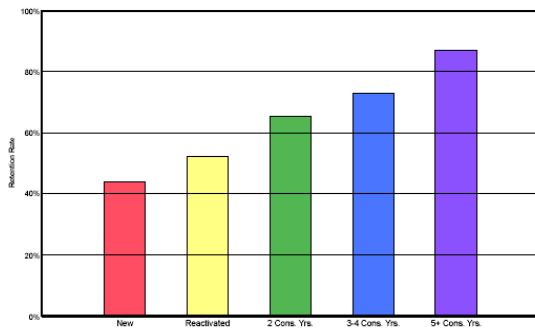


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Retention Rates by Loyalty*

*Target Analysis Group



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Retention and Re-Activation Rule

- Are you reactivating more donors now than 2 or 3 years ago?
- How many donors are in your lapsed donor pool?
- How much are you segmenting your lapsed donors from more than three years ago?
- Of the donors who reactivated this year, how long had they been lapsed?

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Crunching and Parsing

- Upgrades
- Costs including opportunity costs
- Lifetime value
- Loyalty
- Portfolio balance
- Look for clues and opportunities!



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On-Line Metrics

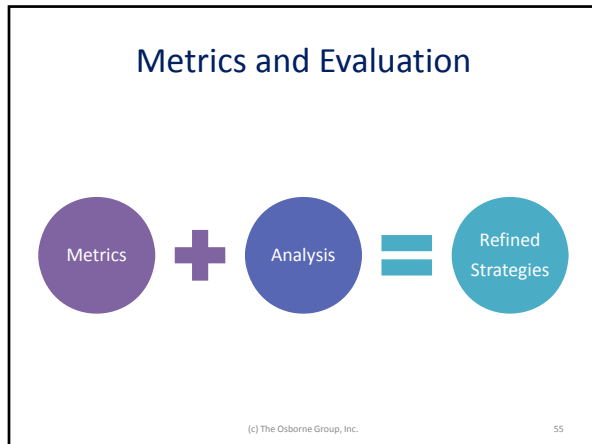
- Page Views,
- Unique Visitors,
- Page Entry/Exit,
- Time on Site,
- Bounce Rate,
- Search Words,
- Impressions on Facebook,
- Engagement,
- Progress against goals



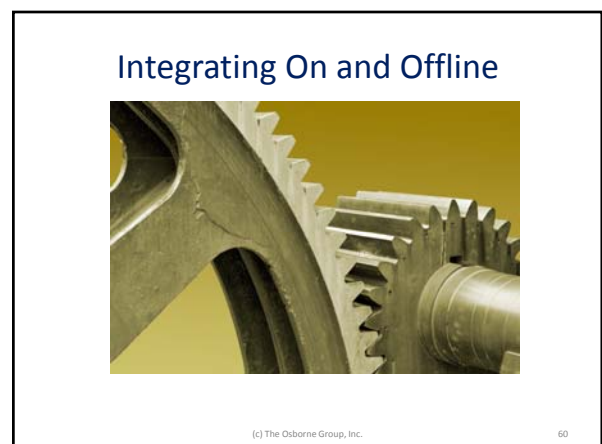
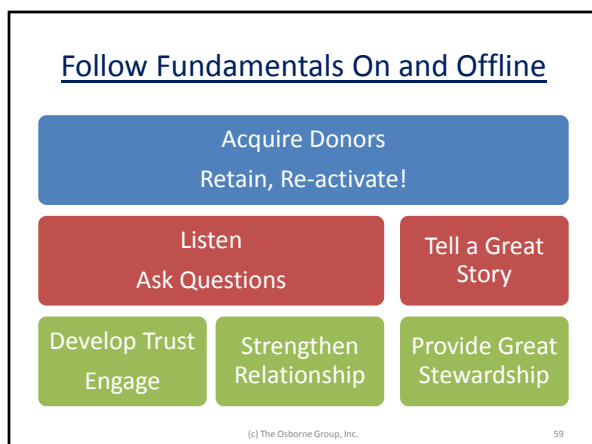
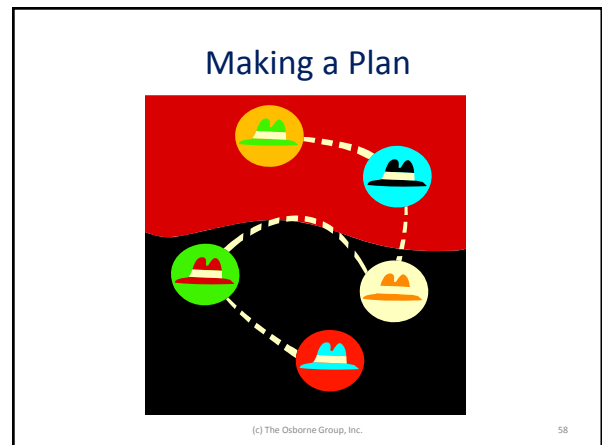
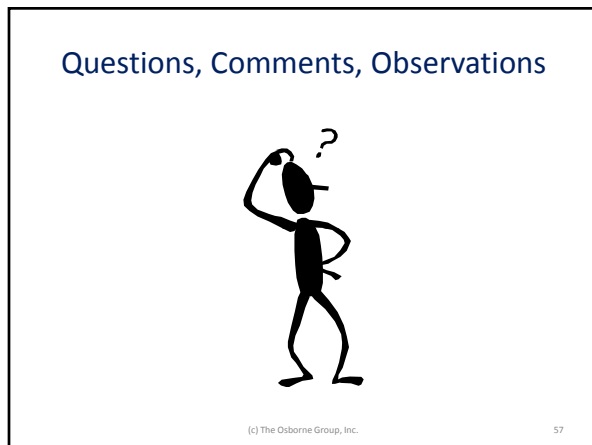
- Alerts of significant data patterns
- Isolates and analyzes subsets
- Customizes

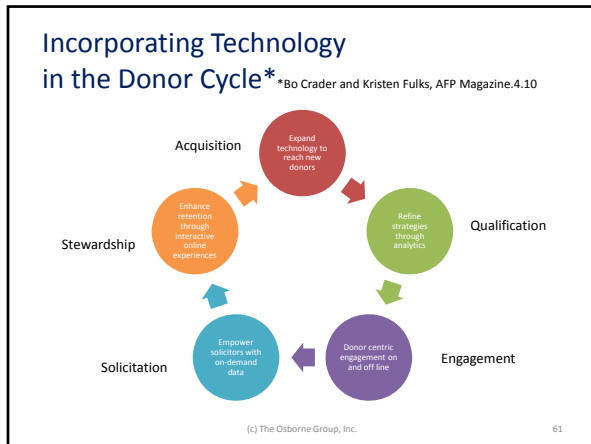
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- ### Polling Question #5
- What is most true for you?
 1. We have robust and best practice on and offline metrics; use them to strategize, adjust
 2. We have robust offline metrics only
 3. We have robust online metrics only
 4. None of the above
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- ### 5 Must-Haves for Using Social Media*
- **How to jump into the social media pool without drowning,"May 10, 2011, [The Smartblog on Social Media](#)
1. Listen first: In today's constant information stream, you need real-time insight into what people are saying about you.
 2. Have rules: Make sure you know who is allowed to do what at your institution with a clear set of social media guidelines.
 3. Commit: Show up and participate regularly or don't bother doing it at all.
 4. Have great content: Or else nothing will get shared and spread.
 5. Cross-promote: Make sure your social media presences are all over your outreach.
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- ### The Importance of Having a Policy
- "Internet Public Discourse Policy"
 - Goals
 - Values or guiding principals
 - How to behave
 - What information is appropriate
 - Who has a say
 - Who is both responsible and has authority
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- ### Other Insights*
- *Eve Smith, National Easter Seals
- **Social media is resource intensive** -- Do everything else online exceptionally well before diving in – start with your website, then your email
 - Even free tools have a cost
 - Leverage for outreach and engagement more than fund raising
 - Identify your goals and measure success
 - Always drive supporters to Web site – capture their contact info!
 - Social media is new; change occurs constantly
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- ### Don't Silo Your Donors!!!!
- "Too many organizations put their donors in silos – online or direct mail.
 - Research shows donors who get online appeals will give larger gifts than mail donors will and donors who receive holistic, integrated approaches give the largest gifts of all." *Valarie Lambert, Johns Hopkins University*
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Getting Email Addresses and Mobile Phone Numbers

- Online giving makes this possible
- Staying connected on and off line **requires** this information
- Special events are another way to capture this information – have a sign-in book; seek the information so you can update them on latest event information
- Make one of your performance metrics the % of email addresses and cell phone numbers

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Questions, Comments, Observations



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Getting There



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Choose High Impact Actions

High Impact Relatively Difficult	High Impact Relatively Easy
Lower Impact Relatively Difficult	Lower Impact Relatively Easy

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Possible Action Items



1. Finish assessing
2. Set goals and metrics
3. Make stewardship a priority—consider a donor satisfaction survey
4. Develop your suite of engagement opportunities
5. Make your website sing and sizzle
6. Test
7. Develop your online policies and protocols
8. Assign online responsibilities
9. Agree on strategies
10. Implement and test again

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Task and Project Management

- Who is responsible? **R**
- Who has final approval? **A**
- Who will provide support? **S**
- Who needs to be consulted? **C**
- Who needs to be informed? **I**

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Results

1. More money from all sources for the things you need
2. High donor engagement, retention and upgrades
3. High volunteer engagement and retention
4. Increased social capital
5. More advocacy for your institution
6. **Greater Impact**

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Ripple Effects



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Parting Advice and Thoughts



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*“Even if you are on the right track,
you’ll get run over if you just sit there.”*

Will Rogers



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Need Help With the Take Off?



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- We help you maximize your giving potential!

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