Email...STILL the best way to raise money and raise hell online!

Presented by
Madeline Stanionis
CEO, Watershed
About Watershed

- Online strategy
- Email list & community building
- Advocacy campaigns
- Online fundraising
- Cultivation & fun
- Viral marketing/social networking
- Data transfer
- Reports & analysis
Select Watershed experience

Planned Parenthood®

The Nation

VICTORY

ProgressNow.org

edutopia

TRUE MAJORITY.ORG

United Jewish Communities

WORKING AMERICA

Ocean Conservancy

EQ | CA

BREAST CANCER FUND

CREDO mobile

Watershed

Raising Change, July 2008
A little perspective
This is how Scott used to give
The Nation.

Dear Member of the Nation Community,

I'm rarely at a loss for words... but today, I am stunned, stunned. Amazed, and honored.

The response from thousands of people to our plea for help as we face the "Great Postal Crisis of 2007" has been nothing short of astonishing. When we turned to our loyal readers and friends, we expected your generous contributions to help pay just a little of our $500,000 postage bill.

We never imagined that donations from readers could help us cover the whole bill. And here we are -- with less than half our bill left to go. It's not too late to pitch in -- simply click here.

The overwhelming response has humbled us -- and it has also emboldened us in our fight. We'd like to discuss our thoughts and plans with you, hear your questions and ideas, and thank you in person.

I have invited Bob McChesney, president of Free Press, one of the organizations spearheading the fight to stop these postal rate hikes, and John Nichols, The Nation's Washington Editor as well as a member of the Board at Free Press, to join us for what promises to be an enlightening discussion. I'd like you to join us, too:

- **Wednesday July 18, 2007**
- 1:00pm Eastern / 10:00am Pacific.
- Dial toll-free (866) 329-7427 and enter meeting number *4691562* (with stars).
- Submit questions online during the call at genesys.com; click "participant" in the upper right-hand corner, and enter meeting number 4691562.
- Click here to RSVP.

The Great Postal Crisis of 2007

**The Nation's Bill:** $500,000

**Your Contributions:** $271,000

Can you help? Any contribution -- $5 or $500 -- will get us closer to making this crisis just a memory. Click here.

Please join me on the phone to discuss what's next.

...only $229,000 left to go!

The Great Postal Crisis of 2007

The Nation’s Bill: $500,000

Your Contributions: $271,000

Can you help? Any contribution -- $5 or $500 -- will get us closer to making this crisis just a memory. Click here.

Please join me on the phone to discuss what’s next.

...only $229,000 left to go!

Dear madeline,

Hi, I'm Sam Adams, the mayor-elect of Portland, Oregon. I was elected just a couple months ago, so I'm still getting used to the sound of that.

My journey from being a kid sleeping on a futon at campaign headquarters to becoming the first out LGBT mayor of one of America's largest cities hasn't been easy - and I expect the challenges to continue once I take office.

That's why I am especially grateful to have friends I can count on. And one of the most important friends I've had in my journey is the Victory Fund. They stuck by me, even when my 2004 run for City Council looked bleak. They backed me through thick and thin and helped me come from behind to defeat a wealthy opponent.

**Victory stood with me, and now I'm asking you to stand with them.**

I can't think of a better time to invest in victory (and in Victory Fund) -- it's a critical election year, and with the marriage victory in California, we're seeing an amazing groundswell for LGBT equality.

That's what inspired a generous donor to offer Victory $100,000 -- but only if they can band together enough donations to match his gift. Donate before July 31, and your gift will go twice as far. Even small gifts will
This is his email in-box

<table>
<thead>
<tr>
<th>Who</th>
<th>Date/Time</th>
<th>Subject</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="mailto:support@sonic.net">support@sonic.net</a></td>
<td>12:19 AM</td>
<td>Sonic.net Graymail for Apr 11, 7 new messages for ddmad.</td>
</tr>
<tr>
<td>hotels.com</td>
<td>01:00 AM</td>
<td>This Week's Best Hotel Deals from hotels.com</td>
</tr>
<tr>
<td>AlterNet Headlines</td>
<td>03:15 AM</td>
<td>Bush in Jeopardy</td>
</tr>
<tr>
<td>Reunion.com</td>
<td>04:08 AM</td>
<td>Madeline, Become a Featured Member!</td>
</tr>
<tr>
<td>Buy.com Deals</td>
<td>04:51 AM</td>
<td>Verbatim 1GB 2.0 Flash Drive = $22.99 After Rebate</td>
</tr>
<tr>
<td>Jason Lott</td>
<td>06:47 AM</td>
<td>RE: Thursday Conflict</td>
</tr>
<tr>
<td>AJ James</td>
<td>06:59 AM</td>
<td>FW: FYI</td>
</tr>
<tr>
<td>Scott Connolly</td>
<td>07:04 AM</td>
<td>More Prom Pix</td>
</tr>
<tr>
<td>Erica Avila</td>
<td>07:20 AM</td>
<td>RE: prom kids #1</td>
</tr>
<tr>
<td>Phillip A D Smith</td>
<td>07:22 AM</td>
<td>Re: Hey there...</td>
</tr>
<tr>
<td>Charles Halloran, Democa</td>
<td>08:05 AM</td>
<td>SAVE THE DATE: 2006 CYCLE CAREER FAIR</td>
</tr>
<tr>
<td>American Progress Action</td>
<td>08:10 AM</td>
<td>Progress Report: The Truth About the Protests</td>
</tr>
<tr>
<td>Amnesty International USA</td>
<td>08:11 AM</td>
<td>Online discussion on former Liberian President Charles Taylor</td>
</tr>
<tr>
<td>Jenn Smith</td>
<td>09:12 AM</td>
<td>cool online game</td>
</tr>
<tr>
<td>TomPaine.com Daily Dispal</td>
<td>09:30 AM</td>
<td>Mind Games Over Iran?</td>
</tr>
<tr>
<td>Guerrero, Gary (GT&amp;D)</td>
<td>09:45 AM</td>
<td>FW: Create Your Own New York City Adventure and more from Embas</td>
</tr>
<tr>
<td>Jenn Smith</td>
<td>10:15 AM</td>
<td>to make you chuckle</td>
</tr>
<tr>
<td>Elizabeth Lewis</td>
<td>10:52 AM</td>
<td>RE: Just following up</td>
</tr>
<tr>
<td>Frances Beinecke, NRDC B</td>
<td>10:54 AM</td>
<td>Speak out to protect America’s Redrock Wilderness</td>
</tr>
</tbody>
</table>

These e-mails messages were all waiting for him when he got to work one day

Raising Change, July 2008
This is his email in-box

<table>
<thead>
<tr>
<th>Who</th>
<th>Date</th>
<th>Subject</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="mailto:support@sonic.net">support@sonic.net</a></td>
<td>12:19 AM</td>
<td>Sonic.net Graymail for Apr 11, 7 new messages for cdmad.</td>
</tr>
<tr>
<td>hotels.com</td>
<td>01:00 AM</td>
<td>This Week's Best Hotel Deals from hotels.com</td>
</tr>
<tr>
<td>AlterNet Headlines</td>
<td>03:15 AM</td>
<td>Bush in Jeopardy</td>
</tr>
<tr>
<td>Reunion.com</td>
<td>04:08 AM</td>
<td>Madeline, Become a Featured Member!</td>
</tr>
<tr>
<td>Buy.com Deals</td>
<td>04:51 AM</td>
<td>Verbatim 1GB 2.0 Flash Drive = $22.99 After Rebate</td>
</tr>
<tr>
<td>Jason Lott</td>
<td>06:47 AM</td>
<td>RE: Thursday Conflict</td>
</tr>
<tr>
<td>AJ James</td>
<td>06:59 AM</td>
<td>FW: FYI</td>
</tr>
<tr>
<td>Scott Connolly</td>
<td>07:04 AM</td>
<td>More Prom Pix</td>
</tr>
<tr>
<td>Erica Avia</td>
<td>07:20 AM</td>
<td>RE: prom kids #1</td>
</tr>
<tr>
<td>Phillip A D Smith</td>
<td>07:22 AM</td>
<td>Re: Hey there...</td>
</tr>
<tr>
<td>Charles Halloran, Democracy</td>
<td>08:05 AM</td>
<td>SAVE THE DATE: 2006 CYCLE CAREER FAIR</td>
</tr>
<tr>
<td>American Progress Action</td>
<td>08:10 AM</td>
<td>Progress Report: The Truth About the Protests</td>
</tr>
<tr>
<td>Amnesty International US</td>
<td>08:11 AM</td>
<td>Online discussion on former Liberian President Charles Taylor</td>
</tr>
<tr>
<td>Jenn Smith</td>
<td>09:12 AM</td>
<td>cool online game</td>
</tr>
<tr>
<td>TomPaine.com Daily Dispatch</td>
<td>09:30 AM</td>
<td>Mind Games Over Iran?</td>
</tr>
<tr>
<td>Guerrero, Gary (GT&amp;D)</td>
<td>09:43 AM</td>
<td>FW: Create Your Own New York City Adventure and more from Embass</td>
</tr>
<tr>
<td>Jenn Smith</td>
<td>10:15 AM</td>
<td>to make you chuckle</td>
</tr>
<tr>
<td>Elizabeth Lewis</td>
<td>10:52 AM</td>
<td>RE: Just following up</td>
</tr>
<tr>
<td>Frances Beinecke, NRDC</td>
<td>10:54 AM</td>
<td>Speak out to protect America's Redrock Wilderness</td>
</tr>
<tr>
<td>Johnny Steele</td>
<td>12:10 PM</td>
<td>Help with the Palooza</td>
</tr>
</tbody>
</table>

These are all action/donation related
How can you use email to reach Scott?
Let’s agree

■ No email is an island
■ You gotta have everything else: good campaign, good landing pages, good tools, etc.
■ It doesn’t matter what you (or I) think.
■ The only thing that matters? Results.
This is a numbers game ...

... do the math

- If you want your email to generate **10** gifts, then:
  - at least **1000** people need to **receive** your message
  - at least **200** people need to **read** ("open") your email message
  - at least **30** people need to **click** on the link to the donation page
It’s ALL ABOUT THE LIST

The only good ways to build a list are:

- Bring your offline donors online
- Conduct issue or advocacy campaigns
- Fun stuff
  - Flash, quizzes, e-cards, contests, etc.
- Buying names
- Chaperone another organization’s list and have them do the same for you
- Have a disaster – crisis – news type thing
Bring your offline donors online

- Send your donor online to make her gift

![Image](image-url)

MEMBERSHIP RENEWAL NOTICE

YES, I am proud to be a member of the ASPCA. Enclosed is my membership renewal contribution of:

- $30
- $25
- $20
- Other $_____

To make your gift go to work faster, log onto www.ASPCA.org/RENEW

- Ask for an e-mail address on printed forms
- Put an insert into acknowledgements
- Send your donor online to buy tickets to an event
- Append your list

Raising Change, July 2008
Your candid responses to the following questions will help National University strengthen its educational programs and gain wider recognition statewide and nationally as "the university of the future." Thank you!

Go to National University's Alumni page.

Your Information

First Name: [ ]
Last Name: [ ]
E-mail: [ ]

Yes, I would like to receive NU NewsWire, National University's monthly alumni e-newsletter.

* - Denotes a Required Field

Survey Questions

To what extent do you agree that a degree from National University is valuable?

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree
- No Opinion
There's never a dull moment here at The Nation.

Yesterday, there was a working lunch with Chris Hedges. Today, it's a big meeting with Bill Greider, Naomi Klein, and Gary Younge. And, tomorrow, the Reverend Jesse Jackson will be in the office to discuss the subprime mortgage crisis.

But, rather than tell you what it's like to spend the day in The Nation's hallowed halls, how would you like to see for yourself?

* Get the inside scoop on breaking news at our morning editorial meeting
* Join Katrina vanden Heuvel for a working lunch
* Meet and greet Nation writers like Jeremy Scahill, Bob Moser, and Patricia Williams

All you need to do is tell a friend -- or a few friends -- by June 30th and you'll be entered to win "A Day at The Nation."

See it first hand -- Spread the word by June 30th!

Send mail using your own address book.

Send mail using contacts from your Gmail address book

First Name

Last Name

Email*
No such thing as a free lunch! Help feed 3 kids with 1 click! America's Second Harvest: Free Lunch 4 Kids! Click the lunch bag to support America's Second Harvest and help provide 220,000 free lunches to hungry children and their families across America before June 26. Did you know that $1.00 donates more than three meals a day? In honor of National Hunger Awareness Day (June 5th), Quaker will donate $1.00 for every time a person participates in this campaign, up to a total of $20,000. This will help America’s Second Harvest provide 220,000 lunches to hungry children and their families all across America. Did you know that $1.00 provides more than 10 lunches? That’s over three meals a day for three kids! All with one click.

Let’s get the word out!
Learn More – Take the Quiz!

What do you know about family abductions? Catching the warning signs and knowing what to look for are the first steps in preventing this all too common crime...

Take our quick quiz to get the facts behind family abduction and find out how you can protect kids at home and in your community.

1. What is the greater threat for American children?
   a. Abduction by a stranger
   b. Abduction by a family member
   c. They are both equal

2. A child is kidnapped by a family member every...
   a. 3 seconds
   b. 3 minutes
   c. 3 hours

3. What is the usual age range of children who are abducted by family members?
   a. 0 - 5 years old
   b. 6 - 11 years old
   c. 12 - 14 years old
   d. 15 - 17 years old

14,000 new names on e-mail list in 6 weeks

Submit your answers
Petition/ symbolic campaigns

- Amnesty’s 700women
- 120k signers
- 50k new names

Every day in the United States, an average of four women are murdered by their husbands or boyfriends. But, Americans have come together across the country to help stop these tragedies by working to renew the Violence Against Women Act (VAWA) -- a law that helps provide services and support to victims of domestic violence. Both the Senate and the House of Representatives have passed versions of this important, life-saving legislation. But, a final version still needs to be voted on by the full Congress. Sign the petition today and let Congress know how important VAWA is to you and your community.

Why We’re Doing This

We’re here for very personal reasons. Because our friends and family have been assaulted. Because we’ve worked at shelters or rape crisis centers and seen just how important VAWA is to getting services to women who need them. Because the number of women who are not is horrifyingly high.

Raising Change, July 2008
Victory Fund: I’m listening

- 150k views in 48 hours
- 1 million+ views in a week
- Add 20k names to list
- Cost NOTHIMG

Raising Change, July 2008
Three big things about e-mail

- Timing
- Campaigns
- Creativity

(And everything in between)
Timing

If you take no other lesson from this workshop, remember this one:

To be successful with email fundraising, you must send the right message to the right person at the right time.
All kinds of timing opportunities

- Campaign deadlines
- Time between engagement and ask
- Bad news & crises
- Other people’s news
- Events
- BTW, best deadlines are real deadlines!
Pro-choice t-shirt gets family KICKED OUT of Bush rally

This unbelievable report just in from Michigan!

It's true. My family and I were kicked out of a Bush rally last week because of my NARAL Pro-Choice America t-shirt. They ripped up our tickets and told us, "We don't accept any pro-choice, non-Republican paraphernalia."

What this told me about Bush was, "If you're pro-choice, you're not welcome in his campaign." That's why when NARAL Pro-Choice America asked me to support their work, including electing a pro-choice president, I said, "Absolutely."

Now you can show the Bush team you won't be silenced by wearing your very own BANNED-BY-BUSH t-shirt. When you buy your t-shirt, the proceeds will support the very cause to which the Bush campaign objected: protecting women's privacy rights and choice. Click here to get yours today.

The Saginaw News told my unbelievable story, "The family reports that a young male campaign worker confiscated the offending apparel upon the family's 4:30 p.m. arrival. He returned with two others and asked the trio to leave about an hour later... The guard then grabbed their three tickets from Barbara Miller's hand, ripped them up 'violently' and told her, 'They're no good anymore,' she said."

Raising Change, July 2008
Earthjustice “last chance” e-postcard for matching grant campaign (offline and online)

- About 7% of all gifts came in online
- Majority of gifts came in last day with this e-mailed postcard
Campaigns

It’s the repetition!
Dear Supporter,

You, me, us. That's pretty much what it all comes down to.

An organization like Planned Parenthood is really just that—an incredibly diverse group of people who have one thing in common: a commitment to making sure that women and men across the country have the ability to protect their reproductive health.

That amazing commitment is part of why my work at Planned Parenthood is truly inspiring, and it's why I'm writing to you today. Will you make a commitment to us and to the people we serve by becoming a 2008 Planned Parenthood Action Fund member?

Among our top problems: The recent news that at least one in four teenage girls has a sexually transmitted infection has made the Planned Parenthood Action Fund's legislative leadership on issues like eliminating government funding for abstinence-only programs more critical than ever. Please, join us this year.

Make your Planned Parenthood Action Fund 2008 membership contribution today, during our annual member drive.

Protecting access and funding for reproductive health care and accurate sex education certainly isn't the only challenge we face. The anti-choice contingent is trying everything—from introducing anti-Planned Parenthood legislation to filing lawsuits—to keep us from helping women and men control their reproductive futures.

But the reason those who oppose us haven't succeeded is simple: It's hundreds of thousands of others who are committed to the work we do and who, together, we are quite a force.

I want you to know how much your support for Planned Parenthood means personally. It is a remarkable experience to speak, work, and fight for a call for reproductive freedom.

My mom was watching the march on TV—while I was watching the Mall live and in person. We'd never even talked about it.

When I came home that evening, my mom and I had our first real discussion about why both of us are pro-choice. She spoke about the time before Roe when, at her high school, many of her friends had abortions that were illegal and unsafe—how she heard rumors of people using dangerous "home methods" and how no one really talked about it, but everyone always knew.

This is when she said how proud she is of me for working for an organization whose goal is to ensure that no woman would ever have to go through that again.

It was late. We stopped talking. She tousled my hair (which I hate) and said, "Charlie. One thing: Next march, you invite me, ok?"
Dear First Name:

Thank you so much for taking a minute out of your day to tell us what you think. We value your feedback so much because we know how important it is to listen to the people we serve to ensure we are meeting their needs.

Today, I want share with you an exciting announcement about the future of Amnesty International. We’re changing the way we do many of our online actions and information so that you can, to take action, make a difference.

Right now, we are working on an entirely new online site that will help you take action in the world. In the months ahead, you’ll be able to select from a variety of projects and campaigns that are critical to human rights. Take a look – and take action if what you see inspires you.

Together, we can create a world where every person is treated with dignity and respect. Join us now.

Check out how we’re working to end torture and the death penalty. Click here for more.

Stop the flap. ‘No woman has the right to end her own life, just as she has the right to marry whom she wants. Stop the cruel, inhuman treatment of women who choose to end their lives. Click here to take action.

In the “war on drugs,” the U.S. is training police in Colombia to shoot and kill on sight. Click here.

How do Amnesty International activists make a difference? Prisoners of conscience are released. Death sentences are commuted. Governments are persuaded to change their laws and practices. Click here to learn more.

Sincerely,
Bill Schulz
Executive Director

People like you who are committed to creating a better world are critical to Amnesty International’s success. That’s why we’d like to hear from you about how we’re doing. We’ve posted a quick survey to help you give us this important feedback. Click here.

This survey will only take a minute and will help us provide the online actions and information that you want to help fight for human rights worldwide. So you tell us: What are we doing right? What could we do better? Who are you and how can we represent your needs best?

We take your opinions and feedback to heart, and we put them to work in making your actions useful. Please, click here to tell us what you’re thinking.

Thanks in advance for taking a few minutes to give us your thoughts.
Typical schedule: Year-end

Dear Ellen,

Here is what I'm hoping:

I'm hoping that, as you make decisions, you will remember for Planned Parenthood many families who struggle to pay every day.

Your support means open doors, no other options available to place to turn when a young care; and it means access to abortion services. And right now, your support donor has agreed to match December 31, up to a total of $250,000. Click here to have your tax-deductible gift doubled before it's too late!

I'm here to tell you that it's not just about remembering a deadline—it's about remembering the women, men, and young people that you and I serve through Planned Parenthood.

They are our sisters, our brothers, our neighbors, and our friends. Sometimes they are people we’ve never met, sometimes they might even have been us (in fact, one in four American women has visited a Planned Parenthood health center at some point in her life).

Today is the day, Ellen. I'm hoping that as you make your year-end giving decisions, you'll remember just how much your matched gift to Planned Parenthood can mean to the millions of people we serve. Sure, it means that your $100 gift will be worth $200—but when you think of the real-life impact, it really does mean much, much more.

It means opening doors for communities that may have no other options available for low-income families seeking health care... providing a place to turn when a young person needs information or health services... giving millions of low-income women access to affordable birth control...

Please, click here to have your tax-deductible year-end contribution doubled before midnight, tonight, December 31.

On behalf of our staff, our volunteers, and every person we serve—I thank you for being part of Planned Parenthood and standing with us today and every day.

Best wishes to you and yours for a healthy and safe New Year,

Cecile Richards
President, Planned Parenthood Federation of America
The easiest campaign of all

Send out the same message twice. Or three times.

Seriously!
Creativity

There’s a lot of noise out there! You gotta be LOUD to be heard!

"Criminy!...It seems like every summer there’s more and more of these things around!"
Dear Rachel,

FDA headquarters won’t know what hit them.

With your help, truckloads of hourglass timers will be delivered to FDA headquarters in Washington, D.C... all in boxes proclaiming “Time’s up: Approve Plan B®!” New FDA Director of Women’s Health, Dr. Kathleen Uhl, will have support in hand to show the Bush administration that American women are sick of playing politics with women’s health. **This message must be delivered, but we need your help to make it happen. Click here to send a timer today.**

For more than five years, the Bush administration has done everything in its power to limit women’s access to abortion. And yet for nearly as long, the Bush administration’s FDA has also gone to unprecedented lengths to block a safe, effective way of preventing unintended pregnancy. This hypocrisy is unacceptable.

The hold-up on Plan B® is a masterstroke of extremist politics. Since February 2001, the FDA has ignored the recommendations of its own scientific experts and repeatedly delayed over-the-counter access...
Creativity: Tell a STORY
Planned Parenthood’s I Am Emily X blog (lots of new/younger donors)

Campaign Elements:
- 5 campaign emails
- 3 pledge fulfillment emails
- I am Emily X blog & video
- Pledge-a-protester donations campaign
- Write a note to clinic workers advo. Campaign
- Volunteer sign-ups drive
- Also engaged through:
  - Google AdWords
  - MySpace
  - Facebook
  - YouTube
  - Blogger outreach

Raising Change, July 2008
Alternet campaign - donate $10 (and your name will be listed as a citizen publisher in the book)

Count me in! I'll help publish Count My Vote.

With an historic Presidential campaign and a loud call for change echoing across America, we can not allow the corporate media or widespread voter disenfranchisment to screw up another election.

We’ve reserved space for anyone who donates $10 or more to be listed as a Citizen Publisher in Count My Vote. Publishers who give at least $40 will also receive a free copy of the book, their book, before its public release. Thanks for your support!

Choose your level of support

Donation Amount:  
- $10.00
- $40.00
- $50.00
- $100.00
- $250.00
- other $__

I want to make a one-time donation.

I want to make a recurring donation every Month __
Dear Madeline,

With the holiday season around the corner, you're probably already planning festivities with your family around an abundant dinner table. This year, consider adding one more tradition to your list: filling the plates of families in other countries while you fill your own. [Click here]

Did you know that in most 2nd and 3rd world countries, a holiday family meal might consist of as little as a few potatoes, carrots and rice? The contrast between your holiday meal and theirs is pretty dramatic. But it doesn't have to be this way. Here's how you can make this year's holidays just a little more special — for you, and for families around the world.

**LIGHTEN YOUR WORK LOAD.**
When you're making your shopping list, consider dropping an item or two from your planned menu. Maybe you could serve just one pie or leave a bottle of wine off your holiday list.

**FILL THE PLATE.**
Use the money that would have been spent on that extra dish to make a gift to a hungry family. Purchase a flock of chicks to provide eggs, goats to provide milk, even bees to provide honey through Heifer International's "Most Important Gift Catalog in the World." Not only will your gift provide critical nutrition for a meal, but your sacrifice means a family in need will have meals all year round.

**EDUCATE.**
At your holiday feast, take a minute to tell your family about what you're not serving for dinner — and why. The holidays are a perfect time to be reminded of just how much we have to be thankful for.

**SPREAD THE WORD.**
Lighten a friend's workload and fill even more plates by sharing this e-mail. [Click here]

Thank you for your generosity this holiday season. I hope you'll make this a holiday to remember and browse our gift catalog today.

Wishing you a warm and loving holiday,

Jill Sayles
Heifer International
Grist: membership campaigns

A letter from the Mother of the Editor

Dear Grist reader,

I’ve been telling that boy ever since I handed him his first allowance, “Money doesn’t grow on trees.” But he keeps hugging them anyway. I remember when he got fired from his paper route after the first day. “Sorry, Mom,” he said. “But I have to put principles before profits.”

“That’s all well and good, Chip,” I said. “But you’re supposed to put the customer’s paper on the front porch, not into their recycling bin.”

So it was no surprise when he showed me the first edition of Grist on a computer and said “Look, Mom -- no paper!” And when he told me that now he had to ask Grist readers for financial support, I said, “I didn’t raise a son to beg! I just have to ask for you.”

Yes, Grist really does need your help. I don’t have to tell you that these are challenging times for all things green and non-profit. And right now, your donation helps even more, because a group of generous readers has offered to match a portion of contributions made by June 7th.

That means you can feel extra good about supporting what one longtime environmental correspondent for the New York Times called “an absolutely essential national forum for environmental journalism.”

Do I care if the other kids from the neighborhood are now lawyers and stockbrokers with money to burn? No. Does it bother me that they roar down the street in their Porsches and give their mothers Caribbean cruises, while my son rides a bike to work and gives me handmade hemp potholders for Mother’s Day? Not at all. What I care about is making sure that Grist is able to keep fighting the good fight -- and that its hard-working staff can maybe afford bus fare on rainy days.

So what’s a mother to do? I’ll take cue from public radio and remind you how much you spend on that decal soap every day. You get a new Grist five days a week, and it doesn’t cost you a cent. Instead of advertising, you get writers like Bill McKibben and Ross Gelbspan, plus the features you love like “Ask Umbra,” “Muchraker,” and that cute “Zed.” And you get laughs.

Take a minute to think about what Grist means to you, and lend your support now so that your donation will increase through our matching grant... Grist needs your help, and let’s face it, money doesn’t grow on trees.

Yours truly,

Mrs. Gilber

Mrs. Gilber
...and everything else
Integration!
The internet people...
The grassroots organizers
The direct marketing people

Raising Change, July 2008
Here’s what a getting rid of silos means

- More/lots of conference calls
- More/lots of meetings
- A new organization, title, department
- Everyone has to think differently…
- Fundraisers become organizers
- Organizers become marketers
- Marketers become fundraisers
- Vendors work together more closely and for real
When you do it right, it turns out like this...

- 4 emails
- Online actions
- Online donations
- Volunteering
- Blogging
- Flickr photos
- YouTube portal
Relevance
You Can Include Presentation Title on All if Desired

Raising Change, July 2008
Side by Side

SANDRA
San Lucas Tolimán, Guatemala
On self-reliance: It’s important to help women realize their potential. Before we were shy and never spoke up. Now we have the self-determination to look inside ourselves and unlock what the system has kept inside us.
Looking at herself: I see who I am regardless of what others say. I see a woman who has a future.

DEIDRA
Seattle, WA
On self-reliance: When a young woman is armed with an education, she has a chance to develop the self-esteem that leads to self-reliance in adulthood. She need never feel like a helpless victim.
Looking at herself: I am retired and extremely busy. At this stage in my life, my challenge is figuring out how to give back in a powerful and satisfying manner.

News From the Field

- In Tanzania, Women See a Path Out of Poverty
  NPR’s Charlayne Hunter-Gault profiles the success of a CARE-supported women’s group. Read more and listen on NPR.org
- Humanitarian Conditions Worsen in Dadaab Refugee Camps
  Major funding cuts have dramatically increased tensions among the 140,000 refugees living in camps in northeast Kenya. Read more
- Democratic Republic of the Congo: Prospects for Peace
  The DRC stands at a crossroads, with an opportunity to move past years of conflict and destruction. Read more

Join the CARE MORE Giving Circle Challenge!

You have the power to help women and their communities.
HERE:
College-age Planned Parenthood supporters in Florida last week handed out free Proper Attire™ condoms and showed spring breakers how to use them to protect themselves from unintended pregnancy and sexually transmitted infections. More here »

THERE:
From unimaginable chaos and sexual violence just weeks ago to the relative calm of today, Planned Parenthood and our international partners are working to aid women in Kenya. »

EVERYWHERE:
It’s great when mainstream media gets it right. Major newspapers from Anchorage to Austin and Detroit to Daytona Beach are echoing our call for comprehensive sex education. »

"Hopefully, they’ll go to Planned Parenthood and get help from a professional instead of me."
— Ellen Page, Academy Award-nominated star of the film Juno, when asked how she would advise young women facing unintended pregnancy.
You can no longer afford to be anything less than amazing.
NOT amazing

KEEPING THE PROGRESSIVE VOICE ALIVE

Dear madeline,

Like most progressive, non-commercial organizations, we rely on the support of our friends and readers like you to provide the straightforward information you want and deserve. Although we've encouraged you to help out in the past, we've decided to come right out and ask for your help now, as we're making March our fundraising campaign month.

We hope you've enjoyed reading our weekly updates over the past many months, used our Voter Guides to help sort through the complex and confusing ballot initiatives and campaigns we've had in California during the past three years, and been challenged and motivated by our stimulating and thought-provoking blog offerings since we began [illegible] in 2005.

If you have, we hope you'll help us continue to provide the most comprehensive, knowledgeable and independent progressive California political news and commentary on the web. If we've become part of your Sunday or Monday back-to-work look at the State's political goings-on, we hope you'll realize the value [illegible] has been providing to you.

We're anxious to keep going and keep alive the commitment to a progressive and successful future for our state. In order to do that, though, we need your help. We don't take contributions from any corporate sponsors, and operate almost exclusively on the contributions of our friends and readers. That's why we're asking you, today, to contribute to our work.

Please click here to keep [illegible] unique, independent and insightful work coming to you and other Californians anxious to get the straight and honest take on what is going on in Sacramento. We are a non-partisan, progressive organization unlike any other on the web. We hope you'll see the benefits to the progressive political infrastructure we provide. Help us continue doing this important work

Click here to help us continue bringing you the information you need to make the best progressive political decisions. Efforts like ours are starting to pay off in the state and national political landscape. Help us keep the progressive dream alive. Help us create the future we are all hoping for.

Thanks for your support.

[illegible] Beth Jackson and the rest of the Speak Out California Team

[illegible]
An open letter to the next president
“Let’s talk about sex”

Dear Madeline,

We have a disastrous situation on our hands, all because the Bush administration is afraid to talk about sex.

Last month, the U.S. Centers for Disease Control and Prevention released a report showing that at least one in four teenage girls has a sexually transmitted disease (STD).*

One in four equals more than three million teenagers with an STD, and I am saddened and angry that our country has allowed it to happen.

I have no doubt that the Bush administration’s obsession with promoting “abstinence-only” programs instead of real, comprehensive sex education in our schools is at the bottom of this mess. And, I don’t know about you, but I am sick and tired of seeing our teenagers pay the price because a small bunch of politicians are afraid to talk about sex.

The good news is that the current administration is on its way out. The bad news is that we really can’t say what the next president and her or his administration will do about it. That worries us, very much.

The disturbing truth is that candidates are often loathe to discuss sex education and reproductive rights when campaigning for president. Given that it’s also hard for parents to talk with their children about sex, I guess it’s not all that surprising.

Well, the Planned Parenthood Action Fund isn’t shy about saying what needs to be said — whether we’re talking to teenagers or to presidents. So, today we’re doing what we do best. We’re talking about sex. And we are saying what must be said to the next president of the United States. \textit{We can’t say it alone. Will you join us?}

We’ve drafted an open letter to the next president of the United States about the crisis our teenagers are facing and asking him or her to go on record with a commitment to reversing the dangerous course of failed “abstinence-only” programs.

Raising Change, July 2008
Be real
Dear Member of the Nation Community,

I’ve never written a fundraising letter—not counting the few notes I sent my parents when I was in college. I’m a journalist. I write articles and books—about politics, national security, and the world around us. And I’m damn lucky; I get paid to do so by The Nation. But the magazine has been hit by a fiscal crisis—one caused by the sort of institutional Washington corruption I often cover—and I’ve been asked by our publishing team to ask you for help. Please click here to pitch in.

Last week, Teresa Stack, The Nation’s president, sent you a letter explaining this crisis. To recap:

Postal regulators have accepted a scheme designed in part by lobbyists for the Time Warner media conglomerate. In short, mailing costs for mega-magazines like Time Warner’s own Time, People and Sports Illustrated will go up only slightly or decrease. But smaller publications like The Nation will be hit by an enormous rate increase of half a million dollars a year.

For The Nation, $500,000 a year is a lot of money. Believe me, I know. I’ve been working at the magazine for over 20 years. The pay ain’t great. But there are few media outlets that allow their writers and reporters the freedom to go beyond the headlines and take on the powers that be—to ask inconvenient questions and pursue uncomfortable truths.

But starting July 15, 2007, The Nation will face this whopping postal rate hike. Not to be melodramatic, but this rate increase is a threat to democratic discourse. Why should magazines that can afford high-powered lobbyists receive preferential treatment? This rise in mailing costs will make it harder for the magazine to deliver the investigative reporting and independent-minded journalism upon which you depend. (Take my word; I see the editors and publishing people in our New York office freaking out about this postal rate hike and discussing possible cutbacks.)
It’s ALL ABOUT THE DATA
The data, continued...

<table>
<thead>
<tr>
<th>Message Title</th>
<th>Subject</th>
<th>Type</th>
<th>Segment</th>
<th>E-news Sub</th>
<th>Date</th>
<th># Sent</th>
<th># Rec’d</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appeal: Holiday 04-YearEnd #1-Donors</td>
<td>Will you help end animal cruelty this year</td>
<td>Appeal</td>
<td>Donors</td>
<td></td>
<td>12/9/2004</td>
<td>9,705</td>
<td>9,597</td>
</tr>
</tbody>
</table>

Standard and internal org stuff

- **Open rate**: The percent of people who opened the e-mail.
- **Clicks**: The percent of (uniques) recipients who clicked on a link, or in this case, clicked to the donate page. Nice number here...
- **Conversion**: The percent of people who visited the donation page who completed their donation.
- **Response rate**: Based on total recipients.

Raising Change, July 2008
There’s a lot of data

- Car dashboard – there’s a lot of gauges. Which do you pay attention to?

- Online data dashboard. Pay attention to:
  - Open rates (trends)
  - Click through rates
  - Conversion rates
Be persistent
Is email dead?
This is my book!

www.emersonandchurch.com
www.amazon.com
Contact Information

Madeline Stanionis
(415) 786-1637
http://www.watershedcompany.com
Victory Fund: Candidate Alert

■ Before...

■ After...

■ Significantly higher opens, clicks, and donations

Raising Change, July 2008