The Beginning of the (Year) End:
Preparing for a successful year-end fundraising campaign online

Grassroots Institute for Fundraising Training
Money for Our Movements
August 13, 2010
About us

Will Valverde
Senior Account Executive, Watershed

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Senior Account Executive, Watershed

David Taylor
Online Director, Rainforest Action Network
About you

GIFT: Money for Our Movements
Keys to success

- Lay the groundwork early (like, later today)
- Test what you can
- Be aggressive
- Emphasize the deadline
- Special offers: match, premiums
- Try something new: signer, design, offer…
August through October

- Grow your list
  - Run online advocacy campaigns
  - Gather offline names – and get them in the database!
  - Email appends?

- Get that first gift

- Use your Google grants and ad budget
  - Don’t wait until December – by that time, the big orgs will be crowding you out
October and November

- Cultivation and action
  - Keep growing your list
  - Demonstrate value and effectiveness
  - Let your donors know you care

- Plan your December campaign
  - Develop your calendar
  - What will you test?
December and January

■ **12/1 - 12/15**
  - Email: Start slow, run tests
  - Web: Optimize homepage
  - Web: Social net promotion

■ **12/16 - 12/31**
  - Email: Ask, ask, and ask again
  - Web: homepage hijack, continue social net promotion

■ **January**
  - Thank your donors
  - Review results
  - Start planning for next year!

GIFT: Money for Our Movements
December: the most wonderful time of the fundraising year

GIFT: Money for Our Movements
What’s in a campaign?

- Your website
- Email
- Other web presence (including social media)
- Advertising
- Mobile
Optimize your homepage

- Most prominent item should be call to give
- Second most prominent item should be call to give
- Add in a donate button just for good measure
- Make a splash

Thank you for supporting Planned Parenthood and the millions of women, men, and teens we serve with your tax-deductible donation today.

We have this special page up for just a few short days instead of the regular Planned Parenthood homepage because right now, we have a special opportunity. A long-time supporter will match dollar for dollar, every online gift that we receive through December 31, 2008, up to a total of $300,000.

As more and more people turn to Planned Parenthood for essential health care services, we expect the next few months to be among the most challenging we've ever experienced. That's why your support today is so important.

Fill out the form below to make your tax-deductible gift today.

I would like to make a gift to Planned Parenthood Federation of America:

- $30
- $60
- $120

Please complete the following to make your donation:

Email: *
Email: Setting expectations

If you want your online fundraising campaign to generate 10 gifts, then:

- at least 1000 people need to receive your message
- at least 250 people need to read ("open") your email message
- at least 50 people need to click on the link to the donation page
Email timing

GIFT: Money for Our Movements
Email content

- Time is running out!
- Tax-deductible giving
- What have you done for me lately?
- What are you going to achieve?
- December is an emotional time – use it
Email content

It’s the repetition!
Email content

Repetition works!
Social media

Don’t expect much – but try everything

- Keep it personal
- Set public social media goals
- Cultivate individuals
- Drive traffic to your homepage
Mobile: Two types of ask

1. Text-to-give
   “Last chance to have your tax-deductible gift DOUBLED. Text GIVE to 55555 now.”

2. Text reminder
   “Time is running out to have your tax-deductible gift DOUBLED. Go to www.orgname.org/give before midnight tonight!”

GIFT: Money for Our Movements
January

- Thank your donors!
- Comb through your results
- Start planning for next year!
Online donors pass through a series of tubes.

Measure progress with:

- Open rate *trends*
- Clicks per open
- Conversion rate
A lot of data at your fingertips

Open rate is the percent of people who opened the email. Not entirely accurate, but a good gauge. (This is a very good open rate.)

Clicks per open is number of unique users who clicked divided by number who opened.

Conversion is the percent of people who visited the donation page who completed their donation. Response rate is based on open rate.

<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>
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<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>
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<th>Clicks:</th>
<th>Click-thru rate</th>
<th>Clicks per open</th>
<th># of Donors</th>
<th>Conversion Rate</th>
<th>Response Rate</th>
<th>Avg. Gift</th>
<th>Total $</th>
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<tbody>
<tr>
<td>6,187</td>
<td>1,696</td>
<td>27.4%</td>
<td>208</td>
<td>3.36%</td>
<td>12.3%</td>
<td>900</td>
<td>43.27%</td>
<td>1.5%</td>
<td>$74.75</td>
<td>$6,727.55</td>
</tr>
</tbody>
</table>
Dear Friend,

His eyes are what stuck with me.

Thistle was on the brink of starvation when our team found him with nearly 200 other wild mustangs who had been removed from the range, fenced in, and then left to die on a desolate ranch.

But I could see from his beautiful, expressive eyes that his spirit hadn't been broken by the neglect. We brought him to The HSUS's Cleveland Amory Black Beauty Ranch in Texas.

Trust me -- what happened next will warm your heart.

Watch Thistle's uplifting story, then please make a special holiday gift to our 2010 Animal Survivors Fund.

Thistle is a survivor. But he -- and the thousands of other animals we helped rescue this past year -- wouldn't have made it without people like you.

The Humane Society of the United States desperately needs to raise $1 million by December 31 for our 2010 Animal Survivors Fund. It's big -- but it's a fraction of what it takes to run our sanctuaries and rescue operations, our campaigns for stronger laws to protect animals, our undercover investigations that expose cruelties hidden behind closed doors, and so much more.

Click here to see Thistle's incredible journey -- then make your tax-deductible holiday gift today to support all our life-saving campaigns and programs.

Thank you for everything you do for horses and for all creatures.

Sincerely,

Holly Hazard
Chief Innovations Officer
The Humane Society of the United States
Case Study

RAN campaigns for the forests, their inhabitants and the natural systems that sustain life by transforming the global marketplace through education, grassroots organizing, and non-violent direct action.
Email 1

Subject line: 2008 Solutions, not soundbites
Open rate: 8.27%
Click rate: 0.50%
Gifts: 19
Total gifts: $1,171.00

Subject line: 2009 What if it were your home?
Open rate: 19.75%
Click rate: 0.50%
Gifts: 78
Total gifts: $9,775.00

Dear Friend,

Maybe you've never seen the inside of a corporate board room, but this year, you were there.

Your ideas, passion, and persistence as a RAN activist forced corporations to start talking about the environment in a completely new way in 2007. And it's an exciting change - but as we face a looming climate catastrophe, talk alone isn't going to cut it.

The way I see it, we have two choices: We can take all the energy, talk, and buzz about the environment and use it to force corporate polluters to make real change - or we can let corporate marketing excuses turn climate catastrophe into a green publicity stunt.

This year, RAN is building the movement to turn corporate talk into walk, but we can't do it without your support. Please make a tax-deductible year-end gift to keep our

[Table]

<table>
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<tr>
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<th>Total Gifts</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>Solutions, not soundbites</td>
<td>8.27%</td>
<td>0.50%</td>
<td>19</td>
<td>$1,171.00</td>
</tr>
<tr>
<td>2009</td>
<td>What if it were your home?</td>
<td>19.75%</td>
<td>0.50%</td>
<td>78</td>
<td>$9,775.00</td>
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...and intensifying climate change

- Demanding No New Coal! We will be challenging two of the world’s largest banks, Citibank and Bank of America, to stop funding coal and other dirty energy sources and to invest instead in clean energy future that prioritizes energy efficiency and renewable energy sources like wind and solar power.
- Protecting North America’s last pristine forests. We are working to protect Canada’s boreal forest, the largest intact forest in North America, from destructive logging and other industrial activities. Home to endangered species such as the caribou and wolves, the boreal forest is also the world’s largest terrestrial carbon storehouse — a critical defense against global warming.
- Helping First Nations demand the right to protect their traditional lands and old-growth forests. Without true sovereignty, First Nations communities across Canada cannot stop logging giants like Weyerhauser from plundering their ancestral lands and old-growth forests.
- Declaring Freedom From Oil! The world can no longer afford the risks associated with our addiction. We will continue leading an international campaign to get the oil industry to dramatically improve fuel efficiency and eliminate vehicle greenhouse gas emissions.

Because RAN does not take contributions from large corporations or the government, we have to wage our markets-based campaigns and remain true to our challenge of corporate power. This also means your financial support is what makes our work possible.

The creativity, dedication and financial support of our volunteers and activists has made us one of the most effective environmental organizations out there. We’ve helped convince dozens of corporations—including Home Depot, Citigroup, Boeing, and Goldman Sachs—to change their practices, and help to protect millions of acres of forests in Canada, Indonesia, Brazil, Chile and beyond. Your support can help us carry that energy and effectiveness into the critical fights ahead. Please, consider giving your tax-deductible year-end gift today.

There’s no question, we still have a lot to do to successfully meet the challenges ahead. But with your continued support, I truly believe that we can create a sustainable world in our lifetime.

For a healthier world,

Mike Bruno
Executive Director
Rainforest Action Network

Email 2

Dear Supporter,

Home. Just saying the word gives you that warm, fuzzy feeling.

So imagine what you’d do if someone was trying to destroy your home. I know what I’d do. I’d fight like hell.

That’s just what my friend Lionel Lepin does. Every day. You see, Lionel’s home is downstream from the Alberta tar sands, the dirtiest oil extraction project on the planet - a toxic wasteland so big you can see it from space. And it’s not just destroying Lionel’s home. It’s killing his friends.

Lionel’s friend, another member of Canada’s Athabasca Chipewyan First Nation community, was just 23 when he was diagnosed with cancer after working at a tar sands plant and hunting on poisoned land. He took his own life. The tar sands are what Lionel calls “a slow form of assassination” of his people. We must stop this

and intensifying climate change

Email 1

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Which ask performed better?

A
- Help **Rokia, a 7-year-old** in Mali who is desperately poor and faces a threat of severe hunger or even starvation.

B
- Help **millions of children** in Mali who are desperately poor and face a threat of severe hunger or even starvation.
Dear Friend,

As the world wakes up to climate catastrophe, corporations can no longer get away with simply ignoring the environment. Unfortunately, most corporations would rather launch a ‘green’ ad campaign to pacify the public, and carry on with business as usual. But greenwash ad campaigns won’t solve any of the problems we’re facing.

That’s where you come in. Now more than ever, the world needs to show some heart. And because we want to make money work for you and corporations on the government, RAN is able to wage our market-based campaigns without outside influence. It keeps our strategy on target, but it also means we rely on the generosity of supporters like you to keep our work going.

By making a tax-deductible year-end gift today, you’ll help us build on this year’s victories in 2008. Victories like:

- Getting Toronto Dominion to become the first Canadian bank to adopt a comprehensive environmental policy – a major step forward in getting the financial sector to stop funding environmentally destructive projects.
- Jamjokating Toyota and Ford’s big investments in plug-in electric vehicles that can get up to 100 mpg. A plan has finally been put in place to make plug-in electric vehicles available to consumers by 2010.
- Conning Ceditor – one of the largest socially responsible mutual funds – to divest from Wayehausen, the lumber company that is notoriously clear-cutting old-growth forests within the Gassy Narrows First Nation’s traditional territory.

We’re building momentum on victories like these, and we can’t stop now. Please make your tax-deductible gift today to ensure we can carry our work forward in 2009.

Throughout this year, we’ve seen RAN activists use their passion, creativity and intelligence to challenge corporate power and create meaningful change. Our world needs more of that if we’re going to tackle the environmental challenges we face today. Thank you for all you bring to this fight.

For a healthier world,

Michael Bruno
Executive Director
Rainforest Action Network

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When I reflect on the past year, I’m most proud of how hard we’ve worked with fearless activists like Jamaludin and confirmed corporate criminals like Dita Palma, the multinational palm oil producer that ravaged Jamaludin’s home and community. Bringing industry to justice - no matter what it takes - is the right thing to do, and it’s why RAN is here. And if you’ve done even one thing to help us - whether you’ve donated, taken action or spread the word to friends and family about RAN’s work - then you ought to take pride with me.

The truth is that when Dita Palma destroyed Jamaludin’s home, they’re also destroying ours. Palm oil and pulp and paper production has made Indonesia the world’s third largest emitter of greenhouse gases - and that affects everyone, everywhere. Corporate greed has put this great, beautiful planet we all call home at risk. So while you’re thinking about being home this time of year, I hope you’ll also think about protecting our shared home for the holidays, too.

Now is also when we here at RAN map out how we can have the most impact with our precious resources (we operate on less than the salary of just one of those multi-national corporate’s CEOs). Time’s running out for Indigenous people who are losing their land to palm oil plantations, and we’re pulling out all the stops to halt big agribusiness in their tracks.

You, Friend, are absolutely part of our plan. Without the actions and contributions of people like you, we don’t exist. We don’t take contributions from big business or the government. It’s all you. Your support will make or break our plans to take the fight to big polluters’ doorsteps in 2010.

You enable us to do justice for Jamaludin, for the earth and all its peoples. Thank you, and my very warmest wishes for a peaceful holiday.

Sincerely,

Michael Bruno
Executive Director
Rainforest Action Network

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Email 2

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<th>Click rate</th>
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<th>Total gifts</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>25 Stopping the Biggest Cause of Global Warming</td>
<td>14.51%</td>
<td>0.30%</td>
<td>50</td>
<td>$6,140.00</td>
</tr>
<tr>
<td>2009</td>
<td>Everything our grandparents left us is gone</td>
<td>20.30%</td>
<td>0.50%</td>
<td>87</td>
<td>$4,030.00</td>
</tr>
</tbody>
</table>

[Donate Now]
GIVE A PIECE OF THE ACTION

Holiday gifts that matter

Looking for that perfect green gift?
These gifts are affordable, sustainable and convenient, with two simple ways to send them to your friends and family. Print your gift certificate with a personal message or print the certificate for hand delivery. It couldn't be easier to avoid the crush of the shopping season.

All gifts $20 or greater come with a gift membership, which includes a subscription to our quarterly newsletter, The Panther.

Protect an Acre of Rainforest
Your gift directly supports traditionally under-funded organizations and communities in forest regions, historically the best guardians of the forest. Help support the efforts of local forest communities, indigenous federations and non-governmental organizations to protect the world's remaining ancient forests.

Give support to a community.

Protect Appalachia
Step up to the frontlines of RAN's fight against strip mining and its strangulation on America's energy policy. RAN is working closely with impacted communities in coal-producing regions to put a stop to this egregious practice of mountaintop removal (MTR) mining once and for all.

Give a piece of the action.

Help an Orangutan
Save Indonesia's Forests
Only found in Malaysia and Indonesia, the orangutan's closest relative is being threatened by rapid habitat loss. Your gift will support efforts to stop the devastating expansion of palm oil plantations into Indonesia's tropical forests, saving the places orangutans call home.

Give a piece of the action.

Restore a Rainforest in Ecuador
Hold Chevron Accountable
Your gift supports the struggle for justice of families in Ecuador who are suffering from toxic dumping directly into their waterways by Chevron. More than 19 million gallons of oil and other toxic waste have poisoned communities and an area of rainforest the size of Rhodes Island for more than 25 years, but Chevron still refuses to clean up its mess.

Give a piece of the action.

Save the Great Northern Forest
Stop the Tar Sands
The Boreal Forest, one of the largest stands of native forest left in North America, is under siege by Canada's tar sands project - the largest and most destructive industrial project on the planet. Your gift will help to shut down financing to the tar sands, saving an area the size of Florida, and halting the massive oil project that is Canada's largest contributor to climate change.

Give a piece of the action.
Dear Friend,

Mario Gunoice is an 8th generation "mountain people." Her home is encircled by West Virginia's Allegheny Mountains - at least what's left of them.

Mari could have left her home, but instead she chooses to stay and fight, and Massey knows they'll through her if they want their dirty coal. That's why it's so important to get to her in time.

Thank you, and happy new year - Michael

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Email 3

**Time is running out!**

- **Open rate:** 3.88%
- **Click rate:** 0.20%
- **Gifts:** 57
- **Total gifts:** $8,522.00

**We've got Maria's back - do you?**

- **Open rate:** 18.80%
- **Click rate:** 0.50%
- **Gifts:** 104
- **Total gifts:** $4,432.00

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Email 4

**Last chance - midnight is the deadline**

- **Open rate:** 5.20%
- **Click rate:** 0.20%
- **Gifts:** 78
- **Total gifts:** $3,981.00

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Here's the kind of work we do:

- Fighting the expanding oil and gas industry.
- Targeting the largest coal company.
- Working closely on projects in Alberta.
- Protecting our shared home for the holidays.

Because RAN does not take government money, we rely on the generosity of people like you.

Help Rainforest Action Network stand strong against the oil and gas industry. Please make a tax-deductible year-end gift.

Thank you for your generosity.

Michael Bruno
Executive Director
Rainforest Action Network

P.S. For your gift of $100 or more, America's Addiction to Oil will be free to all.

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Friend - There are only a few hours left before tonight's deadline. Help RAN do justice for the earth and all its peoples in 2010 - make your tax-deductible gift by midnight tonight.

Thank you, and happy new year - Michael

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Massey Energy is not only forcing people off their land, it's poisoning and killing Maria and her neighbors.

Thank you and happy new year - Michael
THEY SURVIVE BECAUSE OF YOU.

Please make your tax-deductible gift to our 2010 Animal Survivors Fund. Midnight December 31 is the deadline!

To help save thousands of animal survivors in 2010, our goal is to raise $1 million dollars before the end of the year. We’re so close! You can put us over the top and help us take on people who club baby seals, hunt endangered animals, confine farm animals or neglect helpless breeding dogs.

ENTER A GIFT AMOUNT

- $2,500  - $1,000  - $500  - $100  - $50  - $35
- Other

DONATE →
The results?

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<tr>
<th>amount donated</th>
<th># donors</th>
<th>avg gift</th>
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</thead>
<tbody>
<tr>
<td>2008</td>
<td>2009</td>
<td>2008</td>
</tr>
<tr>
<td>$55,912.00</td>
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YOY GROWTH: 34.90% 63.89% $ (0.16)

<table>
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<td>2009</td>
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<tr>
<td>7.80%</td>
<td>8.70%</td>
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</table>

YOY GROWTH: 11.54% 187.02%
Your turn – Q&A
Contact Information

Will Valverde
will@watershedcompany.com

Heather Buchheim
heather@watershedcompany.com

http://www.watershedcompany.com