

Fundamentals of Fundraising

Online Marketing, Multi-Channel

March 23, 2023

Welcome to Fundamentals of Fundraising!

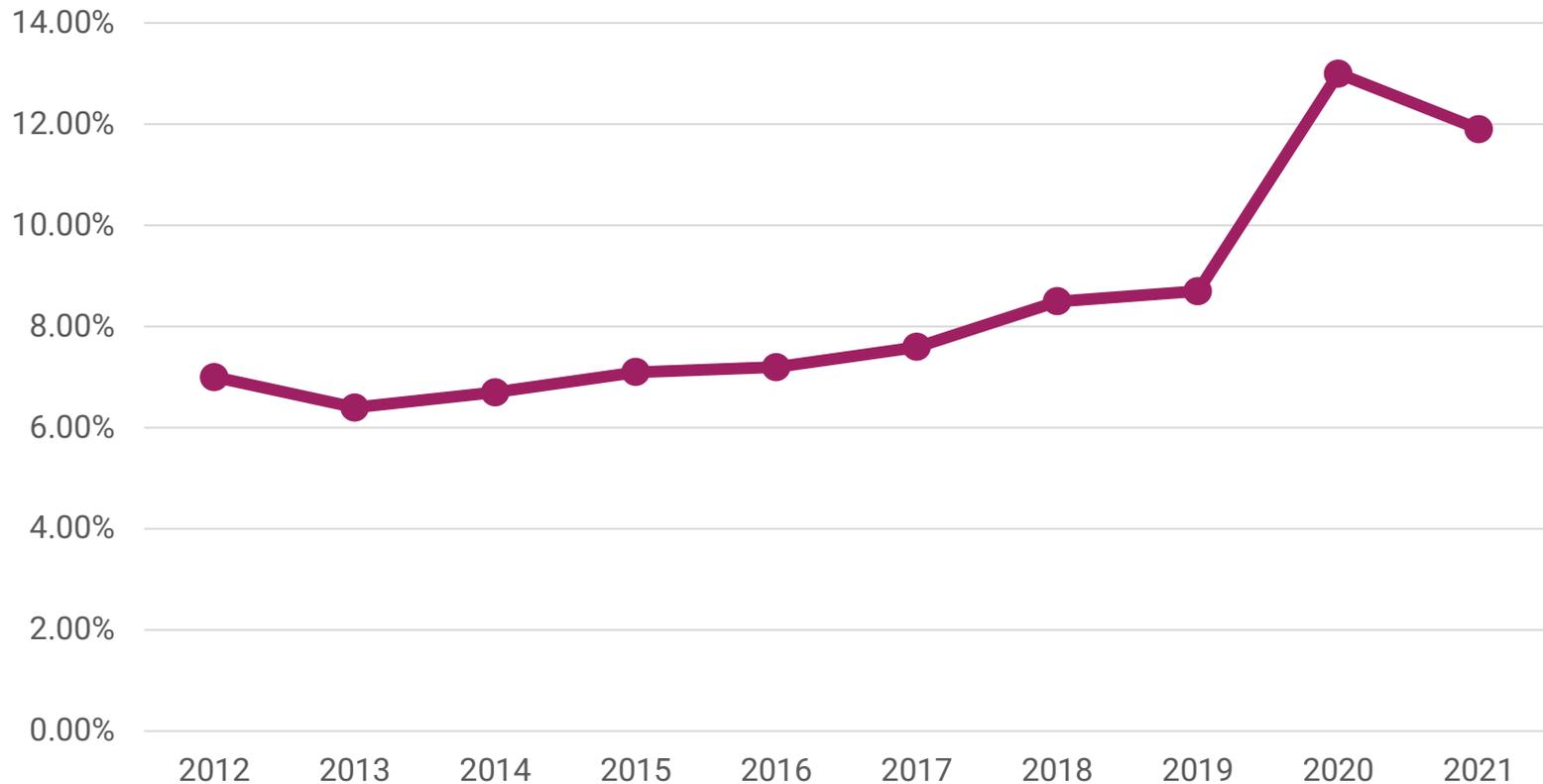


David Lothamer
Digital Account Director
Avalon Consulting Group

Why is digital fundraising important?

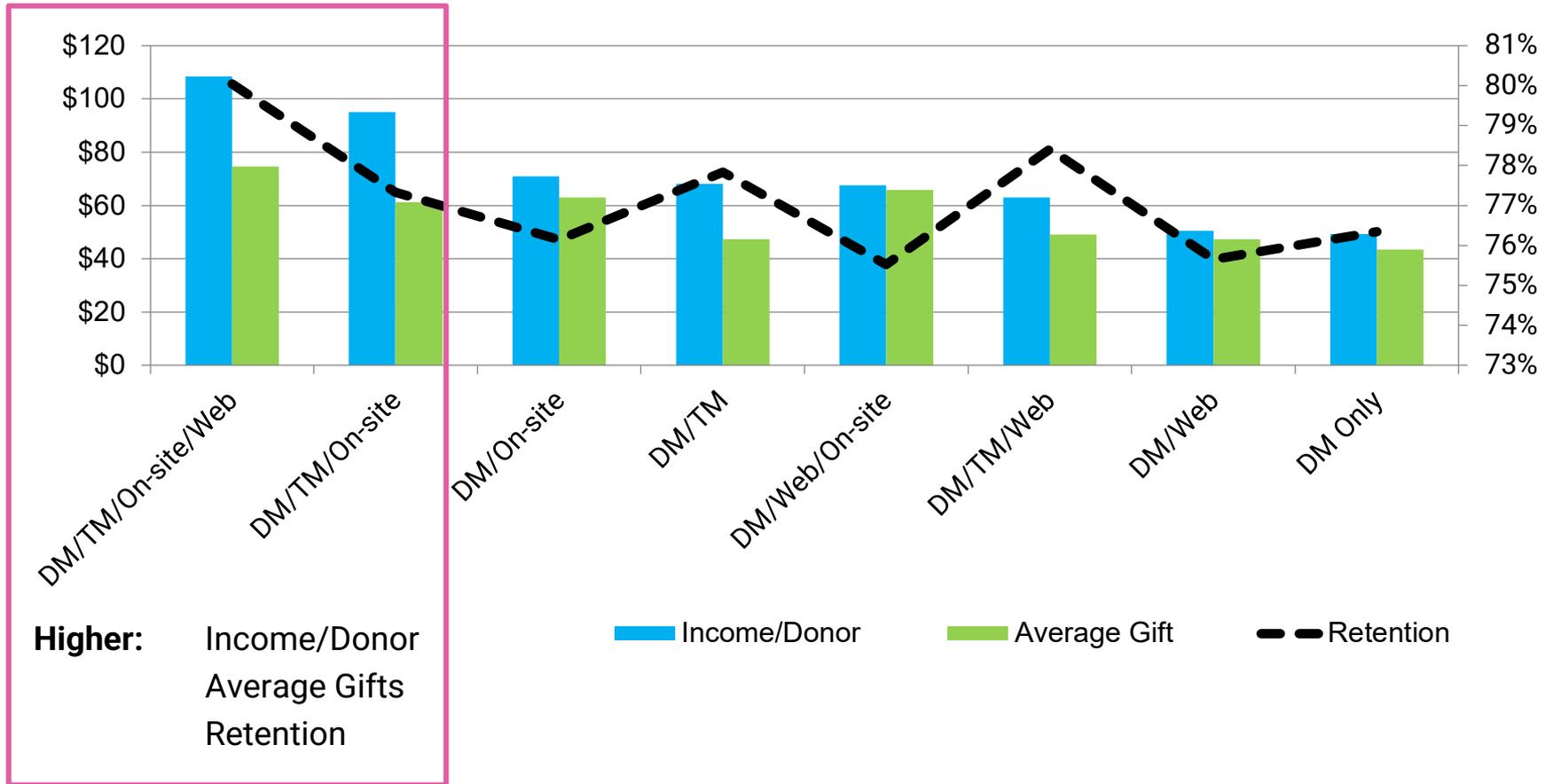
- Online revenue is growing, and made up almost 12% of total revenue in 2021

Percentage of Total Fundraising from Online Giving



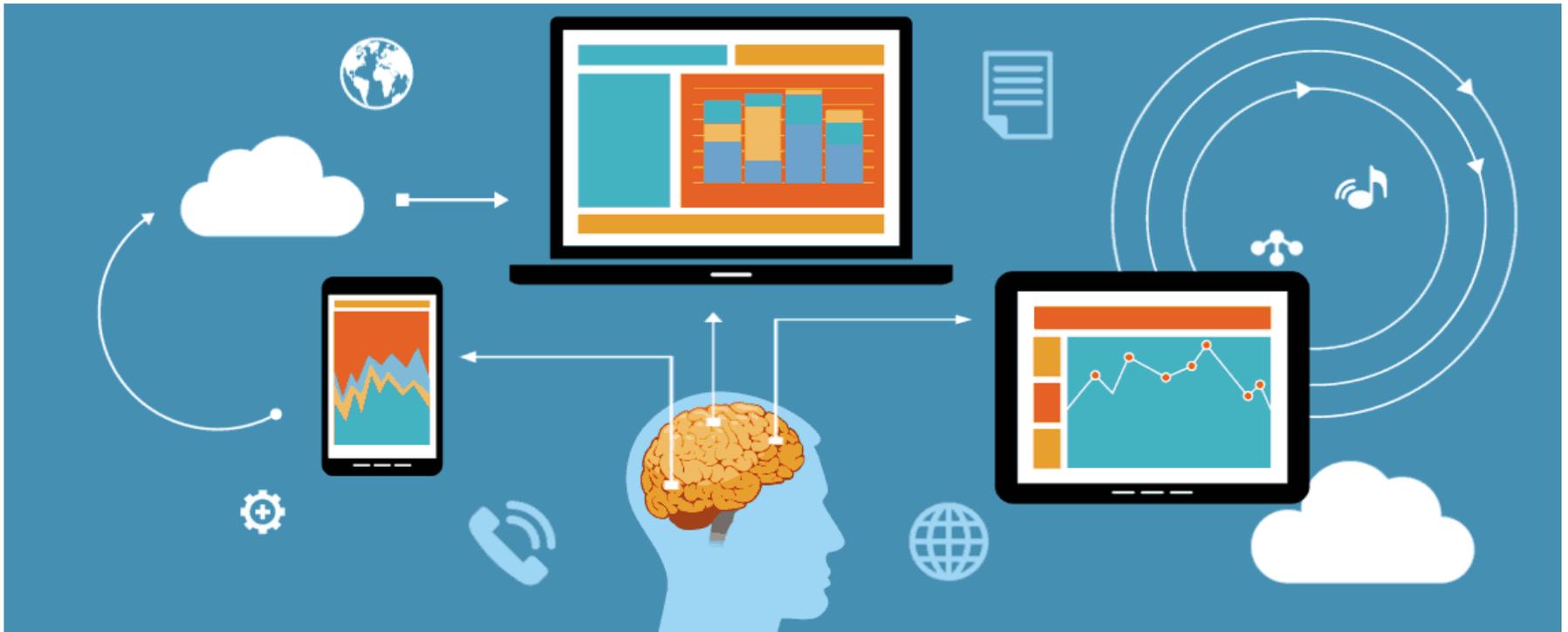
Integration is key

More channels = better donors



...so what do I do with all these digital channels?

Integrate communications to avoid confusion and save time



...so what do I do with all these digital channels?

Use content schedules to map out communications across all channels

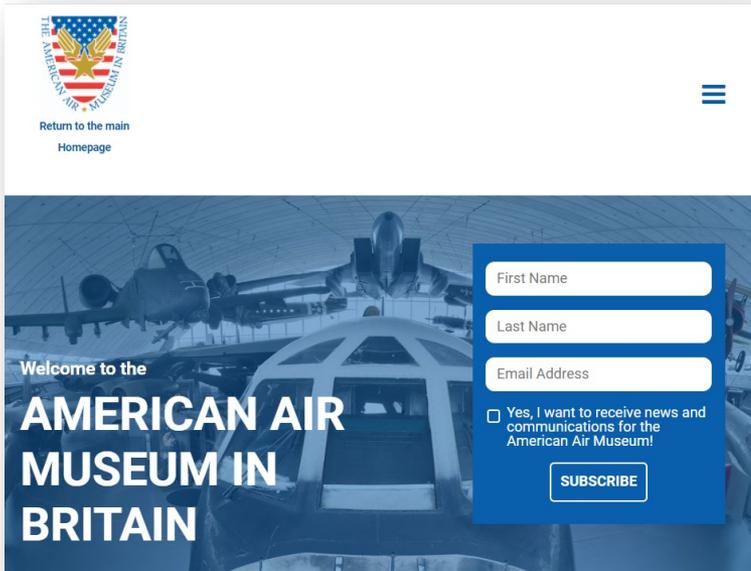
MONTH	Acquisition (DM)	e-Acquisition	Lapsed/Reinstate (all)	eReinstatement	Renewals (DM)	e-Renewals	Appeals (DM)	e-Appeals	e-Cultivations
April-21			All Acquisition campaigns include lapsed segments as well.		R1-R6, L1 (ongoing) 4/20/2020	eR0-eR5 4/8/20, 4/9/20, 4/30/20			
May-20	A0121TTO Acq #1 - Spring 5/5/2020				R1-R6, L1 (ongoing) 5/13/2020	eR0-eR5 5/6/20, 5/7/20, 5/31/20	C0121TTO May Appeal #1 5/21/2020		VEA21TTO Membership Month Thank You
June-20	A0221TTO Acq #2 - Summer 6/25/2020				R1-R6, L1 (ongoing) 6/1/2020	eR0-eR5 6/3/20, 6/4/20, 6/30/20		CEA21TTO May Membership Month (4 efforts + resend) 6/15, 6/19, 6/25, 6/29, 6/30	
July-20			AL121TTO Reinstatement #1 (w/ July Renewals) 7/1/2020		R1-R6, L1 (ongoing) 7/1/2020	eR0-eR5, Lapsed Launch Copy & Art Refresh, including Summer Art 7/8/20, 7/9/20, 7/31/20			
August-20					R1-R6, L1 (ongoing) 8/1/2020	eR0-eR5 8/5/20, 8/6/20, 8/31/20			
September-20	A0321TTO Acq #3 - Fall 9/17/2020				R1-R6, L1 (ongoing) 9/1/2020	eR0-eR5, Lapsed 9/2/20, 9/3/20 9/30/20	C0221TTO Sept Appeal #2 (Grassroots) 9/9/2020	CEB21TTO Grassroots eAppeal (4 efforts + resend) Send dates TBD depending on schedule	
October-20			AL221TTO Reinstatement #2 (w/ Oct Renewals) 10/1/2020		R1-R6, L1 (ongoing) 10/1/2020	eR0-eR5 Launch Fall Art 10/7/20, 10/8/20, 10/31/20			VEB21TTO Grassroots Thank You
November-20	A0421TTO Acq #4 - Winter 11/12/2020				R1-R6, L1 (ongoing) 11/1/2020	eR0-eR5 11/4/20, 11/5/20 11/30/20	C0321TTO Nov Appeal #3 (Year-End) 11/19/2020		

Email Best Practices

Email is still the leading source of direct response online revenue

- ✓ **Attract web visitors with user-friendly sign-ups**
- ✓ **Limit what fields you require**

- ✓ **Lightboxes can be leveraged for email collection**



The screenshot shows the top of the American Air Museum in Britain website. At the top left is the museum's logo, which includes an American flag and the text "THE AMERICAN AIR MUSEUM IN BRITAIN". Below the logo is a link that says "Return to the main Homepage". On the right side of the header is a hamburger menu icon. The main content area features a large background image of an airplane in a hangar. Overlaid on the right side of this image is a blue sign-up form. The form has three input fields: "First Name", "Last Name", and "Email Address". Below these fields is a checkbox with the text "Yes, I want to receive news and communications for the American Air Museum!". At the bottom of the form is a white "SUBSCRIBE" button.



The screenshot shows a lightbox overlay on a background image of a person in a hat looking at shelves of canned goods in a food bank. The lightbox has a dark purple background and a white close button in the top right corner. The main text reads "Hungry to Help? Your free guide is here!". Below this is a sub-headline: "Get tips on easy ways to fight hunger! This guide is full of fun hunger fighting activities for all ages." There is a white input field for "Email Address" and a red button that says "GET THE GUIDE". At the bottom of the lightbox, in small white text, it says "You'll receive news and email updates from Feeding America. You can unsubscribe at any time." There is also a circular icon with a leaf inside on the right side of the lightbox.

Email Best Practices

- Maximize lead generation and drive traffic

- Digital ads
- Retargeting
- Cause-related petitions
- List chaperones
- Email appends



Email Best Practices

- Collect email addresses everywhere, even in direct mail

HELP SAFEGUARD THE GALAPAGOS ISLANDS
One of the world's greatest treasures needs your help.

YES! I want to help protect the Galapagos Islands and the rare and wondrous plant and animal species that inhabit them. Galapagos Conservancy, the only organization in the U.S. focused exclusively on preserving the Galapagos Islands, will maximize the impact of my tax-deductible contribution of: _____ Sourcecode VAN ID _____

\$30 \$50 \$100+ \$250 \$500 Other _____

Sample Donor Name
Address 1
Address 2
Address 3
City, State Zipcode

with a gift of \$100 or more, you will receive a Galapagos tortoise plush toy.

No, thank you.

Galapagos Conservancy
11150 Fairfax Boulevard, Suite 408 • Fairfax, Virginia 22030, USA • Email: member@galapagos.org • www.galapagos.org/newmember

Galápagos Conservancy
Saving One of the World's Great Treasures

Email address to receive our bimonthly Galapagos E-News

Please make your check payable to Galapagos Conservancy and return, along with your survey, in the envelope provided. Credit card gifts can be made on the reverse.

Galapagos Conservancy occasionally shares its membership list with like-minded organizations. Please check this box if you do not wish to receive information from other organizations.

**Galápagos Conservancy**
Saving One of the World's Great Treasures

Email address to receive our bimonthly Galapagos E-News

2020 VOTER PROTECTION PLAN

YES! I want to stand with the League of Women Voters in defense of our democracy and help ensure that every voter is able to safely cast a ballot and have it counted this November. Enclosed is my special contribution of: _____

\$2HPC \$1.5HPC SHPC Other \$ _____

[TITLE/S] [FULL NAME]
[ADDRESS LINE #1]
[ADDRESS LINE #2]
[CITY], [STATE] [ZIP]

Source Code ID

LWV LEAGUE OF WOMEN VOTERS' OF THE UNITED STATES
100 Years Strong

Please provide your email address to connect with the League's online community: _____

Please make your check payable to the League of Women Voters of the United States (LWVUS) and return it with this form in the enclosed envelope. Please see the reverse to donate by credit card.

<12345678901234567890123456789>

LWVUS • PO BOX 11036 • Lewiston, ME 04243-9405 • www.lwv.org

LWV LEAGUE OF WOMEN VOTERS' OF THE UNITED STATES
100 Years Strong

Please provide your email address to connect with the League's online community: _____

Email Best Practices

- Anatomy of an email
- Envelope information
- Email body: case for support and call to action (donate)
- Landing page

Jocelyn Forbush
Your Membership renewal notice Wed 9/15
Renew your support today.

Jocelyn Forbush <jafortbush@thetrustees.org>
To Catherine Wallwork



RENEW YOUR TRUSTEES MEMBERSHIP TODAY!

Please renew your Trustees Membership and reaffirm your commitment to our shared conservation mission. Your generous renewal gift will help us preserve Massachusetts' special places and unique quality of life—for you to enjoy today and for generations to come.

Thank you, in advance, for your continued support!

Select a Membership Level

- | | |
|--------------------------------|--|
| Individual \$50 | Family \$70
<i>Fully tax deductible</i> |
| Individual (Senior) \$45 | <ul style="list-style-type: none">• Free or reduced admission for two adults and children 17 and under• Free or discounted parking• Discounted rate on thousands of programs and events• Members' advance ticketing for select events• Subscription to our quarterly Members magazine, <i>Special Places</i>• 10% discount at gift shops, cafés, and on equipment rentals plus seasonal Double Discounts• Discount on consecutive night stays at our Inns and Campgrounds• Opportunity to purchase up to two Crane Beach Parking Permit, Notchview Ski Passes, and CSA shares |
| Family \$70 | |
| Family (Senior) \$60 | |
| Contributing \$125 | |
| Supporting \$165 | |
| Sustaining \$350 | |
| Sponsor \$600 | |
| 1891 Society \$1,000 | |
| Charles Elliot Society \$2,500 | |



Dear friend,

As a Trustees Member, you are a vital part of our movement of friends, neighbors, and partners who are working together to protect, care for, and share Massachusetts' most special places.

And we hope you will stay with us! **Your Trustees Membership will expire soon, and before it does I hope you will [renew your support with a generous gift today.](#)**

Through your past support for The Trustees, you have invested in a better quality of life for you, your family, and families throughout the state – and a brighter future for our children and our children's children.

Renew your Trustees Membership today to help protect the places you love.



RENEW NOW

Now we must keep that momentum going. We need you to help us bring protection to more lands across the state that are in danger from development and the effects of climate change, and create more opportunities for people to connect with the places that sustain us.

[That's why I am asking you to renew your Trustees Membership today, friend.](#)

Email Best Practices

- Roll out a welcome series to engage after sign up

- Email 1 – Welcome Email
- 4-7 days later – Quiz, video, discount code, etc.
- 4-7 days later – Action alert
- 4-7 days later – Acquisition ask
- 4-7 days later – Sustainer ask



Email Best Practices

- Don't just ask for donations... cultivate, engage and educate to keep supporters close to your mission

Ocean Conservancy
Save the Oceans

OCEAN ACTION NEWS

November 2011



Thank You!

We want to thank you, not just for what you do today, but for what you do every day. Our ocean is better because of you. We hope you enjoy this video we put together to express our gratitude this holiday season.

WATCH VIDEO



1 MONTH, 1 MINUTE, 1 THING. This month, we're giving you a fun way to track your trash to help you make simple behavior changes and keep trash out of our ocean.

LEARN MORE



PHOTOGRAPHY CONTEST. Our photography contest is back and better than ever. Want to see your work featured in the Ocean Conservancy calendar? Submit today!

SUBMIT NOW

GIVE OUR OCEAN A VOICE

Click below to share this month's message with your friends.

f I'm thankful for our ocean, and for everyone who helps support it. **SHARE**

t A video message of thanks from @OurOcean: <http://bit.ly/rVYKyX> **TWEET**



OUR AMERICAN STORY

The National Museum of African American History and Culture (NMAAHC) is proud to present the next page from *Our American Story*, a regular online series for Museum supporters. Despite the uncertain news in the world today, one story continues to speak of powerful strength and uplift: the history of the African American experience. This legacy reflects everyday heroism, profound resiliency, and the binding power of community. We offer these stories to honor and celebrate an immensely rich history and culture—and to inspire and sustain our community as we move together toward the future.

Earlier this month, during a year that marks the 60th anniversary of human spaceflight, people across the country celebrated National Space Day and recognized the extraordinary achievements made in space exploration and research. At NMAAHC, we are proud to honor the many African American astronauts, engineers, technicians, and scientists who have contributed to sending humankind to the stars, including astronaut and Cmdr. Victor Glover, USN. Commander Glover recently piloted the first operational flight of the SpaceX Crew Dragon to the International Space Station (ISS), a trip that broke the record for the longest human spaceflight by an American crew.



Whereas over 350 NASA astronauts have traveled into space, Commander Glover currently stands as one of only 15 African Americans who have made the historic

The **Feed** MARYLAND FOOD BANK



SNAP Matters: The Road to Stability

Hear from Stephanie H., a single mom who was able to navigate the road to financial stability with the help of SNAP. The SNAP program, formerly known as food stamps, is vital to hunger-relief efforts across Maryland and the country. [Read her story >](#)

Forward Share Tweet +1



Set Up For Summer

Summer vacations have begun, and while school-based meal programs for food-insecure kids are also on break, our Summer Clubs are ready to tackle the issue of summer hunger. [Learn more >](#)



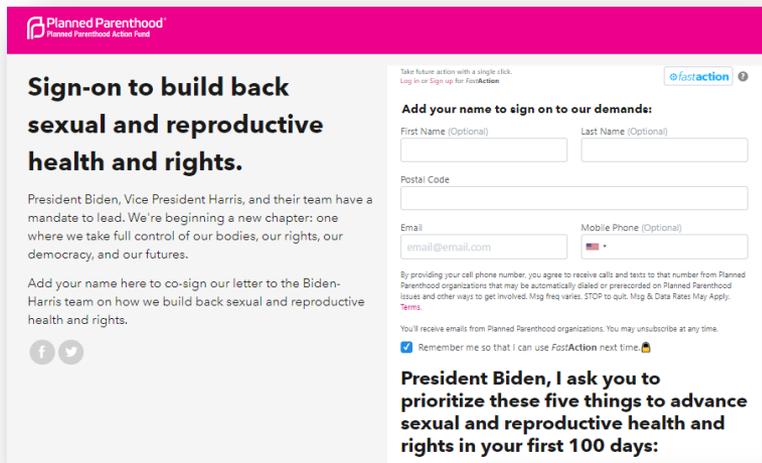
Doing GOOD

See how the BOYS in the GOOD after-school program is rallying around the fight to end hunger by hosting food and funds drives at their Randallstown school. [Read more >](#)

SUPPORT OUR PROGRAMS

Email Best Practices

- Invite interaction by asking subscribers to give feedback, share content or take action



Planned Parenthood
Planned Parenthood Action Fund

Sign-on to build back sexual and reproductive health and rights.

President Biden, Vice President Harris, and their team have a mandate to lead. We're beginning a new chapter: one where we take full control of our bodies, our rights, our democracy, and our futures.

Add your name here to co-sign our letter to the Biden-Harris team on how we build back sexual and reproductive health and rights.

[f](#) [t](#)

Take future action with a single click.
Log in or Sign up for FastAction [@fastaction](#)

Add your name to sign on to our demands:

First Name (Optional) Last Name (Optional)

Postal Code

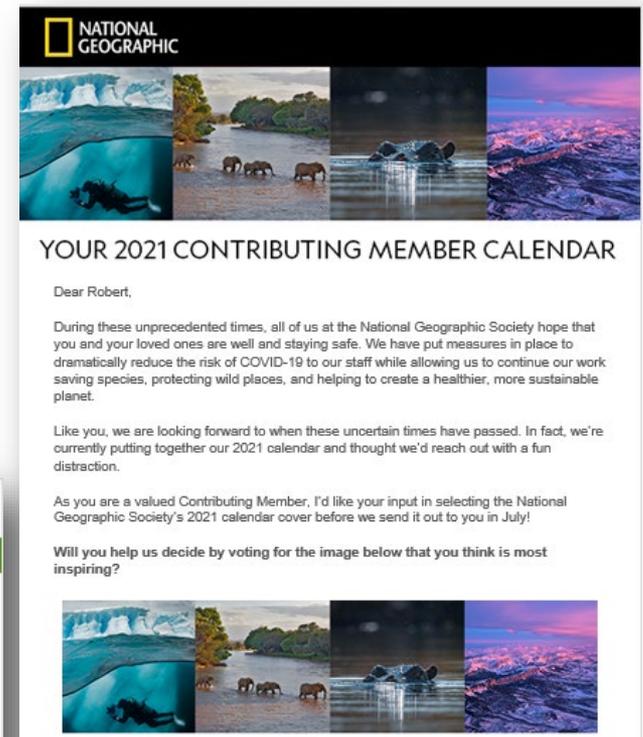
Email Mobile Phone (Optional)

By providing your cell phone number, you agree to receive calls and texts to that number from Planned Parenthood organizations that may be automatically dialed or prerecorded on Planned Parenthood issues and other ways to get involved. Msg freq varies. STOP to quit. Msg & Data Rates May Apply. Terms.

You'll receive emails from Planned Parenthood organizations. You may unsubscribe at any time.

Remember me so that I can use FastAction next time.

President Biden, I ask you to prioritize these five things to advance sexual and reproductive health and rights in your first 100 days:



NATIONAL GEOGRAPHIC



YOUR 2021 CONTRIBUTING MEMBER CALENDAR

Dear Robert,

During these unprecedented times, all of us at the National Geographic Society hope that you and your loved ones are well and staying safe. We have put measures in place to dramatically reduce the risk of COVID-19 to our staff while allowing us to continue our work saving species, protecting wild places, and helping to create a healthier, more sustainable planet.

Like you, we are looking forward to when these uncertain times have passed. In fact, we're currently putting together our 2021 calendar and thought we'd reach out with a fun distraction.

As you are a valued Contributing Member, I'd like your input in selecting the National Geographic Society's 2021 calendar cover before we send it out to you in July!

Will you help us decide by voting for the image below that you think is most inspiring?



NATIONAL PARKS CONSERVATION ASSOCIATION

Dear Amy,

As a dedicated national parks supporter, you play a key role in NPCA's work to build a strong national parks legacy for future generations. [That's why I'm asking for your help today.](#)

Even as the National Park Service centennial approaches, our national parks face many serious challenges:

- Chronic funding shortfalls
- Efforts to limit the president's ability to protect our national treasures under the Antiquities Act
- Ongoing threats from reckless development and off-road vehicle misuse



[We need your input on our parks' future today!](#)

[Take the Survey](#)

Email Best Practices

- Thank your subscribers early and often for their time, energy, donations, and support!



Dear Loyal Conservancy Supporter,

No matter how you spend your holiday season, I want to take a moment to share a world of thanks to supporters like you on behalf of The Nature Conservancy!

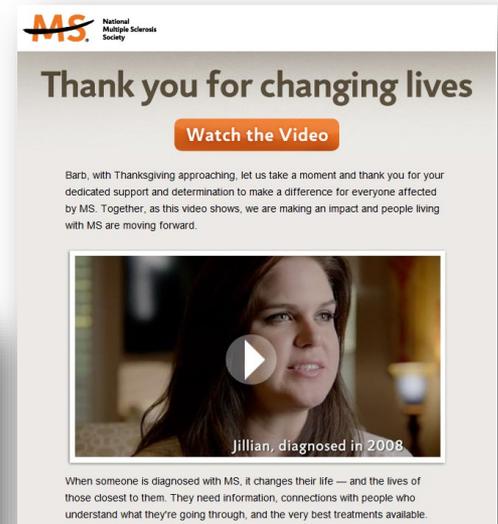
Watch this video to hear from Conservancy staff working hard to protect some of the most beautiful places in your community and around the world.

Take the Amavon Islands for example, one of the Coral Triangle's biggest Hawksbill sea turtle nesting sites. This area has witnessed a 200 percent increase in Hawksbill sea turtles in the last two decades thanks to Conservancy scientists, community conservationists and supporters like you.

Thank you for your commitment to our natural world and for all you do each and every day to advance conservation around the world.

Happy Thanksgiving,

Amy Hawthorne Morris
St. Online Outreach Manager
The Nature Conservancy



Email Best Practices

- **Apply the same good fundraising strategies as other channels**

Define the audience

- **Segments – who are you mailing? Why?**
 - **What else have they responded well to?**
 - **What else are they going to receive?**

Develop the creative strategy

- **Case for giving**
- **Call to action**
- **Ask string(s)**
- **Creative theme**
- **Technical/functionality**

Develop designs most appropriate for online

Define your testing parameters

Make it easy for your supporters so they will stay engaged and be more likely to give



Dear Mya,

I am writing you at a pivotal moment for our Museum and our nation.

Several weeks ago, we celebrated **five years of living history** as a truly one-of-a-kind cultural destination devoted to exploring and displaying the full, unvarnished African American story. And we did it with your generous Member support.

As another year of triumphs and unexpected challenges comes to a close, we are looking forward to expanding and evolving as a museum community in the years ahead. That evolution and growth will require resources, which is why I'm reaching out today. **We've set an ambitious year-end goal of raising \$300,000**—but we won't get there without you.

[Can we count on you to make a special tax-deductible year-end gift to the Museum today? Please, help ensure we remain a touchstone for the entire world.](#)



Branding is consistent from email to landing page

NATIONAL MUSEUM of AFRICAN AMERICAN HISTORY & CULTURE
Smithsonian

2021 Year-End Challenge

You are currently logged in as Mya Hutcherson. [If you are not Mya Hutcherson, click here.](#)
Your special gift today will help us meet the \$300,000 Year-End Challenge!

Make a generous tax-deductible donation before December 31 to help the Museum meet our goal and ensure we start 2022 strong. We need your support to propel our groundbreaking initiatives that elevate the full and unvarnished story of the African American experience.

Donate
Select Gift Amount:

Donor Information

Title First Name * Last Name *

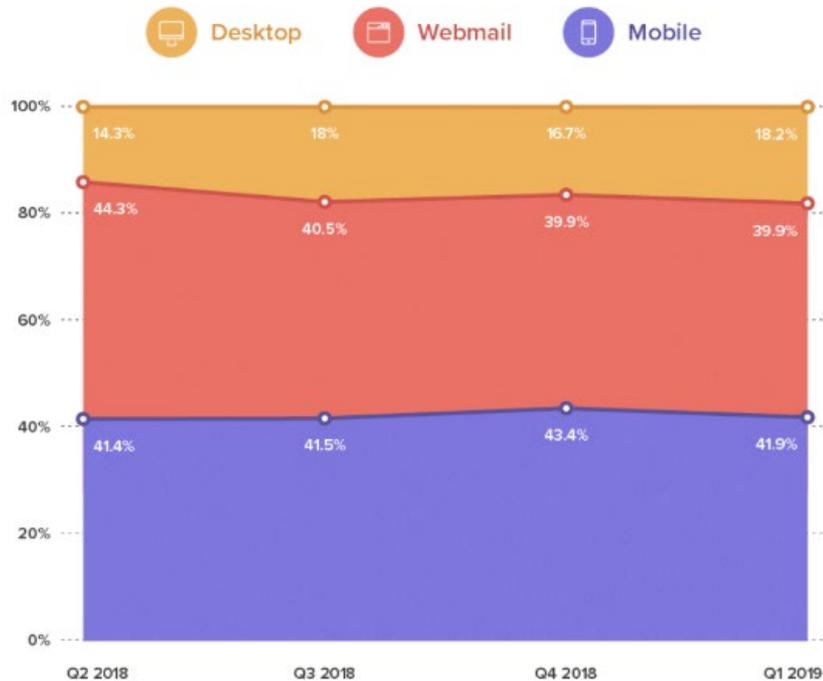
Address 1 * Address 2

City * State * Zip *

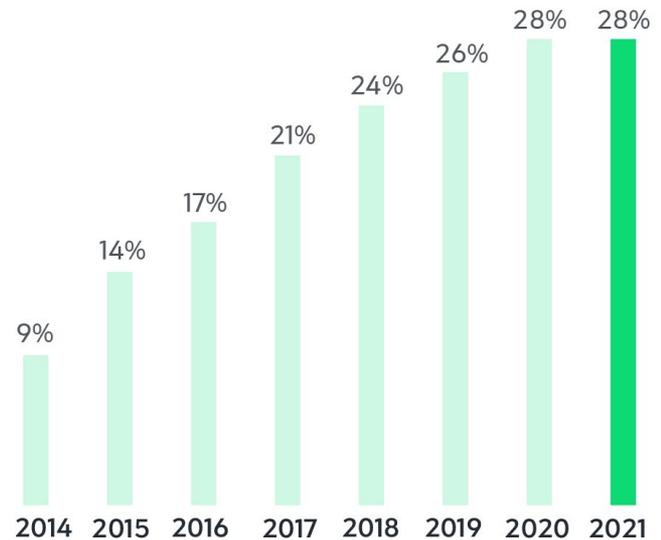
Country * Email Address *

Make it easy for your supporters so they will stay engaged and be more likely to give

Mobile-responsiveness is critical for emails and donations forms

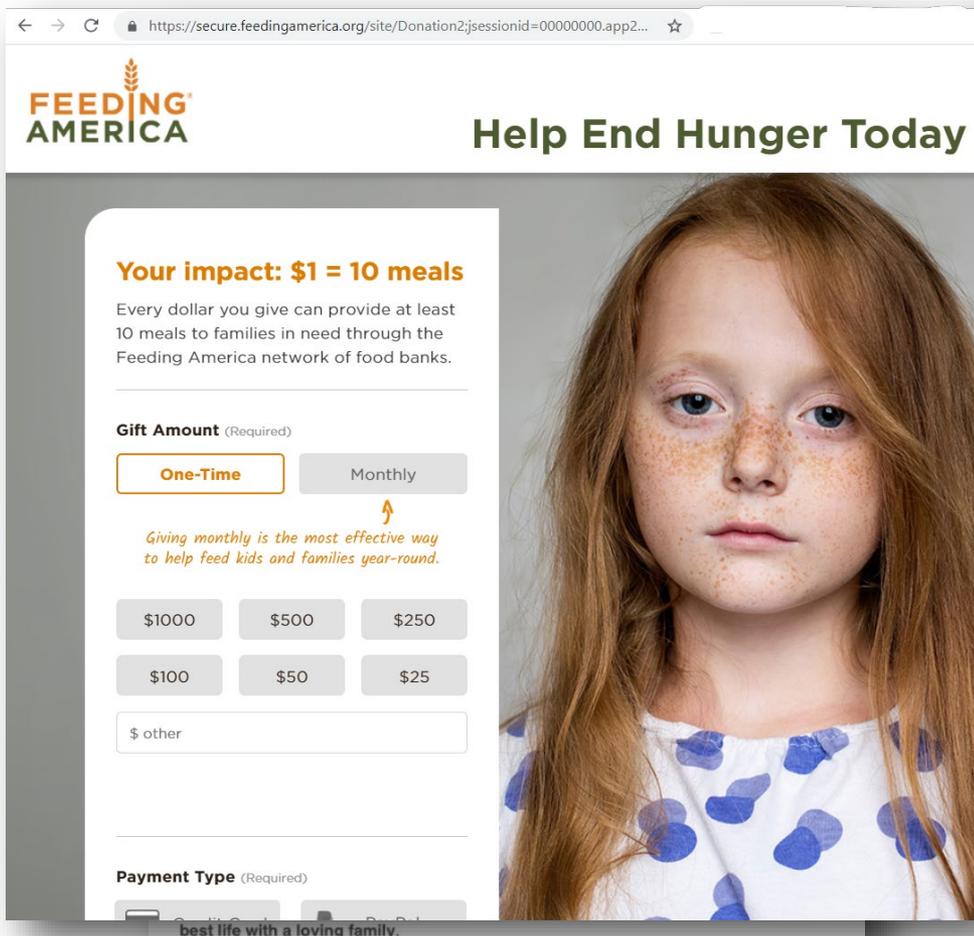


Percentage of Online Transactions Made Using a Mobile Device



Make it easy for your supporters so they will stay engaged and be more likely to give

Responsive design for email templates and donations forms is *critical*



https://secure.feedingamerica.org/site/Donation2;jsessionid=00000000.app2...

FEEDING AMERICA

Help End Hunger Today

Your impact: \$1 = 10 meals

Every dollar you give can provide at least 10 meals to families in need through the Feeding America network of food banks.

Gift Amount (Required)

One-Time Monthly

Giving monthly is the most effective way to help feed kids and families year-round.

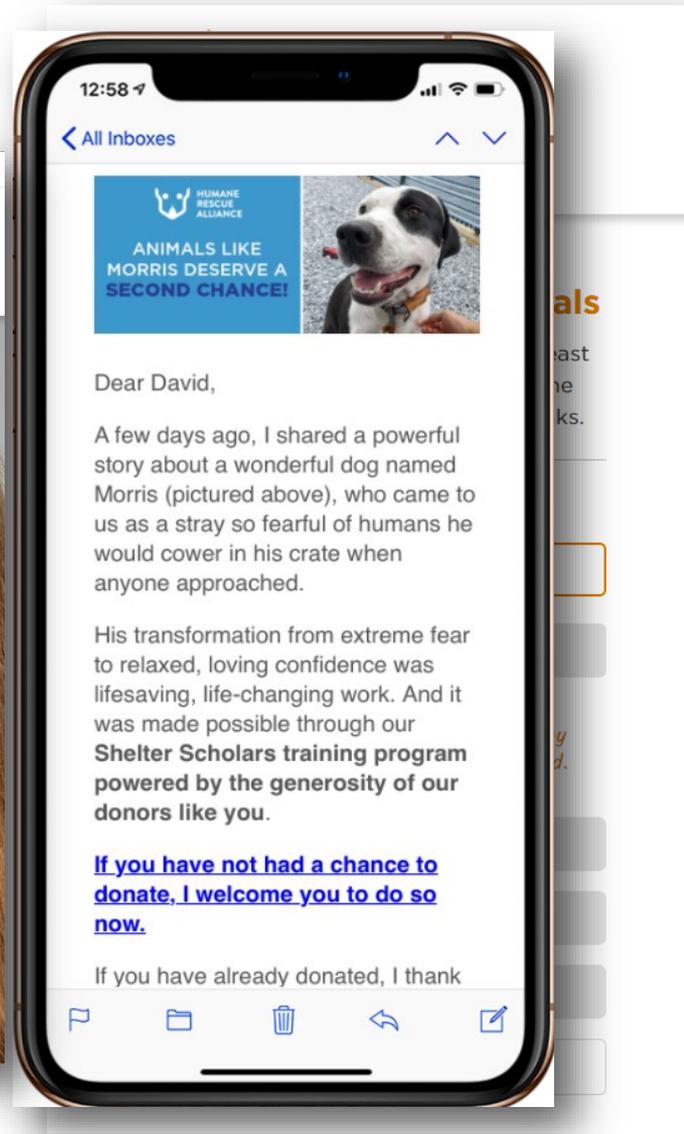
\$1000 \$500 \$250

\$100 \$50 \$25

\$ other

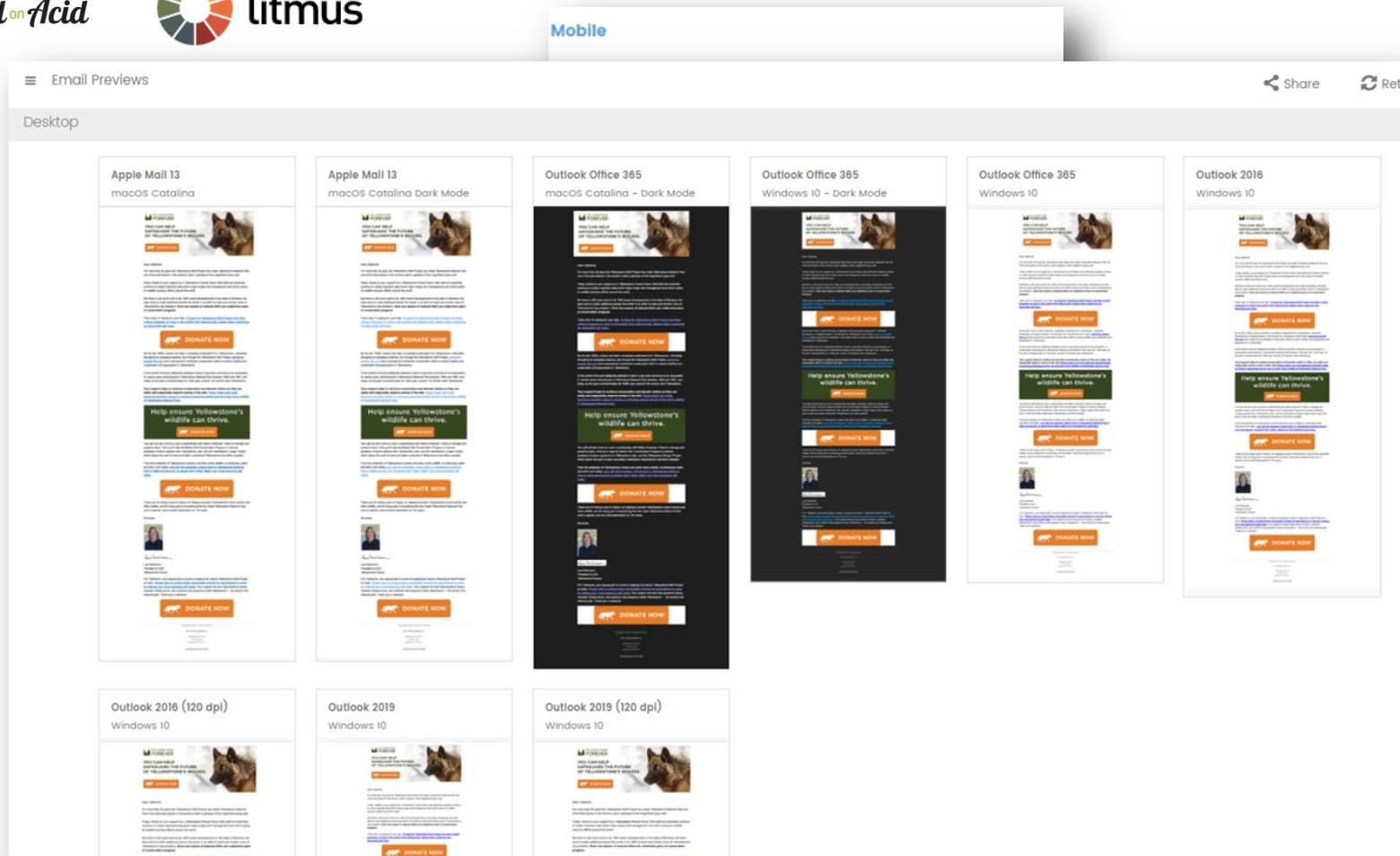
Payment Type (Required)

best life with a loving family.



Make it easy for your supporters so they will stay engaged and be more likely to give

- Preview communications on multiple platforms, use subject line testers



Make it easy for your supporters so they will stay engaged and be more likely to give

Utilize web best practices on donation forms

- tappable buttons
- preselected donation amount
- text hierarchy
- brand colors
- strong visuals

Pine Street Inn
Ending Homelessness

Make a Gift to End Homelessness

Your gift to Pine Street Inn provides critical funds to support vulnerable men and women in rebuilding their lives.

Gift Type

One-time **Monthly**

\$25 **\$50** **\$100**

\$250 **\$500** **\$Other**

Email Techniques

- Celebrity signers
- “Status Pending” techniques
- “Insider” spreadsheets or memos
- Progress meters
- Animation

You left the White House, but you never left us. You kept reaching out to people in need, through the Clinton Foundation, which has been such a force for good in the world.

Thank you!



ANNIVERSARY CAMPAIGN GOAL: \$25,000

**ANNIVERSARY
CAMPAIGN
PARTICIPATION
STATUS**

Name: Amirah Tyler

Deadline: 9/21/2021

17th Anniversary Gift: PENDING

DONATE NOW



Dear Amy,

The Trustees 2019 Membership Month Challenge ends in just three days. That's why the first thing I did when I got to the office this morning was check our progress in the hopes that enough gifts had come in overnight to get us to our \$35,000 goal.

Unfortunately, while we are getting closer, we are not there yet. And time is running out.

Because you are such an important part of The Trustees family, I want you to see where we currently stand:

	A	B	C
1	The Trustees 2019 Membership Month		
2			
3	Goal	Raised	To Go
4	\$35,000	\$22,665	\$12,335
5			
6		Days remaining:	3
7			
8	Updated: 5/28/19 @ 7:02 AM EST		
9			

As you can see, The Trustees Membership family has come together and made a wonderful show of support since we launched this critical fund drive three weeks ago. But that still leaves us \$12,335 short with just days left until the deadline of midnight on Friday.

Amy, the numbers speak for themselves—we may not reach our goal without your help. Will you pitch in with a gift to our 2019 Membership Month Challenge today?



39%

\$100,000

Donate by 12/31 to DOUBLE your impact on Yellowstone. All gifts matched up to our goal.

MATCH MY GIFT

Email Techniques

- Image-heavy formats
- Listicles
- Video previews
- Countdown clocks
- Social proof tactics

Your gift will have 2x the impact thanks to our Matching Gift!

HUMANE RESCUE ALLIANCE GIVING TUESDAY NOW

URGENT #GivingTuesdayNow ends tonight

You can help. Please don't wait.

MATCH MY GIFT

breadfortheworld HAVE FAITH. END HUNGER.

Donate Now. Help End Hunger.

Every dollar you give to support our advocacy helps Bread for the World secure hundreds of dollars in lifesaving assistance for families in the United States and around the world. By mobilizing Christians to advocate on Capitol Hill, we ensure our federal government serves the most vulnerable among us.

Most people are giving at the \$100 level.

\$50 \$100 \$250 \$500 \$1,000

Other: \$

Happy Birthday Yellowstone! DOUBLE YOUR IMPACT MATCH MY GIFT

Dear David,

It's finally here! Today is the 140th birthday of Yellowstone National Park, and in honor of this important day, we're pleased to announce that all donations will be MATCHED dollar-for-dollar up to \$25,000. That means you'll have TWICE the impact on important work to preserve and protect the world's first national park.

We could give you 140 reasons to make a gift to Yellowstone, BUT because we know you're busy, here are 5:

FIVE REASONS TO GIVE TO YELLOWSTONE

1. **Protect Yellowstone's iconic wildlife** by supporting conservation programs for cutthroat trout, wolves, bison, and golden eagles.
2. **Ensure everyone has a safe and memorable experience in the park** by supporting the installation of bear-proof food storage boxes at campsites and the maintenance of 900+ miles of trails.
3. **Educate future Yellowstone stewards** by supporting the Youth Conversation Corps which brings in roughly 60 young people annually to explore the park and work on important conservation projects.
4. **Help people access Yellowstone's beauty** by helping fund the maintenance of overlooks and viewing decks at iconic Yellowstone sites like Old Faithful Geyser and the Grand Canyon of the Yellowstone.
5. **When you give by midnight tonight, your gift will be MATCHED to celebrate Yellowstone!** For 149 years, Yellowstone National Park has remained a symbol of pride for environmental stewards across the nation and around the globe. Your gift makes you a part of that legacy!

MATCH MY GIFT

A SPECIAL ANNIVERSARY ONE-DAY MATCH OPPORTUNITY! DONATE BEFORE MIDNIGHT!

06 : 49 : 13
HOURS MINUTES SECONDS

Dear Catherine,

Four years ago today, we opened our doors to overflow crowds, a three-day music festival, and, of course, a presidential address by Barack Obama. Among those by his side were President George W. Bush and former first lady Laura Bush, and the late congressman John Lewis—all of whom played instrumental roles in the Museum's opening. As I write today, the world looks very different, and our Museum is needed now more than ever before.

As we celebrate our fourth anniversary, with the Museum's safe and measured welcome of visitors back through our doors, we recognize that this is a pivotal moment that illustrates just how important our work is—so important, in fact, that generous donors Ragnald J. Brown and Tiffany F. Sanchez have stepped up to MATCH every gift, up to \$25,000, to help us reach our \$400,000 campaign goal by midnight tonight. Will your gift be one of them?

Please help us reach our fourth anniversary goal by making a special gift now, while your donation will be matched, DOUBLING your impact!

Your anniversary gift before midnight tonight will be MATCHED—up to \$25,000!

DONATE TODAY

JOIN THE TRUSTEES TODAY

JOIN

Email Techniques

The pandemic still poses a serious threat to vulnerable men and women, which is just one reason why your support is still needed.

Pine Street Inn
Your support is crucial to ending homelessness.

Dear Catherine,

Thanks to your past support, Pine Street Inn provides a place of help and hope to the most vulnerable in our community.

A little more than a year ago, we quickly kept our guests and staff safe from COVID-19. We prepared and ... our street outreach teams are outfitted with equipment ... and we reduced the initial cost of our services to less than 1%. We're also providing vaccines to our guests who are at elevated risk.

But the pandemic still poses a serious threat to vulnerable men and women. That's one reason why [your support](#) is still needed.

YES, I will continue helping vulnerable men and women overcome today's tough times and put homelessness behind them!

Name: Catherine Wallwork
Email: catherinew@avalonconsulting.net
Last Gift: Nov 18, 2020

If any of the information above is incorrect, please reply to this email so we can update your supporter record.

RENEW NOW

DONATE NOW

MEMBERSHIP RENEWAL 2020

Renew today and carry Pippi everywhere you go.

Meet Pippi cow—star of your 2020 Farm Sanctuary Membership Card, on its way to you now!

RENEW NOW

Dear Amy,

Pippi cow, featured on your 2020 Farm Sanctuary Membership Card, was born four weeks premature on a New England dairy farm. An undiagnosed heart defect left her too weak to stand, play, or thrive. Because she was so sick and would never be a "profitable" milk producer, the dairy's veterinarians suggested euthanasia.

- Personalize communication with personal details:
 - name
 - last gift date
 - other information available in your database
- Dynamically add information in the email body or within images

Test and optimize, but do so wisely

- Countdown clock
- Animation vs. still
- Donation form layout

HUMANE RESCUE ALLIANCE
Animals. People. Community.

1 Amount 2 Name 3 Payment

A Lifesaving Match for the Holidays

Your generous year-end contribution can be MATCHED dollar for dollar up to our \$300,000 campaign goal if received by midnight December 31, 2021.

Donate now for the opportunity to double your impact on our work to protect and care for vulnerable animals and keep families together through the winter months and beyond.

One-Time Gift Monthly Gift

MAKE A ONE-TIME GIFT OF:

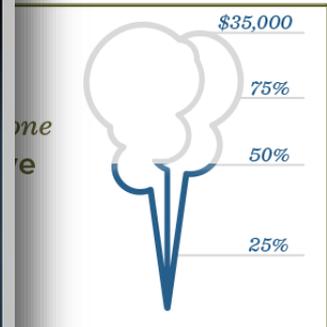
\$35 \$75 \$150

\$250 \$500 \$1,000

Other:

This gift is a tribute

NEXT



JOIN TODAY

Dear friend,

Please don't miss out on this special invitation and [Trustees before midnight to get an extra 3 months additional cost!](#)

Remember, your Membership includes FREE or over 120 properties, discounts on lodging, and a special Special Places magazine. Choose the Membership family:

- Individual Membership – Free or reduced admission for children under 17
- Family Membership – Free or reduced admission for children and children under 17 PLUS benefits at hundreds of participating properties
- Contributing Membership – Free or reduced admission for children and children under 17 PLUS benefits at hundreds of participating properties
- Supporting Membership – Free or reduced admission for children and children under 17 PLUS NARM network membership and select a complimentary Crane Beach Permit

JOIN TODAY

HUMANE RESCUE ALLIANCE
Animals. People. Community.

Saving Animals' Lives

Make your generous year-end contribution now and help protect and care for animals—and people—in our community, throughout the COVID-19 crisis and beyond.

HRA is a 501(c)(3) nonprofit organization. Your gifts to HRA are tax deductible to the fullest extent of the law. Your gift is not restricted to any special program or project.

JOIN TODAY

That's why I reached out to you earlier this month as we launched the **Yellowstone Resiliency Fund**.

[Can we count on you to make your Resiliency Fund gift today?](#) Remember, a generous **Yellowstone Forever** board member has stepped forward to match all gifts up to our **\$35,000** goal in hopes of inspiring dedicated friends like you.

Your support makes all the work we do possible, from helping visitors further engage in the conservation of wildlife to restoring trails and amenities like the viewing deck for Old Faithful. [Please make your Resiliency Fund gift today.](#)

\$35 \$75 \$150 \$250

\$500 \$1,000 \$2,500 Other

I am making a special tribute gift

Continue Donating \$150

Test, test, and then test some more!

- HTML vs. text
- Callout placement
- Ask string order; preselected amount
- Other ideas: hopeful vs. sad imagery, message length, signer/sender name, preheader text



Dear Catherine,

The seasons are changing at Yellowstone National Park, and nature is adapting. Some animals like sandhill cranes migrate to spend the winter elsewhere while others hibernate or adjust in other ways. The coats of white-tailed jackrabbits change from grayish brown to white to help blend with the snow and avoid predators.

When Yellowstone closed earlier this year due to the pandemic, income from visitor entrance fees, campgrounds, and lodges came to a halt, putting crucial park programs in jeopardy. Fortunately, your generous support helped *Yellowstone Forever* respond swiftly to meet the park's needs.

As winter approaches, continuing vital work in Yellowstone can be its own unique challenge and so much is dependent on your efforts. [Please help safeguard this special landscape and all its wildlife in the winter months ahead with your gift today.](#)

Yellowstone depends on you to ensure priority projects can continue through the winter.

DONATE TODAY

Across Yellowstone, you'll help keep important initiatives moving forward like:

- **Protect Yellowstone's Ecosystem & Wildlife:** Through programs like the historic Yellowstone Wolf Project that reintroduced wolves back into Yellowstone 25 years ago, you help the park monitor, research, and develop conservation plans to protect

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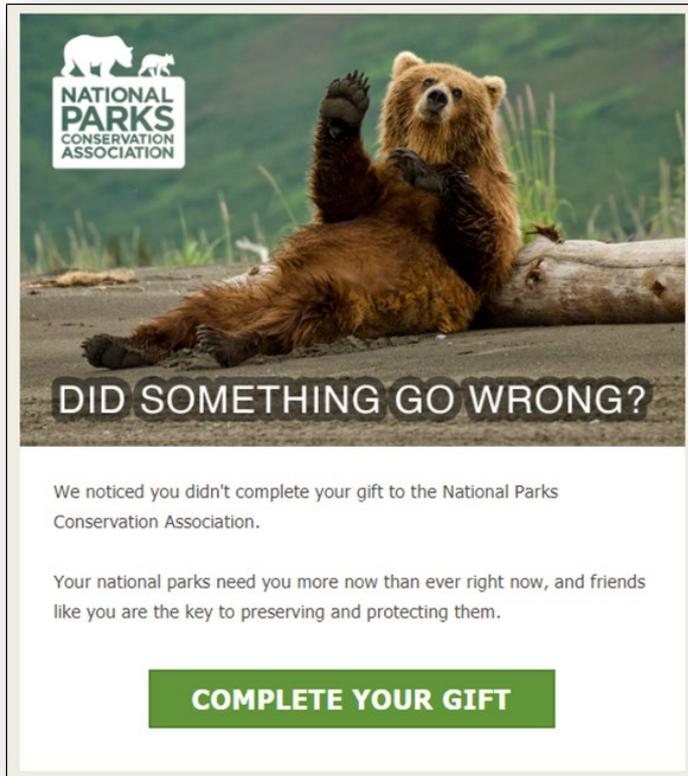
Across Yellowstone, you'll help keep important initiatives moving forward like:

- **Protect Yellowstone's Ecosystem & Wildlife:** Through programs like the historic Yellowstone Wolf Project that reintroduced wolves back into Yellowstone 25 years ago, you help the park monitor, research, and develop conservation plans to protect Yellowstone's iconic wildlife.
- **Enhance Visitor Education & Experiences:** Through programs like the Youth Conservation Corps—now in its 31st year—the park provides opportunities for young adults from communities across the country to live, learn, and work in Yellowstone.
- **Preserve Yellowstone's Resources and Infrastructure:** Maintaining infrastructure including winter trailhead exhibits, viewing decks, and visitor facilities that ensure safe and memorable experiences in Yellowstone is a top priority for the park. In winter, Yellowstone has miles of trails for the adventurous skier and snowshoer.

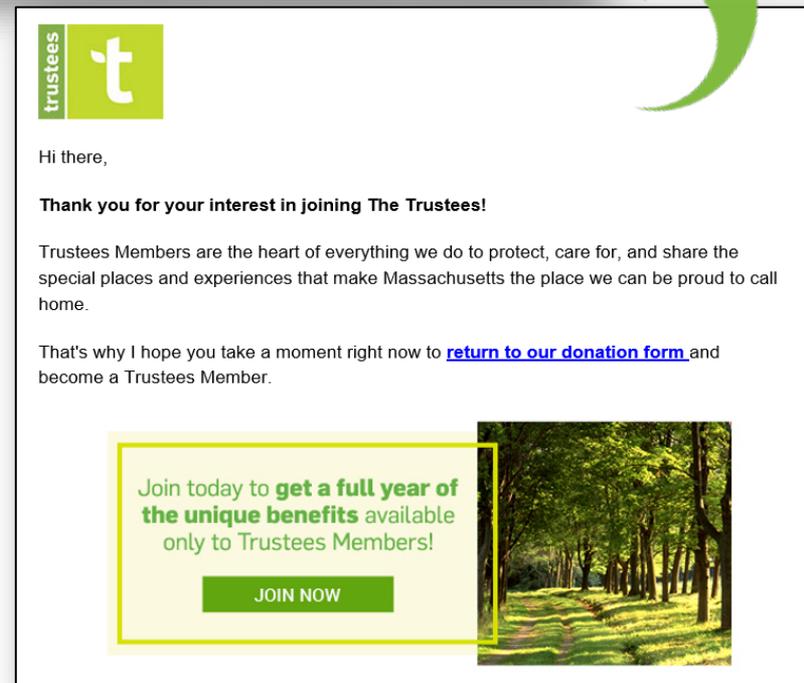
Winter in Yellowstone means adapting to survive. [Please help the park adjust and prepare for the season ahead and keep key initiatives on track by making a gift today.](#)

Abandoned Cart Emails

- Check your donation form completion rate; address page abandonment with triggered follow-up emails



- 66% open rate!
- Avg. gift 40% higher than organic web donations
- Recouped \$100,000 in first year



Recruit, steward & upgrade monthly donors

- Promote across your website
- Consider your ask string – the industry benchmark average is \$25/month!
- Convert new donors to monthly giving to pre-empt lower retention
- Add a sustainer upsell to donation pages or lightbox
- Don't forget to upgrade existing sustainers

Join our Angels Monthly Giving Club



For as little as \$12/month, you can become a St. Hubert's Monthly Angel. By joining, your auto provide a stream sc animals w

[Will you increase your monthly gift to help even more farm animals like me?](#)

farmsanctuary **SANCTUARY SUSTAINER CHALLENGE**



Will you help even more farm animals like me by increasing your monthly donation today?

Increase Your Monthly Gift

kittens.

\$18/month feeds a shelter dog in our care.

\$25/month (only \$0.83/day) month gives us the ability to p with medical needs.

Angels Club Benefits: Easy, automatic, tax-deductible deduc and stories of shelter pets, invitations to special events, su more!

Monthly gift

\$12 \$18 **\$25** \$50 \$

Other

Dear Chris,

My name is **Peggy** Cow, and I wouldn't be alive today if it weren't for the love and support of Farm Sanctuary's caring *Sanctuary Sustainers* like you.

You see, I was born with severely contracted tendons, which caused my legs to bend painfully underneath me. I had to crawl on my knees, unable to stand up on my own feet.

The owner of the dairy farm on which I was born couldn't afford to pay for my care and was about to sell me for slaughter ... until Farm Sanctuary came to my rescue!

Farm Sanctuary rushed me to Cornell University's Nemo Farm Animal Hospital, where I spent the next several months undergoing multiple surgeries and castings to straighten my legs. **Today, for the first time in my life, I can nearly stand and walk like a regular cow!**

I am so grateful that Farm Sanctuary didn't hesitate to get me the care I needed. And I know that they couldn't have done it without **your support** as a *Sanctuary Sustainer*.

[And that's why I hope you will increase your monthly donation today.](#) Through our *Sanctuary Sustainer Challenge*, we've set a goal of inspiring 50 loyal *Sanctuary Sustainers* like you to add just a few dollars to your monthly gift by midnight tonight.

Increase Your Monthly Gift

Recruit, steward & upgrade monthly donors

- Add monthly ask to email welcome series and acknowledgment emails
- Consider matching the first three monthly gifts or incentivizing monthly giving with a premium
- Make sure you have a process in place to process monthly gifts, update credit cards, and segment sustainers

JOIN THE GALÁPAGOS GUARDIANS BY AUGUST 24

Dear Virginia,

Over the past year, we have been so grateful for your strong support for Galápa despite the unrelenting challenges we've faced in Galápagos and worldwide. Lo like you helped sustain our efforts to protect the iconic wildlife of Galápagos and habitats. That's why I am inviting you to take a small but meaningful step to amp long-term impact for the Islands that hold such a special place in our hearts.

By becoming a member of our monthly giving circle — the *Galápagos Guardian* you join a group of our most dedicated supporters who are committed to protect Galápagos for generations to come. Your consistent generosity allows us to quic respond to new conservation challenges and eliminates the need for paper mail making it the most environmentally friendly way to support our efforts in Galápa

To welcome you to this exclusive group, a fellow Galápagos Guardian will your monthly gifts for an entire year, up to \$5,000! But act quickly because matching gift offer expires on August 24!

[Help us tackle the greatest challenges facing Galápagos by becoming a m donor today.](#)

\$15	→	\$30
\$20	→	\$40
\$25	→	\$50
\$30	→	\$60

ALL YEAR LONG

Galápagos Guardians are the foundation of our conservation efforts on the grou of our most impactful donors, your monthly commitment will ensure that we hav resources to safeguard this vibrant but fragile ecosystem year round. This includ projects like the Giant Tortoise Restoration Initiative, protecting the Galápagos I Reserve, and our innovative Education for Sustainability Program, which helps I educators provide sustainability and conservation lessons to every K-12 student Islands.

Your monthly pledge of \$15, \$20, \$25, \$30, or more adds up to lasting change o And when you join by August 24, that impact will **DOUBLE FOR AN ENTIRI** through a generous dollar-for-dollar match!

JOIN THE GALÁPAGOS GUARDIANS

Thank you in advance for being a part of our community and for your considerat special invitation.



Providing your support of Pine Street Inn with convenient monthly *Innkeeper* contributions is the best way to help men and women experiencing homelessness in our community.

By joining this special group of caring neighbors with a monthly gift, you'll help us remain flexible and effective in supporting homeless neighbors. Here are four reasons to become an *Innkeeper* today:

- 1) A 30% rise in the number of people living on the streets has increased the need for our services.
- 2) COVID-19 remains a serious threat to the most vulnerable men and women in our community and continues to strain our budget as we take extra precautions to keep our quests, tenants and staff safe, especially with a variant.
- 3) ...
- 4) If you sign up to make a monthly gift before midnight tonight, we will send you a free tote bag as our thank you gift.



Join the *Innkeepers* Club

Recruit, steward & upgrade monthly donors

And don't forget to steward your existing sustainers

- Offer EFT payment option to increase retention and reduce processing expenses
- Include current sustainers in big appeals 2-3 times a year (e.g., year-end – make your 13th gift of the year!). Otherwise, rest them from other campaigns
- Consider whether to offer other exclusive benefits
- Ask for an upgrade at least once a year

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YELLOWSTONE FOREVER | **Yellowstone Guardians**

EXCLUSIVE UPDATE
| *Your monthly support at work...*

Dear Alex,

As a Yellowstone Guardian, your monthly gifts provide foundational support for priority programs in the world's first national park. Each and every day you protect wildlife, help maintain facilities, and support education for the next generation through programs like our Youth Conservation Corps. And for that, *I want to say thank you* and give you an exclusive look at some of the work you've helped to make possible this summer.

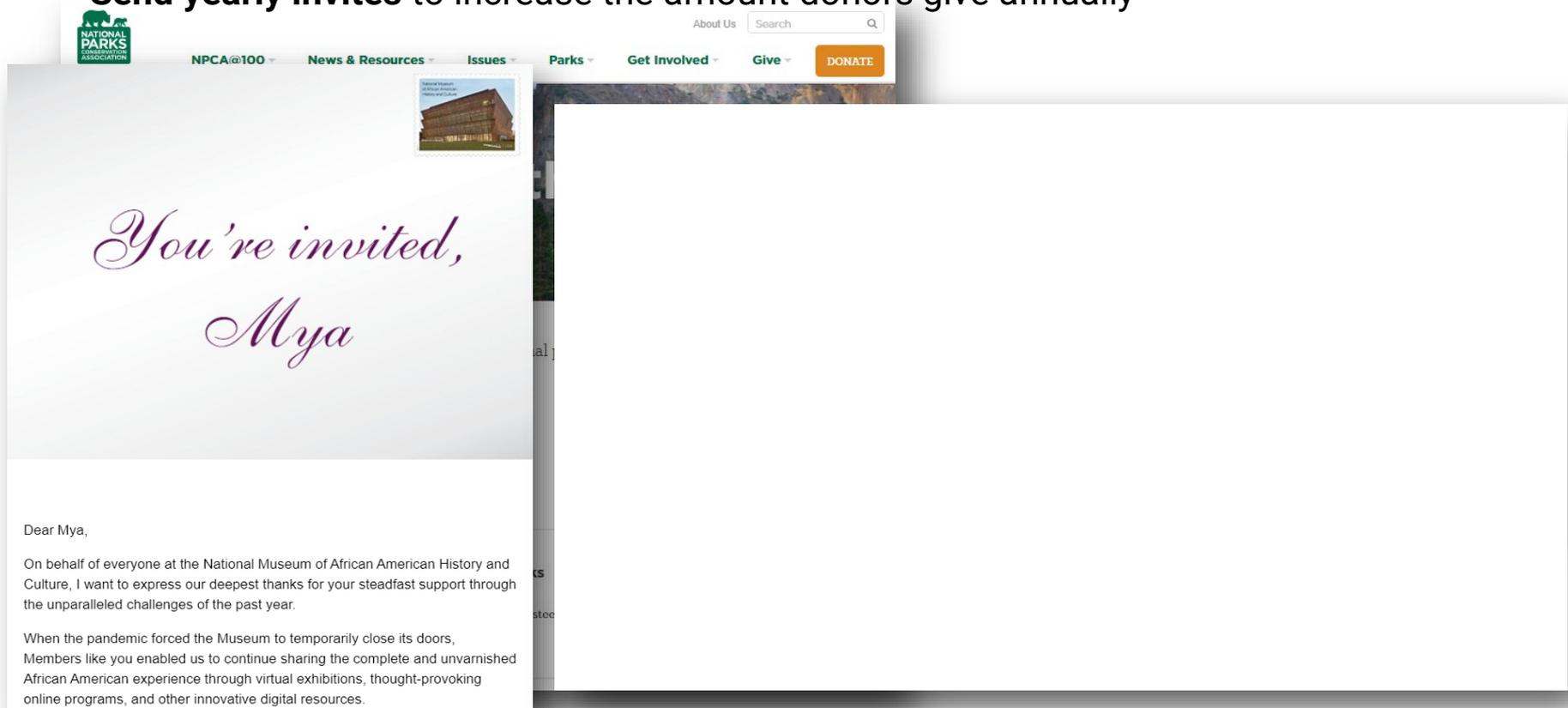
Providing the best protection and care for Yellowstone is an ongoing challenge, and for 33 consecutive summers, young people have answered that challenge. **Your loyal support helps fund the Youth Conservation Corps (YCC)** which brings roughly 60 young people into Yellowstone annually to help complete critical projects that might otherwise go unfinished.



This year's YCC participants are already hard at work building on the legacy and the amazing progress that young people have made possible in Yellowstone for more than three decades.

Leverage web & email to promote mid-level giving

- **Create a specific form for the mid-level program** that lists higher ask strings and special benefits for this group
- **Send yearly invites** to increase the amount donors give annually



The image shows an email invitation overlaid on a website. The website is the National Parks Conservation Association (NPCA) website, with a navigation bar including 'NPCA@100', 'News & Resources', 'Issues', 'Parks', 'Get Involved', 'Give', and a 'DONATE' button. The email invitation is from the National Museum of African American History and Culture and is addressed to 'Mya'. The email text reads:

*You're invited,
Mya*

Dear Mya,

On behalf of everyone at the National Museum of African American History and Culture, I want to express our deepest thanks for your steadfast support through the unparalleled challenges of the past year.

When the pandemic forced the Museum to temporarily close its doors, Members like you enabled us to continue sharing the complete and unvarnished African American experience through virtual exhibitions, thought-provoking online programs, and other innovative digital resources.

Digital ads for fundraising & list building

- Paid search and social media have been especially effective
- Consider retargeting, lookalike audiences, co-op audiences

Smithsonian National Museum of African American History & Culture
Sponsored

NMAAHC works every day to share the unvarnished truth and spark discussions about a more just and equitable America.



A People's Journey, A Nation's Story.
Honor Black History All Year Long.

Join us today >

Honor Black History
Join the Museum today!

NMAAHC.SI.EDU [Learn More](#)

Smithsonian NMAAHC
@NMAAHC

As the Museum enters its fifth year since opening, it continues to inform and inspire. Connect with NMAAHC today.

5:36 PM - 7 Oct 2020



MAKING HISTORY AS WE TELL IT
Celebrating NMAAHC's anniversary!

Join the Museum

National Museum of African American History & Culture [Learn More](#)

416 647

Promoted

Ad · nmaahc.si.edu

Making History As We Tell It | NMAAHC's Fifth Year | Support the Museum

The National Museum of African American History & Culture is entering its fifth year. From social justice, to sports, to diaspora culture, we're telling America's full story.

[Support](#) [Learn](#)
[Explore](#) [Connect](#)

Instagram

thetrustees
Sponsored



[Learn More](#)

thetrustees Limited-time offer: 3 extra months FREE when you join The Trustees! For more than 125 ... more

American Air Museum in Britain
September 9 at 3:05 PM

Special message to our members: Help us honor the brave men and women who gave their lives in defense of freedom and democracy at the American Air Museum today and save 3 months on your membership when you join the museum by celebrating photographer Lightning by celebrated photographer ...
<https://us.netdonor.net/page/33137/donate/1...>



2022 MEMBERSHIP RENEWAL NOTICE

13 1 Share

[Like](#) [Comment](#) [Share](#)

Incorporate organic social media

 **American Air Museum in Britain**
September 17 at 9:15 AM · 🌐

Duxford's historic airfield is home to the American Air Museum. This weekend, visitors will be immersed in the summer of 1940 when Spitfire ruled the skies and the "Few" brought hope to the British Isles, at Duxford's Battle of Britain Air Show. Interested in attending? It's not too late to get your tickets! Step into Duxford's remarkable past at <https://www.iwm.org.uk/.../duxford-battle-of-britain-airshow>



25

Like Comment Share



 **Yellowstone Forever** ✓
@ynpforever · ⭐ 4.8 (385 reviews) · Nonprofit organization

Donate

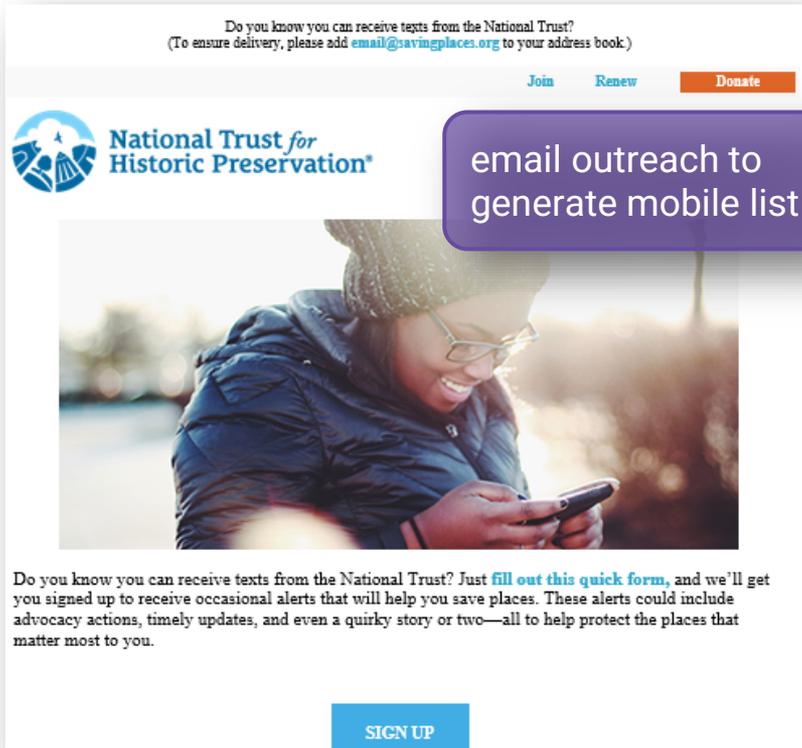
Home About More ▾ Like Message 🔍 ⋮

About [See all](#)

Yellowstone Forever is the official nonprofit partner of Yellowstone National Park.

Leverage text messaging

- Collect mobile numbers on donation forms, your website, and via email outreach



Do you know you can receive texts from the National Trust?
(To ensure delivery, please add email@savingplaces.org to your address book.)

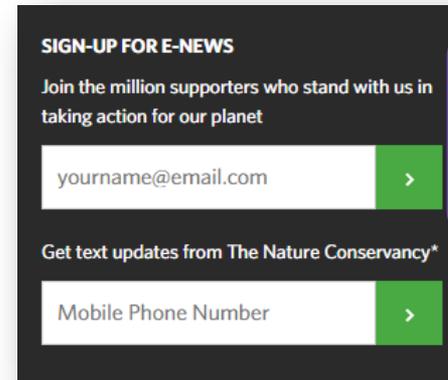
Join Renew Donate

National Trust for Historic Preservation

email outreach to generate mobile list

Do you know you can receive texts from the National Trust? Just **fill out this quick form**, and we'll get you signed up to receive occasional alerts that will help you save places. These alerts could include advocacy actions, timely updates, and even a quirky story or two—all to help protect the places that matter most to you.

SIGN UP



SIGN-UP FOR E-NEWS

Join the million supporters who stand with us in taking action for our planet

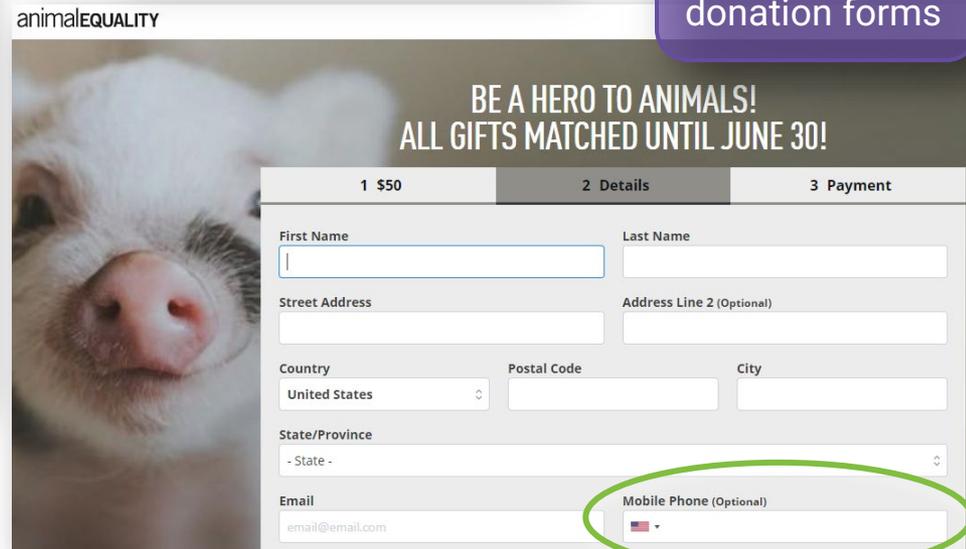
yourname@email.com >

Get text updates from The Nature Conservancy*

Mobile Phone Number >

include with your website email sign up

include mobile number field on donation forms



animalEQUALITY

BE A HERO TO ANIMALS!
ALL GIFTS MATCHED UNTIL JUNE 30!

1 \$50 2 Details 3 Payment

First Name Last Name

Street Address Address Line 2 (Optional)

Country Postal Code City

United States - State -

State/Province - State -

Email Mobile Phone (Optional)

email@email.com

Leverage text messaging

- Text supporters about fundraising or events as a complement to other outreach
- Text messaging **volume increased by 14%** overall in 2019

Texts get attention...

- **95%** of texts are opened
- **90%** of texts are read in 3 minutes

... from everyone.

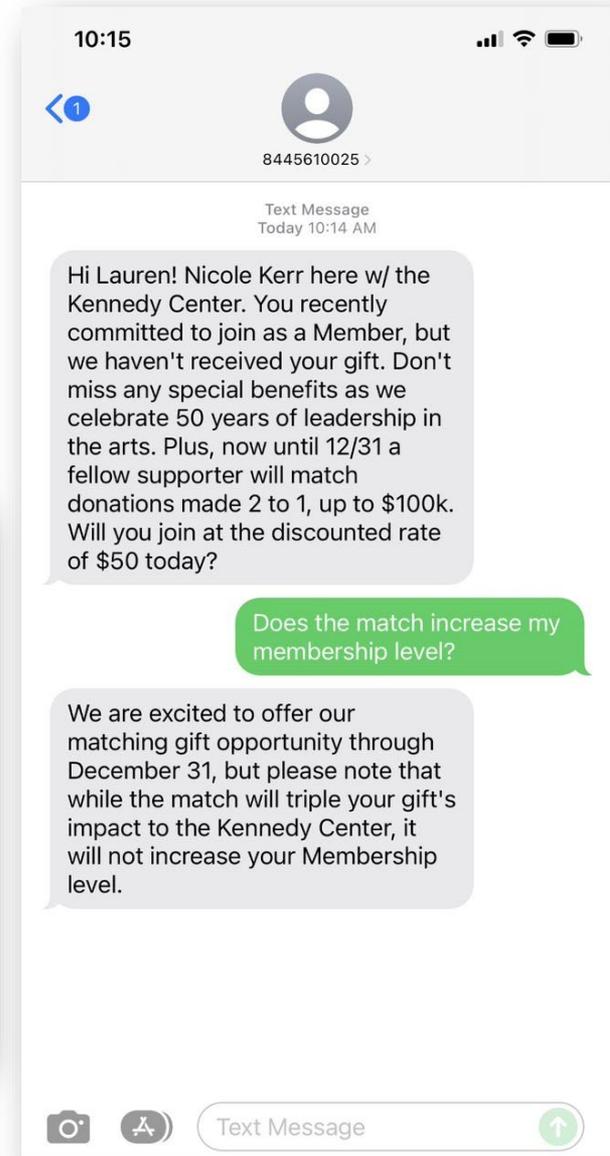
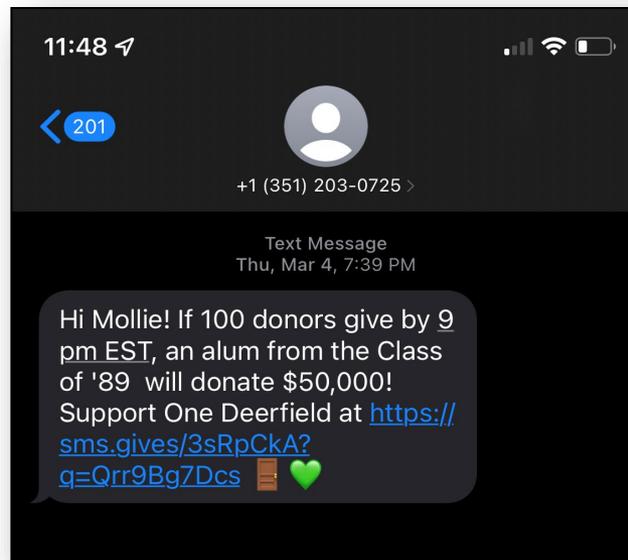
- **87%** of American adults text regularly
- **9 in 10** Americans keep their phone in reach 24 hours a day
- The trends hold **across age, race, and gender**

33% of adults prefer text to other forms of communication

In fact...Americans text **TWICE AS MUCH** as they call.

Leverage text messaging

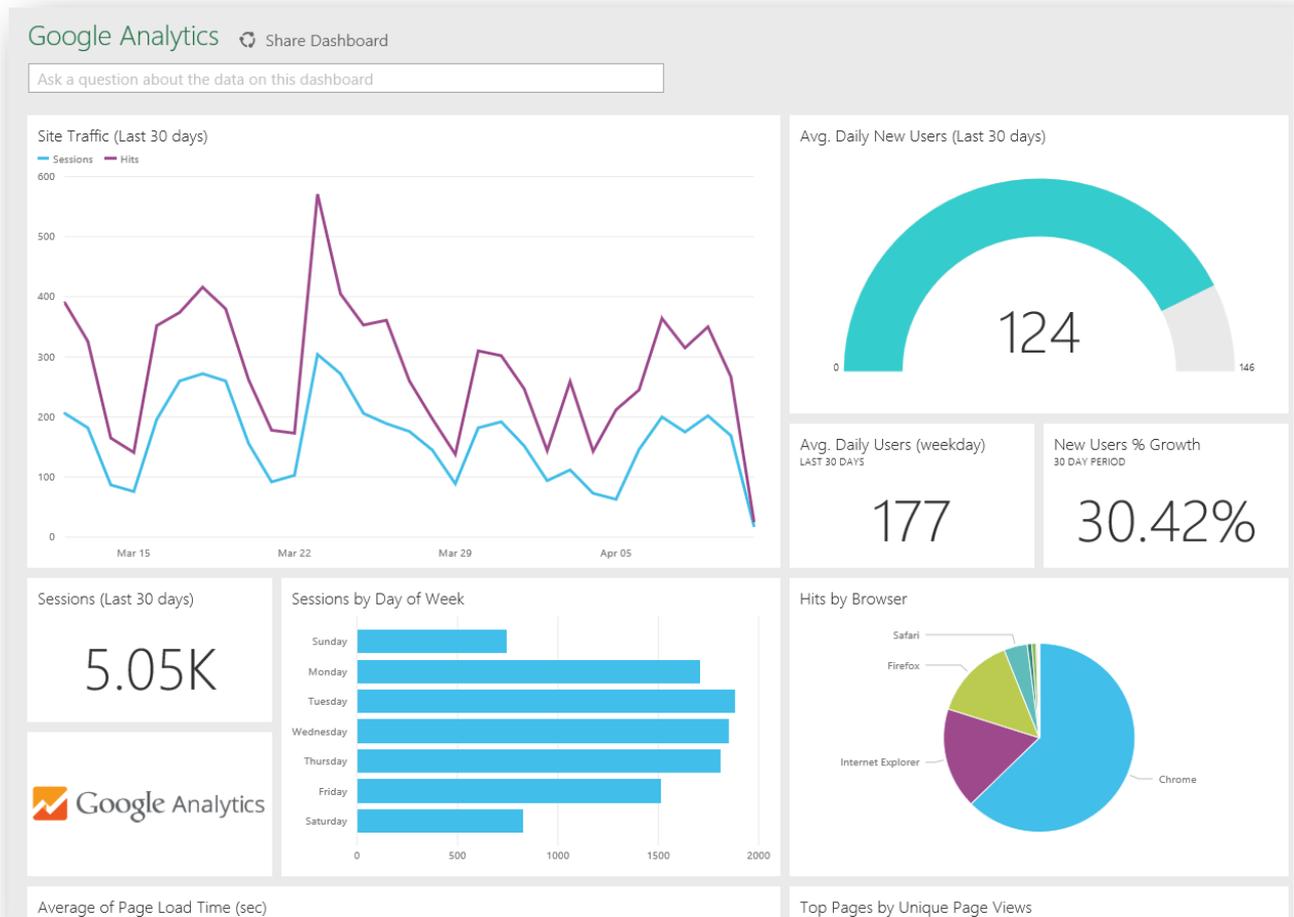
- Text message **click-through rates were 4.2% for fundraising messages and 9.8% for advocacy messages**, both far higher than comparable email metrics



Measure & analyze your metrics to inform future strategies

Website

- Conversion rate – sign ups, donations, actions
- Exit pages
- Path and time on site
- Mobile traffic



Measure & analyze your metrics to inform future strategies

Emails

- Open rate
- Click-through rate
- Response rate
- Average gift
- Delivery and bounce rates
- Unsubscribe rate

Email message rates by type and sector

		All	Cultural	Disaster/ International Aid	Environmental	Health	Hunger/ Poverty	Public Media	Rights	Wildlife/ Animal Welfare
Open rate	All	21%	18%	21%	20%	21%	24%	20%	18%	19%
	Advocacy	20%	—	22%	19%	28%	22%	—	15%	19%
	Newsletter	21%	19%	21%	22%	23%	23%	21%	20%	19%
	Fundraising	18%	18%	17%	18%	19%	23%	18%	16%	20%
Click-through rate	Advocacy	3.3%	—	3%	3.7%	2.9%	2.5%	—	2.4%	5%
	Newsletter	2%	1.5%	2.2%	2%	1.8%	2.4%	2.4%	1.8%	2%
	Fundraising	1.7%	1.7%	2.3%	2%	1.9%	1.5%	1.2%	2.1%	1.7%
Page completion rate	Advocacy	83%	—	70%	83%	75%	26%	—	84%	87%
	Fundraising	18%	14%	26%	18%	13%	35%	17%	17%	17%
Response rate	Advocacy	3.6%	—	3.6%	3.5%	3.6%	1.1%	—	2.9%	5.5%
	Fundraising	0.1%	0.03%	0.14%	0.09%	0.09%	0.42%	0.1%	0.06%	0.16%
Unsubscribe rate	All	0.18%	0.14%	0.21%	0.17%	0.21%	0.27%	0.11%	0.19%	0.18%
	Advocacy	0.16%	—	0.17%	0.14%	0.21%	0.25%	—	0.15%	0.16%
	Newsletter	0.16%	0.11%	0.23%	0.15%	0.18%	0.25%	0.08%	0.15%	0.14%
	Fundraising	0.19%	0.17%	0.16%	0.17%	0.22%	0.26%	0.13%	0.19%	0.18%

Measure & analyze your metrics to inform future strategies



Thank you!

David Lothamer
Digital Account Director

Avalon Consulting Group
805 15th St NW, Suite 700
Washington, DC 20005

davidl@avalonconsulting.net