

Fundraising: Online and Email



June 26th, 2007

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Tonight's Trainers



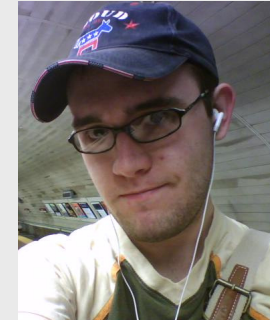
Arshad Hasan

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Zack Exley

New Organizing
Institute



Karl-Thomas Mussleman

ActBlue.com



Erin Hill

ActBlue.com

2 Questions? Email training@democracyforamerica.com



Objectives for this Session

- 1) Develop an online fundraising strategy
- 2) Build an engaged and active online community
- 3) Write, format and send effective fundraising emails

3

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Harnessing Emerging Habits

Increasing web usage

+

People more comfortable
giving & spending online

+

Emerging as an
expectation

Increasingly friendly
= environment for
online fundraising



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Online Fundraising: Strengths & Challenges

Strengths

- Breaks down barriers
- Finds new donors
- Democratizes fundraising

Challenges

- Over-hyped
 - Thinking it's easier than it is
 - Thinking it can replace other fundraising tactics
- Underestimated
 - Thinking it's just a passing fad
 - Thinking it's too hard

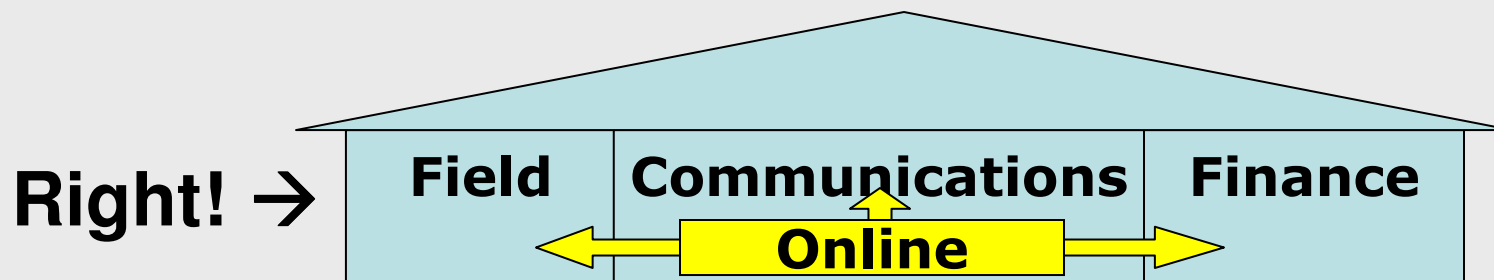
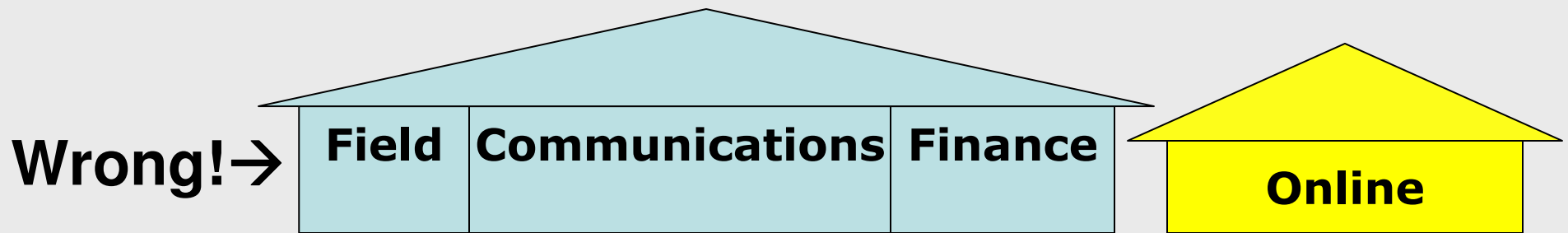
Beware: Merely putting up a web page or sending an email will not attract contributions. Incorporate online fundraising into your entire campaign.

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Integration

Where does your online strategy fit into your campaign?



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Increasing Returns on Call Time

Traditional Call Time

- Pledges require substantial follow-up to collect



Online Enhanced Call Time

- Credit card contributions get money in the bank right away
- Saves time
- Improved data management

7

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Increasing Returns on Events

Traditional Events

- Resource intensive
- Donors must attend to contribute

Online enhanced events

- Less resources needed for recruitment & registration
- Allow donors to give without attending
- Casts a wider net



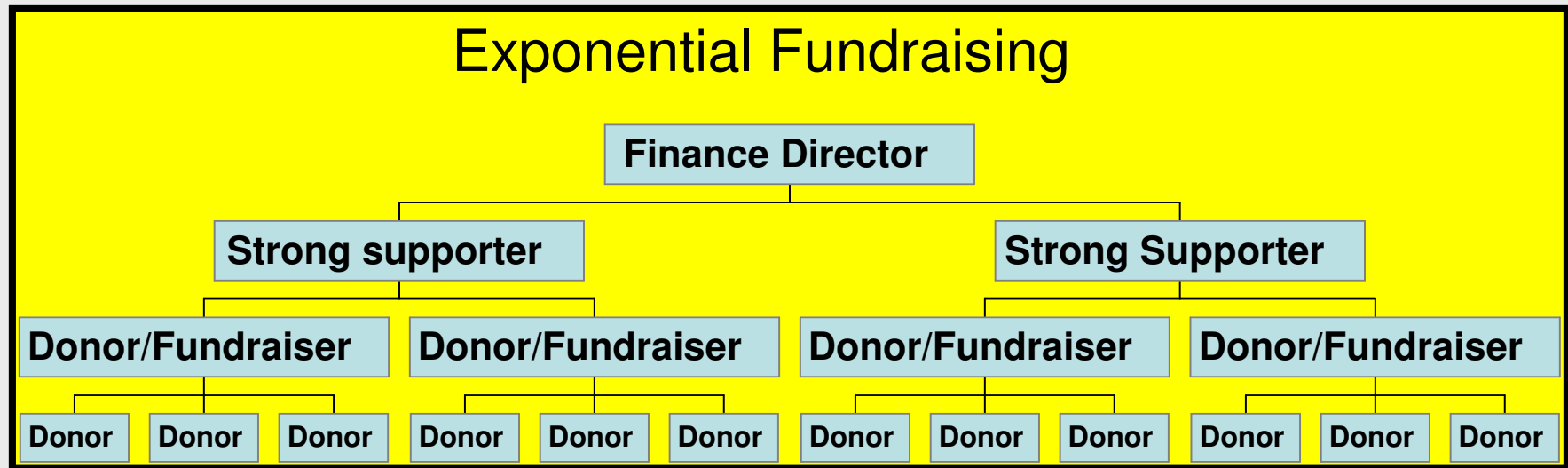
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Democratize Your Fundraising

- Turning donors into fundraisers
 - Create personal fundraising pages
 - Promote to their own donor circles



9

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Case Study: Deval Patrick

Aggressive Marketing

- Prominent on website
- Bottom of every e-mail
- Even included on paper mail

300+ successful pages = \$500,000

Seed Your Fundraising Community

- Candidate, family, staff pages
- Host committee creates pages
- Event hosts create pages

Give Community Offline Tools

- Training call
- Written tips and scripts

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Check out the Team Patrick Communities

Title / Author	Donors	Total Raised
!! Deval - The Real Deal! Wayne Bates	6	\$2,150.00
#1 Dad! for Governor Katherine Patrick		
10,000 Contributors - You Could Be th... Lonsdale	5	\$105.00
2nd Bristol District for Deval Patrick Citizens of the South Coast	117	\$11,075.00
5/25 Cambridge Reception Host Committee	1	\$100.00
A Better Bay State Margulies/Touborg	8	\$2,050.00



Listener Submitted Questions



11 Questions? Email training@democracyforamerica.com



Email Fundraising

- Dynamic and evolving
- Meant to be integrated into all aspects of a campaign
- Efficient and encourages broad involvement



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Strengths & Challenges

Strengths

- Fast way to reach supporters
- Low financial cost
- Casts a wide net

Challenges

- Requires culture change
- Time consuming (to do right)
- Requires an “organic” donor email list

Beware: Email fundraising will probably not be a campaign's primary source of contributions

Return on Investment

- Growing list + Motivated community = High returns
- Quick returns
- Evaluate your return rates

People Cost = Low
Money Cost = Low
Time Cost = Med

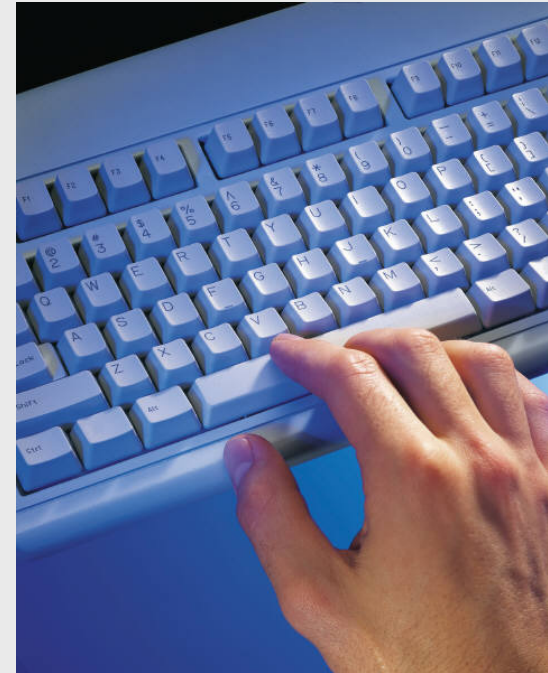
Tactic	Response Rate	Cost (% of return)	Cash Flow	Time	Messenger	Target
Email	1%-10%	<1%	1-2 days	Low	Staff	All Donors

14 Questions? Email training@democracyforamerica.com



Writing Your Emails

- Sender, subject line, recipient
- Have a reason to write (what happened?)
- Set a tone: casual, active, concise
- Specific ask, single ask



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Formatting Your Email

- Content over clutter
- “Above the fold”
- Linking liberally and consistently
- Landing page

Sample Email Format

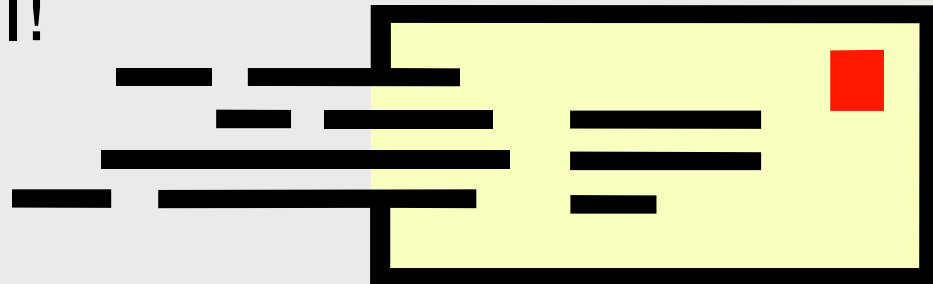
- 1) Paragraph
- 2) Paragraph
- 3) Link
- 4) Paragraph
- 5) Link
- 6) Signature
- 7) PS
- 8) Link

16 Questions? Email_training@democracyforamerica.com



Sending Your Email

- Segmenting and targeting
- Timing and timeliness
- Frequency of communication
- Don't hit send on an uninteresting or non-urgent email!

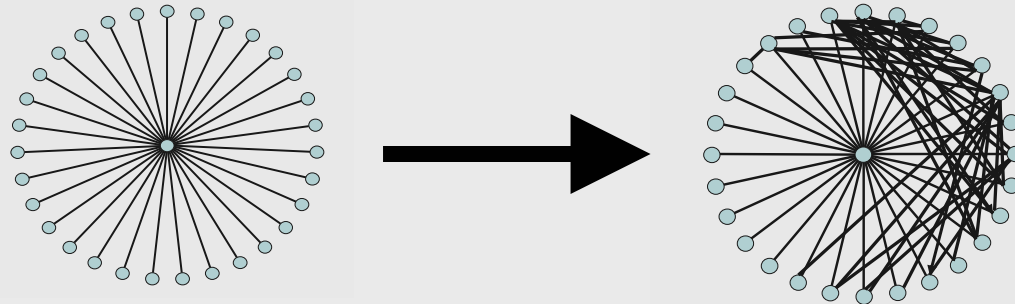


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Building an Online Community

- **Grow your email membership**
- **Develop an engaged and active community**
- **Target your message**
- **Write when you have something to say; speak from the heart.**



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Listener Submitted Questions



*Get in on the discussion –
The Night School Blog:*

www.dfalink.com/nightschool

19 Questions? Email training@democracyforamerica.com



Homework

- 1) Write DFA's fundraising email.
- 2) Email it to: training@democracyforamerica.com
- 3) We'll choose the best one and send it out later this week.

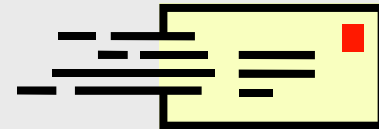
20 Questions? Email training@democracyforamerica.com



Check Your Inbox

- Look at the text
- Look at the format
- Look at the timing
- It's for real. Contribute!

**You've got
mail!**



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<https://contribute.democracyforamerica.com/nightschool>

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July 7-8 - Frankfort, KY

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September 8-9 - Atlanta, GA

September 29-30 - Springfield, IL



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