Making the Most of Your Annual Campaign Resources

Experiences with Outsourcing

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Reasons to Consider Outside Help

Automating signups, unsubscribe, bounces.

- – Can quickly become a full-time job (or several).

- – CAN-SPAM requires honoring unsubscribe requests within 10 business days.

- – Full automation requires integration between email, on-line signups, and email database.

Reasons (con't)

Offering multiple content choices:
- – Regional content, varying frequencies, custom news.

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Reasons (con't)

Tracking Results

Appeal	Net Sent	# of Donations	Total Donations	Response Rate	Avg Gift
Undergraduate AF Solicitation	11758	184	18,124	1.6%	98.50
Law AF Solicitation	8847	23	5,990	0.3%	260.43
Medical AF Solicitation	1998	2	200	0.1%	100.00
Class of 1999 AF Solicitation	1068	41	2,254	3.8%	54.98
Class of 1997 AF Solicitation	931	31	1,652	3.3%	53.29
Class of 1993 AF Solicitation	864	16	1,145	1.9%	71.56
Class of 1995 AF Solicitation	603	18	1,615	3.0%	89.72

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Results (con't)

Campaign Detail: Performance Summary

summary	tracked urls	subscribers

Show Content Formats	Totals	Rate	Change vs. Previous	Change vs. List
Attempts	2210		14 ↑	22 ↑
Bounces	3	0.001%	4.3% ↓	5.3% ↓
Deliveries	2197	99.4%	4.3% ↑	5.3% ↑
Unique Opens	2143	96.9%	38.4% ↑	1.3% ↑
Unique Clicks	2019	91.3%	4.9% ↑	4.4% ↑
Total Opens	2189			
Total Clicks	2175			

Reasons (con't)

List segmentation, 1 to 1 Marketing:
– Targeting newsletters & appeals based on class year, major, region, giving level, interests, responses to previous appeals, etc. Tailoring content to constituent.

Georgetown:
– In 2003: 365 distinct messages sent to 2.3 million constituents.
– Since launch, achieved 30.4% unique open rate.

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Reasons (con't)

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Integration with other systems:

    – web content management.

    – online giving.

    – surveys.

    – constituent databases.

Design expertise (HTML, Flash).

Marketing expertise: message, integration of fundraising & marketing.

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Sample Email Fundraising Campaigns

Pepperdine University: ONE Pepperdine
www.pepperdine.edu/alumni/one

Northwestern University: It All Adds Up
pdlb.eonstreams.com/erroyo/nw/NU_general.html

Tulane University: Athletics
www.erroyo.com/tulane/RollWave.html

American University: The Faces of American
pdlb.eonstreams.com/erroyo/au/mailer.html

Emory: The Annual Fund's impact on Alex Newell
pdlb.eonstreams.com/erroyo/emory/emory.html

Resources

dotorgEssentials: *Best Practice for Email Campaigns:*

http://www.dotorgessentials.net/browse_issues.php?switch=1&dir=20040116

Fuel4Arts.com: *Email Promotions – How To Guide:*
www.fuel4arts.com/sauce/11_email_promotion/email_how.htm

Groundspring.org: *Online Fundraising Handbook*:
www.egrants.org/techniques/handbook.cfm

One/Northwest & TechSoup: *Online Donations: Sorting Out the Chaos:*
http://www.techsoup.org/howto/articlepage.cfm?ArticleId=545

Schwartz, Nancy: *Checklist for E-News Service Provider Selection:*

http://nancyschwartz.com/email_newsletter_provider_checklist.html

Stoner, Michael: *Creating Effective Email Campaigns:*

http://www.mstonerblog.com/archives.php?id=A2004081

Warwick, Hart, Allen: *Fundraising on the Internet:*
www.malwarwick.com/internet.html

More resources are at: www.rlweiner.com/resources.html

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