

The e-donor cycle


I. Definition of an e-donor Cycle

II. Why All the trouble?

III. The tools of the e-donor Cycle

IV. An Example cycle

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The e-donor cycle: defined

Part One

An e-donor cycle is a marketing strategy that employs multiple on-line channels to acquire and cultivate a new donor relationship.

Part Two


Each channel is guided by either a linear path or conversion path that anticipates donor responses and offers corresponding solutions (acknowledgement, alternatives, appreciation).

Email, Natural Search
Paid Search, Banner Ads,
Affiliates
3rd Party Site Referrals


Direct CTA, One "offer"
Pre-segmented audience
Example – Acquisitions Email

Utilizes user-directed
segmentation. After
self-segmenting, the CTA and
messaging are more tailored

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 **E-donor Cycle: Why all the trouble?**


1. You care about efficiency and stewardship




By creating an E-Donor Cycle for your organization:

- ✓ You maximize your efforts! Cycles can be RE-cycled again and again!
- ✓ You stretch your marketing dollars
- ✓ You start reducing the guess-work in your marketing

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 **E-donor Cycle: Why all the trouble?**


2. You care about your donors & want to learn about your donors!




By creating an E-Donor Cycle for your donors:


- ✓ You gain valuable in-site about your potential, new and existing donors
- ✓ You give donors options of engagement
- ✓ You bring "value add" to your website and on-line presence

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E-Donor Cycle Tools




dascoco
the core of our donor relationship management suite




webware
integrated donor-self service websites with real-time data




software
integrated targeted and personalized bulk email system





reportware
integrated crystal clear reporting




safari
sales, fulfillment, accounts receivable and inventory system











Professional Services Staff


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E-donor cycle: Build Your List

FIRST – BUILD YOUR LIST




1. Use a Broker (should offer below rate card pricing, seen various results, unbiased toward the list, can steer you toward top-performing lists)
2. Ensure the list is Can-SPAM Compliant (check the opt-in policies of list builder)
3. Brand name lists – sometimes more expensive, but more reliable *Hint – ask for the url where the lists are subscribed to and subscribe yourself!*
4. Ask about target and testing options – will they allow A/B split runs, what are their target criteria?
5. Ask for subscriber data – demographic or psychographic




An email e-donor acquisition cycle is an example of a linear path (pre-segmentation)

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E-donor cycle: Build Your List

FIRST – BUILD YOUR LIST




6. Investigate their html and text deliverability
7. Ensure database integrity
8. Confirm Response Tracking Options
9. Check that you have the total cost
10. Get case studies or referrals




An email e-donor acquisition cycle is an example of a linear path (pre-segmentation)



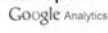
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E-donor Cycle: Create Your Email

SECOND (A) – CREATE YOUR EMAIL




1. Compelling Professional Copy (we won't spend time on this)
"Donate Now" isn't the only way to ask for a donation!
2. Tracking, Tracking, Tracking!
 - ~ Use Motivation Codes 
 - ~ Use Tracking "gifs" to track email opens 
 - ~ Set-up Campaigns in Google 
3. "Call to Action"
 - ~ If possible, see if you can do split A/B testing
 - ~ Offer a donation option and a "get more information option"
4. Opt-in/Opt-out requirements




If you are renting the list, you might have to send the initial email with a 3rd party bulk mail sender. They probably have tracking, but it doesn't hurt to include your tracking tools as well.

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E-donor Cycle: Landing Pages

SECOND (B) – CREATE YOUR LANDING PAGES



1. Copy, copy, copy!
2. "Call to Action"
 - ~ Donate
 - ~ Sponsor
 - ~ Get More Information (but more compelling)
 - ~ Refer/Recruit a Friend


↓

Wouldn't it be great if this were driven by a webware API?
Wouldn't it be great if the referral information were stored as a supplemental?
Wouldn't it be great if a donor could view his/her network of recruitments?

HINT: This would make a great webware enhancement!


3. Harness the Power of Webware! <NEXT SLIDE>

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E-Donor Cycle: Webware

? What Webware Pieces could be utilized?

For donations	"More Info..."	Sponsorships	New Session API
<div style="border: 1px solid black; padding: 5px; width: 80%; margin: 0 auto;">Multi-method for Donation</div>	<div style="border: 1px solid black; padding: 5px; width: 80%; margin: 0 auto;">Identify Lite for "more info"</div>	<div style="border: 1px solid black; padding: 5px; width: 80%; margin: 0 auto;"> Sponsorship APIS customization toward email (certain region, specific children, et) </div>	<div style="border: 1px solid black; padding: 5px; width: 80%; margin: 0 auto;">Used if you need to do a redirect from a non-webware page to webware page stores motiv in session</div>
<div style="border: 1px solid black; padding: 5px; width: 80%; margin: 0 auto;">Designation s Catalogue</div>	<div style="border: 1px solid black; padding: 5px; width: 80%; margin: 0 auto;">Email only</div>	<div style="border: 1px solid black; padding: 5px; width: 80%; margin: 0 auto;">  Customized Greeting on landing page - Send the users "name" from the email to the landing page (with webware) to display a message like... "Jane, Thanks for reading our email! Welcome to our site" </div>	

All this running over your Analytics Program

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E-donor Cycle: Webware

?

IF DONATION: Using webware to respond to donor response

For donations

**Multi-
method
for Donation**

**Designation
&
Catalogue**

**Donor
Cart**


If YES (donate) – send a personalized welcome message, an “e-receipt” and a “thank you letter”.

Offer the opportunity to sign up for a “educational email series” (this helps with cultivation)

If NO donation – Send a second bulk mail offering the “educational email series”

*webware can auto-send email series with intervals between each email!

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E-donor Cycle: Webware

?

What Webware Pieces could be utilized?

Sponsorships


**Sponsorship
APIS**

customization
toward email
(certain region,
specific children,
et)

If YES: Send a welcome email, send a “thank you” with an offering to sign-up for a “getting to know sponsorship” email series

Auto-send email series about the area where the children live

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 **E-donor Cycle: Webware**

? What Webware Pieces could be utilized?

"More Info..."

Identify Lite for "more info"

If YES: Send the Welcome email and "more info" series

IDENTIFY LITE API is an extremely important API... and yet it is very underused!


Identify lite creates a dasco name, gets the minimal information (doesn't require address and phone) for marketing.

Email only

1. You build your own new donor acquisitions list
2. It gives "my account" benefits to non-donors
3. Allows you to build a relationship before asking for a gift

? HOW MUCH \$\$\$ is left on the table when you don't store non-donor names in dasco? (that's a rhetorical question)

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 **E-donor Cycle: WebGUI**

? How can WebGUI Enhance the cycle?

Scratch URL: Once a user is a registered user (has a dasco account), you can auto-add users to a special WebGUI group.

1. You **create the Groups** in WebGUI ("**donation**" group)
2. **Create an article** on your site, with viewing permissions set to this new group
3. **Pass the "scratch url"** parameters through the "identify lite sign-up process"
 - Scratch URL/Group perms can have an auto-expire date in case you only want the user to be in the group for a brief time
4. When the user returns to the site and logs in, you can say

"Jane, thanks for your recent donation to XXX gift! Read about how your gift has already made an impact!"



DYNAMIC PERSONALIZATION: With DASCO's **Custom Output Spec**, you can pass DASCO user information through to DASCO...
Now that's CUSTOM MESSAGING!!!

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Conclusion

- Once you have a working e-donor cycle, you can RE-CYCLE it by renting new acquisition lists and sending those new names through the cycle
- Identify Lite will help build your own internal acquisitions marketing list
- You can **then build non-linear/conversion path e-donor cycles** to take advantage of Search Engine Traffic (*may be a topic for next year???)

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Shameless Plug



Stuck in that marketing box?

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Get 10, 15, or even 20 consulting hours that you can use at any time!

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Part Two

Each channel is guided by either a linear path or conversion path that anticipates donor responses and offers corresponding solutions (acknowledgement, alternatives, appreciation).

- NULL/None
- Go Away
- Donate
- Not ready (more info)

Email, Natural Search
Paid Search, Banner Ads,
Affiliates
3rd Party Site Referrals

Direct CTA, One "offer"
Pre-segmented audience
Example – Acquisitions Email

Utilizes user-directed
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dasco
the core of our donor
relationship management
suite



webware
integrated donor-self
service websites with
real-time data



sendware
integrated targeted and
personalized bulk email
system



reportware
integrated crystal clear
reporting



safari
sales, fulfillment,
accounts receivable and
inventory system



Google Analytics



Professional
Services Staff

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SECOND (B) – CREATE YOUR LANDING PAGES



1. Copy, copy, copy!

2. “Call to Action”

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What Webware Pieces could be utilized?

For donations

Multi-method for Donation

Designations Catalogue

Donor Cart

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Sponsorships

Sponsorship APIS

customization toward email (certain region, specific children, et)

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stores motivation in session

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