



Online Fundraising Bootcamp – Cheat Sheet

Presented to the Triangle Chapter of the Association of Fundraising Professionals, September 17, 2009
by Kivi Leroux Miller, President, Nonprofit Marketing Guide.com & EcoScribe Communications

**Download the Slides from Today's Workshop Here:
nonprofitmarketingguide.com/resources/afptriangle**

The Must-Knows and the Must-Dos

Successful online fundraising requires three core elements: (1) a **good website** and an especially good **Donate Now page**, (2) an **email marketing program** to drive people to the Donate Now page and to keep them engaged in between appeals, and (3) a **social media presence** to engage supporters in conversation and empower them to spread the word for you.

1. Your Website and Donate Now Page

Must-Know

- Essential to get this right, so start here.
- Donors want to understand what you do, why, and how – **very quickly and very clearly**.
- Donors want to know you share their **values**.
- They also want to know specifically **how** you will use their donations.
- They need to know they can **trust** you with their credit card numbers and their email addresses.
- They need to know you want them to donate online, and for the process to be **very easy and smooth**.

Must-Do

- If your mission statement is splashed across your homepage, **TAKE IT OFF!**
- After a **plain English** description, use **stories and photos** to answer the “what, why, and how” on your home page.
- Get a big ol’ Donate Now button. Make sure a “donate now” **link is prominent** on every page (in your template).
- Once you get to the Donate Page, **limit options** in both giving and navigation (especially for specific fundraising campaigns).
- Ask for only the information you need and **streamline** the process.
- **Reassure** with privacy policy links and security logos.

2. Your Email Marketing Program

Must-Know

- The most successful online fundraisers have the biggest and most **active email lists**.
- Think of your e-newsletter as a **gift** to your supporters. Is it one they will look forward to receiving from you?
- **Churn happens**. You must constantly build your list.
- Focus on **micro-content** and **calls to action** (not always Donate).
- Images and video are great to include, but **text rules** in email.

Must-Do

- Use an **email newsletter service provider**.
- Make it super easy to **get on** your list and to **get off** of it.
- Use e-news to report back, share **success stories**, thank your supporters, and build emotional connections through personal stories.
- Use a clean, simple design and send in **MIME** (combo of HTML and text)
- **Send regularly**. This is your primary means of donor stewardship with online giving.

3. Your Social Media Presence

Must-Know

- Message control is a myth. **Let go of it**.
- It's a **conversation**, not a presentation.
- It's a **marathon**, not a sprint.
- Better to do a great job with **one or two elements** than to do a lousy or just OK job in multiple places.
- It's dirt cheap or free, but can be time-consuming. Set **realistic goals and time limits** if needed.
- Focus on ways to **empower your biggest fans** to spread the word for you.

Must-Do

- **Do something**, even if it's only 15 minutes a day. And stick with it.
- Always **listen**. Respond and start conversations of your own as you have time, but always listen.
- **Default**: Facebook Page and commenting on other people's blogs.
- Always follow the 6 G's of social media marketing. Good social media marketing is **Genuine, Generous** and **Grateful**. Bad social media marketing is **Greedy, Grandstanding** and **Grabby**.

**Connect with Kivi Leroux Miller Online
for More Nonprofit Marketing and Fundraising Tips and Training**

E-Newsletter and Blog: NonprofitMarketingGuide.com

Twitter/Slideshare/Facebook: [kivilm](https://twitter.com/kivilm)

[Facebook.com/nonprofitmarketingguide](https://facebook.com/nonprofitmarketingguide)