

Newman & Newman, Inc.

Award-Winning Productions
and Communication Strategies

Online Fundraising: *Maximizing Its Full Potential*

Kelli B. Newman, APR
President, Newman & Newman, Inc.



Online Fundraising: *Maximizing Its Full Potential*

Charitable Giving 2013 Report



- Online giving up 13.5 %
- Represented 6.4% of all giving
- Concentrated in final months of year
- 17.5% of online gifts in December
- Spike with natural disasters

Online Fundraising: *Maximizing Its Full Potential*

Online Fundraising as Independent Strategy

- Connect through compelling online *experience*
- Convey essence of unique value
- Motivate action through power of emotion
- Leverage today's technology to capitalize on desire created to give

Online Fundraising: *Maximizing Its Full Potential*

Connect Through Compelling Experience

- Website impact on online and offline donations
- The 7-second window
- The *experience* advantage of online video

Online Fundraising: *Maximizing Its Full Potential*

Convey Essence of Unique Value

- *Essence Messaging*SM
- Articulate the “why”
- Demonstrate impact

Online Fundraising: *Maximizing Its Full Potential*

Motivate Action Through Power of Emotion

- No formula
- *Genuine* emotion from impact

Online Fundraising: *Maximizing Its Full Potential*

The screenshot displays the Mission:Dignity website interface. At the top, the browser tabs show "Special Domain Services, LLC." and "Who We Help". The website header includes the Mission:Dignity logo with the tagline "Assisting Retired Ministers and Spouses", a search bar, the phone number "1-888-98-GUIDE", and a "DONATE TODAY" button. A navigation menu lists "MISSION:DIGNITY", "WHO WE HELP", "HOW YOU CAN HELP", "PLANNED GIVING", and "WORDS OF GRATITUDE". Below this, there are links for "The Briscoes' Story", "The Skinner's Story", and "The Edwards' Story".

The main content area features a video player titled "Mission:Dignity 2012 Promotional 1-minute". The video shows an elderly woman, Frances Medlock, identified as the "Widow of Retired Minister". The video player includes a play button and a progress bar showing 0:00 / 1:47. Below the video, there is a breadcrumb trail "Home > Who We Help" and social media icons for Facebook and Twitter.

Below the video, the text reads "Real People. Real Needs." followed by a quote: "It's the Lord taking care of us through His people. Thank you for remembering old retired preachers!" The first

On the right side of the page, there are three call-to-action boxes: "Help Someone Today" with a "Learn How >>" link, "GuidedGiving Newsletter" with a "Sign-Up Today >>" link, and "Did You Know?" which states that the ministry spends approximately \$6.5 million annually to help retired SBC ministers, workers, or their widows, with a "Learn More >>" link. At the bottom of this section is another "DONATE TODAY" button and a "Contact Us" link.

Newman & Newman, Inc.

Award-Winning Productions
and Communication Strategies

Online Fundraising: *Maximizing Its Full Potential*

Leveraging Today's Technology

- Capitalize on impulse created to donate
 - Strategically timed call-to-action



Online Fundraising: *Maximizing Its Full Potential*

Leveraging Today's Technology

- Host on Newman & Newman server
 - Automatic “if/then” coding for *all* platforms
 - Saves bandwidth
 - Prevents redirecting to potentially inappropriate YouTube videos

Online Fundraising: *Maximizing Its Full Potential*

Leveraging Today's Technology

- Capitalize on impulse created to donate
 - Strategically timed call-to-action
- Challenge of multi-platform technologies
- Analytics for measuring impact
 - Dedicated donation page

Newman & Newman, Inc.

Award-Winning Productions
and Communication Strategies

Online Fundraising: *Maximizing Its Full Potential*

Kelli B. Newman, APR
President, Newman & Newman, Inc.

