



**THE SOCIAL MEDIA FUNDRAISING FORMULA:
HOW TO RAISE MONEY USING THE INTERNET**



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TODAY'S AGENDA

- Emily's 7 Tips for Campaign Success
- Examples of online fundraising success
- Why they worked (so you can do it too!)
- Social media's role in fundraising
- What needs to be in every campaign




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Today we're going to cover a lot of ground quickly, but this recording will be available after the webinar, so you can always go back and catch anything you missed. Don't forget to download your worksheet and resource list, and of course I'll stick around for questions at the end for as long as it takes to get them all answered!

We'll go over my 7 tips for a successful campaign, and we'll look at some actual campaigns and break down what made them work so well. We'll talk a little bit about social media's role in fundraising, and then go over a checklist of the elements that you **MUST** have in order to run a successful campaign.

So let's get started!



\$310,527
AVERAGE AMOUNT RAISED ONLINE BY ANIMAL WELFARE GROUPS IN 2011



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First, just a number to show you—in case you are wondering whether nonprofits actually DO raise money online.

This is the average amount that one group in our industry raised in 2011 online (JUST online). Now obviously, this is an average—so some groups raised a million dollars and some groups raised ten dollars. This is skewed by large groups like HSUS or the ASPCA, but you get the idea. Nonprofits raise, on average, about \$165,000 a WEEK on Facebook alone. So people are donating money online and through social media; we need to make sure you get your piece of that pie.

ABOUT THIS DATA

HELPING YOU HELP MORE ANIMALS



- That number is up from \$265,336 in 2010
- Online giving is growing fastest for small organizations (fewer than 10,000 emails)
- Small orgs grew by almost 27% in median revenue
- First-time online gifts account for 37% of online gifts



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Each year this number increases significantly. I think at some point, it will level off, but right now we are still in the huge growth phases—across the board, not just for large national organizations.

Online giving continues to grow fastest for smaller organizations. This is defined in most studies as Organizations with 10,000 or fewer email addresses. Obviously, that is pretty big to be “small,” if you ask most of us! But these “Small” orgs grew donations by 26.7 percent in median revenue.

First-time online gifts represent 37% of online giving! This means we’re doing well in attracting new donors, but it also says that we may not be doing great at retaining that person to be a recurring donor. So we can improve upon these numbers by always cultivating a relationship with our donors through regular communication and effective reporting of results.

ARE YOU DOING THESE THINGS?

(YOU GOTTA BE DOING THESE THINGS)

- You have a Facebook page for your org (not a profile) and you USE it
- You have an online donation mechanism
- You have some type of email communication software to send broadcast emails



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If you want to be successful raising money (or pretty much doing anything on the internet to grow your organization), you need to have these three things going on, **AT A MINIMUM**.

You need to have a Facebook page for your organization, and be actively using it. That doesn't mean posting the sad shelter pic of the day—that means asking and answering questions, interacting with and participating on other pages of relevant organizations, and be always cultivating new fans. You need to make sure you have a **PAGE** and not a **PROFILE**. Facebook intends profiles for individual people, and pages for businesses and organizations. They are becoming stricter about this, and if you have a profile for your organization, you could be shut down without warning. If you're not sure what you have, you can check very simply. If you have "likes" and have a "like" button on your page, then you have a page. (good for you!) if you have "friends", then you have a profile. J

You also need to have some online mechanism for accepting donations. If this is as simple as Paypal, great. We are moving fast towards a plastic society. Many people don't carry cash, and if I have the impulse to make

WHY DO PEOPLE GIVE MONEY?

(AND WHAT CAN WE DO ONCE WE KNOW?)



- Good feelings
- Can't give time or foster
- They love their pets
- Start them out small
- Confidence in your results
(will you do what you say you'll do?)





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To get people to GIVE more money, or to give in the first place, we need to understand what makes them tick and why they give. People have studied this for a long time, and you can find plenty of information out there if you want to research it further. I have found the best book on the subject to be Robert Cialdini's "Influence." There's a list of suggested reading on the worksheet you'll get as part of attending this webinar.

Anyway, human beings are mostly animals—we seek pleasure and we avoid pain. (Except for those of us in animal welfare...I think we are gluttons for punishment!) So the most basic reason we do anything is because it makes us feel good. Giving and donating makes us feel good about ourselves, about the world.

People also give to relieve guilt. That sounds bad, but it's true sometimes. Not everyone can foster or volunteer at events—and that's fine! We'll take their money! Conversely, I'm sure we've all had people say that they wish they could donate, but they can't afford it, so they want to give their time instead.

How do you get to the "yes" that involves a checkbook or credit card? Get them to say yes to something small first. Maybe that first "yes" is liking your page on



Here are my 7 tips for a successful campaign!

1. MAKE IT EASY

- Let them give.. wherever and whenever.
- Don't make them leave where they are.
- Keep it secure.
- Paypal??

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It's so important to have a donate button or link prominently positioned on your website, and to make it highly visible and in the same location on ALL the pages of your site. I visit hundreds of animal welfare websites every year, and you wouldn't believe how many crazy-looking donation buttons I've seen. It's like they're trying to HIDE its purpose! "If you can find our donate button, congratulations, we'll take your money!" Make it easy to see, easy to find, and give it an obvious name, like "Donate" or "give." Put a donate button everywhere people are—on your website, on Facebook, on your Youtube channel. As I said before, wherever people are when they feel the urge to donate, I want them to be able to do it right then and there.

When people are on Facebook, they want to stay there—if they click on a link, they have the expectation that they are going to go somewhere else inside Facebook. A HUGE part of our job—in all arenas—is meeting peoples' expectations. Imagine going to a website, and clicking around to different pages, and on every single page the navigation was in a different place. You'd get irritated pretty quickly, because we have an expectation that the navigation is going to be in a certain place—probably at the top or on the left of the page. If they click on a tab on your Facebook page, they expect to stay on Facebook. So build a donate page on your Facebook page. If you want to learn how to do

2. USE POWERFUL PHOTOS & VIDEO








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Video is way more compelling to donors, especially when we have compelling visual subject matter. I am testing 2 sales pages for a client right now who is selling a digital product. The video page is selling 3 products for every 1 that the text and pictures page is selling. Video tells your story and people “get it” more.

People connect with faces. If you use pictures in advertising, on Petfinder, etc. —use a close up of the dog’s face, preferably with the dog making eye contact with the camera. The folks at Petfinder have a lot of data on this; they know, for example, that photos of a pet—especially a dog—with its mouth open get way more clicks than with the mouth closed. Why? We humans perceive that as a smile. Even though if you know anything about dog behavior, an open mouth certainly does NOT always mean a friendly smile! But that’s what we see. The Petfinder team also has data to show that pets with videos get adopted WAY faster than ones without. A video that may take you 20 minutes to shoot with your phone and post online could make the difference for a long-term or hard to adopt animal.

But how does this affect donations? I have found visuals to be the single most important part of any fundraising campaign. If you have a compelling photo of a cute animal, making eye contact with the camera, you’ve instantly made a

3. BE SPECIFIC



“Fido developed parvo on Thursday and needs to be hospitalized. The vet is discounting the treatment by \$300, but we still need \$550 to pay for his care.”

Versus

“We often have sick dogs who need treatment, anything helps!”



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Everything about a campaign must be specific. People respond much better when they feel they know all the facts and have all the information they need to make a decision. Be specific, take the guesswork out of it and you've made it a no-brainer for them to donate. You've removed all possible objections. "When did he get sick, could I wait?" No, it was Thursda...that was 2 days ago; it's pretty urgent. "Could the vet do it for free?" Oh, no, they've already discounted it." What about other people, do they have enough donations yet?" Oh, no, I see a thermometer and they are only 45% to their goal." Remove objections and eliminate questions and people will donate.

4. MAKE IT URGENT / TIMELY



- Scarcity is TIME.
- “We need \$1,500 to do this surgery tomorrow.”
- “We have 25 dogs who need fosters by this weekend or they’ll be euthanized.”
- “We only have 6 dogs left at our adoption event!”




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This is the typical “only 3 more hours in this sale” or “only hours left to save” are good examples, but they can work with our industry as well.

We all know that if we can, we’ll procrastinate. We’ll put it off tomorrow. Do not give people that option. Hold them accountable by giving them a deadline and a sense of urgency. “If you do not respond, then we cannot help these animals.”

Usually, it’s a completely legitimate urgency. If you have an animal needing surgery, it can’t wait. If you need funds to treat animals coming from a puppy mill seizure, it can’t wait. But what if you’re raising money for a building or a vehicle or something like that? Well, lives are still at stake. For every day you don’t have that vehicle, you can’t transport animals from the local shelter to your shelter where they won’t be at risk for euthanasia.

If you’re raising money for something large, like a vehicle or building, it helps a lot to break it into smaller sprints or campaigns. That way, people can experience the excitement of meeting a goal or milestone. If you need to raise \$40,000, split it into campaigns of \$5,000. maybe give each one a different theme. You’ll get to celebrate 8 times (with one REALLY big celebration at the

5. SET A GOAL



- Public and private goals
- Share them
- Get people on board; they want to be part of achieving a goal
- Always set a public goal you know you can reach





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Goals are critical for every part of our lives, and especially fundraising. If you don't have a goal, you can't know that you succeeded—and neither can your supporters. Even though many of us feel for the underdog—we choose the most pitiful creature in the shelter to help—as human beings, we naturally want to associate with winners. Winners meet their goals and deliver results. If you set a goal of raising \$1,000 and you do it, you are a winner. People see that you are successful, and that success is a magnet. You might think that they would feel sorry for you if you continue to fail to meet goals, and would donate to you then out of pity—but the opposite is true. Nobody wants to be associated with an organization that is perceived as ineffective or unable to meet goals. Success begets more success.

People also really want to be part of a goal. Thermometers or some other kind of progress meter on donation pages are HUGE incentives. Research shows that people are MORE likely to give, the closer you are to meeting your goal! You might think that if you're 90% there, people would say, "oh, they've got this covered..I don't need to give this time." or that if you're at 10% and the campaign ends tomorrow, theyd be more likely to give to help yo make it...but it's not true. If you're almost there, they want to be part of that success story, so they are more likely to donate. And if you look like you're not going to make

6. HAVE A GOOD LIST



- Your most valuable asset
- Sign up form on website, facebook, in email signatures, via text/SMS, at all events, adoption contracts, etc.
- Who's on your email list?
- Are you asking the same people over and over?

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Your most valuable asset as an organization is not your building or your vehicles or your autoclave, it's your people. Your staff and volunteers, yes—but also that larger group of people who are your supporters. How do you know who these people are? Can you tell me anything about them? How old are they, where do they live, do they have dogs or cats, do they have kids, do they go on vacation in the summer? What makes them tick? Why do they like you? And most importantly—how do you contact them? You need to be always gathering and building a list. Collect emails at events, from adoption contracts, let them sign up via text message (most email software providers offer this now at no additional cost). Let them sign up and tell you what kind of information they want you to send them. Cultivate this list and care for it as dilligently as you would a 2-day-old kitten... because it will yield your greatest rewards in terms of fundraising.

If you have a small list of core supporters, made up mostly of die-hard vlunteers and board members, then you probably have a very tired list. If you keep sending asks and solicitations to this same list over and over again, then you have a good chance of getting a \$0 return, because those people are already giving as much as they can of their time and money. You must always be gettting fresh names on your list so you have a new audience.

7. SAY THANK YOU & FOLLOW UP

- You can make another “pitch” here
- Thank you letter or email
- Send another message within 24 hours with results
- It’s imperative to follow up regularly with progress – you are accountable.







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This is an opportunity to make another pitch! No one is ever as primed as RIGHT after they’ve given their support, so don’t be afraid to use the tank you email or thank you letter to tell them about your other programs or events coming up.

Send another email within 24 hours telling them some measurable result that happened as a result of their donation. (for that campaign) This keeps more people interested and willing to give and participate in EACH campaign each month!

How about a hand-written thank you note? I think this is ABSOLUTELY appropriate, if you have the bandwidth. I would say that any donation over \$100 needs to get a handwritten (or at least typed and mailed) thank you note. But to those who say “the thank you note is dead” and “email is just as adequate” I would say, you probably will see fewer donations as time goes by, especially from the over 50 age group. (who believe me, ARE donating online)

PUBLIC THANKS VIA SOCIAL MEDIA



- Tag people and companies in posts to thank them and get additional exposure.
- This benefits you (your page appears on theirs) and them. It also acts as social proof.
- Of course, always honor requests for anonymity.



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Tag people in posts, publicly thank them

When you are doing a “drive” of any kind, bursts of intense activity, to get toward a certain goal—money, fans, etc. – keep it up. It seems bothersome but keep it up. You may lose 1 or 2 people from the barrage, but it will be worth it. Think of it like a telethon.



So let's go through some real examples of successful campaigns and we can look at what worked, so you can see these principles in practice. I don't have time for very many, but we'll look at a few.

HOWIE: SPECIAL DOG NEEDS \$\$\$ SURGERY

IN THREE DAYS...

Raised \$3300!


Paid for Howie's surgery
Had money left over for
the next animal.

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This organization had a volunteer named Rita, and her job was to go through the shelter and select animals to transfer into their adoption program. Rita had a real gift for choosing the most expensive animal in the shelter, and Howie was no exception. Howie came into the adoption program and they could tell right away that something was not right—he had something wrong with his leg and seemed to be in a lot of pain. In spite of that, he had a wonderful disposition and they really REALLY wanted to save this dog. So Rita pleaded with the executive director to see if she could try to raise money specifically for Howie, and for other special needs animals. The director agreed, with the condition that we couldn't spend any money on the campaign. So we set up a page on the website with a few photos, and we shot a simple phone-camera video with the veterinarian, explaining what happened to Howie, what surgery was needed, and her prognosis for the surgery's success and Howie's life afterwards. We posted this on the site, we linked to it on Facebook and Twitter, and sent out an email. At that time their email list was about 1900 people.

HOWIE: WHAT WORKED?



- A specific animal (and a cute one)
- Finite time frame
- Great communication of results
- People felt invested
- Happy ending

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What worked?? To start with, we had great visuals. Howie was adorable and photogenic, and we had video with the vet who would be treating him. This gave this organization incredible legitimacy and respect right off the bat. People had confidence in the vet and knew that if they helped fund the surgery, Howie had a great chance at a total recovery and normal life.

Whether they gave \$500 or \$5, people felt incredibly invested in Howie's recovery. They felt responsible, and they wanted to be told and reminded of how awesome they were, and how this was only possible because of their support. This organization was very willing to give that praise, again and again—publicly (on Facebook) and privately (through email thank-yous and some handwritten notes later).

What was interesting about this and other campaigns is that we did not see a few donations of \$1000 or \$500. We saw many many small donations--\$5, \$10, \$25. So this was truly a grassroots, community effort—not the work of a few wealthy donors who bankrolled the entire thing.

We also had a finite time frame. Howie was in pain, the surgery was needed as soon as possible.

CASE STUDY: PET FOOD DRIVE

(needed people to commit to donating money and/or food on a monthly basis)



Three days after email appeal:

- \$300 in monthly commitments
- \$7,000 single cash donations
- \$10,000 grant commitment
- Giant Donation from Purina
- 38 bags of food donated




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The cost to feed the approx 550 dogs and cats in our program runs about \$250 a day. We receive no funding to pay for this food, as is probably the case for many of your organizations.

As puppy and kitten season descended on us, we decided to appeal to the public for help. We released an email and social media campaign to ask for recurring monthly commitment donations for food, as well as for donations of actual bags of food (we specified the brand so we can keep the food consistent). We asked for small amounts that people could feel comfortable committing to each month.

In the first day of the campaign, we had 9 commitments, in day 2, 12 commitments, and in day 3, 2 commitments. These ranged from \$5 a month to \$25 a month. (Most were \$10), resulting in \$300 a month we can count on. We also received a one-time grant of \$5,000 from a local foundation, a \$2,000 walk-in cash donation, and \$10,000 from the ASPCA. We also have received 5800 dollars donated through the mail or in person, and 38 bags of food brought in.



CASE STUDY: KINDNESS RANCH


- Small sanctuary in Wyoming
- Took in 12 Beagles at once
- Needed extra funds to build housing and pay for veterinary care
- Video/email/Facebook campaign




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Kindness ranch is a newer organization in Wyoming. They take in many different kinds of animals that are being “retired” from research facilities. They have pretty much every kind of animal except for primates and exotics. Many of the animals are too damaged to ever be adopted, so they live out their lives at the sanctuary, but those who can be rehabilitated are up for adoption. So they got a call to take 12 beagles from a research lab. They couldn’t say no, but winter was just coming on and they didn’t have a place to house them. They had to scramble to raise funds for building materials so volunteers could build shelter, and they needed to vet the dogs when they arrived.

I asked Mike if they had any video or photos of the dogs. He had some pretty bad, shaky video of the dogs getting loaded off the trailer; I didn’t use it because it was really shaky and not too great. But he had some amazing photos of the dogs stepping out into the sunshine for the first time in their lives, playing in the snow, and other great shots. I took these photos and made them into a video slideshow. Interspersed between the photos was the story of the dogs, and the request for help. I topped it off with some heart-wrenchingly sad music, and we had a video to share. I can’t show the video here because of the streaming, but if you just search on Youtube for Kindness Ranch you can watch it. VERY simple, easy to create...took me four or five hours.

CASE STUDY: KINDNESS RANCH



Raised \$25,000 in 10 days

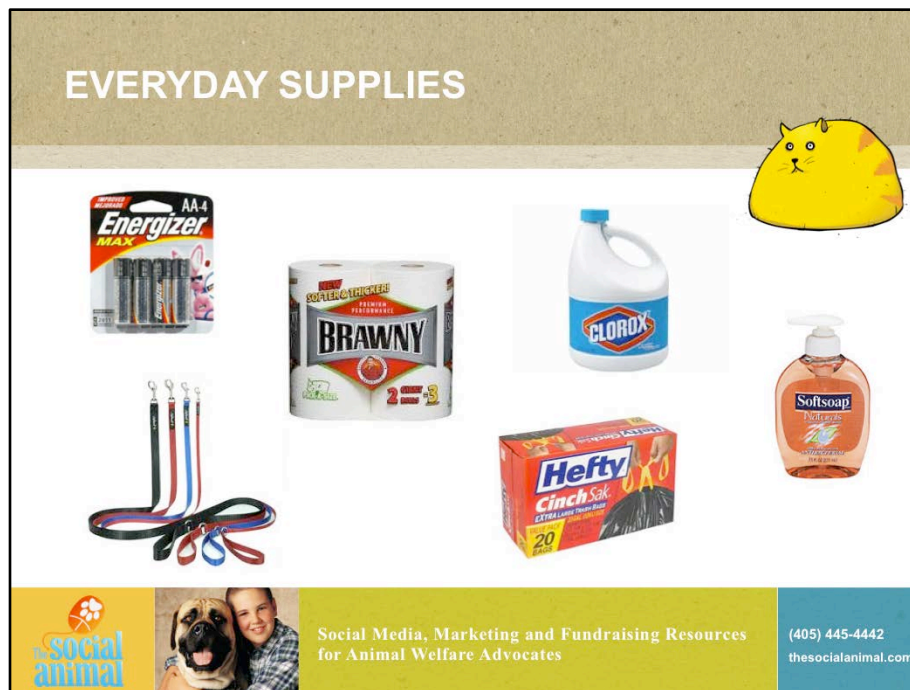
(with a video we made for free)



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And it was very successful, obviously! It was shared and shared and shared. In fact, I'll bet some of you have already seen it.



This is not exactly about fundraising, but remember that every time you DON'T have to buy some of this stuff, that leaves you more money for animal care.

Nobody likes to think of their donation going to buy toilet paper...but now much do you spend on un-sexy supplies like this each year?! If you got them all donated, think how much that could free up in your budget.

Focus on one item per week or month. Be SPECIFIC about what you want—what brand, what size, etc. People want to give you exactly what you need, so don't be afraid to tell them. It's no good if you get 30 boxes of the wrong sized trash bags!

It works best to put out a request right before the lunch hour. Give people a specific location to bring the supplies and let them know when people will be there to receive them. If you don't have a facility, that's OK—it can be a volunteer's office, a local store, groomer or veterinarian willing to accept supplies for you. If you plan it strategically, people will go on their lunch break, swing by the store and get your item, drop it off and feel great the rest of the day...and YOU get 5 months supply of bleach, soap or batteries!



So why did this do SO well?

Kindness Ranch was pretty new—many people didn't know they existed. So we had to introduce them, while also asking for money. This was tricky. Luckily (from a fundraising perspective, not so much from the dogs' point of view) we had great subjects. We all deal with sad animal stories every day, but there's pretty much nothing sadder than a bunch of beagles who were born and raised in a research lab and never saw the grass, sunlight or snow. That tugged on everyone's heartstrings.

It was also right before Thanksgiving. People are definitely in a more giving mood during the holiday time, so that helped.

I don't mean to be flippant, but sad music really helped. I'm not suggesting you can take a few photos, slap "wind beneath my wings" in the background and sit back and watch the donations roll in—obviously there is more to it. But think about the emotions that your favorite music can stir in you. Music has a great power to move us to feel happy and sad and everything in between. Choose your music wisely!

CASE STUDY: THE AUSTRALIAN 8


- 8 parvo puppies
- Need \$3500 for treatment
- Email & Facebook only
- Launched this past Wednesday at 11:40 pm




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So we often face a wrenching decision in rescue because we have a finite amount of money. Do we take our precious funds and exhaust them to save a few sick pets, or do we let those animals go in order to save a greater number of healthy animals? It's a decision we've all faced. Sometimes, like in Howie's case, we decide to try to do whatever it takes to save a particular animal...or in this case, 8. An organization transferred 8 puppies out of the local shelter. They were old enough for adoption so just needed to spend their quarantine time in a foster home. A week or so after leaving the shelter, the puppies started to break with Parvo. The organization had had a tremendous amount of interest in these beautiful puppies, so decided to try to raise money to pay for their care. I created this campaign, and I had limited access to photos. This one excellent photo was taken by a shelter worker who obviously had magical powers to get them to all sit so still. But other than that, I had a few iPhone photos snapped by one of the foster moms. (as you may know, it's much easier to take photos of a sick puppy than a healthy one!) I took these few photos and created some shareable images for Facebook. We did an email campaign and shared with Facebook and Twitter fans.

CASE STUDY: THE AUSTRALIAN 8



Save the Australian Eight



THESE PUPPIES ESCAPED BEING PUT DOWN AT A LOCAL SHELTER. NOW WE NEED YOUR HELP TO GIVE THEM ANOTHER SECOND CHANCE.

Raised: \$1,150.00 Goal: \$3,500.00

Created by
Bella Foundation
Not Facebook Verified
Contact Embed

Australian Shepherd mixes Noni, Simone, Stella, Brittany, Roxy and Samantha and their brothers, Roger and Simon are the newest members of the Be... [more](#)

gofundme.com/austr8 Like 19
Post Tweet Email

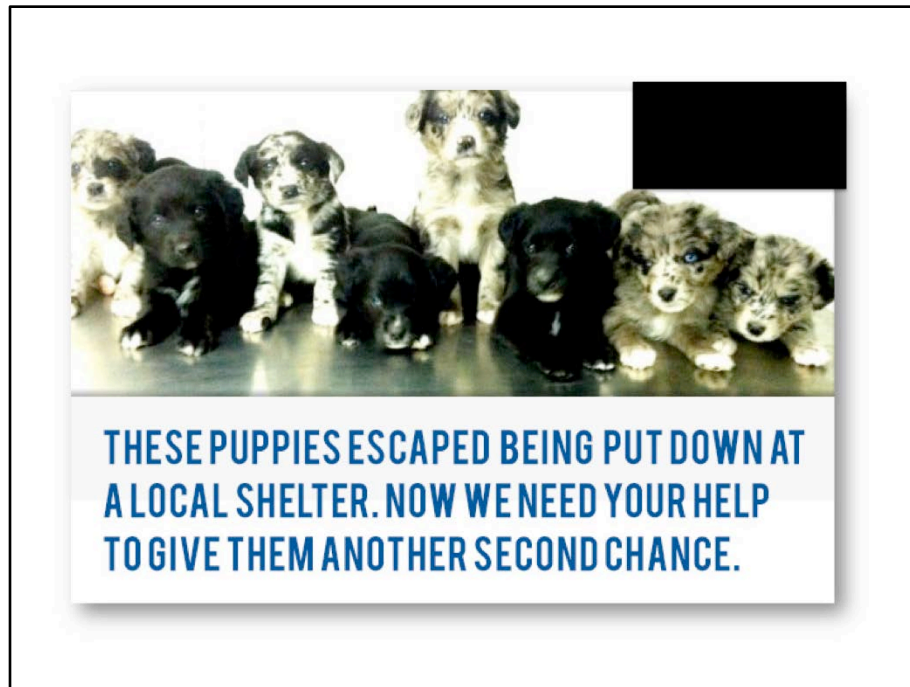
DONATE!



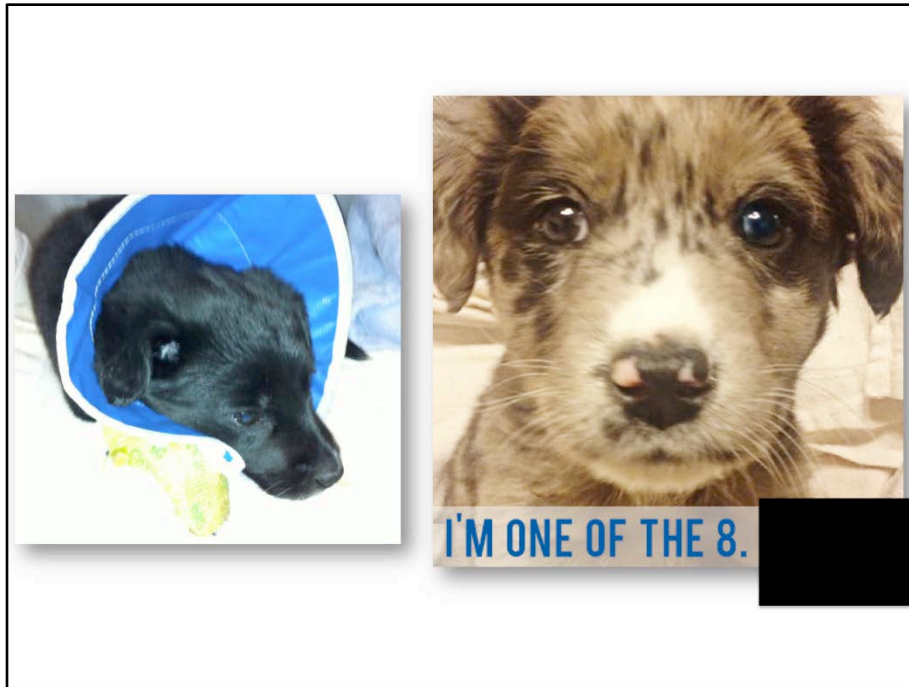
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Takes ex-research dogs, cats, horses, rats, sheep and goats



This is one of the visuals I created for this campaign. Noticed we branded all the images with the organization's logo; people share these images a LOT, so be sure to take advantage of that exposure. The more name recognition you can get, the better!



This is a great example of how much difference a photo can make. Both photos are of cute, sick puppies. The one on the left even shows her in the hospital with her cone and catheter. But which is more impactful? The one where the puppy is looking into your eyes, of course. Both puppies are sick, both puppies are adorable, both puppies are sad. But we connect with one more than the other.

THE AUSTRALIAN 8: WHAT WORKED?

- Great pictures and graphics
- The dog is making eye contact
- Good writing, tells a story – interesting title
- Urgency
- Relevance – many people had been interested in adopting these dogs
- Raised \$2610 so far



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The graphics were clear and concise. They also featured an interesting “hook”—the Australian 8. These were aussie mix puppies, no big secret there. But that name was enough to pique peoples’ curiosity. What did that mean, who were these dogs? Why were they called that? It was enough to hook them in and get them to read the story.

There was also urgency. These puppies needed help NOW or they might not survive. Doesn’t get much more urgent than that!
It was very relevant - we’d had lots of people interested in these dogs. People were highly engaged with them already.

TO RECAP: KEY CAMPAIGN ELEMENTS

For a succesful campaign, you need most, if not all, of the following:

- Great photos/graphics
- Video
- Messages – for email, facebook, other SM
- Ability to accept donations online
- Dedicated landing page on website with full story
(social media, email, etc. will drive traffic there)
- Plan for thorough follow-up
- Plan for thank-yous to every person



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All of the campaigns we’ve looked at today feature almost all of these elements. The only thing that is not 100% critical is having a video—but you can only get away with that if you have AMAZING photos.


It’s best if you have all these elements prepared BEFORE you launch your campaign, that way you don’t have to scramble, and you can roll out each piece when it’s time. Of course, you’ll have unexpected bumps along the way—but if everything is in place ahead of time, you’ll be ready to handle those when they come up.


Get your emails and messages written. If you’re writing Facebook posts and tweets, make sure they are within the allotted length. Choose what phtoos will be attached to each post.



Create a page on your website that is just about this particular campaign. With most modern website management tools, it’s easy to create a new page. All your social media and email posts should drive people to this page (or a similar landing page on Facebook, if you have one set up there). This allows you to collect donations here, and also gets people visting your website.

WHAT ARE YOUR CHOICES FOR COLLECTING MONEY ON YOUR WEBSITE?

- Simple Paypal button
- Merchant account with bank + payment gateway account
- Razoo, Firstgiving or other 3rd party handler
- Turnkey donor management software systems (DonorPerfect, Raiser's Edge, etc.)





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How many of you are using these solutions? Show of hands for Paypal/ Merchant accounts/Firstgiving, or donor mgmt software. We are really curious to know what you use and how you like it.

MERCHANT ACCOUNTS

- Set up with your bank or other provider
- Allows you to accept credit cards
- Allows credit card companies to put money into your bank account
- *(If you accept credit cards at a physical location, you already have this)*



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PAYMENT GATEWAY

- Allows your website to “talk” to your Merchant account.
- Allows you to take payments on website.
- Integrates with 3rd party donor tools.
- Requires you to have an SSL installed.



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THIRD PARTY PARTNERS



- These sites provide a turnkey, web-based solution.
- Firstgiving, Causes.com, Razoo.com, etc.
- Accepts and processes donations on your behalf, allows supporters to create their own campaigns
- Usually have some great page templates and widgets
- Hefty Fees range from 5% to 15%






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It's important to note that when you use some of these tools, usually the donor is donating TO THAT COMPANY, which then makes a donation to you. I am not a fan of this setup, and recently

PAYPAL - PROS

- Gateway AND Merchant Account...sort of...
- Fees rolled into one
- Easy to manage
- You don't pay unless you use it
- No need for SSL on your site (security)
- Easy to embed on social media, emails, etc.



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Google checkout is the least familiar to people. I believe that users must also create a “google wallet” account in order to check out. If they already have a google account (like a gmail address or any other email tied to a google account) then they’re fine. But some people may not, and they may not want to create one.

PAYPAL/GOOGLE CHECKOUT - CONS

- Donor must leave your site to pay (this is HUGE)
- Many people don't like Paypal
- Donor must create Paypal account to make a recurring donation
- 2.9% + 30 cents per transaction
- No donor management tools
- Poor record keeping and reporting



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PROS/CONS OF REGULAR MERCHANT ACCOUNT VS. PAYPAL



- A hosted merchant account will cost you a monthly fee, regardless of use.
- However, you WILL get more donations.
- Paypal is easier, and you only pay if you use it.
- But you'll raise far less money in the long run.
- Would you spend \$14 a month to make \$1,000?



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The hosted account will cost you a monthly fee, plus a yearly cost for the SSL. You'll need someone with some technical expertise to set it up, and put the donate page on your website (depending on what type of website you have). But once it's up and running, it's a no-brainer.

HOW MUCH YOU MAKE DETERMINES THE BEST SOLUTION FOR YOU.



- **Less than \$5,000** per month in donations?
 - Stripe payment processor on thesocialdonor.com. Use shared SSL certificate. \$100 set up fee. 2.9% + 30 cents a transaction, no fees unless you use it. Forms can be embedded in your site, Facebook, etc.
- **More than \$5,000** per month in donations?
 - Merchant account integrated with your bank account. Authorize.net payment gateway and SSL installed on your domain. SSL cost - \$10/year; Merchant account + gateway fee - \$30/month; transaction fees around 1.5%.



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DONOR MANAGEMENT SOFTWARE & TOOLS



- Software—either installed on your computer or web-based
- Usually interface with a merchant account or payment gateway, but sometimes they process the donations too
- Integrated features like email receipts, user account self-management, thank you letters, tax statements, donor note features (for account representatives)



Examples are donor perfect, raiser's edge, etapestry, blackbaud

CIVICRM – OUR FAVORITE TOOL!



- Open-source donor & fundraising management tool
- Integrates with Drupal, Joomla and Wordpress (new)
- Track contributions, send emails, account self-management by donors, recurring donations, event management, member management
- Donors can create their own fundraising pages
- Event registration & ticket sales (golf tournaments, 5ks, etc.)




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CRM means customer relationship management. Can't standalone—must integrate with one of the three CMS.

CIVICRM DONOR MANAGEMENT



HomeSearchContactsContributionsEventsMailingsMembershipsReportsAdministerHelpLogout

ContentFind contentCIVICRMWEBFORM RESULTS

Select Year (for monthly breakdown)2012

Recent Contributions

NAME	AMOUNT	TYPE	THANK-YOU SENT	STATUS	PREMIUM
Freed, Suzanne	\$ 60.00	Campaign Contribution	Online Contribution: Bella Contribution	Completed	View Edit Delete
Salas, Michele	\$ 25.00	Campaign Contribution	Online Contribution: Bella Contribution	Completed	View Edit Delete
Blakley, Ollie	\$ 50.00	Campaign Contribution	Online Contribution: Bella Contribution	Pending (Pay Later)	View Edit Delete
Cooper, Wanda	\$ 100.00	Campaign Contribution	Online Contribution: Bella Contribution	Completed	View Edit Delete

Dashboard

New Contribution

Find Contributions

Import Contributions

Pledges

New Contribution Page

Manage Contribution Pages



Personal Campaign Pages

Premiums (Thank-you Gifts)

New Price Set

Manage Price Sets

Chart StyleBar



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YOUR QUESTIONS?
I HAVE ANSWERS!



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