



GRIP

ePhilanthropy Best Practices

Presented by:

Bill Kiefaber

bill@griptechology.com

614-221-2000

Keys to Interactive Marketing

1. Define your objectives, priorities and audiences.
2. Focus on engaging your audience immediately and **building relationships**; become familiar with their needs, habits and online behaviors.
3. Use the power of the Web to provide immediate feedback and alter your tactics.
4. Understand that these are just tools to help achieve your fundraising and communication goals.
5. Prioritize your activities - you do not have to do everything at once (for example: #1 Web site, #2 online fundraising, etc.).
6. Do not do it if you can't dedicate the time and resources.

Setting Objectives

The explosion of new technologies and social media has everyone buzzing with ideas.


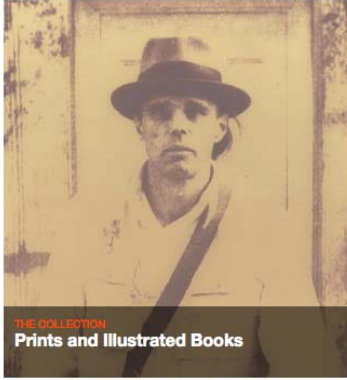
However, it is most important to focus on what is really important - **building relationships and enhancing them over time**. The Web provides an incredible opportunity to achieve this.

Creating Visual Value

It is critical that as soon as anyone visits your site that they immediately know how they can begin to form a relationship with you. The home page and its content must be organized in a way that immediately draws users into the site and directs them clearly to the information they need.


Creating Visual Value

CALENDAR BUY TICKETS JOIN ABOUT A- | A+ ↕





THE COLLECTION
Prints and Illustrated Books


Online Activities



Join Online



Shop
Good Design,
Great Gifts



Today at MoMA
11:30 A.M. | LECTURES & GALLERY TALKS
The Painting of Modern Life: Italian Futurism, 1909–1918
[VIEW CALENDAR >](#)

MetLife Day at MoMA, May 17
Free admission for ages 65 and over

Register now for MoMA Courses
Classes start in June.

The Party in the Garden, May 26
Featuring a performance by Estelle

MoMA Monday Nights
Galleries open until 8:45 p.m. on June 8

Sitemap / Press / Join Today / Send an E-Card / Login

E-News / Visitor information in [Choose a language](#)

The Museum of Modern Art 11 West 53 Street New York, NY 10019 (212) 708-9400 info@moma.org

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MoMA VISIT | EXPLORE | LEARN | SUPPORT | SHOP Search **PS1**

+ Sign in here Welcome. Are you...? Register to save works of art in the collection

Leverage Web Statistics

Unlike other marketing and communication vehicles, the Web allows you to capture immediate feedback.

Take advantage of this information to tweak your messages and test your ideas.

ePhilanthropy Lessons Learned

- Keeping your target audiences engaged and defining what you want to accomplish are the top priorities.
 - Develop a strategic communications and marketing plan to keep your organization top of mind.
 - As you execute your strategy think about how you can best integrate requests to give.
- JCC Early Childhood Education Capital & Endowment Campaign
 - Great example of an integrated campaign that incorporated direct mail, e-mail, Web site and personal phone calls.

ePhilanthropy Lessons Learned

- Learn from your peers.
- Take advantage of the ideas and knowledge from AFP, other member organizations, service providers (e.g., Convio, DonorPerfect, etc.).
- Tell your story and leverage case studies or testimonials to bring it to life.
- Leverage the personal relationships of your team and volunteers when raising funds for an event.

ePhilanthropy Best Practices

These are must have ideas to engage your audiences:

- Concise online donation form
- E-mail sign-up
- Key visuals to draw on emotions and connections
- Strong callouts for key actions (donate, volunteer, apply, etc.)
- Provide a reason to share with others
- Share successes (testimonials - must be visual)

ePhilanthropy Best Practices

- Search Engine Optimization
 - Create site map and register the site with all major search engines
 - Leverage key words on all key pages
 - Link to other sites and request reciprocal links
 - Do not recommend Pay-Per-Click Advertising
- Promote your Web site in all communications
 - Letterhead, e-mail signature, direct mail, forms, etc.
- Prominently display at least one donation option on home page
 - Use bold colors and clear language
- Add a donation link/button to all pages of your site
- Provide information on how the donations are used
- Install statistical tracking software
- Provide useful contact information

Social Media Ideas

Many social media tools allow you to reach and keep in touch with audiences quickly and effectively. But it is important to determine the best tools for you.

- Facebook
- LinkedIn
- Twitter
- YouTube
- Blogs
- RSS
- Bookmarking: digg, de.licio.us, reddit, newsvine, etc.

ePhilanthropy Tools

Define the best solutions for you after you have created you long-term and short-term plans.

- DonorPerfect
- FirstGiving
- Convio
- GoodSearch.com
- GoodShop.com

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