

# Developing an online strategy for fundraising.

Fraser Carson

# Fraser Carson

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# Online Marketing

- Landscape
- Culture makes it work
- Organisation planning
- Planning for online
- Making it work

# We build quality websites that talk to each other

Transform your website's performance for yourself and your visitors:

- Gain instant exposure for your content in other peoples' websites
- Drive interested visitors to your website with lots of back-links
- Manage your externally shared content, all from your website
- Invite outside content into your website to keep it interesting



[LEARN MORE >>](#)

[GET A WEBSITE >>](#)

[TRY FOR FREE >>](#)

## Collective Impact on communities



**ourporirua.com**

Our Porirua.com is being  
redeveloped ...

... and we'd like you to be part of it. If you've  
had a website link from the old website or  
want to get involved, [read more here](#).

Are you keen to  
blog on important issues  
about Porirua?

[CLICK HERE](#)

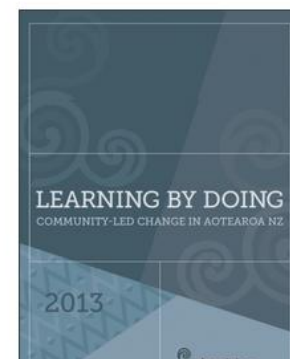
## Ulu's dream to promote healthy eating.

WENDY BETTERIDGE » 24 April, 2013

Peter To-omanga (Ulu) wants to be a good role model and provide healthy food options to promote good health within local Pacific Island communities. Ulu's dream is to establish a not-for-profit community café in Cannons Creek.

This broadcast post is from Health Porirua - [Keep reading](#).

SEARCH SITE







# E Tu Whānau!

*Te Mana Kaha o te Whānau*

LEAVE BIG FOOTPRINTS  
FOR YOUR CHILDREN TO FOLLOW

[HOME](#) [ABOUT](#) [GET INVOLVED](#) [BLOG](#) [KAHUKURA](#) [EVENTS](#) [PAST EVENTS](#) [GALLERIES](#) [CONTACT US](#)

whānau / hapū

iwi / communities

rangatahi

Kia ora whānau! Welcome to the E Tu Whānau website. E Tu Whānau is a movement for positive change developed by Māori for Māori. It's about taking responsibility and action in your community and supporting whānau to thrive. [Read more](#)

SEARCH SITE



## Talented rangatahi film makers recognised

### AROHA

*Giving with no expectation of return.*

### WHĀNAUNGATANGA

*It's about being connected.*

### WHAKAPAPA

*Knowing who you are and where you belong.*

### MANA / MANAAKI

*Building the mana of others, through nurturing, growing and challenging.*

### KŌRERO AWHI

*Positive communication and actions.*

### TIKANGA

*Doing things the right way,  
according to our values.*





The community led initiative to help the Wellington region shape a prosperous future.



BUSINESS



DESIGN



PEOPLE

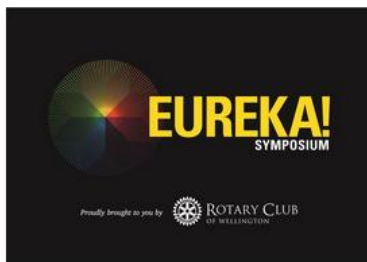


PROJECTS

## Eureka! Challenge event showcases young science and innovation talent



THE  
SIR  
PAUL  
CALLAGHAN  
AWARD  
FOR  
YOUNG  
SCIENCE  
ORATORS



12 home grown science and technology students will enter a comprehensive selection process and have 12 minutes to demonstrate their passion for the innovative science and technology which they believe will deliver real value for New Zealand.

The science and technology leaders of New Zealand's future who will take New Zealand forward will strut their stuff on 12 July in Wellington at the Eureka! Symposium and Sir Paul Callaghan Awards for Young Science Orators, organised by the Rotary Club of Wellington. [Keep reading >>](#)

"No problem can be solved  
from the same level of  
consciousness that created it."

ALBERT EINSTEIN



Stay informed and have your say:  
A series of informal Meetups and  
more formal presentations. [Keep  
reading >>](#)



Technology Valley mission and  
purpose: Building a proud and  
actively engaged community. [Keep  
reading >>](#)



Business questionnaire: A few  
questions will help us all identify  
the issues and build connections.  
[Answer here >>](#)



Connect with Technology  
Valley: Mission to shape a  
prosperous future through  
connections. [Keep reading >>](#)



Wellington Regional Strategy:  
Growing a sustainable economy

> [How to leave a gift in your will](#)

> [About include a charity](#)



Include A Charity is designed to raise awareness of the ease and effectiveness of leaving a gift in your will. It encourages people to consider leaving a gift to charities after considering family and friends.

Include A Charity is the result of many New Zealand charities working together to do what no single charity has ever been able to achieve on its own - change the way New Zealanders think about including charities in their will.

Gifts in wills form the foundation of many New Zealand charities. Without them, many charities simply would not exist.

The first Include a Charity week will be 9 – 15 September, 2013.

Please check back with us in the coming months for more information about how you can be involved.

SUPPORTED BY



[Why Join Us](#)

[How To Leave A Gift In Your Will](#)

[About Include A Charity](#)

[Who We Are](#)

[Why Leave A Gift In Your Will](#)

[About Us](#)

[Preparing Your Will](#)

[What We Do](#)

[Leaving A Gift To Charity](#)

[What Is Include A Charity Week?](#)

[FAQs](#)





# My cause

Simple birthing kits and basic medical tools would help an undersupplied, understaffed maternity clinic in sub-Saharan Africa save mothers from dying in childbirth.

# Why online?

We need to lower the cost of marketing,  
to get to more of the people,  
who can be our donors more often  
and more generously.

# Why online?

- Cheaper
- Faster
- Better?

# The Landscape













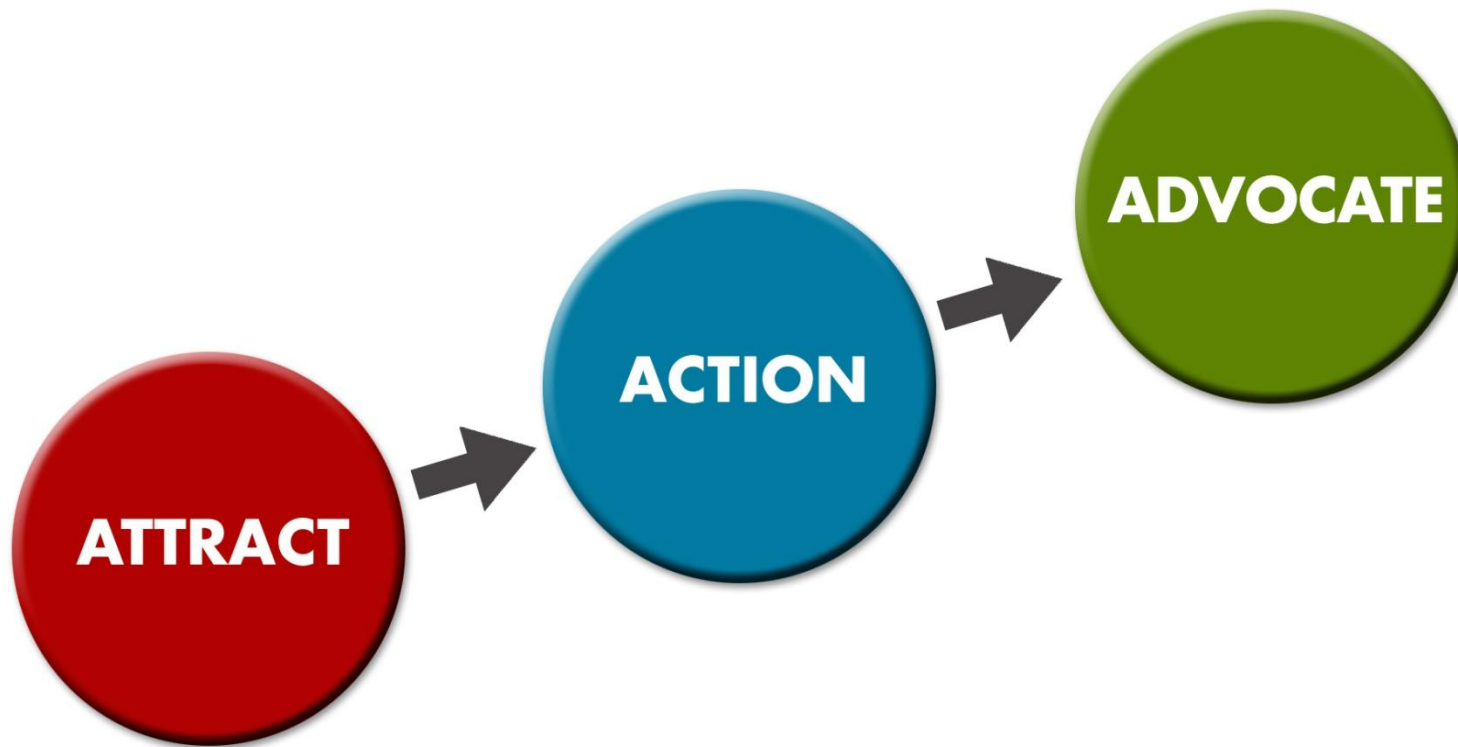




# Why online?

We need to lower the cost of marketing,  
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# Why online?



# Why online?

- More people, giving more, more often.
- We seek to convert casual supporters to become active supporters and get them to reach out to their own networks.

An innovation culture  
makes it work

Disciplines and planning make  
sense of innovation chaos





# How to make it work

- Getting the right messages...
- To the right people...
- At the right time...
- By the right method...
- Using appropriate resources.

# *The Five Love Languages*

*How to Express*

*Heartfelt Commitment*

*to Your Mate*

*Gary Chapman*

FRESH  
FARM  
EGGS



# **Flying School**



FLYING  
SKOOL

# Tools

- Facebook: 18-25; 60 percent female
- Twitter: 26-34; 57 percent female
- LinkedIn: 26-44
- Pinterest: 26-44; 68 percent female

# Tools

- Facebook: Community building
- Twitter: Listening and interacting in real-time
- LinkedIn: B2B social networking tool
- Pinterest: viral sharing stories via pictures

# Phase #1

## Organisational needs

- What is your Purpose, Mission and Values?
- Start a regular planning cycle.



# Phase #2

## Who are you?

- Identify the problem (the cause).
- Build an approach around goals.

# Phase #2

## Who are you?

- How to turn a problem into a cause?
- How can the problem be defined so that it can be shared, so it's also compelling for other people to share?



# Phase #2

## Who are you?

How to build an approach around goals.

SMART goals:

Specific

Measurable

Attainable

Relevant

Timely

# Phase #3

## Key planning elements

- The Story.
- The Community.
- Your Website.
- Your Administration.

# Your mission



Simple birthing kits and basic medical tools would help an undersupplied, understaffed maternity clinic in sub-Saharan Africa save mothers from dying in childbirth.

# The Story

Why are we doing this?

- A story is about telling *and* listening.
- A story is more about emotion than the rational.
- Think of storytelling like episodes in a TV series.

# The Story

Why are we doing this?

Create the story by asking these questions:

- What is wrong that needs fixing?
- Who is affected?
- What do you do to change that?
- Is it unique, distinctive and sustainable?

# The Community

Who are we doing this with?

- Who are you supporting?
- Who can be supporters?



# The Community

Who are we doing this with?

You're inviting volunteers, fans,  
and donors to hold a greater stake in the  
mission of your organisation and  
equipping them to tell their own story.

# Your Website

Why not ask for a website that is:

Simple to use.

Functions for what we want it to do.



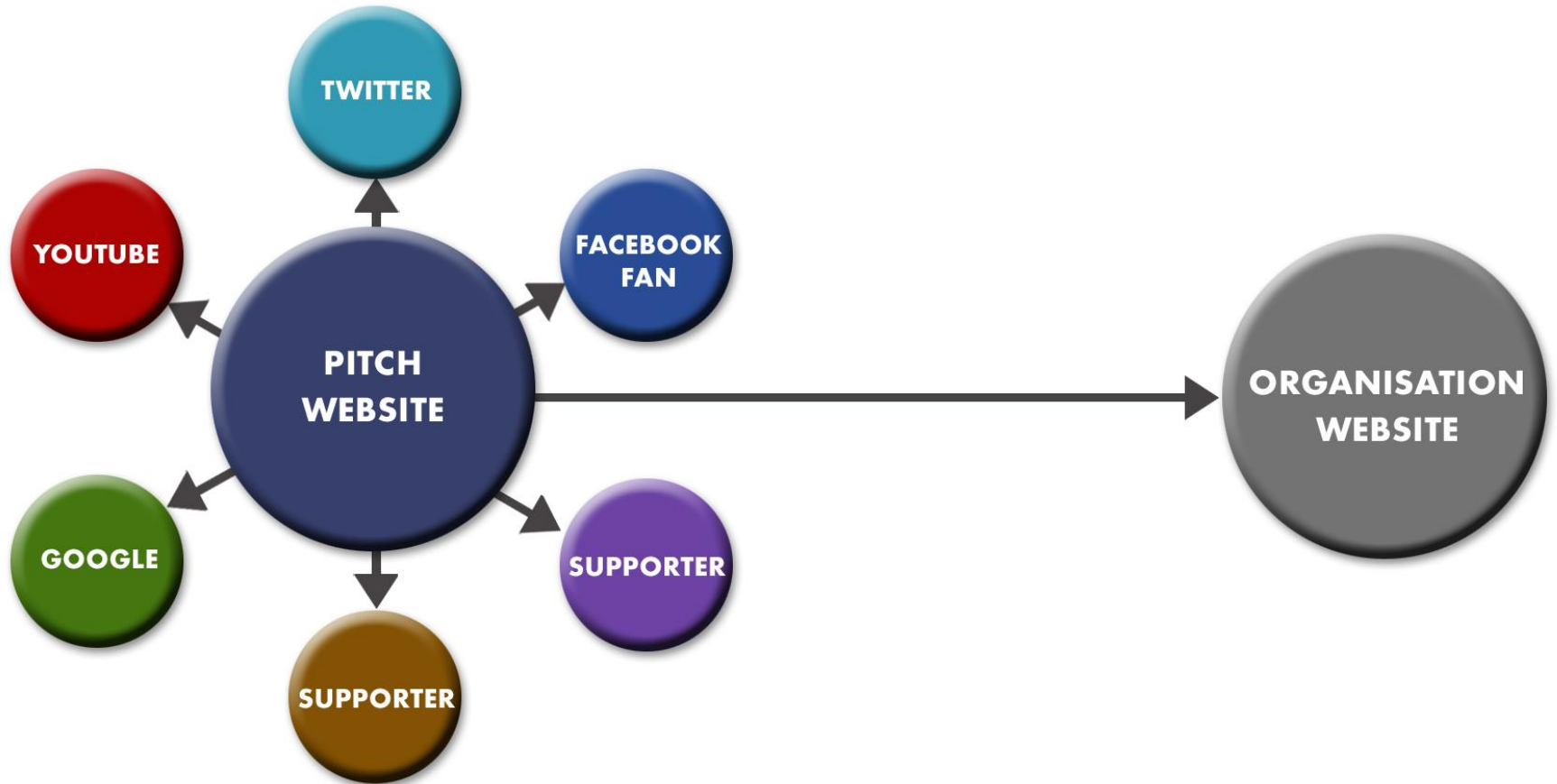
# Your Website

- Call-to-action (donate)
- Visual storytelling – video, pictures
- Personal and team fundraising pages
- Dynamic content pages
- Brand for sense of belonging
- Measures display – funds and impact
- Social media integration
- Analytics

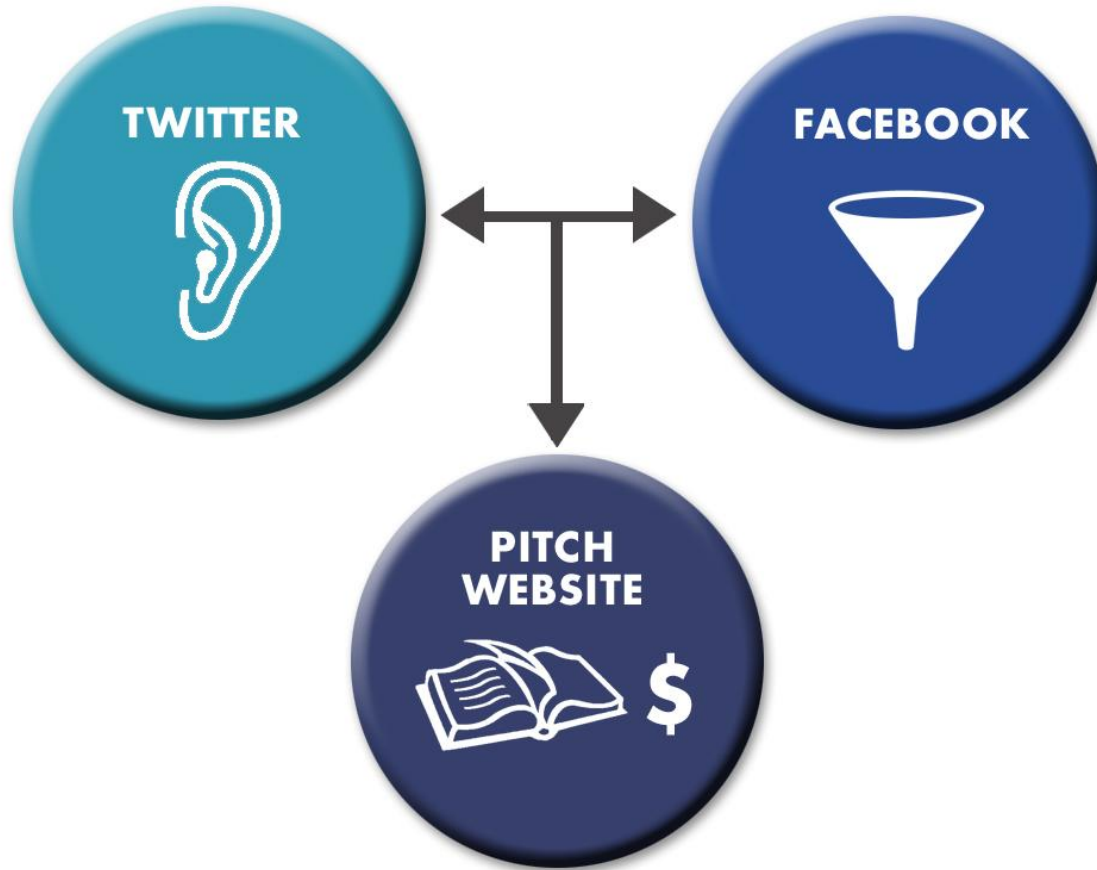
# Your Website

- [www.flightdec.com/Brief](http://www.flightdec.com/Brief)

# Your Administration

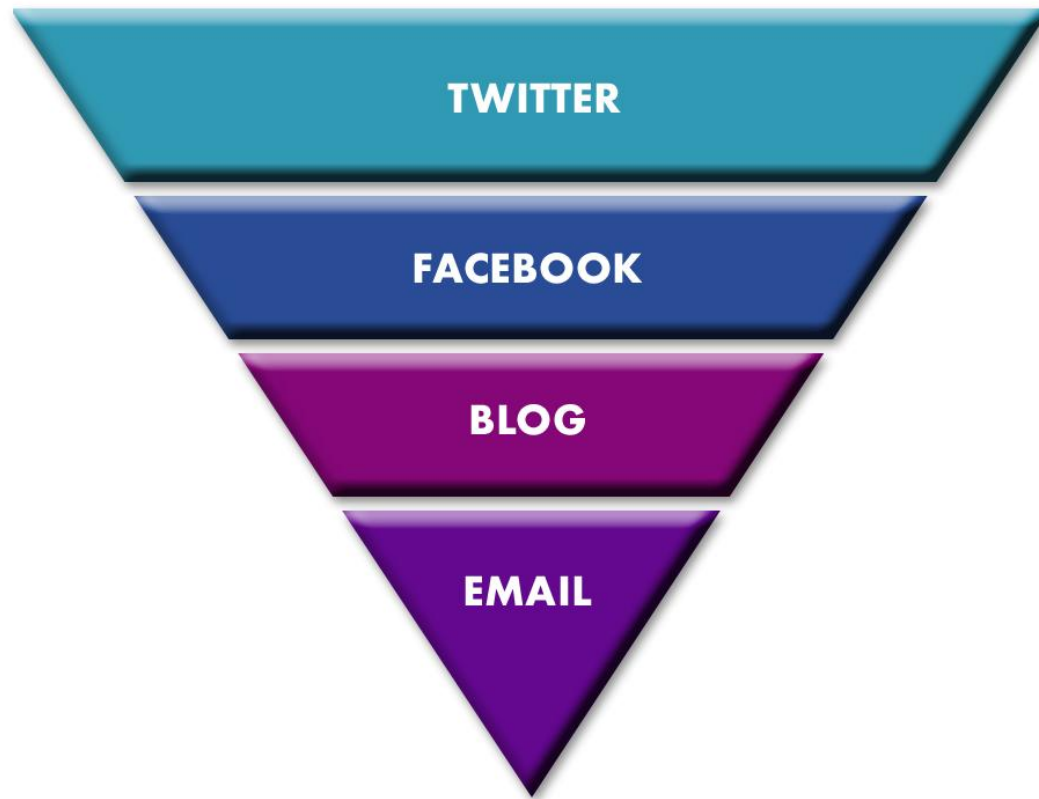


# Your Administration





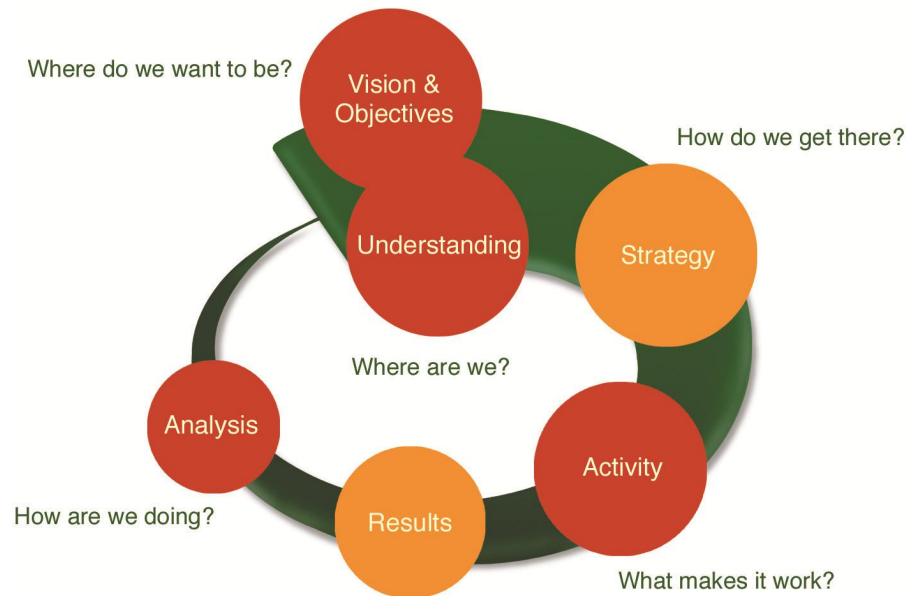
# Your Administration



# Phase #1

## Organisational needs

- What is your Purpose, Mission and Values?
- Start a regular planning cycle.



## Phase #2

### Who are you?

- Identify the problem (the cause).
- Build an approach around goals.

## Phase #3

### Key planning elements

The Story.  
The Community.  
Your Website.  
Your Administration.

# Tips

- Use fundraising best practice.
- A marathon, not a sprint.
- Use goals to be data obsessed.
- Use feedback loops for research.
- Understand SEO and use it.
- Integrate any cause activity into online space.
- Explore YouTube and Instagram.

Some online examples

Help donors feel good  
about giving



# HEROES for the



American  
Red Cross

[Home](#)[What is a Hero?](#)[About the Red Cross](#)[What's New](#)[Help](#)

## SUPPORT THE AMERICAN RED CROSS

Each year, in communities large and small, victims of more than 70,000 disasters turn to neighbors familiar and new—the heroes like you—for assistance.

▶ **BECOME A  
RED CROSS HERO**

▶ **SUPPORT A HERO**

▶ **DONATE TO HEROES**

### 2012 Heroes for the American Red Cross

Goal:  
\$650,000.00  
Achieved:  
\$231,128.83

Make a gift!



### DOWN THE STREET. ACROSS THE COUNTRY. AROUND THE WORLD.™

America's spirit shines when everyday people do extraordinary things. This is the spirit that shines in the work of the American Red Cross. Every day, the Red Cross and its volunteers work to save lives or rebuild lives that have been shattered by disaster — down the street, across the country and around the world.

Our community and our nation depend on the Red Cross in times of need, and the Red Cross depends on the support of the American people to achieve its mission. Be there to empower our neighbors with tools that will prepare them for emergencies in their home, the workplace or school. [Join the Heroes Campaign today!](#)

### TOP FUNDRAISERS

- 1 - The American Express Ride for the Red Cross Campaign (\$63,351.00)
- 2 - Hill Country Heroes (\$51,320.00)
- 3 - Team CNY (\$21,265.31)

Ask well



You can help  
Hoshyar Foundation  
reopen schools like these

# HOSHYAR

FOUNDATION

Simply by watching and  
sharing this presentation  
with your friends.

Use the cause to get names





MAKE THE  
**FIRST FIVE  
COUNT**



LOGIN | REGISTER

HOME

TELL A FRIEND

ABOUT

DONATE

MEDIA

Recommend 908 people recommend this.

## Millions of Kids Could Fall Behind in 2012. It's Time to Make the First Five Count!

Every year, our nation fails to identify more than one million children under the age of five with a disability or at risk of a developmental delay. And according to a new Easter Seals 50-state report, we aren't doing enough to keep children from falling through the cracks.

Kids who start school behind their peers may never catch up. We can give every child an equal opportunity to learn and grow, but we need to get kids the help they need in the critical years before they turn five.

If you believe all kids deserve a chance to learn, build lifelong skills, and live up to their full potential, your elected officials need to hear from you today!

TO: [President Obama, your members of Congress, and your Governor]

### MESSAGE:

Every year, we as a nation fail to identify more than one million children, all under the age of five, who have a disability or are at risk for developmental delay. How many more need to fall behind before we act?

Programs that diagnose and treat children with special needs before the age of five can make sure kids start school on par with their peers, and have an equal chance to achieve their dreams. But the programs that diagnose and treat children who have disabilities or who are at risk for developmental delays as early as possible are chronically underfunded on the state and federal level.

In fact, according to a recent Easter Seals report, young children are falling through the cracks in every state. One way to turn the tide is to increase state and federal funding for the Early Intervention Program, Part C, of the Individuals with Disabilities Education Act.

One child falling behind is a tragedy. One million represents a national crisis. Please increase funding for early intervention services so that every child can get a good start in life.

[Your Name]  
[Your Address]

## Sign the Petition Today!

First Name:

Last Name:

Email:

ZIP:

**SEND MESSAGE**

By submitting this form, you will receive email updates from Easter Seals. You may unsubscribe at any time.



Sell something as well



Presented by



## Choose You

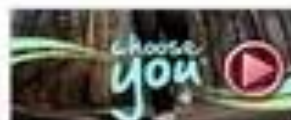
Make 2012 your best year yet! Join the Choose You movement to set and reach your health goals. Take the first step, and make a Choose You commitment to start practicing good health habits that can lower your cancer risk. We'll even provide you with the free tools and support you need to succeed.

[Get Started!](#) Like 17k

We'll send you a FREE Choose You flower pin when you sign up today.\* Wear it as a reminder of your new health commitment.



I Choose to...  Eat Right  Get Active  Quit Smoking  Get Regular Health Checks  Protect My Skin



Choose You

Choose You is a



Recipe of the Month



Get Your Pin!

Sign up on



Choose You FREE Health



Show success

Her Ambition →

## What does she want to be when she grows up?

Does she imagine she can become whatever she wants to be? Is she growing up in an environment that supports her future success?

Check out this video to shed some light on the state of girls today.

Play >



### PARTICIPATE

Get informed on the issues we need to solve for girls today.

Inform me >

### SPEAK UP

Your voice can create a supportive environment for girls.

Engage me >

### INVEST

Get her there with your support.

Involve me >



Tools to recruit help

I PLEDGE TO GIVE UP MY NEXT BIRTHDAY

*for clean water.*

First Name

Last Name

When is your birthday?

mm

dd

Your email

WHAT DOES  
THIS MEAN?

Pledge!

GIVE UP YOUR NEXT  
BIRTHDAY AND BRING CLEAN  
WATER TO PEOPLE IN NEED.

9833

Birthdays pledged so far

ALMOST A BILLION PEOPLE STILL  
LIVE WITHOUT CLEAN WATER.  
YOUR BIRTHDAY CAN CHANGE THAT.

Birthdays. We all have them. Now, let's use them to do something big. Pledge to give up your next birthday, ask for donations instead of gifts, and help change lives! Hear from the people who've done it. [Watch the video](#)



Tools to recruit help



New Zealand, Fiji & Tonga Territory

[Need Assistance?](#)

[Giving Back](#)

[Our Community](#)

[Research & Media](#)

[About Us](#)

[Contact Us](#)

## No Longer Alone.

### Care that makes a difference

We all need a little extra help sometimes. When life gets tough The Salvation Army offers a helping hand and a listening ear. We still have a lot of work to do, but we're not giving up.

[> read more now](#)



< 1 2 3 4 5 >

[Search](#)

[Find a Salvation Army Centre](#)

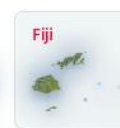
Search the Salvation Army website

[Search](#)

New Zealand



Fiji



Tonga



### Latest News

[South Island welfare centres take the strain](#) [Read more](#)



[Visit the Media Centre](#)

## Need Assistance?

Contact information on the services The Salvation Army provides in the community.

### Hostels

If you need shelter and help to get life back on track, our hostels can be your safety net. They're communities where you will get the support you're looking for.

[> Find out more](#)

### Mean streets to motherhood



*Being young and pregnant with your first child is daunting. Being homeless as well is a chilling prospect.*

[> Read the story](#)

## Addiction Services

Evaluate your alcohol or drug use and explore ways to bring things under control again.

[> Find out more](#)



## Giving Back

Your chance to give back to the community and help us to continue helping those in need.

Red Shield Appeal 30 April - 6 May 2012

MAKE A  
**CHOICE**  
TO HELP

[Donate here](#)

You can also text **CHOICE** to 2454 to make a \$3 donation or donate at any Countdown checkout.



## Sallies Care Vans

Community Care Vans are visiting quake affected communities in Canterbury - offering emotional support, advice and referrals.

[> Find out more](#)



## Recently Added



### Over stretched and underfunded

Salvation Army launches 2012 Red Shield Appeal.

### Alcohol law reform - yeah right

The Salvation Army's response to the alcohol law reform proposals.

### Help through hard times

Kelvin Westaway has a good friend who helps him through hard times.

### Anxiety attacks?

We all experience anxiety but how can you handle it?

### Choose fair

As Fair Trade Fortnight launches, I suppose 'Are we there yet?' is a good question to ask.

[+ Show More](#)

## State of the Nation

*A Growing Divide: the State of the Nation Report 2012.*

[> Find out more](#)



Make it easy





## Make a Donation

Thank you for choosing to make a donation to The Salvation Army. Please select your country of residence and enter your details into the form below.

### Your Country of Residence

Country:

To meet taxation and currency regulations, donations are processed within the country of residence of the donor. Donor preferences for the use of the money can be entered at a later stage, and will be respected. Please choose your country of residence and select the type of contribution you wish to make.

### Details of the Donation

Amount:  NZD \*

Please include only numbers. The minimum donation amount that we accept online is 5 NZD.

Specific Use:

### Cardholder Information

Name: Title: \* First Name: \* Middle Name: Last Name: \*

Address:  \*

City:  \*

Postal Code:  \*

**New Zealand**

You have selected this as your country of residence. If it is not, please reselect at the top of the form.

Telephone:  \*

Email:  \*

☐ Yes, I would like to receive notices and updates from The Salvation Army.

### Card Details

Card Type:  \*

Card Number:  \*

Card Verification Number:  \* [What is this?](#)

Expiration Date:   \*

### Send Your Donation

Your donation will not be submitted until you have clicked on the 'Send Your Donation' button above. Please wait a few seconds before your transaction is processed following your selection.

### Your Safety

Please note that we never ask you for Social Security Numbers or Passwords when making a donation. Please ensure that the URL of this page in the address bar begins with <https://secure20.salvationarmy.org> before completing this form.

### Credit Cards

Credit card information is required to ensure your credit card is securely and properly processed. This information is solely used for the processing of the credit card and is not stored on our system.



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