

A Formula For Success

Real-life campaign examples from nonprofits that are using Constant Contact to engage supporters, members, and donors

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Connecting with the right audience, fast

Nonprofits come in all shapes and sizes. Some have whole marketing teams. Others have one frantic volunteer who tries to get the word out.

Whatever the case, one thing's clear: connecting with your existing and potential supporters is the most important part of accomplishing your goal.

Nowadays, online marketing can help make that task easier than ever before. The trick is focusing on what will drive the greatest supporter engagement.

In this guide, we'll take a look at nonprofits using online marketing to successfully make those invaluable connections.

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Pajama Program: Raising \$1,000 Per Email

Results

- Receives around \$1,000 per email
- Covered on *The Oprah Winfrey Show*

The mission

One day, when Genevieve Piturro was volunteering at a shelter for homeless children in New York City, she brought pajamas to help the kids get ready for bed.

When she arrived, she was surprised at the reaction: some children didn't know what pajamas were. They had always just slept in their clothes.

This didn't sit well with Genevieve, so in 2001 she started The Pajama Program, an organization meant to help combat that problem by giving new pajamas—and books—to children in shelters, group homes, and other places where there was a need.

As the organization grew, she decided that she needed a way to keep supporters connected and chose email marketing.

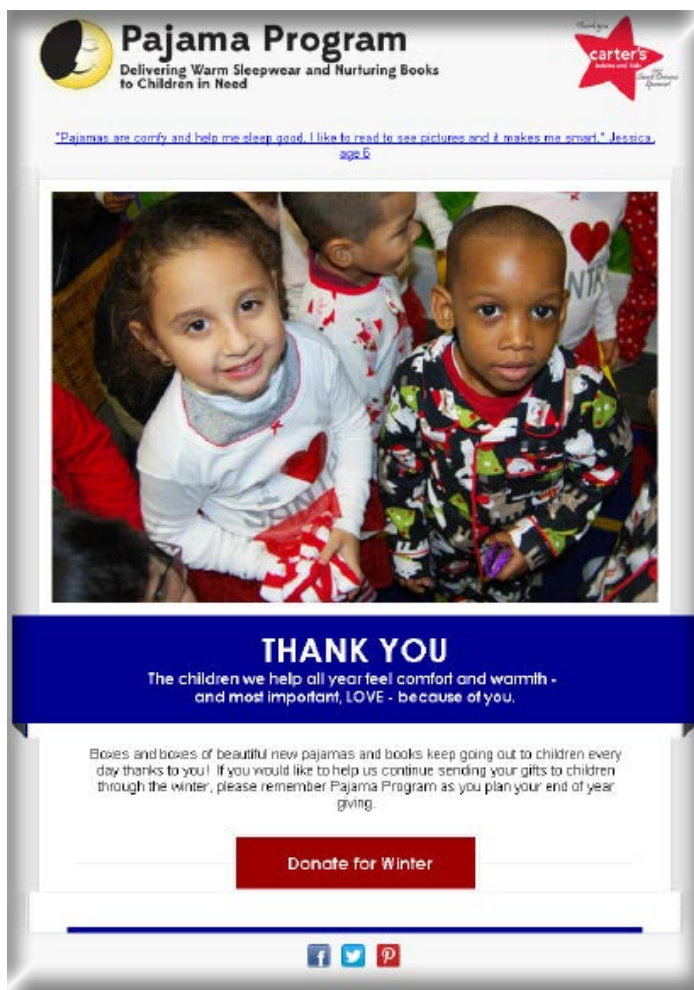
Keys to success

- Short, focused, shareable emails
- Sending specific information about how donations will be used
- Including images of donations making a difference

The tool



Template: Nonprofit Volunteer



“Email Marketing is great, because it doesn't take a lot of effort to have a big effect.” - Terri Jasen, National Program Director

Winter Park Harvest: \$4,000 budget, 3,000 Guests

Results

- Launched a whole new kind of Florida festival
- Expected 1,000 guests and got 3,000
- Ran the event with a staff of four and a budget of \$4,000

The mission

Founder John Rife wanted to find a way to celebrate the local food scene in Florida.

He decided to host the Winter Park Harvest Festival around Thanksgiving every year, but didn't quite know how popular it would be.

Starting off, he paid for most expenses out-of-pocket and needed an affordable way to register vendors, farmers, and visitors.

"I couldn't have done it without Constant Contact," he says.

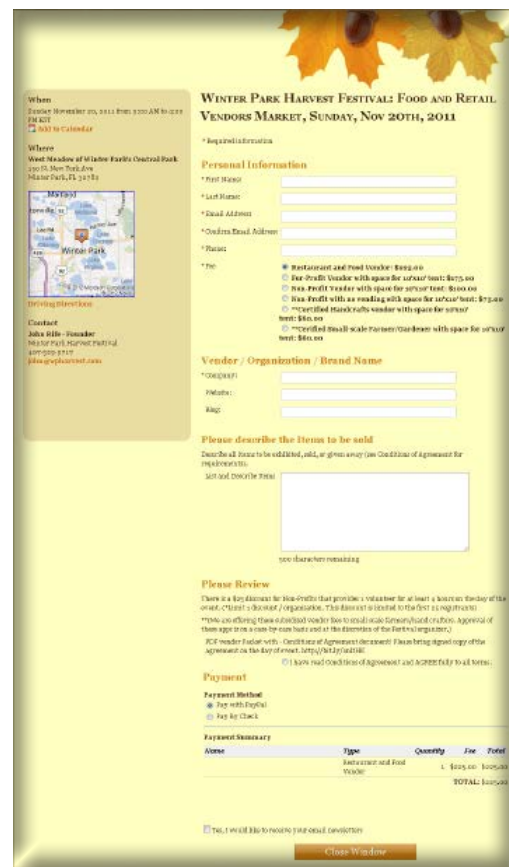
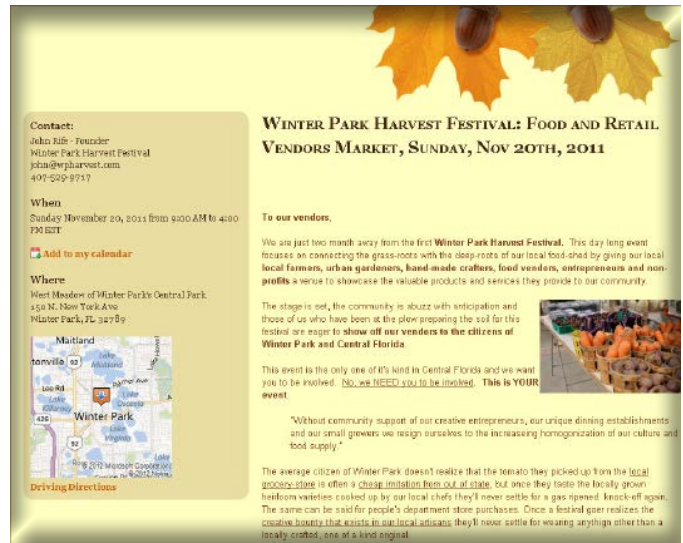
Keys to success

- Constant, growing events: from harvest dinners to farmer conferences
- Keeping guests informed about the latest festival news via email marketing
- Using an online ticket payment system

The tool



Template: Business / Finance / Sales



"We needed a way to sell tickets, keep track of registration, and send updates and reminders. EventSpot helped us do all that." - John Rife, Founder

Relay for Life: A Partnership Raises Over \$11,000

Results

- 150 new Facebook fans for a local business, Roe Motors
- \$650 raised directly through Facebook for Relay for Life
- Raised \$11,142 in total for Relay for Life

The mission

Steve Roe, founder of Roe Motors, partnered with the local Relay for Life to help raise money for the cause and Facebook fans for his business.

He used a social campaign to provide visitors with a video about the fundraiser.

When visitors “liked” the Page, he showed more information about upcoming offline fundraisers and provided the option for fans to donate.

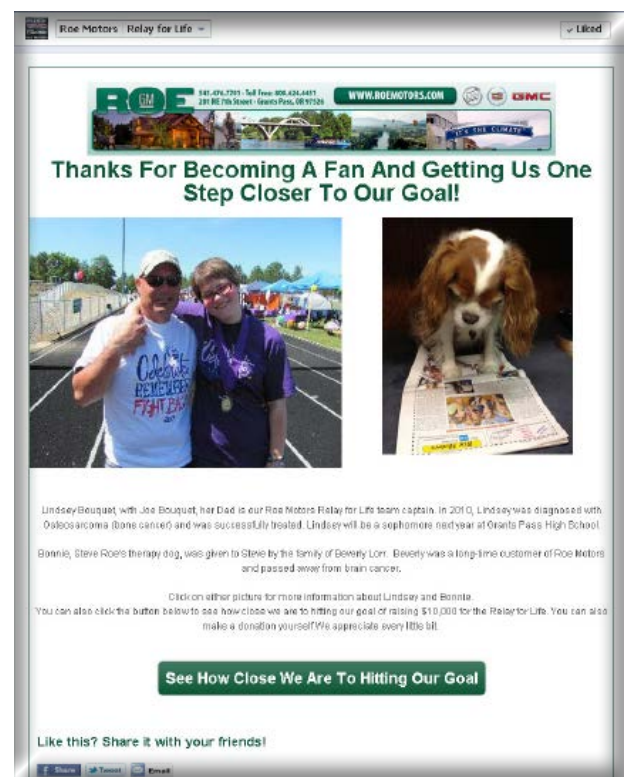
Keys to success

- A Facebook campaign with a video that encouraged people to “like” the Page and donate
- A page on Facebook for fans that showed upcoming fundraising events
- Using email marketing to reach Roe Motors’ 2,000 contacts about the cause and keep them updated about the fundraiser’s progress

The tools



Template: Basic E-Commerce



“Our social campaign really helped drive more people to our fundraisers, so the impact on donations was pretty big.” - Steve Roe, Founder

BIG!NYC: 20 Phone Calls from Supporters Per Email

Results

- Building a list of 7,500 contacts
- Getting 20 phone calls with each email

The mission

Build It Green!NYC (BIG!NYC) salvages materials that would otherwise be tossed into landfills. The organization then resells them for 40-80% off retail prices.

“We’re kind of like Goodwill meets Home Depot,” Jaclyn says.

It’s an impressive mission with a hard road ahead. The real question was how to best get the word out in a way that got people to donate, volunteer, and visit the reuse centers.

The connection

BIG!NYC started using email marketing in June 2011.

The emails took off. People loved the affordable, high-quality materials and supported BIG!NYC’s mission.

Now, whenever an email gets sent out, Jaclyn says about 20 people call the reuse centers for more information.

Keys to success

- Emails with items for sale & upcoming events
- Donation and volunteer buttons in emails
- Asking for email addresses at events and reuse centers

The tool



Template: Nonprofit Volunteer

“Email marketing is such a great way to remind people about the items or volunteer opportunities we have... Compelling pictures and graphics can make a big difference.” - Jaclyn Jablkowski, Communications Manager

CALLING ALL VOLUNTEERS
Help make a BIG difference in NYC.

TOMORROW: Tuesday, November 20, 1-4pm: Gowanus, Bk
BIG!NYC Gowanus has finally re-opened after Hurricane Sandy, but that doesn't mean that there's not more work to do! If you're available tomorrow, please swing by our Brooklyn reuse center to help de-nail salvaged lumber, clean and move inventory around the reuse center. Please wear closed toe shoes (work boot recommended) and clothes that you don't mind getting dirty!
[More details \(and RSVP\) on Facebook!](#)

Saturday, December 1, 9am-12pm & 12-3pm: Qns
Help Distribute DSNY Compost and Mulch at the Green Thumb Winter Supplies Giveaway. Location: GreenThumb/Land Restoration Project Compound (Queens Plaza South & 10th Street). Volunteer Shifts: 9 am – 12 pm & 12 pm – 3 pm.
NYC Department of Sanitation's [Bureau of Waste Prevention, Reuse and Recycling \(BWPRR\)](#) is providing bagged DSNY compost and bagged DSNY mulch for GreenThumb gardens! Volunteers are needed to help register eligible gardens at the NYC Compost Project table, process compost/mulch redemption tickets, and load bagged material into the vehicles. Eligible gardens can retrieve up to 41 bags of compost per garden and up to 35 bags of mulch per garden. To register to volunteer, contact dsheintoch@dsny.nyc.gov.

BUILD IT GREEN! NYC
LOW COST SALVAGE SURPLUS BUILDING MATERIALS

Stay Connected with BIG!NYC: [f](#) [t](#) [p](#)

Build It Green! NYC
69 30th Street
Brooklyn, NY
718.725.6935

Fairy Dogparents: Increasing Attendance by 50%

Results

- 50% increase in orientation attendance
- Moved events online, saving enough time and money to sponsor more dogs

The mission

During fundraisers and other events, Marlo would have a sign-up sheet for volunteers who wanted to help Fairy Dogparents, an animal welfare organization.

She would schedule an orientation event and, on the big day... nearly no one would show.

"I'd host some events where literally two people came," she says. "That's when I tried an online event management system."

The connection

Moving events online didn't just increase the attendance for Fairy Dogparents orientation sessions.

By eliminating the costs of setting up a physical event, Fairy Dogparents was able to spend the money on getting more dogs sponsored.

"For every orientation we do via phone, we save enough money to sponsor a veterinary exam and basic vaccines for an extra dog," Marlo explains.

Keys to success

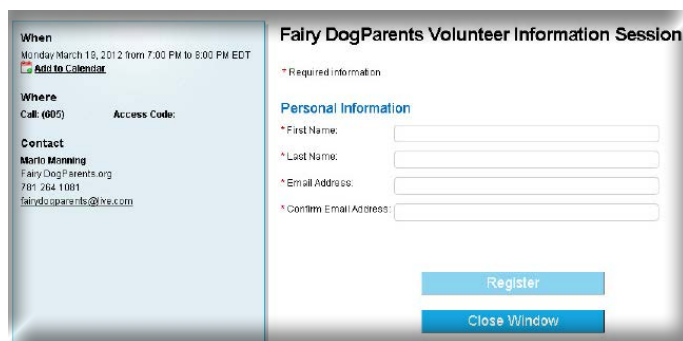
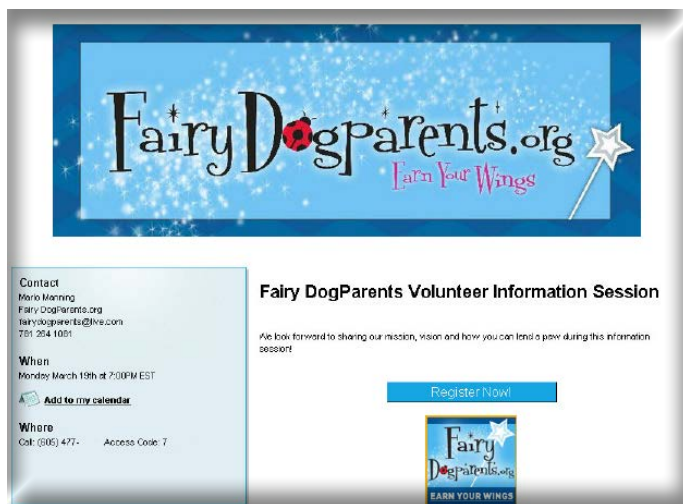
- Conference calls with volunteers instead of in-person orientations
- A simple sign-up form to register people for certain calls on certain days

The tool



"Switching to virtual events made a huge difference. Now, about 50% more people attend the training sessions we have."

- Marlo Manning, Founder



Reel Works: Saving \$18,000 from Email Marketing

Results

- Saving \$18,000 a year from email marketing
- Reducing mass mailings to just once a year
- Driving traffic to videos via email

The mission

Reel Works Teen Filmmaking is dedicated to giving teen filmmakers the resources they need to make sure their voices are heard.

But that can be a bit tricky on a budget.

The big question for Mari Irizarry, Director of Communication, was how to send those messages out... without it getting too pricey.

The connection

In 2006, Mari decided to use email marketing to stay in touch with supporters.

Before that, there was a lengthy process of sending mass mailings out about ten times a year and creating DVDs for each recipient.

That operation cost about \$18,000 each year. With email, that entire expense was eliminated.

Keys to success

- Emails showcasing student work via video links
- Updating supporters by emailing calendars of events
- Connecting with mentors via email

The tool



Templates: Nonprofit Newsletter

“Over the last three years, sending emails has really benefited us, because many of our networks solely live online” - Mari Irizarry, Director of Communications

REEL WORKS Friday, December 7, 2012

Tune in tonight for "Reel Works with Avan Jogia" on NYLife for Episode 5: "Two Way Street"!

THIS WEEK: "Two Way Street"
Three teens explore difficult relationships with friends, family and community. Through interviews and self reflection they find that the answers never come easy, and that there are always two sides to every story.

A EUPHORIC RELATIONSHIP
By Ileen Gutgarts
Filmmaker Ileen Gutgarts revisits her first love to ask the ultimate question. She discovers that love is not black and white and that sometimes the answers don't stop the hurt.
Mentor: Maria Paras

MINDS IN THE CLOSET
By Justice Allen
Justice Allen, a 16-year-old straight teen, grew up in the predominantly Caribbean neighborhood of East Flatbush. He noticed an overwhelming sense of homophobia in his community and journeyed out to find the reason why.
Mentor: Yanuka Richan

A Look Through My Eyes
By Shaqun Nelson
Sixteen year old Shaqun Nelson has spent most of her life in foster care. When she came to Reel Works she decided to make sense of the events that tore her family apart and face the difficult question of whether or not she should let her father back into her life.
Mentor: Jennifar Dworkin

Reel Works With Avan Jogia is a unique program, now in our 3rd season that presents the unfiltered voices of New York teens.

Each week, actor / philanthropist Avan Jogia presents three stories by an extraordinary group of young filmmakers about the joys and the complex challenges of life as a teen in NYC.

Targeted equally at the millions of teens facing adult-size choices, and the adults who care about what it's really like growing up today.

NYC Life is available in the New York tri-state area on broadcast, cable and satellite channels (25 or 22 depending on your provider). **Reel Works with Avan Jogia** will also be available to watch online on the NYC Media Video on Demand player - nyc.gov/vid and through the NYC Media app, available to download for free from iTunes. New episodes will be added each week. The series is sponsored by www.vid.com.

540 President Street, Suite 2F Brooklyn, NY 11215 (718) 766-0000

Getting Connected with Constant Contact

Start by Connecting With Your Supporters Where They Are Every Day: The Inbox

Engage your supporters with targeted messages where they are every day: the inbox. With Email Marketing from Constant Contact you're sure to reach your audience—which means more engaged supporters, and more donations.

Make Your Events a Success with EventSpot

EventSpot makes it easy for you to promote and manage your fundraisers, programs, workshops, and seminars online, start to finish. No more tedious databases, crowded inboxes, or endless phone calls – our features help you collect RSVPs and track responses so you can focus on hosting your events and engaging your supporters.

Turn Your Fans into Supporters with Social Campaigns

Social Campaigns makes it easy to promote your cause on Facebook through fan-exclusive videos, downloadable articles, and donation drives. Promote your campaigns to your email list and social networks to engage your existing audience and attract new supporters.

Next steps...

Try Email Marketing, Social Campaigns, or EventSpot FREE!

Visit www.go.constantcontact.com/charity-marketing or call 1-866-289-2101 to learn more