



BRINGING YOUR FUNDRAISING ONLINE

A SIMPLE APPROACH TO RUNNING A SUCCESSFUL ONLINE DONATION CAMPAIGN



From the leader in online marketing tools & coaching for small businesses.

Constant Contact 



Ready to bring your fundraising online?

As a nonprofit, you know that donations are the lifeblood of your organization.

It's not a surprise that more than 95 percent of all US-based nonprofits accept donations.

Hopefully, you're already using tools like email and social media to generate donations for your organization. But are you also offering a way for people to donate online?

What about mobile? Are you making it easy for people to make donations from their mobile device?

If you're like a majority of nonprofits, the answer to both of these questions is no. That's why we created this guide!

This guide will offer the how-to advice you need to bring your fundraising online, and run a successful online donation campaign for your organization.



Why bother with this guide?

We're going to show you how to bring your fundraising online, and run a successful online donation campaign for your nonprofit.

Today, you'll set a fundraising goal and launch an online donation page that is optimized for mobile, and can easily be promoted through email, social media, and on your website.

Here's the best part: You can use this plan again and again to drive fundraising success throughout the entire year.

What we'll show you:

- 1 How to put together a **PLAN** to let your supporters know about your campaign and why they should donate.
- 2 How to **EXECUTE** your plan
- 3 How to **EXTEND** this simple framework for continued success throughout the rest of the year.

What you'll need:

A platform to create an online donation page

A permission-based email list of supporters to contact

A Facebook Page for your organization (we'll provide you with ideas and examples of engaging Facebook posts)

The **Constant Contact Toolkit** makes it easy to email supporters and collect donations. Not using the Constant Contact Toolkit? [Start a FREE trial today.](#)

Sound good? Let's get started by setting a goal for your online donation campaign.

Planning Your Donation Campaign

Like with any successful fundraiser, you're going to need to do some planning before launching your online donation campaign. This will help you set a fundraising goal, choose the right language for your online donation page, and start to map out a promotion strategy to get in front of the right people.

So how do you do it? Let's take a look.



Step

1

Set Your Goal

What's your vision of success? Of course you want people to donate — but after the campaign has ended, what specifically would make it a success? What is the dollar amount? What will these funds enable you to do that you're currently not able to get done?

Write down your goals.

Step

2

Understand Your Audience

Once you've thought about what you want to accomplish, you can shift your focus to the people you're trying to reach. A good place to start is to think about your ideal supporter.

Write down your answers.

Why do your biggest supporters typically support your organization? What is unique about the work that you're doing?

What inspired them to donate in the past? Was there a particular fundraiser that stood out?

What is the average amount your supporters generally give? Write down a range.



Step

3

Understand Your Value

Your audience has a number of organizations they can support, why should they support your cause?

Who will benefit from the funds you are able to raise? What difference will their donation make?

Why are you asking for funds at this time?

Step

4

Create Your Donation Campaign

Use the answers from steps 1-3 to create your donation campaign.

Your goal will be one of the most important aspects of your page. You should also use your answers in the other steps to start drafting the content for your donation page.

A tip box with a blue background and a dark blue border. In the top left corner, there is a dark blue banner with the word "Tip" in white, flanked by three white stars. Below the banner is an illustration of a two-story brick building with a sign that says "GOAL" and a thermometer. To the right of the building is a bicycle and a donation bin labeled "CLOTHES".

*** Tip ***

A platform like the Constant Contact Toolkit will allow you to customize your campaign landing page. Make sure to choose photos and colors your supporters will recognize.

Here's an example of how to put it all together: Giving Goodness

- Step 1  Giving Goodness wanted to raise \$5,000 to provide gifts for 100 children during the holiday season.
- Step 2  They know that the average donation from their active supporters is about \$25-\$50.
- Step 3  They also know that when supporters can see how their funds will be used, they are more likely to donate.
- Step 4  Giving Goodness creates an online donation campaign with a goal to raise \$5,000 in 3 weeks. They include a recommended donation of \$40, and include details on prices for gifts they plan to purchase with the funds that are raised.



Now that you have your online donation campaign set up, it's time to put a plan into place to let people know about it. Let's go!

Your Donation Promotional Plan

You've set a fundraising goal and have the information you need to launch an effective online donation campaign. Now, it's time to figure out how you'll get the word out about your campaign and start collecting donations online.



How to promote your campaign:



Offline promotion


You're likely interacting with potential donors in a number of places offline. This could include volunteer opportunities, community events, and other public gatherings.

As you start to plan your online donation campaign, look for ways to use these interactions to promote your campaign.



Email promotion

We suggest an email plan that includes a total of three messages: an announcement of your campaign, a reminder, and a "Thank You" message. * (see page 10)

 If you're using the Constant Contact Toolkit for your online donation campaign, you can use our nonprofit email templates to get the word out. You can easily add your logo, choose colors to fit your brand, and insert details about your campaign.

[Log in and create a new email to use the templates now.](#)



Facebook promotion

In addition to your regular Facebook updates, also plan on letting people know about your campaign.

* (see page 11)

Here's a sample 3-email promotion plan:

Email 1

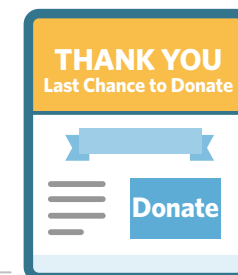
Announce your donation campaign. Let people know about your fundraising goal, how the funds will be used, and what they can do now to get involved.

Email 2

Send a reminder just before your campaign ends. This is a great opportunity to update people on your progress, and encourage them to share with friends.

Email 3

Send a "thank you" email to your supporters. Send an email on the last day of your campaign, thanking your audience for showing their support. This is a great opportunity to provide a final update with a last chance link to get people involved before the campaign expires.



Here's a sample 3-post Facebook promotion plan:

With social media, you can promote your campaign across a variety of channels and use different content to get the word out.

Below, we've provided three examples of different posts you can try to promote your campaign on Facebook.

Post 1

Once you've launched your campaign, post an update to **announce it to your current fans**. Remember to include a link back to your online donation page and give people a reason to donate and share.

"Help [your organization] raise [fundraising goal] to [how will funds be used]."



Post 2

Post a series of updates and reminders while your campaign is running. You can share your progress with fans and use different types of posts (text, photos, and videos) to encourage them to share.

"We just hit [%] of our fundraising goal! Help us reach [fundraising \$ goal] before [deadline]."



Post 3

Say "Thank you!" Post an image of you and your staff to your Facebook Page with the following status:

Thank you for supporting [your organization]. Your contributions will help us [how will the funds be used].



How to Execute Your Plan

You now have a simple plan to get the word out about your campaign.

What now? Let's work on how to execute your plan.

First, you'll want to take the time to create the content for your emails and Facebook posts. Your prep work on the previous pages should make it easy! And, if you're using Constant Contact be sure to check out the specially created nonprofit email templates designed to save you time.

Next, you'll want to schedule your emails and Facebook statuses. With Constant Contact you'll be able to schedule your email messages in advance. [Facebook also allows you to schedule your updates](#) ahead of time too.

On the next page, we've included a worksheet to put together your promotion calendar.



*** Tip ***

OUR GOAL

Make sure to spread your email and social messages out to help generate donations and word-of-mouth throughout the life of your campaign.

Illustration details: A graphic with a blue background. On the left, a thermometer labeled 'OUR GOAL' shows a red liquid level. Below it is a two-story building with windows. To the right of the building is a bicycle and a yellow bin labeled 'CLOTHES'. The text 'Make sure to spread your email and social messages out to help generate donations and word-of-mouth throughout the life of your campaign.' is centered on the right side.



Use the worksheet below to plan your donation promotion strategy.

FUNDRAISING GOAL: _____ **DEADLINE:** _____

EMAIL #1	DAY	CONTENT	CALL TO ACTION
EMAIL #2	DAY	CONTENT	CALL TO ACTION
EMAIL #3	DAY	CONTENT	CALL TO ACTION
SOCIAL POST #1	DAY	CONTENT	CALL TO ACTION
SOCIAL POST #2	DAY	CONTENT	CALL TO ACTION
SOCIAL POST #3	DAY	CONTENT	CALL TO ACTION
SOCIAL POST #4	DAY	CONTENT	CALL TO ACTION



Check in on how things are going

It's important to regularly check in on your campaign to see how things are going. In addition to the total funds raised, you'll also want to use your email and social reports to see how your promotions are being received.

Based on how things are going, you may want to tweak your strategy to reach more people.

Here are a few things you can try to help ramp up your campaign:

- 1. Follow up with donors to say thanks:** If you're using a tool like the Constant Contact Toolkit to run your donation campaign, you will be able to see when a supporter makes a donation. Consider creating a special "thank you" email to send to those contacts to thank them for their donation and encourage them to share.
- 2. Watch your click reports:** If you see people who have clicked through to learn more about your campaign that haven't made a donation, you can create a separate email list and send a special reminder just to them with more information about the campaign.
- 3. Pay to promote on social media:** If you're not seeing the type of reach you want on social media, you can use a tool like Facebook Ads to promote your campaign and reach a wider audience on Facebook.
- 4. Leverage other channels:** You've already promoted your campaign on Facebook and have sent emails to your list. Are there other channels you could be using to get the word out? Consider leveraging your website or blog to get the word out.
- 5. Get your staff involved:** Make sure you're tapping into all the people who make your organization great to raise awareness for your campaign.



How to Extend Your Success Throughout the Rest of the Year

Congratulations! You've successfully put together a successful online donation campaign. But don't stop now! Take advantage of the success of your campaign to help raise awareness and promote your cause. Let's take a look at how you can extend your success.



Here are a few ideas to keep things going:



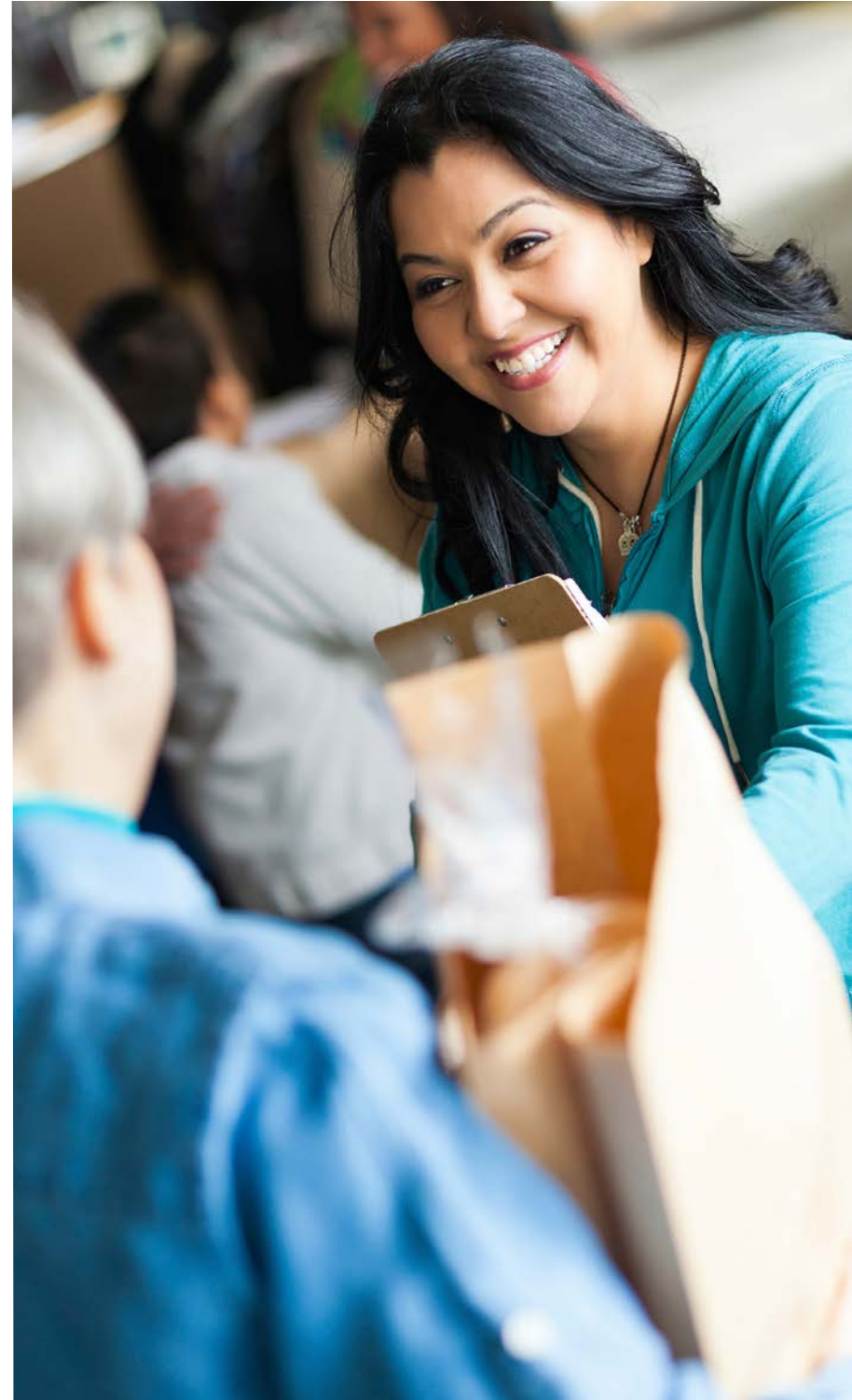
Be sure to ask donors to join your email list when they make a donation. With the Constant Contact Toolkit, you'll be able to automatically collect contact information from new donors. Make sure to follow up with everyone who donated to let them see the difference their contributions are making.



Celebrate your success! Look for opportunities to bring people together after the campaign has ended to celebrate your accomplishments. This is a great way to build relationships with new donors and showcase other ways that they can get involved.



Send a survey to let people share their feedback about the campaign. This is a great opportunity to see what your audience is most interested in and what inspired them to get involved.





Evaluate your success

Once your campaign is over its time evaluate what you've done. What worked? What adjustments can you make so those things work better?

Repeat the framework outlined in this guide at other times during the year. Implement your adjustments and once again evaluate the success of your campaign. Tell us how you did! We'd love to hear your success stories.

Share your story on our Facebook Page Link:
www.facebook.com/constantcontact

If you've found this guide helpful, share it with other nonprofits.



Tweet This!

Use this guide to help bring your fundraising online. Thanks @ConstantContact!

[\(Tweet this!\)](#)

Need help with your nonprofit marketing?

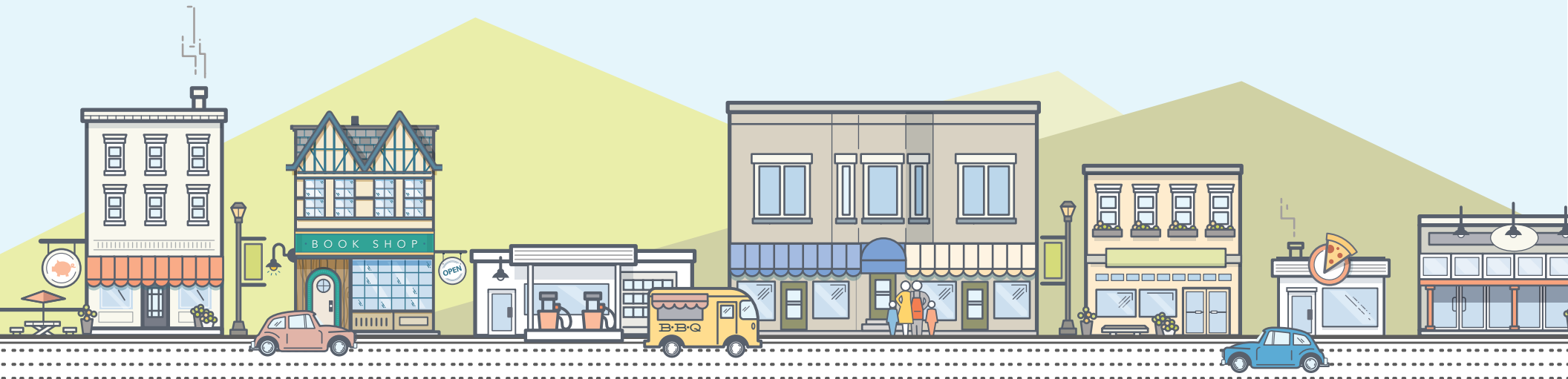
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