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## Online Giving Made Easy for Ronald McDonald Houses

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*Make the world a better place.*

## Today's Agenda

- Online Fundraising Trends
- Online Fundraising in the RMH World
- Leveraging Online Trends
- “Grateful Patient” Campaigns
- Proven Results
- Campaign Strategy
- The Blackbaud® Solution

## Online Fundraising Trends

- In general, regular website users tend to be more affluent, more educated, and more comfortable giving online...
  - 4 out of every 5 donors have made at least one charitable gift online
  - 51% prefer to make online donations
  - 46% expect to make a more gifts online within the next 5 years
  - 92% of donors like getting year-end tax receipts by e-mail
  - 74% percent say e-mail messages are appropriate when notifying donors that it's time to renew an annual gift

*Source: **Wealthy People Increasingly Give Online**, Study Finds By Elizabeth Schwinn*

## Online Fundraising Trends: Ronald McDonald Houses

- About 12 Houses currently utilize Blackbaud’s internet tools
- Average gift in December was over \$250 (well above the industry average)



<i>RMH – Kansas City</i>	<i>RMH – Austin</i>	<i>RMH – Global</i>
<ul style="list-style-type: none"><li>• Launched a “Give a Little Love Campaign” to help close the gap between the family contribution and the actual cost of a room.</li><li>• The Campaign raised \$57,000 online last year via the <b>Friends Asking Friends®</b> tool.</li></ul>	<ul style="list-style-type: none"><li>• <b>Friends Asking Friends®</b> was used to enhance participation in online fundraising events like the Lights of Love and the 100 Mile Bike-a-thon.</li><li>• Their Bike-a-thon alone raised over \$75,000 last year.</li></ul>	<ul style="list-style-type: none"><li>• Online donations, e-Cards, online event registrations and supporter portals.</li><li>• Raises hundreds of thousands of dollars annually using <b>Blackbaud NetCommunity</b>.</li></ul>

## Quick Wins...things you can do today:

- Create an online giving page on your website
  - More than 65% of you are already doing this
  - Offer a variety of donation vehicles (monthly giving, eCards, etc)
  
- Start collecting email addresses
  - Capture an email address at every interaction
  - Offer incentives for email signup
  - Begin sending regular email communications
  
- Engage in Social Media
  - Create a Facebook page, start a blog...utilize viral marketing tools to spread the word
  
- Launch a virtual fundraising campaign
  - “Grateful Guest” Campaigns
  - Walk-a-thons, Bowl-a-thons, Runs, etc.

## “Grateful Guest” Campaigns

- What is it?
  - An extension on things you are already doing today (Guest Stories, Sponsor a Guest)
  - Taking a cue from Hospital Foundations call “Grateful Patient” campaign
  
- Who is the target audience?
  - Focused on the families, friends, and colleagues of your past guests
  - The “target list” is their personal contacts
  - Leveraging the connections of your most passionate advocates
  
- Why is this effective?
  - Not really a “direct ask” in the traditional sense
  - A personal message is sent from someone familiar who is sharing their story
  - Value of your mission is communicated first-hand from those who are most affected

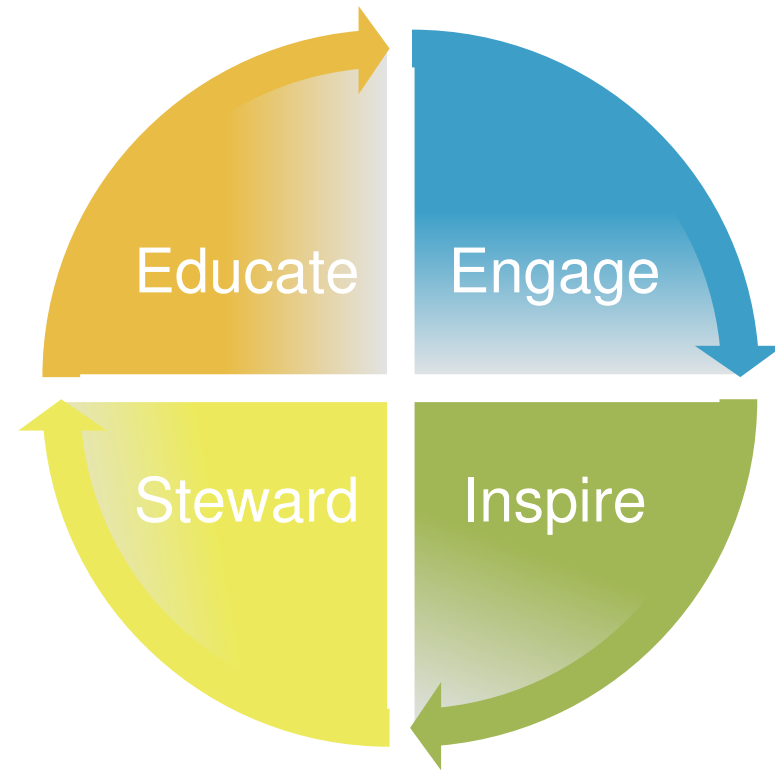
## Proven Results of Friends Asking Friends®

- Latest Fundraising Statistics
  - Total number of events: 5,500
  - Total amount raised online: \$445 million
  - Total online transactions: 6.9 million
  - Average online gift size: \$59.40
  - Largest online event: \$13.8 million
- Participation Statistics and Metrics
  - Average participant sends 27 emails
  - Emails have a 90% greater open rate
  - 32% of emails result in a transaction
  - Participants raise 6 times more than those not using our tools



## Friends Asking Friends® Strategy

- Allow your most passionate supporters to share their story
- Leverage viral marketing to spread the word
- Acquire new donors with an easy “point-of-entry” activity
- Convert one-time donors into loyal supporters





## Other ways to implement Friends Asking Friends®

- The “a-thon” based model (walk-a-thon, bowl-a-thon, etc)
  - Associated with an actual event
  - Usually requires registration fees
  - Tends to generate a lot of excitement
  
- The Board Appeal
  - Launched as an “internal” fundraising initiative
  - Targeted to the social & professional networks of the Board of Directors
  - A modern spin on the traditional ‘give or get’ for board members

## Friends Asking Friends<sup>®</sup> Best Practices

- Engaging your guests
  - Collect email addresses as often as possible
  - Educate your guests about this program
  - Reach out to past guests that may be interested volunteering for the campaign
  
- Preparing them for success
  - Host quick training sessions on how to use the tools
  - Post FAQ documents with screenshots and best practices
  - Encourage them to also social media like Facebook and Twitter
  - Create a “Grateful Guest” forum to facilitate discussion and excitement
  
- Cultivating the new donor relationship
  - Communicate with them in a manner that reflects their history
  - Encourage them to give smaller amounts on a regular basis (i.e. monthly giving)
  - Begin collecting interests and preferences to better target your message

## The Blackbaud® Solution

- Scalable to accommodate future growth
- Integrated to coordinate online and offline efforts
- The complete story...from acquisition to retention

