

Fundraising in the Digital Age

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25th June 2011



Agenda



Introduction

Aspects of a digital strategy

Best Practices

Questions & Answers



WWF IN SHORT

+100

WWF is in over
100 countries, on
5 continents

1961

WWF was founded
In 1961



+5000

WWF has over
5,000 staff
worldwide

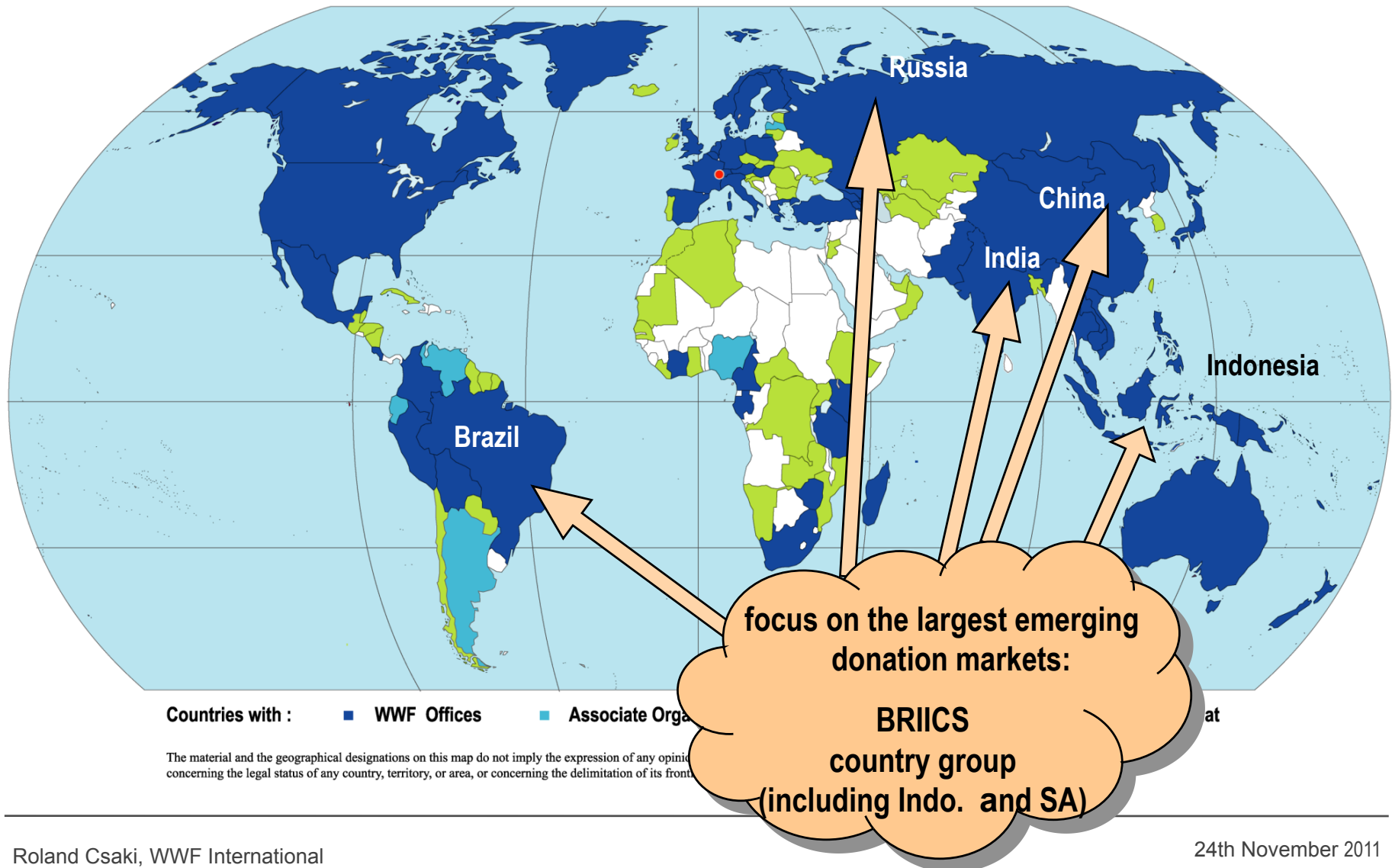
+1m?

+5M

WWF has over
5 million supporters



WWF, Global Membership Initiative



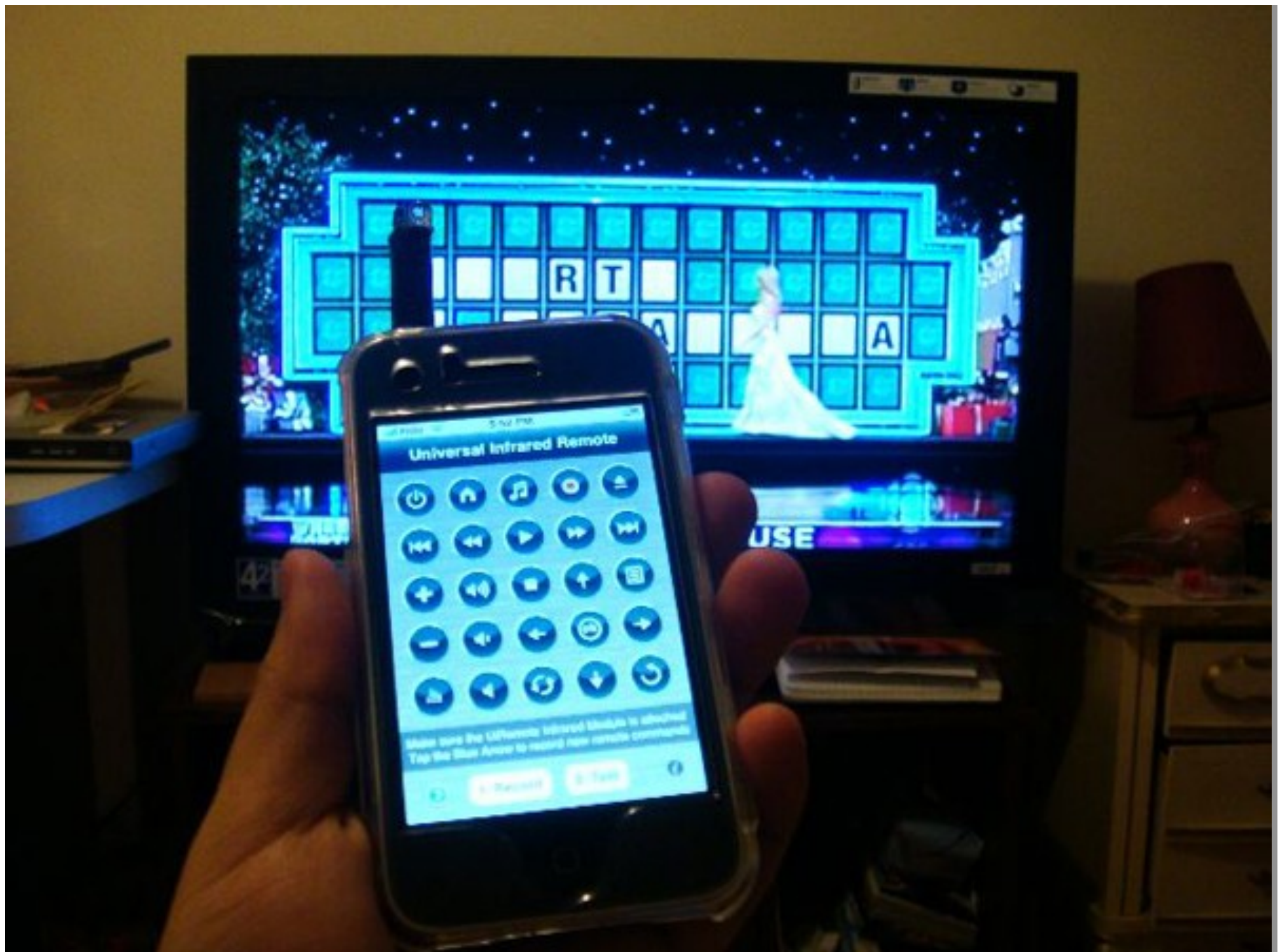


**More people on the Earth
have mobile phone than
access to computer**

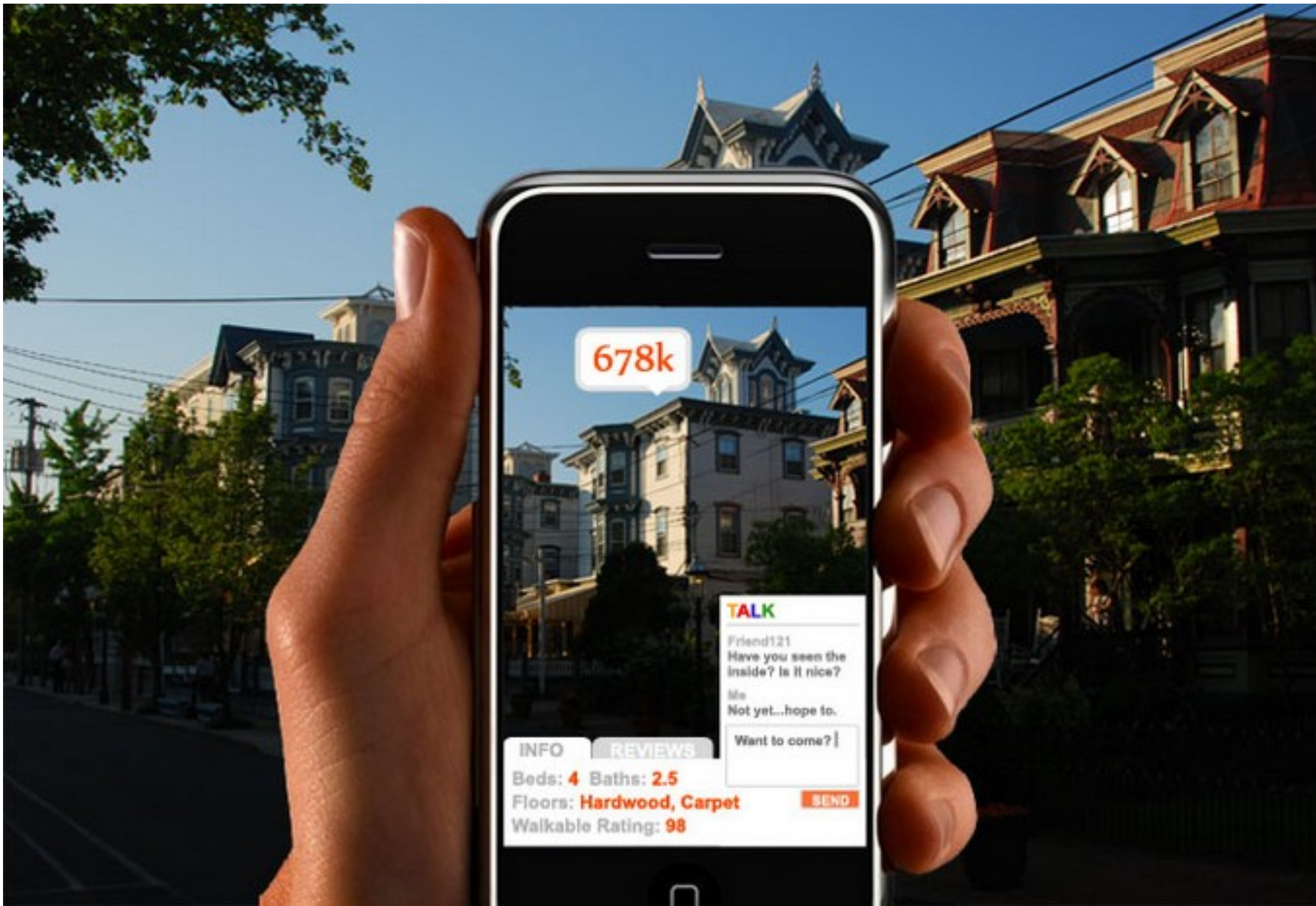


Fundraising in the Digital Age Ideas & Best practices









678k

TALK

Friend121
Have you seen the
inside? Is it nice?
Me
Not yet...hope to.

Want to come? |

INFO REVIEWS

Beds: 4 Baths: 2.5
Floors: Hardwood, Carpet
Walkable Rating: 98

SEND



Fundraising in the Digital Age Ideas & Best practices



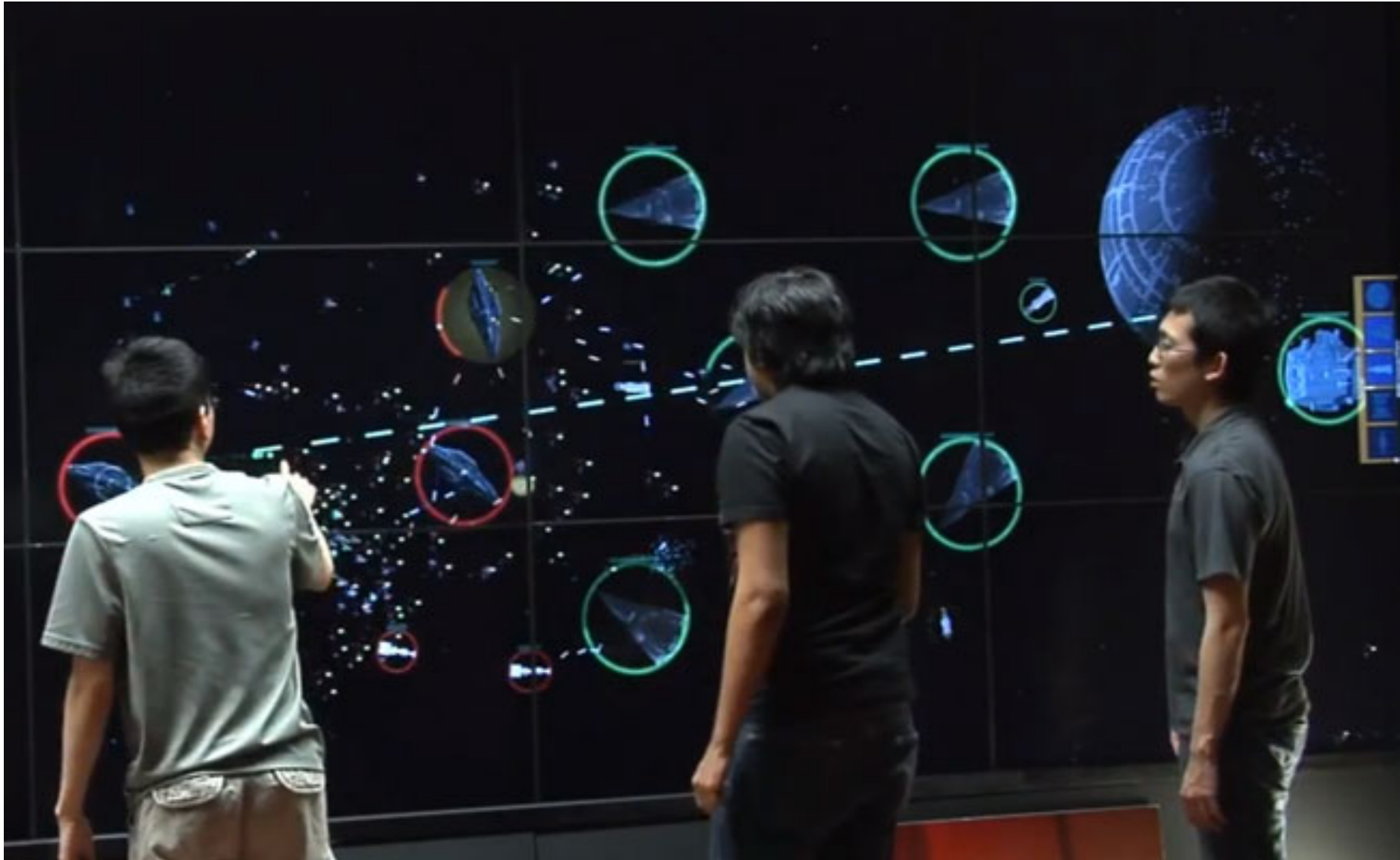


Fundraising in the Digital Age Ideas & Best practices





Fundraising in the Digital Age Ideas & Best practices





Fundraising in the Digital Age Ideas & Best practices





Fundraising in the Digital Age Ideas & Best practices





Fundraising in the Digital Age Ideas & Best practices





Agenda

Introduction



Aspects of a digital strategy

Best Practices

Questions & Answers



“Digital Marketing is not about the mobile phone but people becoming mobile.”



**People will be online
7 days a week,
16 hours a day**



**Wherever they are,
whatever they do...**

**They will be connected
on a tiny screen ...**

...to other people.



Keeps your marketing up with the digital age?

- Do you sell tickets online?
- Are you on Facebook / Twitter?
- Is your website optimized for mobile viewing?
- Do you do Google Adwords (Grant)?
- How large is your direct reach (email database)?



Fundraising in the Digital Future

- Walls between online and offline channels will fall
- People on internet 24/7
- Endless varieties for multichannel integration
- Every generation and demographic group will be available by any online means



New digital language: „about YOU”

Press centre | Research centre | **Join WWF** | About us | Scotland | Wales | Northern Ireland | Search WWF

What we do | **How you can help** | **Join, Adopt or Donate**

If you ever buy wood or paper products, you need to read this...

Now's the time to register for WWF's Earth Hour

50 YEARS OF CONSERVATION Why tiger conservation is a constant struggle - but well worth the effort

Helping tigers claw their way back
Building on our past successes to secure their future

We do...

Great news on UK woodlands

Loving trees...
On Valentine's Day, WWF and the Forestry Commission helped launch the 'Love Forests' campaign. To mark the launch,

You can...

Help save Virunga from oil threat

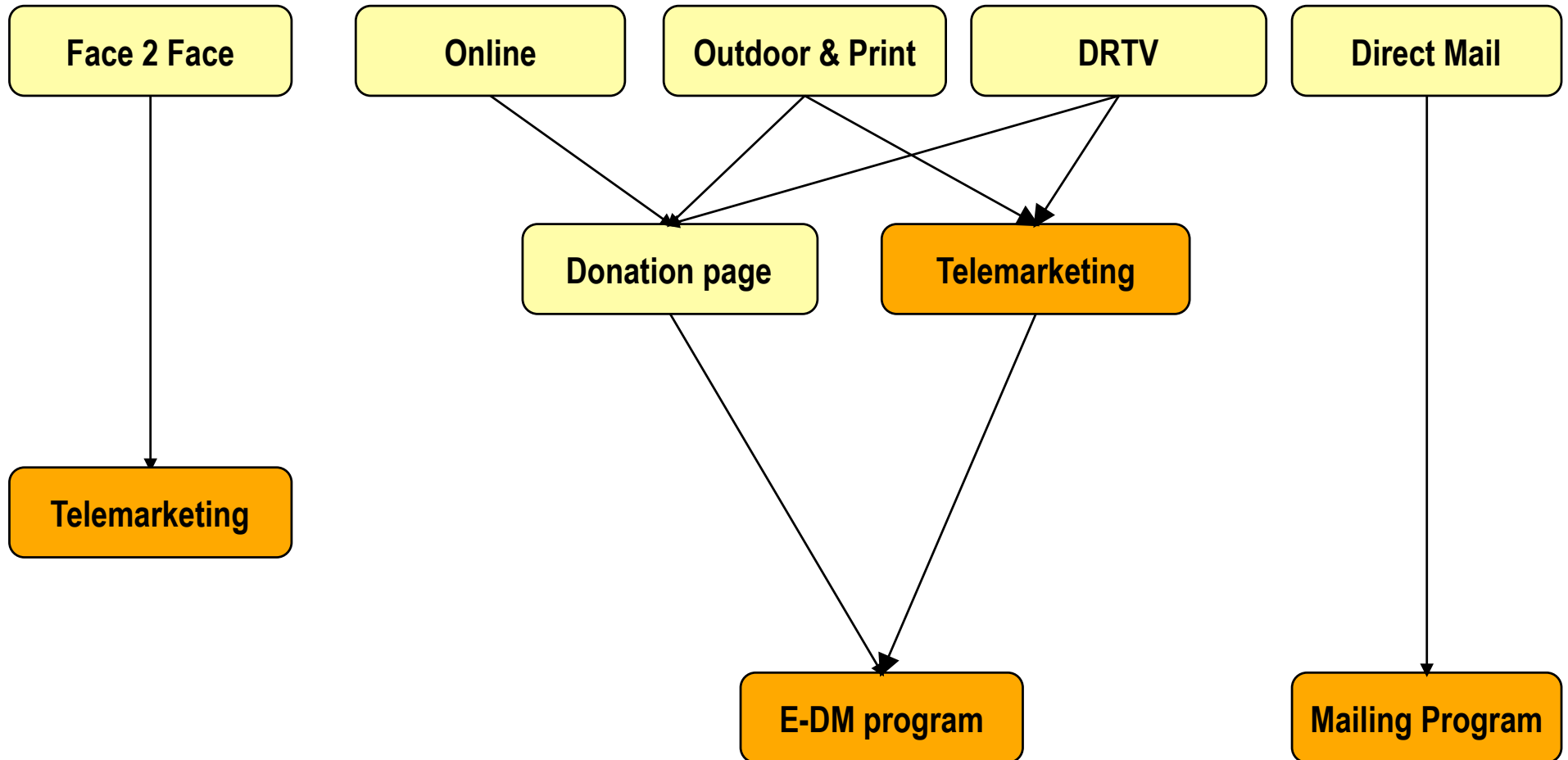
See why the Climate Change Committee needs protecting
It's not just forests that are affected by the government's Public Bodies Bill proposals...

OUR WORLD. OUR FUTURE. JOIN IN **Join in now**

Adopt a turtle



Fundraising Channels in PAST...



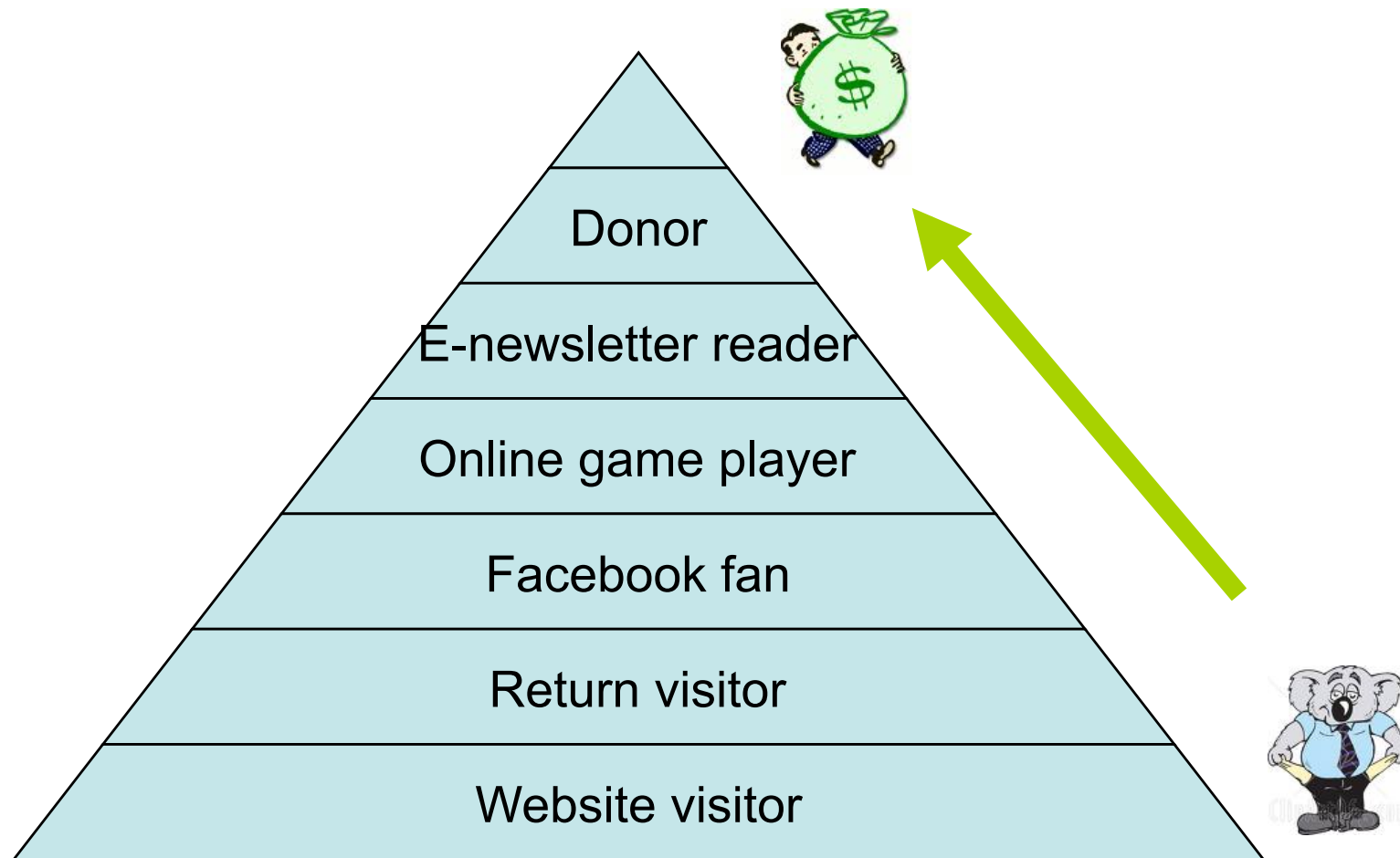


...and today

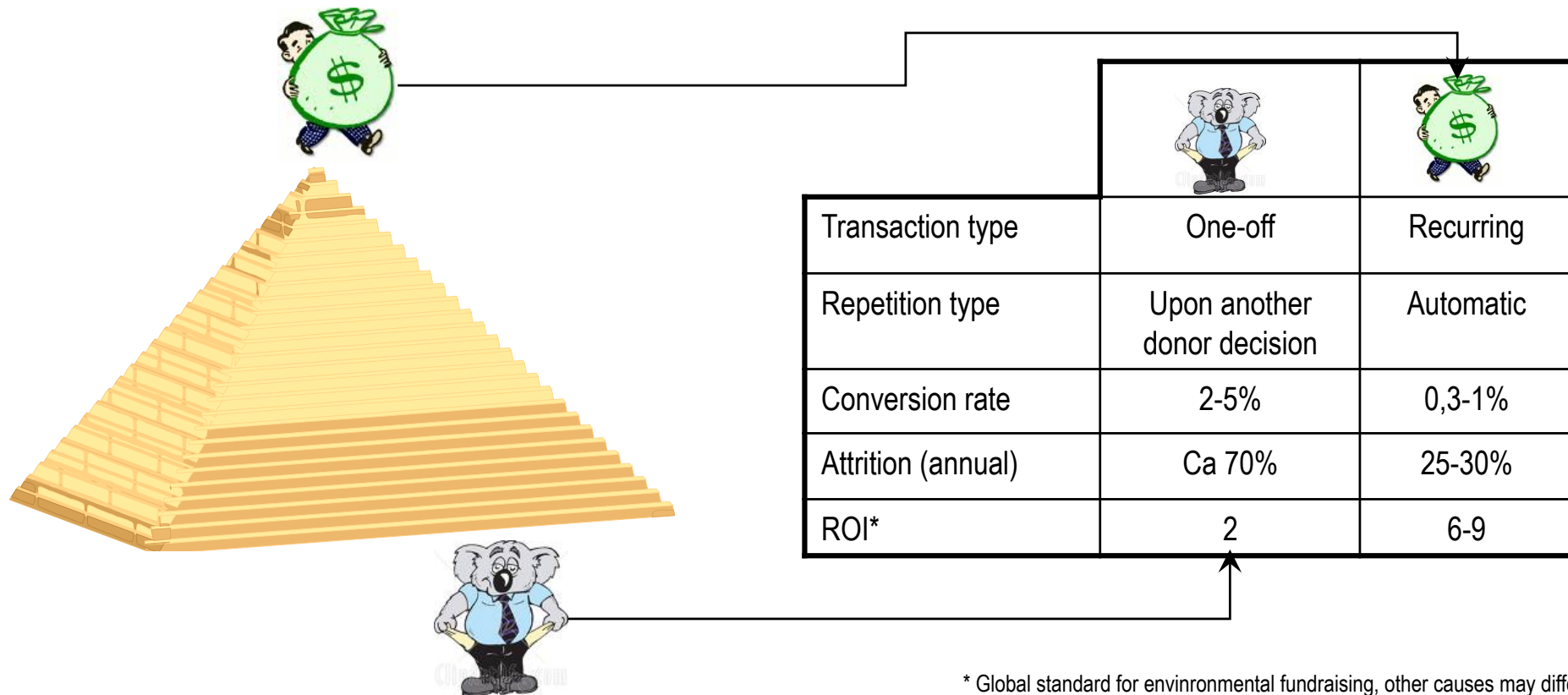
Face 2 Face



Contact Value Piramide



Donor Value Pyramid

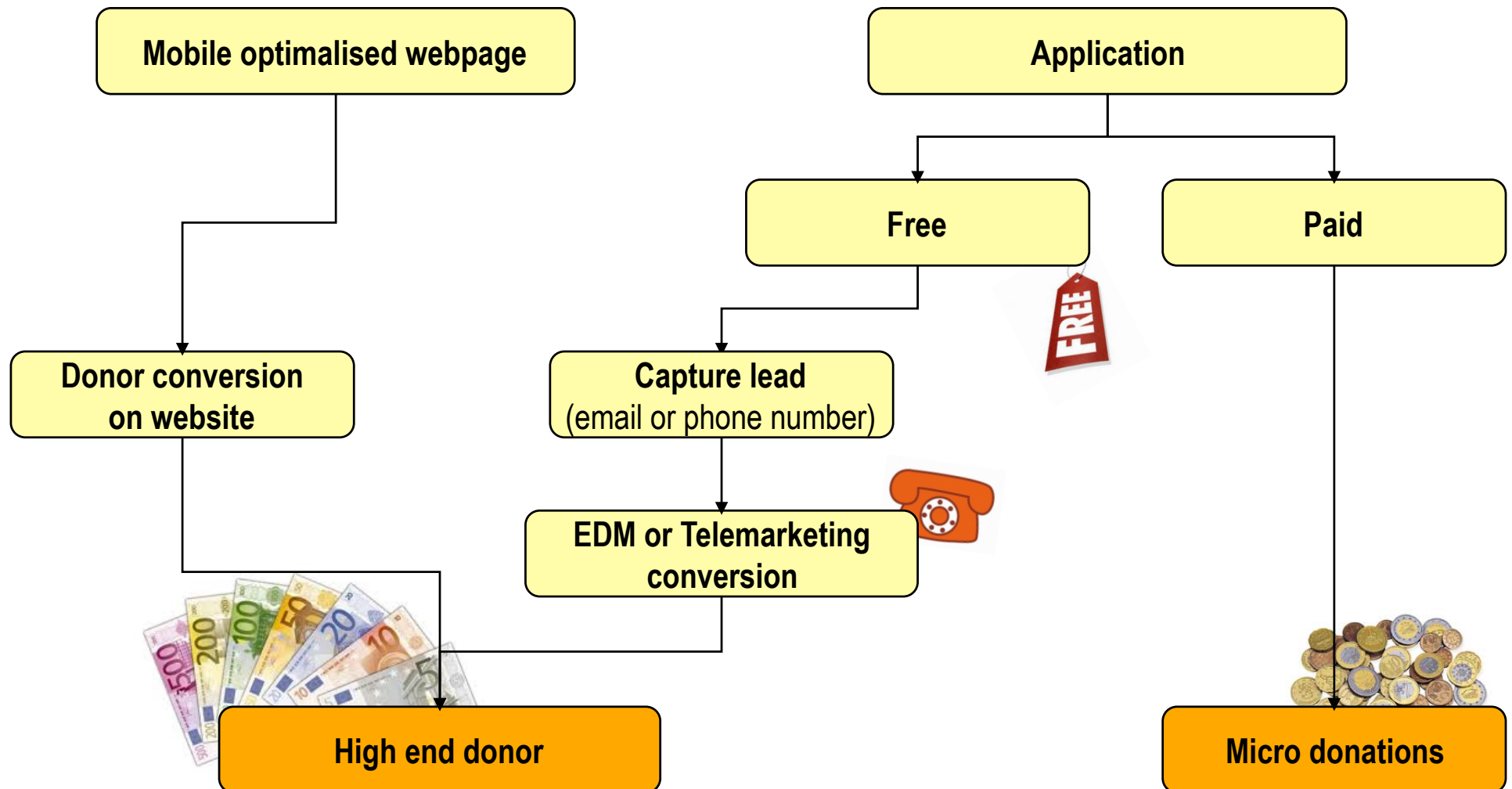


* Global standard for environmental fundraising, other causes may differ

* ROI based on a paying donor, not on total program



Mobile Decision-making Tree





6 ways to increase your revenue

- ✓ Ask for...
- ✓ Improve the efficiency of the online sales channel
- ✓ Capture „leads” (contact details)
- ✓ Integrate mobile & offline
- ✓ Extend your points of sales
- ✓ Cross-selling



Website: primary gateway for revenue generation

The screenshot shows the Attleboro Arts Museum website. The browser's address bar displays the URL <http://www.attleboroarts.org/>. The website header includes the logo and the text "ATTLEBORO ARTS MUSEUM" and "ARTS for everyone". The navigation menu contains links for Home, 2011 MUSEUM DRIVE, Art Classes, Exhibitions, Events, About, Membership, and Contact. The main content area features a large banner for "Members' Exhibition" with a list of activities: museum, gift shop, holiday, and extravaganza. Below the banner are three promotional boxes: "Winter Art Classes", "The Devil in the White City at the Museum's Art Lovers Book Club: Jan 28th; 2-4pm", and "Museum Gift Shop". The "Museum Gift Shop" box is circled in red. The browser's taskbar at the bottom shows several open applications, including "Museum fundraising", "Attleboro Arts Mu...", "http://wwf.ru/hel...", "Skype", and "ITC Sync".



Ask for donations

Major failor: not asking for!

The screenshot shows a web browser window displaying the website for the Great Lakes Naval Memorial & Museum. The browser's address bar shows the URL <http://www.rujhelp...>. The website header features the museum's logo and the text "home of the USS SILVERSIDES". The main content area is titled "DONATIONS" and includes a "DONATE" button. Below the button, there is text explaining that the museum is a 501(c)(3) Non-Profit and that all donations are fully tax deductible. It also provides mailing instructions for checks or money orders to 1346 Bluff, Muskegon, MI, 49441. A photograph of a group of sailors in uniform is visible on the right side of the page. The browser's taskbar at the bottom shows several open tabs, including "Museum Fundraising" and "Donations - Suppo...".



Donate and join a community

The screenshot shows a web browser window displaying the 'STAND UP for Tiny Lives' campaign page. The page features the Action Medical Research logo and the campaign title. A navigation menu includes 'Join The Campaign', 'Contact your MP', 'Tell people', 'Donate', 'Real stories', 'Your stories', and 'News'. A prominent progress bar indicates that 2,241 people have signed up, with a goal of 5,000. The progress bar is highlighted with a red oval. Below the progress bar, there is a photograph of a baby and a graphic of many handprints.

action medical research for children, for life

STAND UP tiny lives count

1) Join The Campaign 2) Contact your MP 3) Tell people about us Donate | Real stories | Your stories | News |

people are standing up for tiny lives 2 2 4 1

..... 2241 people have signed up in the last 603 days. Help us get to 5,000

Stop premature babies dying

Each week more than 25 premature babies die in the UK as a result of being born too soon.

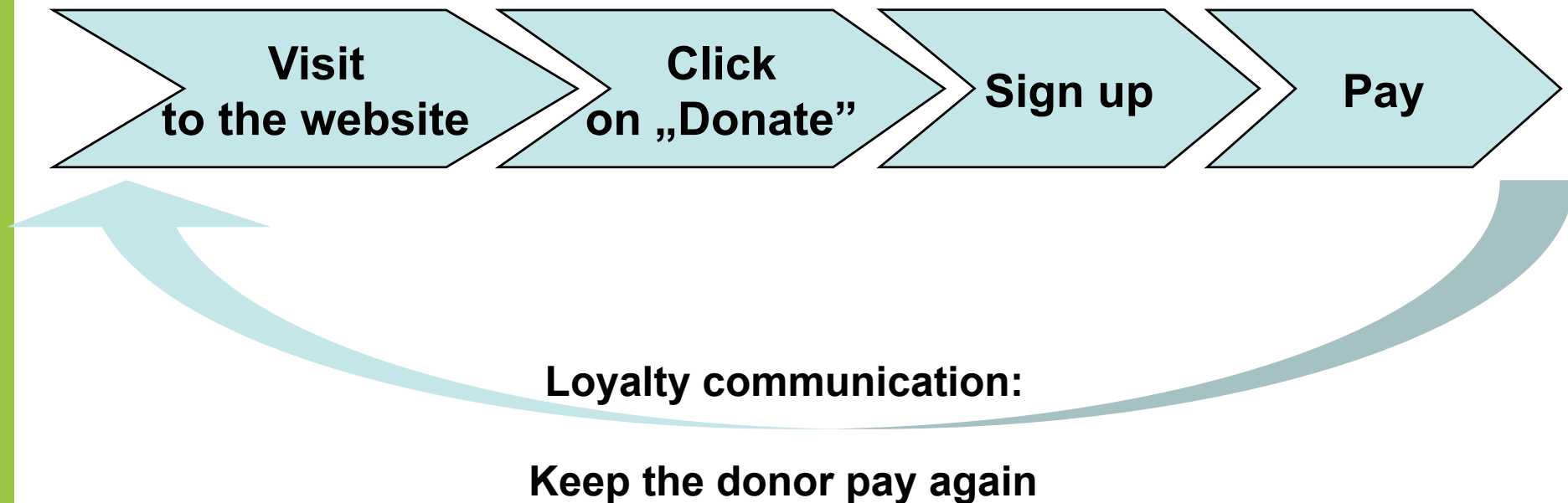
The STAND UP for Tiny Lives Campaign is calling on the UK government to urgently develop a 10-year National Research Strategy to understand why babies are born early.

[Ask your MP to back our call today](#)

About Action Medical Research | About the campaign | Partners | Contact Us | Security and Privacy | Digg | Del.icio.us | Technorati



Fundraising Funnel



Well Established Funnel



Malfunctioning Website Funnel





Build database Capture emails

The screenshot shows the WWF website with a navigation menu at the top: HOME | WHO WE ARE | WHAT WE DO | PLACES | SPECIES | SCIENCE | CLIMATE | ACT NOW. A search bar is located to the right of the menu. Below the menu is a large banner for the "50th Anniversary Photo Contest" with the text "Enter for a chance to win a trip to see polar bears in the wild". To the right of the banner is a navigation menu with buttons for DONATE, ADOPT, TRAVEL, and LOG IN. Below this is a "get email from WWF" form with a text input field labeled "enter your address" and a submit button. Below the form are social media icons for YouTube, Twitter, Facebook, RSS, and Email. A red circle highlights the "get email from WWF" form and the "Other WWF Sites" link above it. Below the banner are four small images with captions: "Photo Contest", "Partners for Conservation", "Good News for Rhinos", and "A Search for Polar Bears". To the right of these images is a "Sign the Pledge" section with the text "Don't let Congress slash funding for the environment and conservation" and a link. Below that is an "Enter Our Photo Contest" section with the text "Show us how nature inspires you for a chance to win a trip of a lifetime" and a link. At the bottom right is a "Connect" section with the text "Subscribe to us on YouTube to watch the latest wildlife and conservation videos" and a link. Below the banner is a "What's Inside" section with a "SHARE" button and a "50 Reasons for Hope. #13" section with the text "We've got bison babies." and a "WWF IN ACTION" section with two bullet points: "Collaboration Helps Boost Rhino Populations" and "WWF Supports Largest Tiger Survey Ever Conducted". To the right of the "What's Inside" section are two columns: "ADOPT A SPECIES" with three tiger plush toys and "CURRENT TV ADS" with a tiger in a natural habitat.



Put your donation button above the „Fold”





HEUREKA

Suomi Svenska English
Русский Eesti keel

SUOMALAINEN TIEDEKESKUS | FINLANDS VETENSKAPSCENTER | THE FINNISH SCIENCE CENTRE

Google™-tasmähtaku SEARCH

VISITING US CONTACT US EXHIBITIONS PLANETARIUM PROGRAMMES TRAVELLING EXHIBITIONS ABOUT HEUREKA IMAGE BANK

Night of Chemistry 2.12.2012 15-24

Chemistry is part of life! Night of Chemistry at Heureka brings the International Year of Chemistry to a close.

The event will include various scientific shows and experimental workshops for all ages. The themes are a better life, innovation, health and the environment. The final of the National Soap Bubble Competition, which has been running all year, will also take place at Heureka. The Night of Chemistry programme ranges from entertainment to science, and offers something for everyone. The most suitable part of the programme for children is from 3 pm to 9 pm, while late evening offers more challenging scientific content, especially for young people and grown-ups. The final lectures are of a university standard.

The 'Night of Chemistry' is mostly in Finnish. It is free of charge.

Event Manager Paula Havaste, tel. int+358-40-9015375. Email paula.havaste(@)heureka.fi

Missing

Sign up for the event

Email

Name

Tetszik



Build database Make Facebook friends

The screenshot shows the Heureka website interface. The main content area includes a featured article titled "ABOUT A COIN" with the subtext "Mint your own coin with your own picture on it." Below this are sections for "NEWS" and "22.11.2011 AT HEUREKA:" which lists various exhibitions like "About a Coin Exhibition" and "Children's Heureka Exhibition". On the right side, there is a Facebook widget for "Heureka a Facebookon" with a "Tetszik" button. This widget is circled in red, and a green checkmark is placed to its right. The browser's taskbar at the bottom shows several open applications including "Museum fundraising", "Microsoft Excel", and "Englanti | HEUREKA - ...".



Build database

Make Facebook friends – but everywhere

The screenshot shows the Heureka website interface. At the top, there's a navigation bar with the Heureka logo and text in Finnish, Swedish, and English. Below the navigation bar, there's a search bar and a menu with options like 'VISITING US', 'CONTACT US', 'EXHIBITIONS', etc. The main content area features a blue sidebar with a list of event categories: 'Public events', 'School programmes', and 'Birthday parties'. The main content area displays a photo of a public event with a man and a woman, followed by the text 'Kati Tyystjärvi/Heureka'. Below this, there's a section titled 'Public Events at Heureka' with a paragraph describing the events. Further down, there's a section titled 'Night of Chemistry 2.12.2012 15-24' with a detailed description of the event. A large red question mark is overlaid on the right side of the screenshot. At the bottom, there's a Windows taskbar with several open applications, including 'Museum Fundraising', 'Microsoft Excel', and 'Public events | HEUR...'. The taskbar also shows the system tray with various icons and the name 'Józsa Domonkos'.

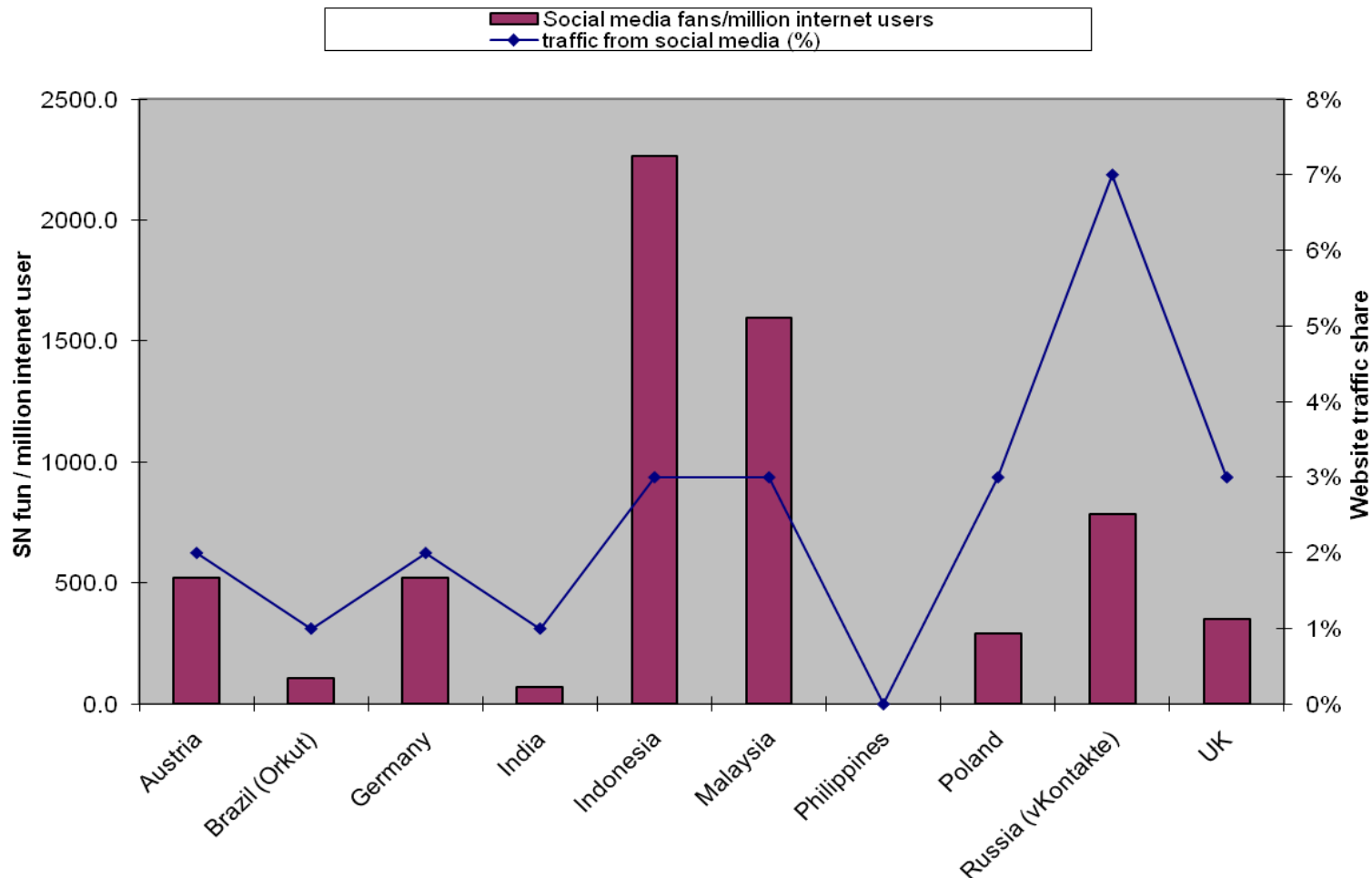


Build database Like everywhere

The screenshot shows the WWF Hungary website. The main navigation bar includes links for 'WWF-ről', 'Tevékenységünk', 'Hírek', 'Szórakozás', 'Támogass', and 'Cselekedj'. A large banner image of mushrooms features the text 'Adószámunk: 18226814-2-42'. Below the banner is a section titled 'Szerepelj a WWF filmjében!' with a text block and a 'Tetszik' button. A red circle highlights the Facebook logo in the social media sharing options. Another red circle highlights the 'Tetszik' button. On the left sidebar, there is a section for 'Aktuális kampány' featuring a lynx and the text 'Segítsd adód 1 százalékával a hiúzok védelmét!'. At the bottom left, a Facebook widget shows the WWF Hungary profile with a 'Tetszik' button and a list of users who liked the page. A red circle highlights this entire Facebook widget. On the right sidebar, there is a 'Tudj meg többet!' section with a search bar and a 'Tölts le!' section with links to 'ADÓ 1% nyilatkozat', 'Háttérképek', and 'Videók'. At the bottom right, there is a green call-to-action box: 'Támogasd adód 1%-ával a WWF Magyarország erdővédelmi programját, mentsd meg a Magyarországon élő hiúzokat!'.



Having FB fans isn't enough, drive them to the website





http://www.universum-bremen.de

Webshop – step 1

Start >> Shop

ARTIKELÜBERSICHT

- Eintrittskarten**
- Jahreskarten
- Gutscheine
- Molekularartikel
- Hingucker
- Bücher
- Spiel & Bildung
- Wissenschaft & Spaß

| Shop
| AGB
| Versandinformationen

WARENKORB

1 Artikel
Summe: € 43,00

Zum Warenkorb

EINTRITTSKARTEN

Bitte geben Sie bei Bestellung einer Familienkarte die Anzahl der Kinder im Bestellprozess an. Dies ermäßigt gelten Kinder ab 6 Jahren, Schüler, Studenten, Auszubildende, Senioren, Ehrenpflichtige, Zivildienstleistende, Behinderte ab 70%. Für Kinder unter 6 Jahren ist der Eintritt frei.

Universum Eintrittskarte	Menge	Preis	Summe
Familien	<input type="text" value="1"/>	€ 40,00	€ 0,00
ermäßigt	<input type="text"/>	€ 11,00	€ 0,00
Erwachsene	<input type="text"/>	€ 16,00	€ 0,00
Guten	<input type="text"/>		
Abend	<input type="text"/>	€ 5,00	€ 0,00
Ticket			
Gesamtsumme			€ 0,00
Versandkosten			€ 3,00

In den Warenkorb

Sitemap • Impressum



http://www.universum-bremen.de Webshop – step 2

The screenshot shows a web browser window displaying the Universum Bremen webshop. The browser's address bar shows the URL <http://www.universum-bremen.de>. The page layout includes a left sidebar with a navigation menu under the heading "ARTIKELÜBERSICHT" (Article Overview). The menu items are: Eintrittskarten, Jahreskarten, Gutscheine, Molekularartikel, Hingucker, Bücher, **Spiel & Bildung** (highlighted), and Wissenschaft & Spaß. Below the menu are links for "Shop", "AGB", and "Versandinformationen". A "WARENKORB" (Shopping Cart) section shows "1 Artikel" and a total sum of "€ 43,00", with a "Zum Warenkorb" button. The main content area is titled "SPIEL & BILDUNG" and features three product cards: "Pocket Quiz" (€ 4,95), "Große Box der optischen Illusionen" (€ 19,95), and "Kosmos Mitbring-Experimente" (€ 8,99). Each card includes a product image, a brief description, and a ">> DETAIL" link. The bottom right of the page indicates "Seite 1 von 1" and navigation arrows. The Windows taskbar at the bottom shows several open applications, including "Museum fundraising", "Microsoft Excel", and "Universum Bremen: S...".



http://www.universum-bremen.de

Webshop – step 3

The screenshot shows a web browser window with several tabs. The active tab is 'Universum Bremen: Beste...'. The browser's address bar shows 'http://www.universum-bremen.de'. The page content is divided into several sections:

- ARTIKELÜBERSICHT**: A list of product categories including Eintrittskarten, Jahreskarten, Gutscheine, Molekularartikel, Hingucker, Bücher, Spiel & Bildung, and Wissenschaft & Spaß.
- WARENKORB**: A summary box showing '3 Artikel' and a total sum of '€ 68,79' with a 'Zum Warenkorb' button.
- RECHNUNGSADRESSE**: A form titled 'Angaben zur Rechnungsadresse' with fields for Name, Nachname, Firma, Strasse / Nr., PLZ, Stadt, Land (set to Deutschland), Email, and Telefon. There are also checkboxes for 'Abweichende Lieferadresse' and 'Rechnungsadresse ist Lieferadresse', and a 'Weiter' button.
- Progress Indicator**: A box on the right side of the form showing a 5-step process: 1. Rechnungsadresse (highlighted), 2. Lieferadresse, 3. Bezahlung, 4. Kontrolle, 5. Fertig.
- Footer**: Includes 'Sitemap • Impressum' and a Windows taskbar at the bottom with icons for 'Museum Fundraising', 'Microsoft Excel', 'Universum Bremen: B...', and 'Józsa Domonkos'.



http://www.universum-bremen.de

Webshop – step 4

ARTIKELÜBERSICHT

- Eintrittskarten
- Jahreskarten
- Gutscheine
- Molekularartikel
- Hingucker
- Bücher
- Spiel & Bildung
- Wissenschaft & Spaß

| Shop
| AGB
| Versandinformationen

WARENKORB

IHRE BESTELLUNG

Bitte kontrollieren Sie die hier aufgelisteten Daten zu Ihrer Bestellung.

Titel	Anzahl	Preis	Summe
Universum Eintrittskarte	1	€ 40,00	€ 40,00
Kosmos Mitbring-Experimente	1	€ 8,99	€ 8,99
Mülltrenner, Müsliesser und Klimaschutzter	1	€ 14,90	€ 14,90
Deutsche Post			€ 4,90
Rechnung			€ 0,00
Artikel Gesamt			€ 63,89
Inklusive MwSt.			€ 5,03
davon 7% MwSt.			€ 3,59
davon 19% MwSt.			€ 1,44
Gesamtsumme			€ 68,79

1. Rechnungsadresse
2. Lieferadresse
3. Bezahlung
4. Kontrolle
5. Fertig

Nach der Bestellung erhalten Sie eine E-Mail mit allen relevanten Kaufdaten. Wir empfehlen, sämtliche Transaktionsdaten sowie die AGB auszudrucken und an einem leicht zugänglichen Ort aufzubewahren.

Bitte bestätigen Sie hier, dass Sie unsere [AGB](#) gelesen haben.

Ja, ich bin an aktuellen Informationen aus dem Universum interessiert.

Für eingehende Hinweise zu Ihrer Bestellung nutzen Sie bitte das folgende Feld:




wwf.ru

One page signup & pay

Пожертвование индивидуального и семейного сторонника WWF

If you are already registered, you can enter on the link above right



When making a regular donation you get a panda!

1

One-time donation:

- 900 rubles.
- 2000 rubles.
- 5000 rubles.
- other: rub.

Regular contributions (monthly):

- 90 rubles.
- 200 rubles.
- 500 rubles.
- other: rub.

2

Methods of payment:

- Cash withdrawal
- Credit Card
- Payment System on the Internet
- Mobile phone
- Receipt for Savings
- Instant payment terminals

Data on the payer:

Last name

Name

Middle name

Email

3

Contact:

Mobile phone

Date of birth
- Day - --месяц-- - Mont - Year -

Mailing address

Введите свой индекс
либо нажмите **индекс неизвестен**, и мы поможем ввести Ваш адрес корректно (в соответствии с правилами почты России).

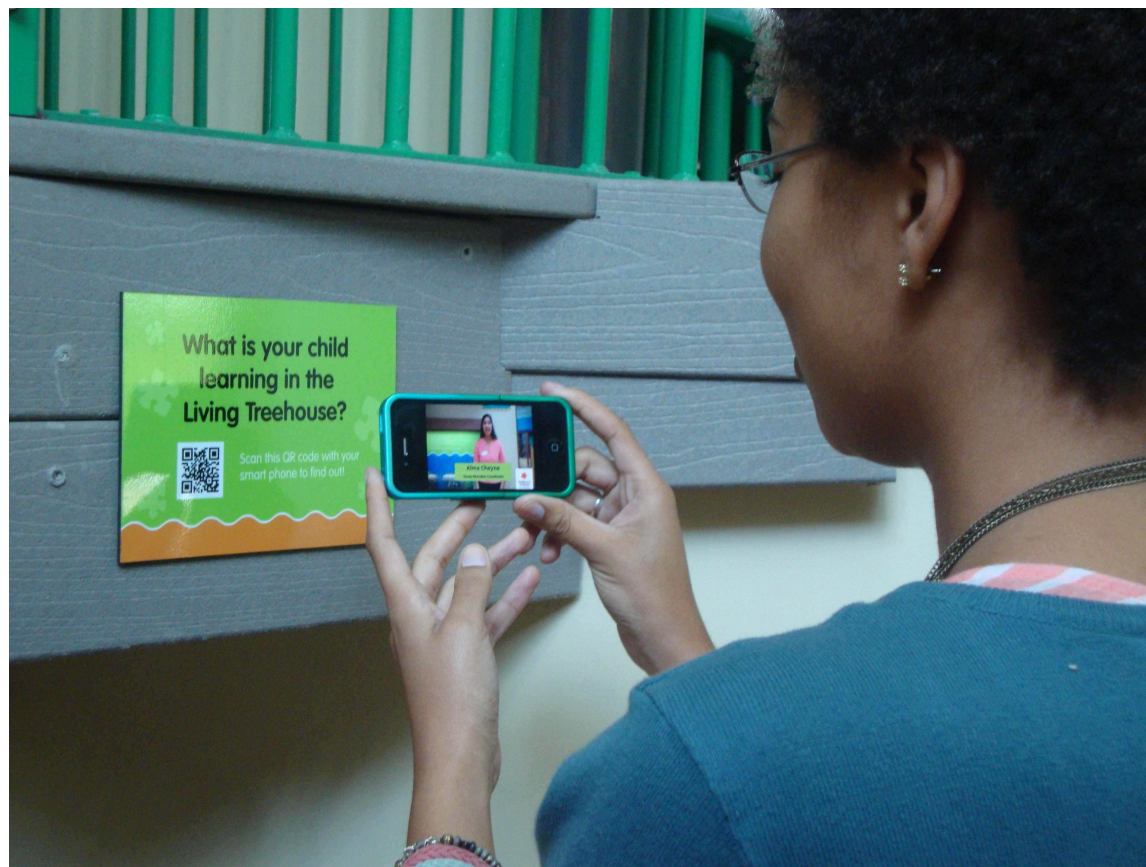
Remember me

Make a donation



QR code

Extra content for user / visitor tracking for us



Track interest and offer related products in Gift Shop



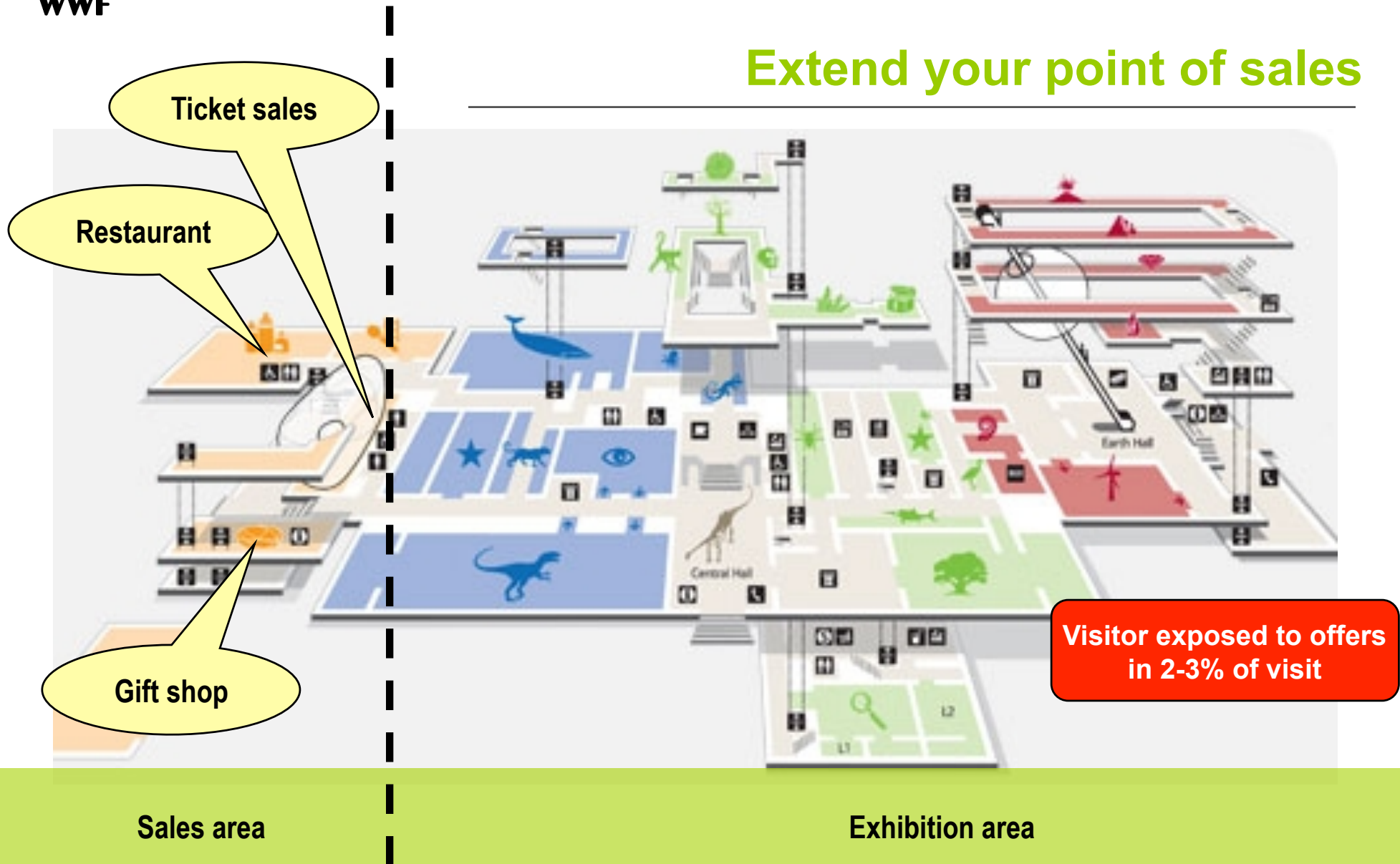


QR code: quick way from print to web





Extend your point of sales



Sales area

Exhibition area



Extend your point of sales

- Exit through Gift Shop

In Exhibition area:

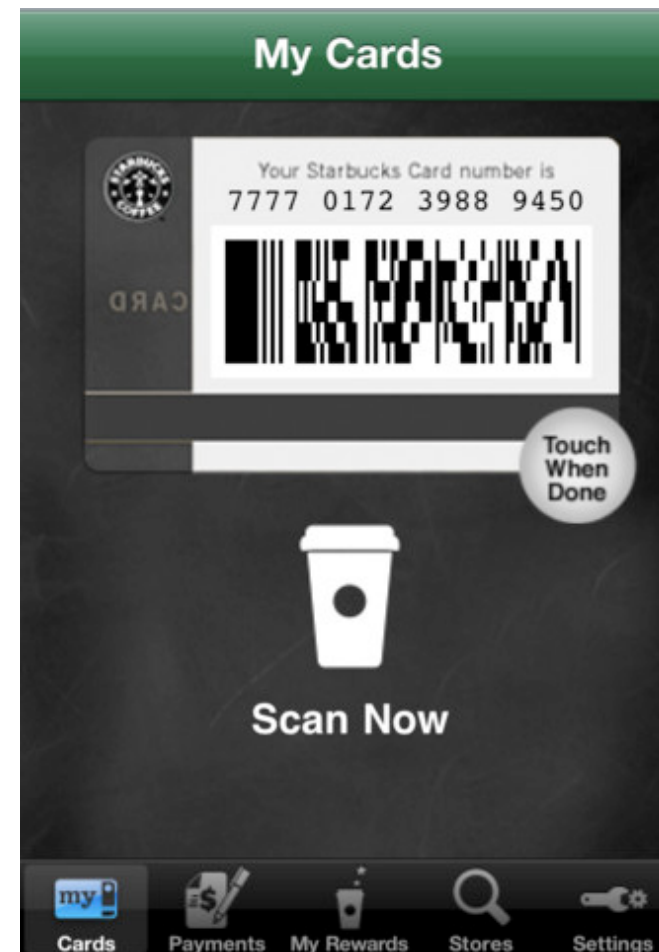
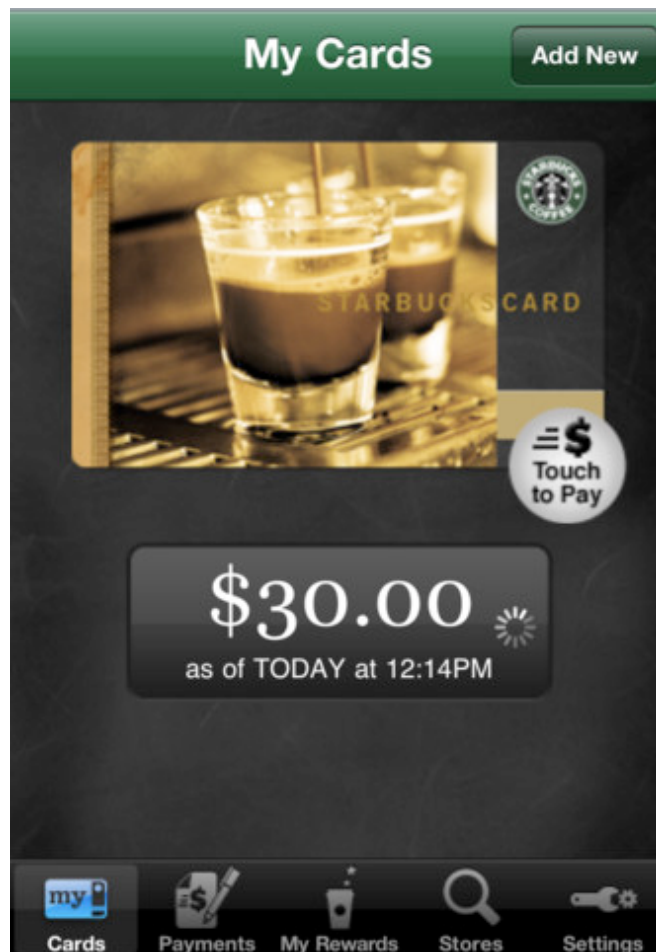
- Upgrade offer: become a member
- Voice guide paid mobile app
- Show related Gift Shop products near items
- Offer more content on mobi site – incl related Gifts



Cross-selling

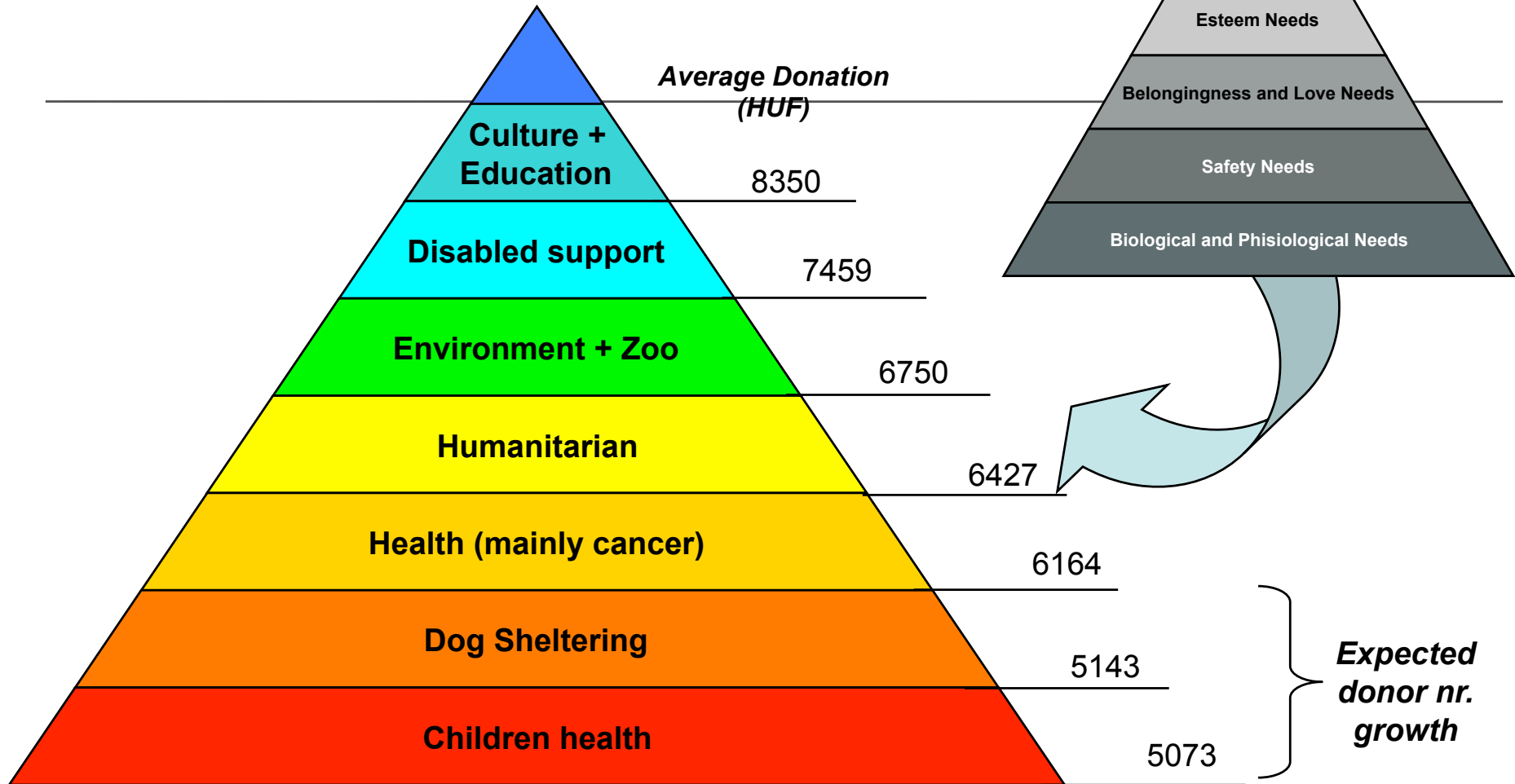
- Sell Ticket+coffee/lunch packages
- Book your personal guide online
- Voice guide (paid) Iphone/Android app

Starbucks mobi app: 3 million purchases





Maslow's Hierarchy of % Categories



Fundraising the Digital Age Ideas Best practices

• Maslow's piramide effects on %: people donate according to their social status



Thank You for
Attention!

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