



STOP SENDING EMAIL AND START RUNNING EMAIL CAMPAIGNS

PART TWO - EMAIL CAMPAIGN DESIGN & CONTENT

Firefly Partners

INTROS

Who are these Firefly Folks?



Jen Frazier
President



Maureen Wallbeoff
Vice President

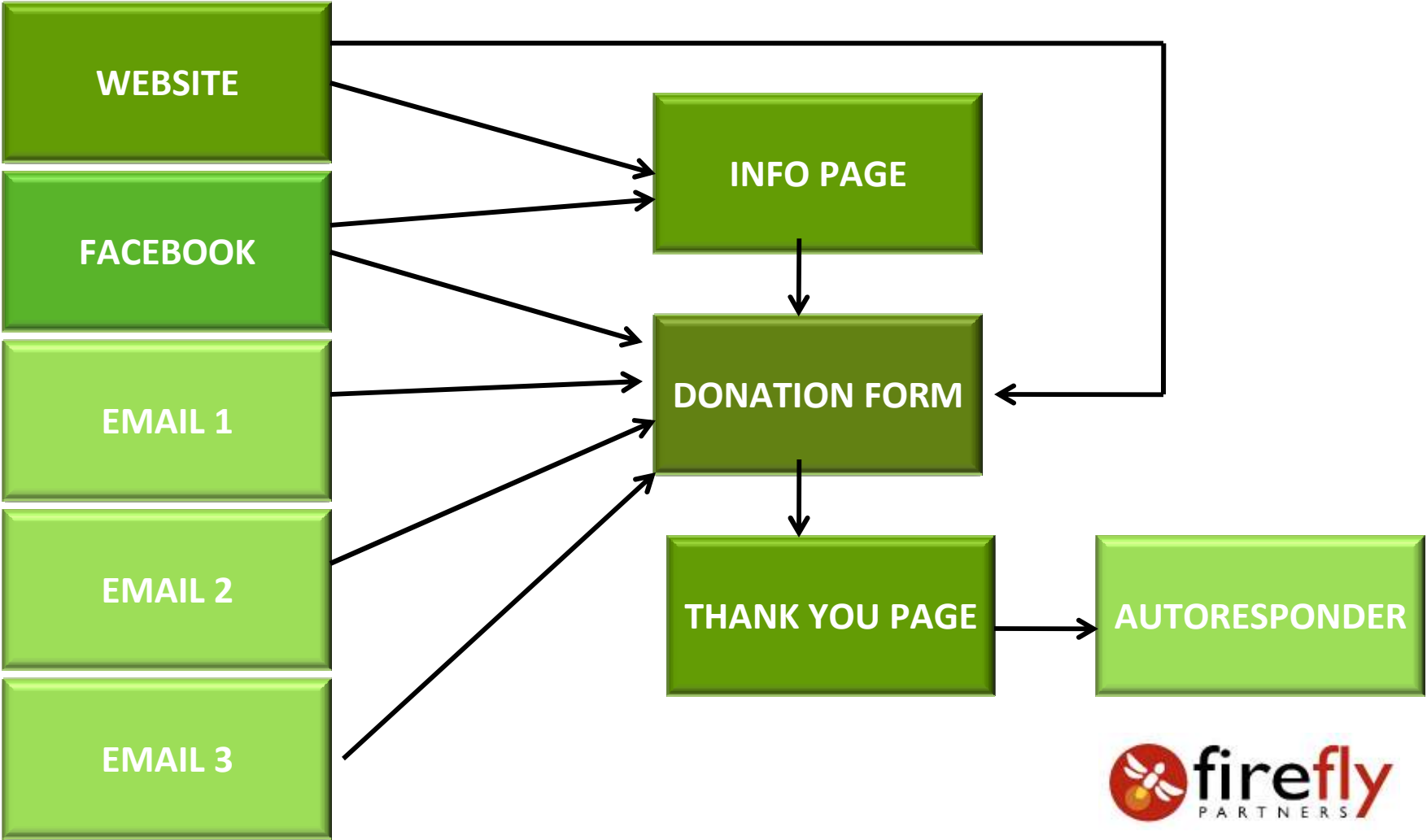


FIRST SESSION RECAP



- ⊙ Does your issue require a blast or a campaign?
- ⊙ Campaign Flavors
- ⊙ Campaign Building Blocks (Website, Messages, Online Advocacy & Fundraising, Social Networks)
- ⊙ Making A Plan

USER FLOW



WHEN TO BRAND



- ⊙ New, distinct campaign
- ⊙ Separately branded event
- ⊙ New icons/logos used – anniversary, newly launched program, etc.
- ⊙ Want/need visual break from rest of site

BRANDING EXAMPLES

Who's
Doing it
Right
American
Technion
Society



Home page, donation form,
email stationery



BRANDING EXAMPLES

Who's
Doing it
Right
US Fund for
UNICEF's TAP
Project

The screenshot shows the TAP Project website. At the top left is the TAP Project logo (a blue water drop with a glass) and the text "TAP PROJECT". Below it is a navigation menu with links: ABOUT, TAP IN YOUR CITY, RESTAURANTS, VOLUNTEER, DONATE, MEDIA, PARTNERS. The main content area features a large image of a glass of water. To the right of the glass, the text reads: "JUST \$1 can SUPPLY A CHILD with SAFE DRINKING WATER for 40 DAYS". Below the glass are three buttons: "LEARN MORE", "VOLUNTEER", and "DONATE". At the bottom, there is a "SIGN UP FOR UPDATES" section with a "FOLLOW US ON" link to Facebook. Below that are two sections: "WATER STORIES AROUND THE WORLD" with a photo of children and a quote: "And now, since we don't have to walk as far as before to fetch water, I finally get to go to school every day." with a "READ MORE" button; and "RESTAURANT MANAGERS" and "WORKPLACE COORDINATORS" with a photo of a man and a "READ MORE" button. The footer includes the UNICEF logo, copyright information for the United States Fund for UNICEF, and logos for "watergeeks" and "UNICEF".

The screenshot shows an email newsletter from the TAP Project. At the top is the TAP Project logo. Below it is a "Dear Coralee" salutation. The main body of the email contains several paragraphs of text, including a photo of a woman and children. The text mentions: "You are receiving this email because you were a 2008 Tap Project registered volunteer and were instrumental in helping us make the Tap Project a huge success! You recruited more than 2,000 Restaurants, generating more than 2000,000 in donations, and contributing to our 65,000 volunteer hours." It also mentions: "You have the ability to make the 2009 Tap Project campaign an even bigger success than last year. The 2009 Tap Project will take place during World Water Week, March 22 to March 28, 2009. Our goal is to raise \$1 million for UNICEF's water and sanitation programs and recruit 3,000 Campaign Volunteers to the cause." The email concludes with a signature of Tara Brughal, Tap Project Coordinator, Volunteer and Community Partnership, U.S. Fund for UNICEF.

Microsite, all sign up and
donation forms, email



BRANDING EXAMPLES

Who's
Doing it
Right
ACLU Illinois

ACLU ACTION SUMMIT MARCH 28, 2009 NORMAL, IL

Building An Illinois We Can Be Proud Of...

Join the ACLU of Illinois at the 2009 Action Summit on March 28th, 2009 in Normal, Illinois. You will hear from inspiring leaders in the fight for civil liberties for all Americans and take action on the issues you care about, including:

- Fixing the PATRIOT Act
- Improving access to reproductive health care
- Making Illinois a fair place for gay and lesbian families.

That is the work of the ACLU. Will you join us? Register Today!

Confirmed speakers include:

- Caroline Fredrickson, Director of the ACLU Washington Legislative Office
- Colleen Cooney, Executive Director of the ACLU of Illinois
- Jalen Peffer, ACLU Midwest Regional Field Organizer
- Jalen Peffer, AIDS Foundation of Chicago, Director of Government Relations
- Jill Metz, Guest President of the ACLU of Illinois

Resources
Register Now
Agenda
Map and Directions
Transportation and Parking
Accessibility and special needs

Tell A Friend
Send a Free eCard
Share on Facebook

Saturday, March 28th
8:30-3:30
108 N University Street
Room 514 Student Center
Illinois State University
Normal, IL
[> Register](#)

Can't make it to the summit? You can still become a member. Your support helps us fight for civil liberties for all Americans.

© 2009. This is the website of the American Civil Liberties Union of Illinois and the Roger Williams Foundation of ACLU, Inc.
ACLU of Illinois, 180 N. Michigan, Suite 2000, Chicago, IL 60610
P: 312.321.4146 | F: 312.321.4148 | E: action@aclu-il.org

Microsite, registration forms,
graphics for main site



BRANDING EXAMPLES

Who's
Doing it
Right
Al Franken



The screenshot shows the website for Al Franken's U.S. Senate campaign. At the top, the name "AL FRANKEN" is prominently displayed in blue, with "FOR U.S. SENATE" underneath. To the right, there is a "GET EMAIL UPDATES" form with fields for "EMAIL" and "ZIP" and a "GO" button. Below the header is a navigation menu with links for HOME, CONTRIBUTE, MEET AL, ISSUES, ACTION, EVENTS, BLOG, AUDIO/VIDEO, and PARTNERS. The main content area features a video player with the title "Thanks - and a special announcement" and five stars. The video shows Al Franken speaking. To the right of the video player is a text block with the same title and a paragraph of text: "Al thanks our 80,000-strong grassroots donor base and their support in the tune of over seven million dollars in 2007. Al introduced the TV campaign to unseat Norm Coleman. These ads were shown in the run-up to the Minnesota Caucuses and are available now on this website."

Autoresponders can be
more than plain emails



WRITING CONTENT



- ① Who Should Write?
- ① Reading Level – It's Important!
- ① Tone and Urgency
- ① An Image **IS** Worth A Thousand Words
- ① Buttons or Text Links?

AVOID THESE DEADLY SINS



- ⊙ Too Many Calls To Action
- ⊙ Buttons or Links that Don't Work
- ⊙ Typos
- ⊙ Too Much Content Jammed Into A Single Message
- ⊙ Bad Formatting

PAY MOST ATTENTION TO...



- ① Subject Line
- ① Sender's Name
- ① Your Call To Action (Three Times)
- ① Short, Skimmable Paragraphs
- ① Bulleted Lists
- ① Signature

MESSAGE EXAMPLES

Who's
Doing it
Right
National
Coalition For
Cancer
Survivorship



SPECIAL MESSAGE



Dear Firefly,

Ten years ago, when I was 31 years old, I was diagnosed with advanced colon cancer and told I had six months to live.

I went from planning for another baby to preparing for my funeral. With little hope and only one chemotherapy option, I fought the fight, surviving three clinical trials, five new therapies, and several other new treatments to slow my disease.

Along my journey, I became a strong self-advocate — someone who speaks up for herself. I learned that if I was to have a chance at surviving, *it was up to me* to find my way through a complex maze of physicians and treatment options. *Fortunately, I was not alone.*

The National Coalition for Cancer Survivorship (NCCS) has supported me at every turn, providing tools and information to help me make informed decisions and teaching me how to speak up for myself and others.

Their free Cancer Survival Toolbox® helps people learn to communicate with their doctors, make decisions about their treatment, solve problems, and stand up for their rights. NCCS also has useful information about insurance, employment rights and financial help — *vital information that can be hard to find when you're trying just to stay alive.*

There are almost 12 million cancer survivors in the U.S., and another 1.5 million will be diagnosed with cancer in the coming year. These folks need to be equipped the way I was, with the valuable tools NCCS provides. *We need your help to continue providing these resources and services.* Please **contribute to NCCS** and make a difference in millions of lives.


Suzanne Lindley
Cancer survivor, advocate, wife and mom
Canton, TX

P.S. Every \$10 donation helps provide a cancer survivor and his/her family with a



MESSAGE EXAMPLES

Who's
Doing it
Right
Missouri
Coalition For
Lifesaving Cures



Dear Maureen:

We all cheered in March when President Obama issued an executive order allowing for greater federal support for lifesaving stem cell research. But there is more work to do before the expansion in research is realized.

President Obama also instructed the National Institutes of Health (NIH) to develop guidelines for federal funding of stem cell research and to make sure the public has been given the opportunity to [submit comments on the guidelines](#).



Even though a majority of Americans support this important advance, stem cell opponents are doing what they can to derail it. They may be losing at the ballot box, but they are **beating us to the mailbox by targeting the NIH with an aggressive e-mail campaign opposing the president's plan.**

[Please don't let your silence embolden their dangerous attempts-- especially when all it takes is a simple message of support.](#)

To ensure the president's proposal moves forward, every one of us must contact the NIH. Our [step-by-step instructions](#) will show you how.

After you've let your voice be heard, [alert your family and friends](#). The deadline for public comments is May 26th.

Doctors and researchers are working tirelessly on treatments to some of our worst afflictions -- and we must make sure that work continues. Thanks so much for doing what you can to **show your support.**

Most sincerely,

Allen Todd, Executive Director
Missouri Coalition for Lifesaving Cures

P.S. Another great way to show your support is to attend a free showing of "The Accidental Advocate" -- a film about family, struggle and hope. Learn more about the statewide screenings and reserve your tickets [here](#).



DONATION FORMS



What makes a good donation form?

- ③ Donation levels to correspond to your list's donation history
- ③ Clearly branded to your org and your campaign
- ③ Few fields – keep the process short, simple and streamlined

DONATION FORMS

Who's Doing it Right

Seattle's Union
Gospel Mission

1 Gift Information **2** Review Gift

Join **Spirit 105.3** in support of Seattle's Union Gospel Mission. Use this form to make a secure, tax-deductible donation: \$36, \$76, or any amount you can give will help the Mission in its work to address the complex issues surrounding Seattle's homeless.



Select Gift Amount:

Make two monthly gifts of \$36.00. Just select this option and select 'sustaining gift'. Be sure to select two months as your gift duration.

Make one gift of \$76.00. Just select this option and select 'one time gift'.

Enter an Amount:

Gift type:

One-time gift

Sustaining gift

Select a Gift Duration:

Billing Information

***First Name:**

***Last Name:**

***Street 1:**

Street 2:

***City:**

***State/Province:**

***ZIP/Postal Code:**

Country:

Phone Number:

***Email Address:**

Yes! Please send me email updates on the work my gift helps make possible.

Remember my address.

Gift Information

Credit Card Type:

***Credit Card Number:**

***CVV Number:** What is this?

***Expiration Date:**



ADVOCACY FORMS



What makes a good action alert?

- ⊙ Clear call to action in short description at top
- ⊙ Easy to see what action will achieve
- ⊙ Can understand letter to decision maker
- ⊙ Few fields for participant to fill out

ADVOCACY FORMS

Who's
Doing it
Right
Sierra Club



EXPLORE ENJOY AND PROTECT THE PLANET
EXPLORE ENJOY AND PROTECT THE PLANET

Search our website

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Save Critical Habitat for the Florida Panther

1. Personalize the message text on the right with your own words, if you wish.
2. Complete the form below with your information.
3. Click the Send Message button to send your letter to: **Ken Salazar, Secretary of the Interior**



Photo courtesy of USFWS

* = Required fields

* Title:

* First Name:

* Last Name:

* Address 1:

Address 2:

* City:

* State / Province:

* ZIP / Postal Code:

Phone Number:

* Your Email:

Yes, I would like to receive periodic updates and communications from Sierra Club.
 Remember me. [What's this?](#)

Please Create Critical Habitat for the Florida Panther

Dear [Decision Maker],

Although the Florida Panther was originally declared an endangered species by the federal government in 1967, the amendment to the Endangered Species Act (ESA) which required each species so listed to also have designated critical habitat did not go into effect until 1978. As a result, no critical habitat exists for America's only big cat east of the Mississippi.

Once ranging throughout the southeastern United States from east Texas to the Carolinas, a single population of 50 to 100 individual panthers now remains, surviving on only about 5 percent of its former range. Florida's schoolchildren overwhelmingly selected the panther as the Florida State Animal in 1992. It is the iconic symbol of the world famous Everglades and all that is wild in Florida.

The Florida panther is a solitary and wide ranging species where males can have a range of up to 200 square miles. Scientists have concluded that existing habitat is the bare minimum the remaining population needs to survive. Five panthers have already been killed on south Florida highways this year, with an additional 24 panthers killed by vehicles in the preceding two years.

Please personalize your message

At this critical juncture, this situation must not continue. Decisions concerning new residential development and the opening up of protected public lands to motorized recreation are right around the corner. The Interior Department has the ability under the ESA to protect remaining habitat now. I strongly urge you to consider critical habitat designation for the Florida panther.

Sincerely,
[Your Name]
[Your Address]
[City, State ZIP]

[Home](#) | [Contact Us](#) | [Website Help](#) | [Español](#) | [Benefactors](#) | [Privacy Policy/Your California Privacy Rights](#) | [Terms and Conditions of Use](#)

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SOCIAL NETWORKING



http://en.wikipedia.org/wiki/List_of_social_networking_websites



SOCIAL NETWORKING



Comparison of Facebook Fan Sites, Groups and Causes

	Fan Site	Group	Causes
Add Applications	✓	✗	✗
Bulk Inviting Friends	✓	✓	✓ (500 per day)
Collect Donations	✗	✗	✓
Collect Petition Signers	✗	✗	✓ (only as beneficiary)
Comments on Wall Posts	✓	✓	✓
Discussions	✓	✓	✓
Flexible layout	✓	✓ (only vertical)	✓ (only vertical)
Host Facebook Events	✓	✓	✗
Make Others Supporters Admin/Officers	✓	✓	✗
Member can Create Wall Posts	✓	✓	✓
Send Message to members	✓ (sent as an update)	✓ (up to 5,000 members)	✓
Status Update	✓	✗	✗
Tracks Stats on Members	✓	✗	✓ (recruitment & donations)
Updates & Admin Posts Show Up in News Feed	✓	✗	✗
Users Can Post Photos, Videos, Links	✓	✓	✓
View Old Messages/Updates	✓	✗	✗

Facebook Fan Site: Fan sites are mostly used by non-profits, politicians, consumer products, and bands. It has the flexibility of individual user profile with the ability to add applications and status updates show up in all fans news feed. **Best for long-term presence and engagement with constituents**

Facebook Groups: Groups are easy to set-up and much less of a commitment for a user to join. It has a standard, familiar format for user engagement and is effective for short-term campaigns. **Best for creating short-term viral campaigns**

Facebook Causes: Causes have created built-in functionality to urge users to fundraise and recruit others to join. It effectively enables users to set recruitment and fundraising goals. **Great for non-profits who want a presence on Facebook, though do not want to maintain a fan site**



SOCIAL NETWORKING



- ① Links should be prominently placed & immediately eye catching
- ① Use banner ads, awareness ribbons and badges
- ① Use capitalization, spacing, special characters
- ① Provide updates to your members
- ① Build your profile to expand your campaign
- ① The more people you get into a profile, the more opportunity to engage them later

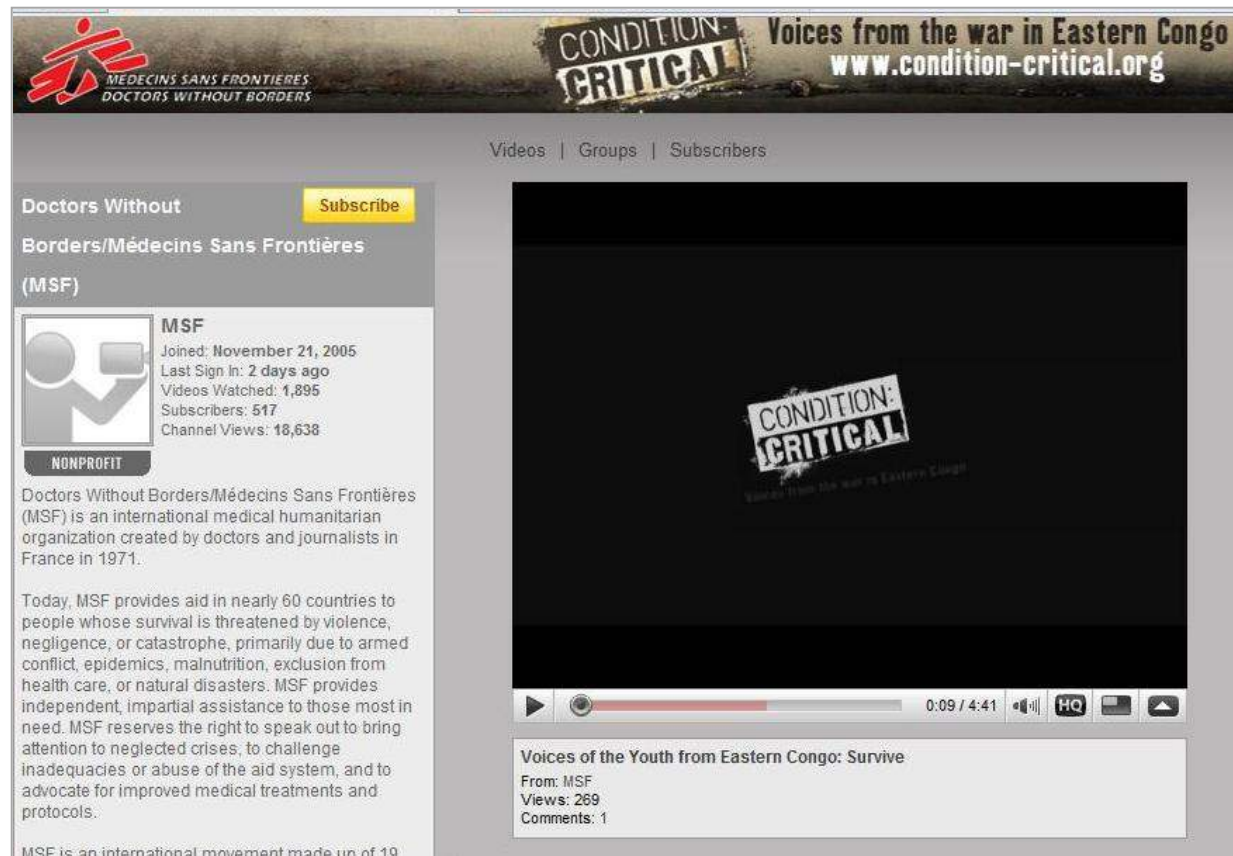
SOCIAL NETWORKING

Who's
Doing it
Right
Children's
Defense Fund

The screenshot shows the Facebook profile of the Children's Defense Fund. At the top, there's a blue navigation bar with the Facebook logo and login fields. Below that, a yellow banner encourages signing up for the page. The profile header includes the name 'Children's Defense Fund' and navigation tabs for 'Wall', 'Info', 'Events', 'Photos', 'Notes', and 'Boxes'. The main content area features a cover photo with a child's drawing that says 'DEAR LORD BE GOOD TO ME THE SEA IS SO WIDE AND MY BOAT IS SO SMALL'. Below the cover photo is a post from the fund, dated 10:02pm, with the text: 'Last day to help us put our health care reform message directly in front of Members of Congress! We have less than 2800 to go before we can place an ad in CongressDaily! Can you donate \$37 today? With your support we will make sure that Congress continues to hear us: every child in America must have access to affordable, comprehensive health coverage! Like the ads and make a donation today!'. Below the post, it says '37 donors and 4 others like this.' There are also two news snippets visible: one about Diego being diverted from the pipeline to prison and another about Marion Wright Edelman's Child Watch Column.

SOCIAL NETWORKING

Who's
Doing it
Right
Doctors
Without
Borders



The screenshot shows a YouTube channel page for 'Doctors Without Borders/Médecins Sans Frontières (MSF)'. The channel banner features the MSF logo on the left and the text 'CONDITION CRITICAL' and 'Voices from the war in Eastern Congo www.condition-critical.org' on the right. Below the banner are navigation links for 'Videos | Groups | Subscribers'. The channel name 'Doctors Without Borders/Médecins Sans Frontières (MSF)' is displayed with a 'Subscribe' button. A profile picture of MSF is shown next to channel statistics: 'Joined: November 21, 2005', 'Last Sign In: 2 days ago', 'Videos Watched: 1,895', 'Subscribers: 517', and 'Channel Views: 18,638'. A 'NONPROFIT' badge is visible below the profile picture. A description of MSF follows, stating it is an international medical humanitarian organization created by doctors and journalists in France in 1971. It details MSF's work in providing aid in nearly 60 countries to people whose survival is threatened by violence, negligence, or catastrophe. A video player is embedded on the right, showing a video titled 'Voices of the Youth from Eastern Congo: Survive' with a progress bar at 0:09 / 4:41. Below the video player, the video title and statistics are listed: 'From: MSF', 'Views: 269', and 'Comments: 1'.

CROSS PROMOTION



- ⊙ Direct marketing pieces
- ⊙ Offline events
- ⊙ Phone banks
- ⊙ Tabling
- ⊙ Blog / Twitter / Facebook
- ⊙ Print newsletter
- ⊙ Any place you touch the public – promote it!

Q & A



GETTING HELP FROM FIREFLY

- ⊙ We're fast, fun and affordable
- ⊙ Typically available on short notice
- ⊙ Visit our site: www.fireflypartners.com
- ⊙ Email Jen: jen@fireflypartners.com
- ⊙ Email Maureen: maureen@fireflypartners.com



COMING UP NEXT WEEK...

Data, Reporting and Final Q & A

- ① WHERE do you look for online tools?
- ① WHAT are the Key Measures of Success?
- ① HOW to report back inside and outside your organization?
- ① WHAT does it take to get this going in your organization?

Thank you!