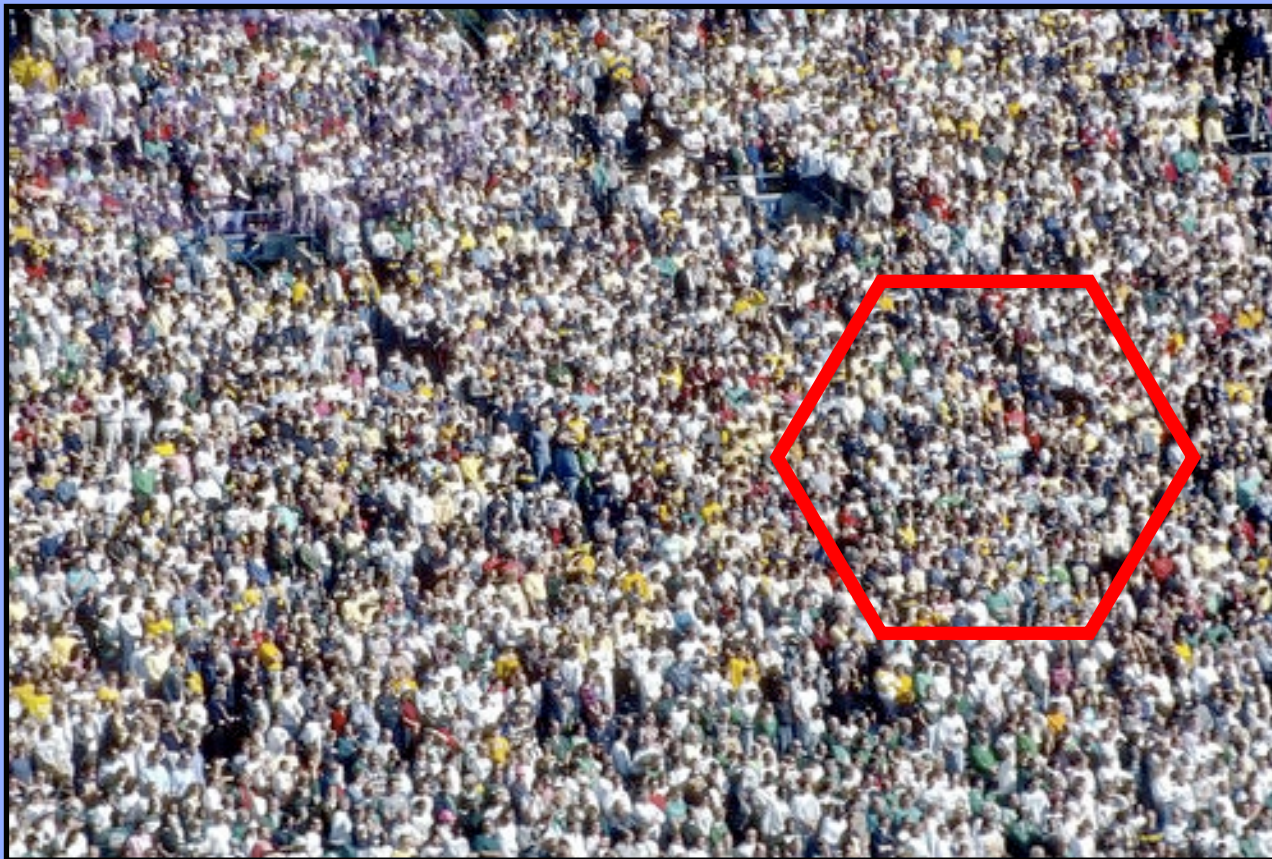


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Presented by Alia McKee, Sea Change Strategies

# Get Offline Donors Online



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Sea Change Strategies

# Get Offline Donors Online

- They know you already
- They donate across channels
- You can deepen engagement & loyalty
- Shorten response time
- Tap into their social circles online

# Get Offline Donors Online: Tactic 1



Postcard to high-value offline donors (CC Card) driving them online to a tax receipt with an email collection device

Ms. McKee, thanks to you and others like you...



- The IRC resettled over 9,000 newly arrived refugees last year.
- Around the world, our field staff trained more than 10,000 educators and supported schools attended by 540,000 children.
- We counseled and cared for nearly 17,000 survivors of sexual violence.
- We reunited over 750 separated children and former child soldiers with their families.

**RATE THIS SERVICE**



[Love this service](#)

[No good](#)

**YOUR SUPPORT**

Last Updated: **Feb 4, 2009**

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# Get Offline Donors Online: Results

## Donor Cultivation

- This is without a doubt the best service ever. Keep up the good work.
- Customer friendly, helpful and easy to use. Many thanks for providing the service!
- Excellent!! All charities should provide this service.
- Thank you for simplifying records.
- This helps a great deal for my tax prep. I very much appreciate this service.

## List Growth

- 10% response rate
- 1,000 new emails from offline donors
- \$5 per donor email (high value donors)

Then, we invited this high value group to invite their friends and family to join the webcast.

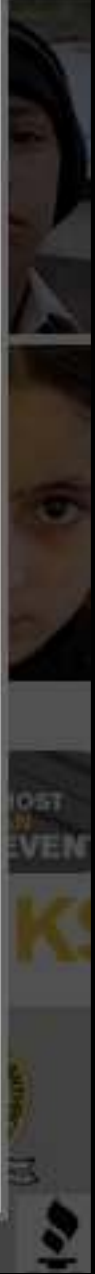


VOTE  CLOSE X

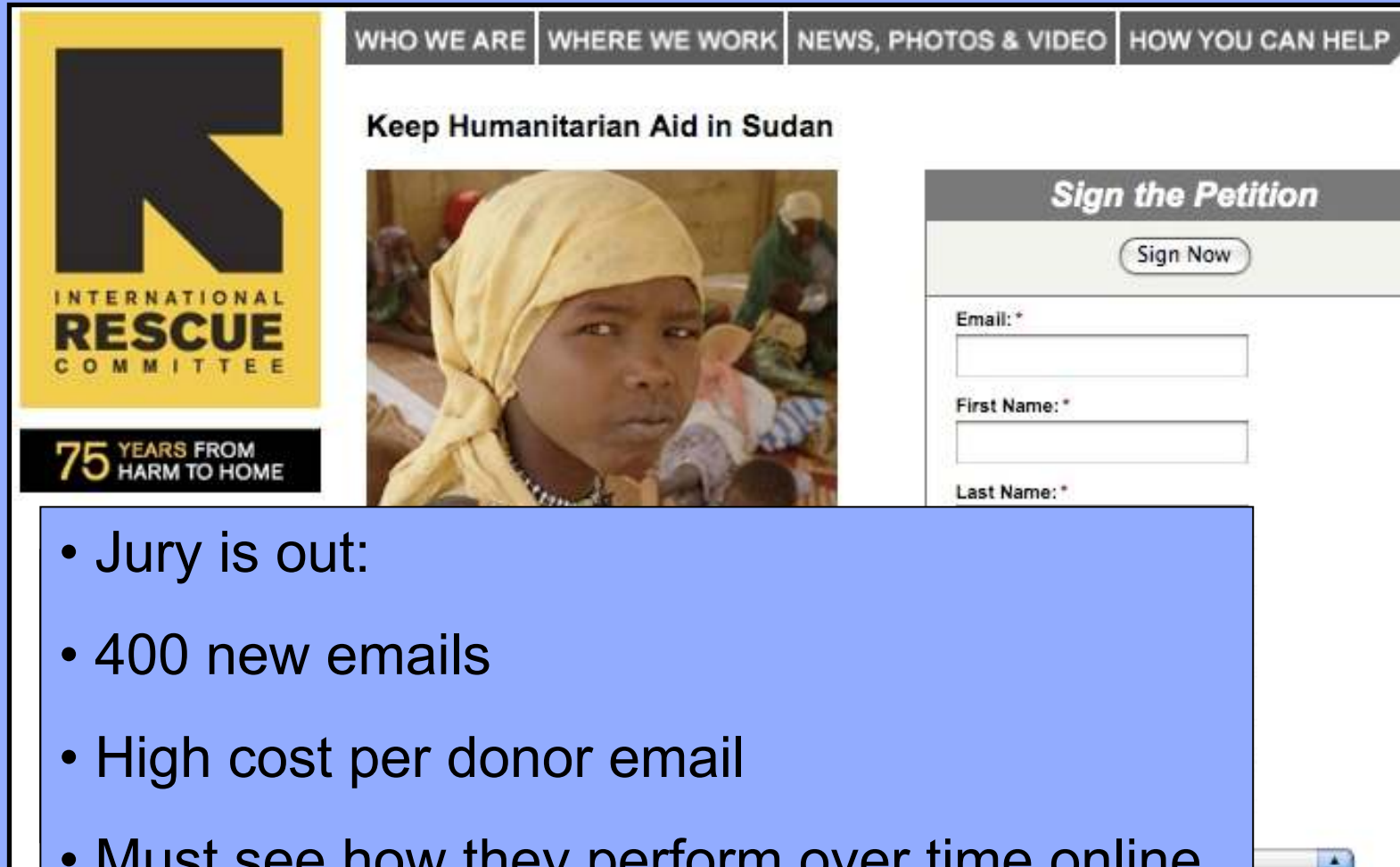
IRC MEETS ALL 33 STANDARDS



NAVIGATOR



# Get Offline Donors Online: Tactic 3



The screenshot shows the International Rescue Committee (IRC) website. The navigation bar includes links for 'WHO WE ARE', 'WHERE WE WORK', 'NEWS, PHOTOS & VIDEO', and 'HOW YOU CAN HELP'. The main content area features the IRC logo, a banner for '75 YEARS FROM HARM TO HOME', and a headline 'Keep Humanitarian Aid in Sudan' with a photo of a woman in a yellow headscarf. A 'Sign the Petition' form is visible, with a 'Sign Now' button and input fields for 'Email: \*', 'First Name: \*', and 'Last Name: \*'.

- Jury is out:
- 400 new emails
- High cost per donor email
- Must see how they perform over time online

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# Get Offline Donors Online: Tactic 4

Appends

# Tap into Donor Social Circles



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# Tap into Donor Social Circles

- Don't miss those offline opportunities.
- Make it easy for donors to sneeze about you.
- Give them a reason to sneeze about you.

# Tap into Social Circle: Tactic 1

**TOM FRIEDMAN SPEAKS OUT**

Pre-event preparation - Give attendees a reason to send their friends (who they are inviting) online - make name collection front and center

0:02:21

**LOST THERE, FELT HERE.**

A MESSAGE FROM TOM FRIEDMAN



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# Tap into Social Circle: Tactic 2

Viral tool kit for donors and evangelists



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# Tap Into Social Circle: Tactic 3



75 YEARS FROM HARM TO HOME

## Photos from the Field Online Webcast

Before the Photos from the Field live webcast airs Friday, April 3, we need your help to select 3 photos from each of our 2 photographers.

### How To Vote:

- Click on an image to see the larger version
- You can then choose to vote for the image, or not
- Once you have voted for 3 photos, click the "Next" button to go to our next photographer

After you have selected your favorite photos, simply fill in the vote submission form!

## PHOTOGRAPHER GERRY MARTONE

Gerry Martone served as the IRC's Director of Emergency Response for ten years. He has overseen emergency operations in Liberia, Kosovo, Chechnya, Congo, Sierra Leone, Rwanda, Northern Uganda, Bosnia, Sudan, the Middle East, Afghanistan, Iraq, and Indonesia.

[Next »](#)



# Get yourself out there



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# Get yourself out there

- Email list rental
- Chaperoned emails
- Co-Registration
- Search

# Get Yourself Out There: Tactic 1



**AlterNet**  
The Mix is the Message

Dear Reader,

As you're reading this message, tens of thousands of foreign "guestworkers" are being exploited through government-sanctioned programs some have described as "modern-day slavery." The Southern Poverty Law Center is fighting to protect these workers, and today we're passing along their petition demanding that Congress fix this broken system. Please help make a difference by speaking up right now.

*Don H*

Don Hazen  
Executive Editor, AlterNet.org

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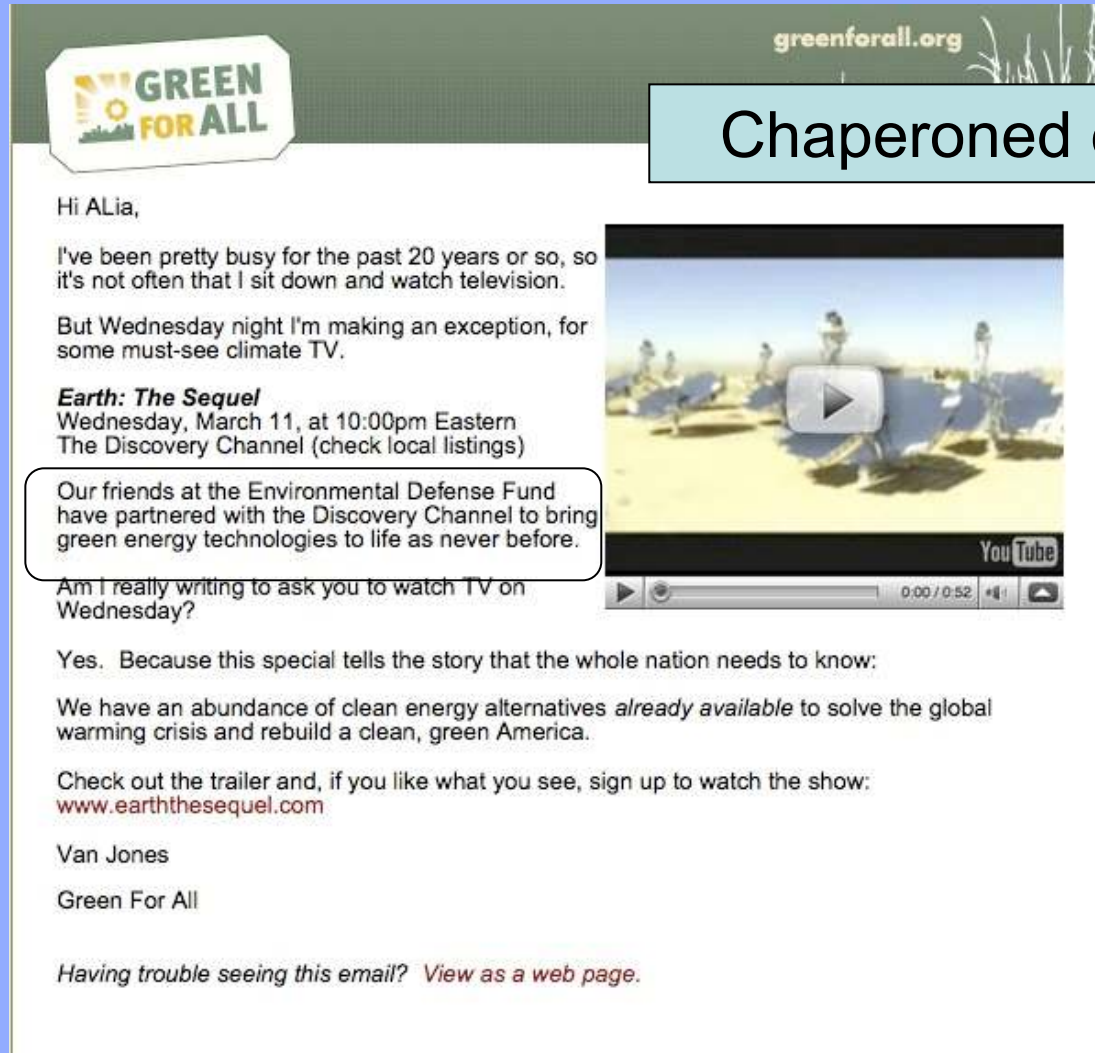


Stop guestworker abuse

**SPLC**

Standalone emails to targeted lists

# Get Yourself Out There: Tactic 2



Chaperoned email swaps

1400  
new  
emails

Free

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# Get Yourself Out There: Tactic 3

ThePetitionSite.com

Home | Sign a Petition | Create a Petition | My PetitionSite

## Co-Registration

We, the Undersigned, endorse the following petition:

### Stop Genocide against Native Peoples in Canada

Target: UN General Assembly, International Criminal Court (ICC), International Court of Justice (ICJ)  
Sponsor: [Harry Saloor, The Management School of Restorative Business](#)

Creating A Sustainable Future (CASF) is calling on United Nations General Assembly, International Criminal Court (ICC) and International Court of Justice (ICJ) to establish an International War Crimes Tribunal to investigate the complicity in genocide against native peoples in Canada, past and present, by Canadian government and its agencies, the multinational corporations, the Roman Catholic, Anglican, Presbyterian and United Church of Canada and other forces.

CASF urges the international community to boycott Canada, Canadian products and Canadian athletes, in Beijing 2008 and all future sporting events, until the Canadians have acknowledged and apologized for the genocide that they inflicted on millions of native men, women and children who were deliberately exterminated for their lands, brought the perpetrators to justice, restored the stolen lands and natural resources and afforded adequate compensation for the evil deeds that they have been perpetrating against the native peoples.

Signatures: 91  
Goal: 10,000  
Deadline: Ongoing...

[See Full Petition](#)  
[Email this Petition](#)

### Sign This Petition!

**Step 1. Enter your name:**

Alia McKee

If this is not you, please [log out](#).

Display in public list as "Anonymous"

[Comment & Sign](#) [Quick Sign](#)

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# Get Yourself Out There: Tactic 4

Search for donations

The screenshot shows a Google search interface. At the top, there are navigation links for Web, Images, Maps, News, Video, Gmail, and more. The user's email address, aliamck@gmail.com, and links for Web History, My Account, and Sign out are visible. The search bar contains the text "international womens day" and a "Search" button. To the right of the search bar are links for "Advanced Search" and "Preferences". Below the search bar, the results section shows "Results 1 - 10 of about 76,600,000 for international womens day. (0.24 seconds)". The first result is "International Women's Day 2009" with a date of Mar 5. The description includes "The Official International Women's Day 2009 website." and a map link for "777 United Nations Plz # 3, New York, NY 10017". The URL is "www.internationalwomensday.com/" with a "20k" cache size and links for "Cached" and "Similar pages". Below the result are links for "About IWD" and "IWD events". To the right of the search results is a "Sponsored Links" section with a link for "International Women's Day" from CARE.org, with the text "Help CARE empower women around the world. Make a donation today!" and the URL "www.CARE.org".

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# Get Yourself Out There: Tactic 4

Search for names



The screenshot shows a Google search interface. The search bar contains the word "obama". To the right of the search bar are links for "Advanced Search" and "Preferences". Below the search bar, it says "Personalized based on your web history. [More details](#)". The search results are displayed as "Results 1 - 10 of about 307,000,000 for obama. (0.23 seconds)". The first result is "Welcome to **Obama** for America" with a link icon and "2 visits - Jan 14". Below this is the text "Official Website of Barack **Obama** 2008 Presidential Campaign." and the URL "www.barack**obama**.com/" followed by "- 4k - [Cached](#) - [Similar pages](#)". To the right of the main results is a "Sponsored Links" section. The first sponsored link is "Stop Rush Limbaugh" with a dotted border around the text. Below it is the text "Limbaugh Wants **Obama** to Fail. Help Democrats Fight Back Today!" and the URL "www.democratsenators.org". At the bottom left of the search results, there are several links: "Issues", "Contact us", "Store", "Media", "Learn", and "Economy".

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# Get Yourself Out There: Tactic 4

**"I HOPE OBAMA FAILS... SOMEONE'S GOTTA SAY IT."**  
— RUSH LIMBAUGH, JAN. 16, 2009

Rush Limbaugh is the leading voice of the Republican Party. Make no mistake.

From the day he entered office, President Obama has extended his hand to Republicans in a spirit of bipartisanship, but they have preferred to kowtow to extremists like Limbaugh rather than accept the good faith outreach of our president.

The times are too serious for this nonsense to continue. Senate Republicans must go on record and declare their independence from Rush Limbaugh.

We are looking for activists across the country to tell Senate Republicans directly that the American people want them to reject the disgraceful words of Rush Limbaugh and declare their independence from the divisive politics of the past. You can be one of those activists by filling out the form below. Your message will be compiled with that of others across the country and sent to Senate Republicans.

**First Name**

**Last Name**

**Email\***

**Zip/Postal Code**

**Your Message: (Optional)**



Search for names

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# A Must for Success: GOOD LANDING PAGES


# SAVE DARFUR

[Donate Today >](#)

---

## President George Bush:

Every day, the 2.5 million people chased from their homes in Darfur face the threat of starvation, disease, and rape, while the few lucky enough to remain in their homes risk displacement, torture and murder. Therefore, we call on you to do the following:



- Strengthen the understaffed and overwhelmed African Union peacekeeping force already in Darfur.
- Push for the deployment of a strong UN peacekeeping force.
- Increase humanitarian aid and ensure access for aid delivery.
- Establish a no-fly zone.

First Name

Last Name

Email

Zip/Postal Code

[Send My Message!](#)

[Click here to go to the homepage>](#)

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Sea Change Strategies

# A Must for Success: GOOD LANDING PAGES

The screenshot shows the Mercy Corps website with a navigation bar at the top containing links for 'UNITED STATES HOME', 'SEARCH', 'EMAIL UPDATES', 'CONTACT', and 'LOCATIONS'. The main content area features a news article titled 'An Expanded Commitment' by Roger O. Burks, Jr. dated March 21, 2007, about Sudan. The article text reads: 'As instability worsens in Sudan's troubled Darfur region, Mercy Corps has expanded its commitment to families in need. Mercy Corps recently began programs to help those displaced by violence around Um Dukhun, a city on Sudan's border with Chad. This new location is the fourth for Mercy Corps in Darfur. As a result, the agency is now serving 130,000 people, including more than 14,000 new beneficiaries around Um Dukhun. With new commitments come new, critical needs - we need your help to ensure that displaced families have access to clean water, household supplies and health services.' A photo of a woman carrying a water container on her head is included. To the right of the article is a 'DONATE' button, a sign-up form for email updates, and a 'Spread the Word!' section. A sidebar on the left lists various program details and stories for Sudan.

**UNITED STATES HOME** | **SEARCH** | **EMAIL UPDATES** | **CONTACT** | **LOCATIONS**

**MercyCorps**  
Be the change

**DONATE** | **GET INVOLVED** | **TO**

**Sudan**

**Overview**

**Program Details: S. Sudan**

**Program Details: Darfur**

**Stories**

- An Expanded Commitment to Darfur
- Finding Peace Through Sports
- Generating Market Opportunities
- Improving Child Health in Recovering South
- Darfur Crisis: Re-Commit to Families
- Class is in Session
- The Skills to Thrive
- Safety Nets, Soccer-Style
- Making a Difference in Sudanese Refugee Camps
- Sudanese Girls Go for the Gold
- 0 More

**Photo Essays**

**Mercy Kits**

**An Expanded Commitment**  
BY ROGER O. BURKS, JR. | March 21, 2007  
Country: **Sudan**  
Topics: **Emergencies, Health, Water**

As instability worsens in Sudan's troubled Darfur region, Mercy Corps has expanded its commitment to families in need.

Mercy Corps recently began programs to help those displaced by violence around Um Dukhun, a city on Sudan's border with Chad. This new location is the fourth for Mercy Corps in Darfur. As a result, the agency is now serving 130,000 people, including more than 14,000 new beneficiaries around Um Dukhun.

With new commitments come new, critical needs - we need your help to ensure that displaced families have access to clean water, household supplies and health services.

*Ensuring access to clean, plentiful water is one way Mercy Corps is helping Darfur's displaced families. Photo: Cassandra Nelson/Mercy Corps*

**Sudan Emergency**

Amount (US Dollars)  
\$  **DONATE >**

Sign up here to receive periodic email updates from Mercy Corps.  
**Sign Up >**

**Spread the Word!**  
Tell friends about Mercy Corps.  
**Learn More >**

**Fati: Taking Action**  
Nigerian mothers like Fati are taking action to provide for their children's needs during a food crisis.  
**Read More >**

Fine web page - but action is not targeted enough for an ad buy

# A Must for Success: Targeted Welcome Communications

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# A Must for Success: Metrics

Acquisitions Tracking Sea Change Strategies								
Campaign	Launch Date	one month from launch date						
		# new sign-ups	# new donors	\$ from new donors	avg. gift	cost of campaign	cost per new sign-up	cost per new donor
<b>II 2007</b>								
Website/Organic Donations								
Website/Organic Advocacy Sign-up								
Website/Organic Email Sign-up								
Campaign Name								
Campaign donation page								
Campaign advocacy page								
Campaign emails								
Campaign paid ads								
Alternet								
Democrats.com								
Mother Jones								
Air America								
Nation								
Care 2								
Campaign co-registration								

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# Learn More

- Subscribe to our updates at [SeaChangeStrategies.com](http://SeaChangeStrategies.com)
- Email  
[alia.mckee@seachangestrategies.com](mailto:alia.mckee@seachangestrategies.com)

# About Sea Change Strategies

We build, transform and integrate online marketing, communications and fundraising strategies. We work with all players and across the departmental divide to develop strategy and execute cohesive, brand-perfect online campaigns.