

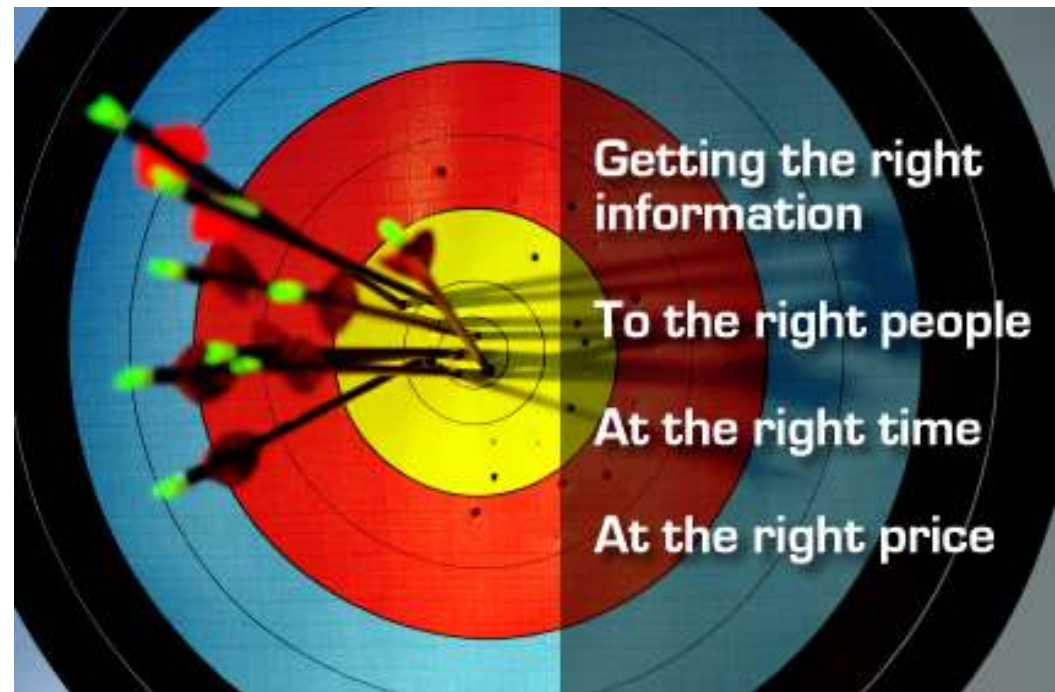
# Who are your online donors and what do they want from you?

## Part 1: Step Up Your Email Marketing

Jocelyn Harmon and Sahar Rashidi

# What is an online profile?

A service to assist you in zeroing in on the unique attributes of your donors, members and advocates so that you can...



# Why create an online donor profile?

- Segment and better communicate with your stakeholders
- Differentiate between different stakeholder segments
- Target **new** donors, advocates and members



stop  
flying  
blind!

# Our goal

To find out what is **UNIQUE**  
about your stakeholders

# How does it work?

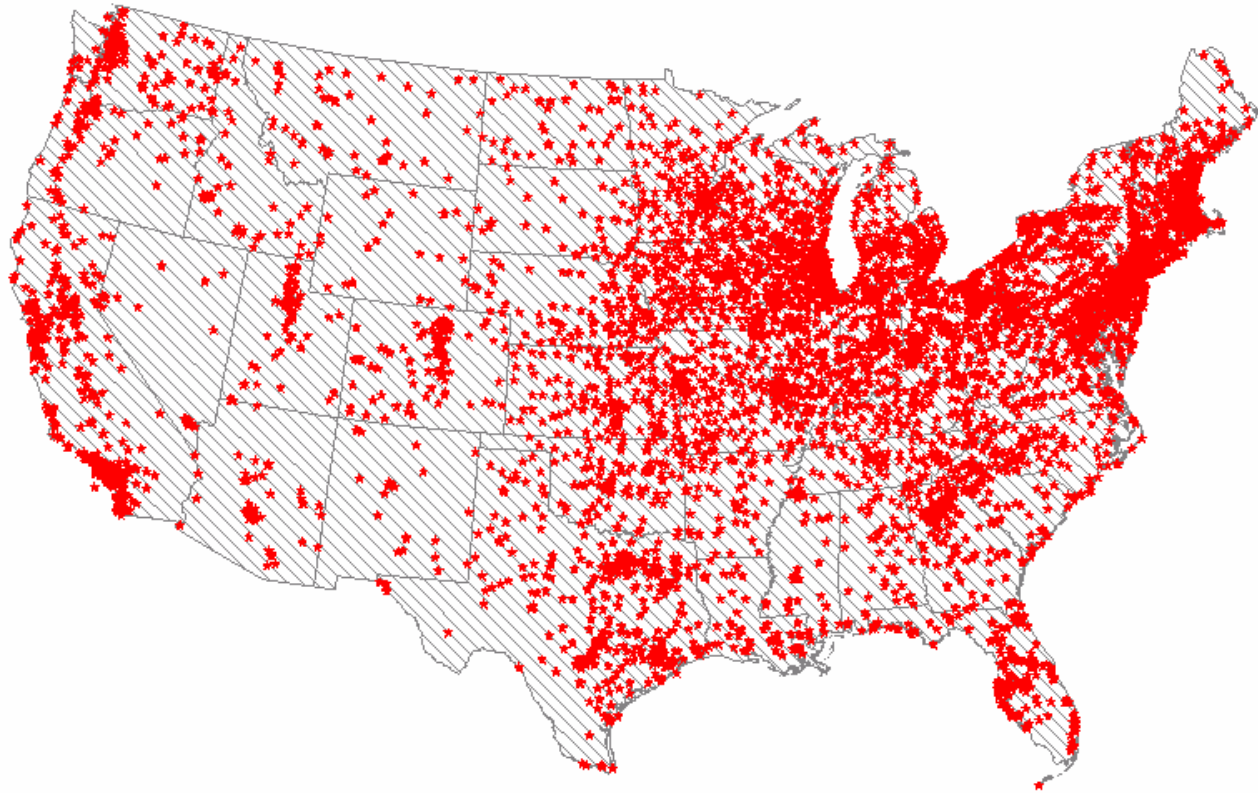
Determine your goals

- Increase response rates
- Increase \$ value of donations
- Stop talking to the wrong audience
- Segment your campaigns

# The Process

1. **Audit** your list to show counts by geographical area
2. **Append** demographic data to all the matched records
3. **Match** to our database or national sample
4. **Designate** a random sample of benchmark consumers from our file
5. **Create** an online profile report

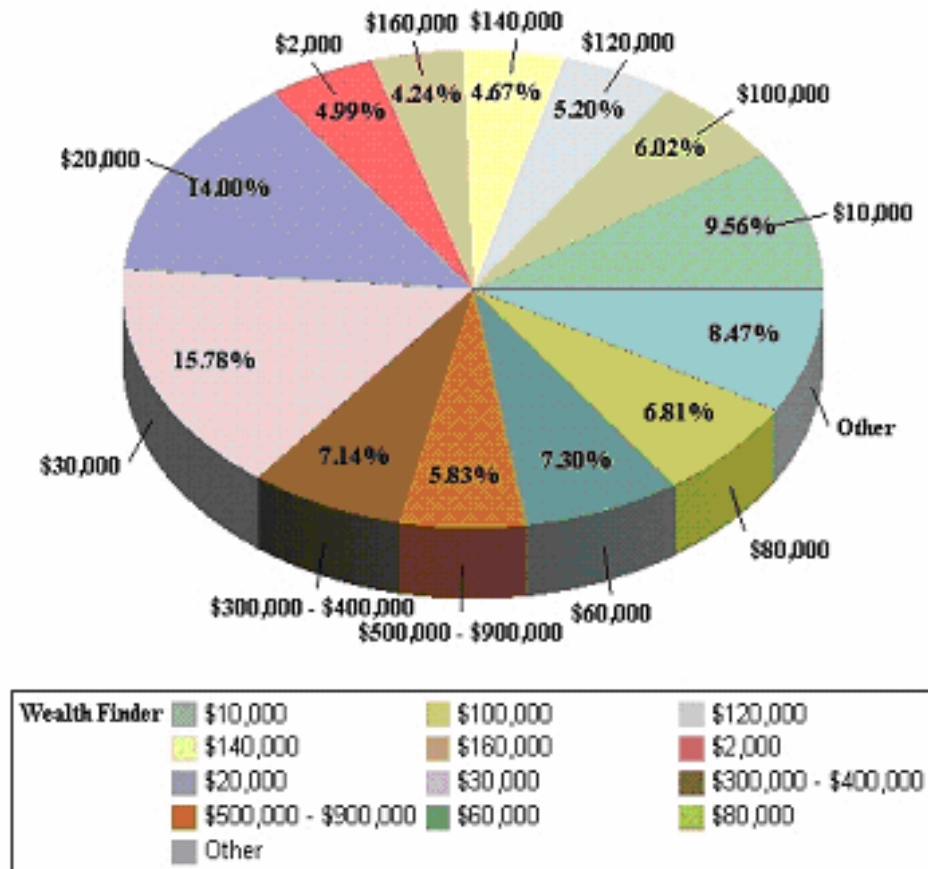
# Step 1: Audit your list



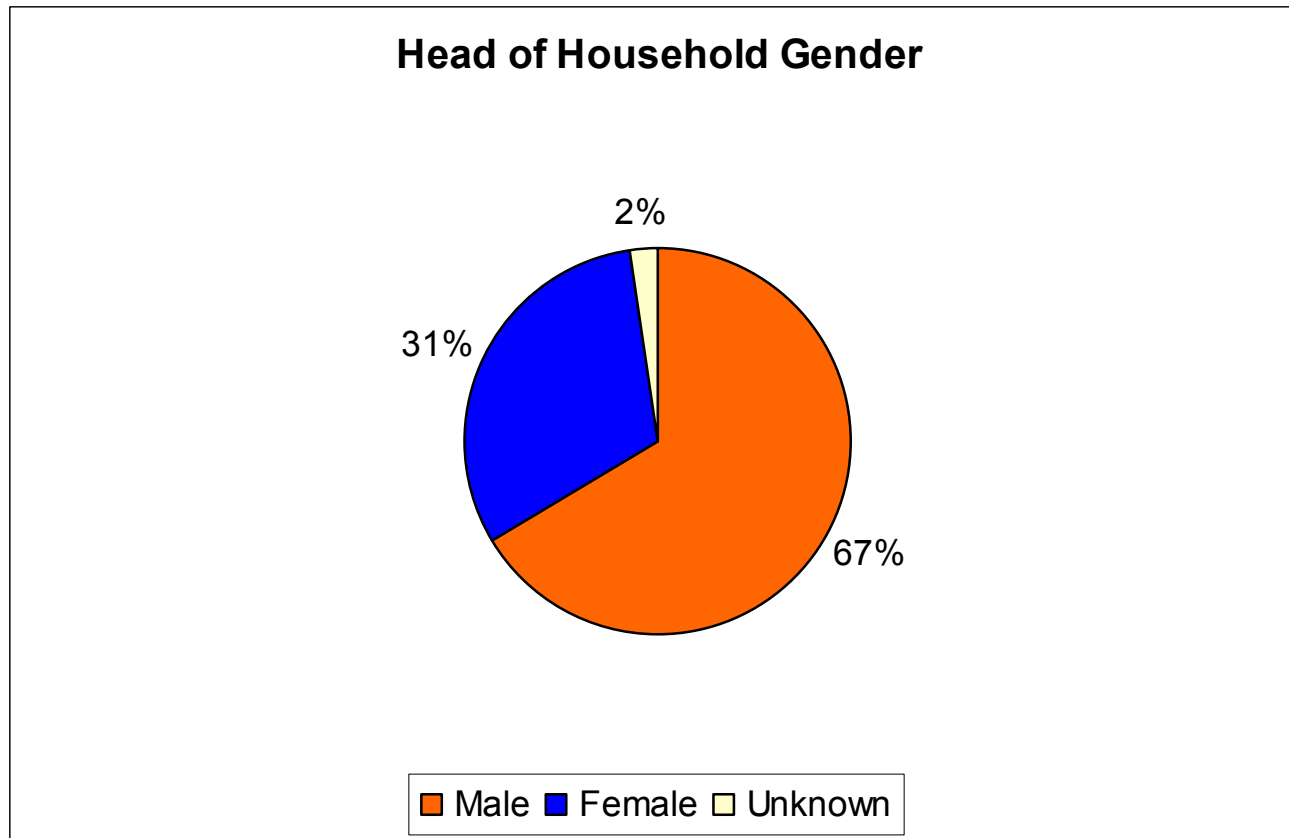
# Step 2: Append data

- Geographic concentration overview
- Marital status
- Adult age range
- Head of household gender
- Presence of children
- Household income
- Own vs. rent
- Home value
- Length of residence
- Wealth scores
- Cultural coding

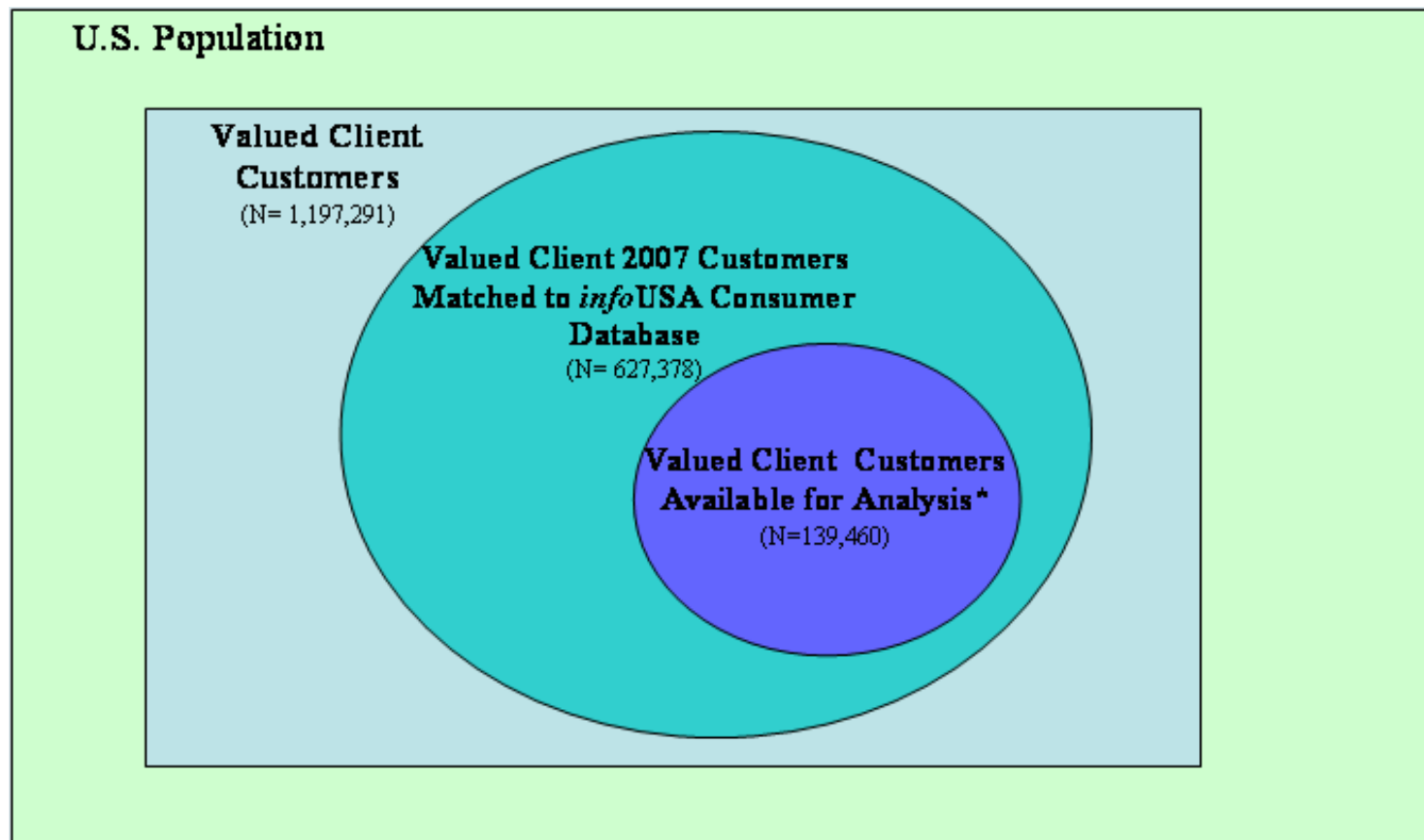
# Eg. Wealth finder



# Eg. Head of household gender



# Step 3: Match to our database



# Step 4: Designate a benchmark

Average percentage change in after-tax income in 2009

FAMILY INCOME In 2008 dollars	McCain		Obama		AVERAGE CHANGE IN TAXES
	TAX DECREASE	AVERAGE CHANGE IN TAXES	TAX DECREASE	TAX INCREASE	
Above \$2.87 million (Top 0.1%)	-4.4%	-\$269,364		+11.5%	+\$701,885
\$603,403 to \$2.87 million (Top 1%)	-3.4	-\$45,361		+8.7	+\$115,974
\$226,982 to \$603,402	-3.1	-\$7,871	0		-\$12
\$160,973 to \$226,981	-3	-\$4,380	-1.9		-\$2,789
\$111,646 to \$160,972	-2.5	-\$2,614	-2.1		-\$2,204
\$66,355 to \$111,645	-1.4	-\$1,009	-1.8		-\$1,290
\$37,596 to \$66,354	-0.7	-\$319	-2.4		-\$1,042
\$18,982 to \$37,595	-0.5	-\$113	-3.6		-\$892
Up to \$18,981	-0.2	-\$19	-5.5		-\$567
<b>Average cut:</b>	<b>-2%</b>	<b>-\$1,195</b>	<b>-0.3%</b>		<b>-\$160</b>

Bottom three groups amount to 60% of taxpayers

# Step 5: Create the profile report

Median Household Income	National Average		Online Donors		
	Count	% of File	Count	% of Group 1	Index
\$0 - 25,500	10,598,171	10.00%	21,527	5.30%	54
\$25,501 - 30,500	10,075,254	9.50%	32,093	8.00%	84
\$30,501 - 34,500	10,590,021	10.00%	37,331	9.30%	93
\$34,501 - 39,000	12,158,895	11.40%	44,408	11.00%	96
\$39,001 - 42,500	9,482,577	8.90%	33,547	8.30%	93
\$42,501 - 48,000	11,176,616	10.50%	39,662	9.90%	94
\$48,001 - 54,000	10,655,158	10.00%	36,703	9.10%	91
<b>\$54,001 - 62,000</b>	<b>10,515,093</b>	<b>9.90%</b>	<b>95,481</b>	<b>23.70%</b>	<b>240</b>
\$62,001 - 75,000	10,352,221	9.70%	32,872	8.20%	84
\$75,001 +	10,750,765	10.10%	28,952	7.20%	71
<b>Total</b>	<b>106,354,771</b>	<b>100.00%</b>	<b>402,576</b>	<b>100.00%</b>	<b>100</b>

# Your Job: Put the profile to work

- Adjust your messages as appropriate
- Use your profile to maximize your acquisition efforts – you will learn more about this next week...
- **Attend Part 2** – *“Tactics for Finding More Online Donors, Members and Advocates: When Organic List Building Tactics Aren’t Enough”*

# Learn more

Attend the next webinar on Monday, March 16 at 2:00 EDT.

Subscribe to our **FREE monthly e-news** at [www.emailforimpact.com](http://www.emailforimpact.com)

Connect with Jocelyn and Sahar

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**Triplex Interactive** is a infoGROUP company. We provide email marketers with the data they need to power their email and social marketing programs. Our clients include ASPCA, EMILY's LIST, Guidestar, League of Conservation Voters, National Wildlife Federation and Sierra Club.