

# Let Your Stakeholder's Mouse Do the Walking

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## The Hidden Agenda

- Setting the Stage
- A New Breed of Donor
- Let's Get Personal
- How to Get Started



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# SETTING THE STAGE



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"There are three kinds of lies:  
lies, damn lies, and statistics."

– Benjamin Disraeli

"42.7% of all statistics are  
made up on the spot."

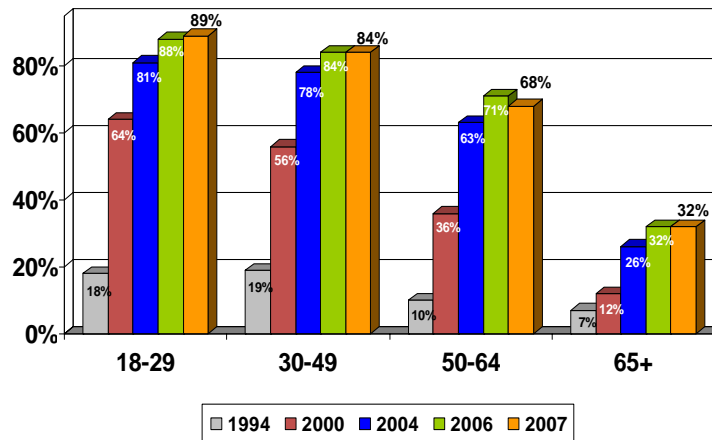
– Steven Wright



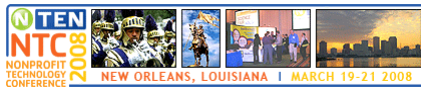
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### Demographics of Internet Users

Internet Users by Age Group



Source: Pew Internet & American Life Project, 2007



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### Demographics of Internet Users

Internet Users	
Gender	Percentage
Total Adults	71%
Women	70%
Men	71%

Source: Pew Internet & American Life Project, 2007



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Demographics of Internet Users

Educational Attainment	
Education Level	Percentage
College +	91%
Some College	81%
High School	61%
Less than High School	40%

Source: *Pew Internet & American Life Project, 2007*

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Demographics of Internet Users

Annual Household Income	
Income Level	Percentage
\$75,000+	93%
\$74,999 – \$50,000	82%
\$49,999 – \$30,000	69%
Less than \$30,000	55%

Source: *Pew Internet & American Life Project, 2007*

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## What People Do Online

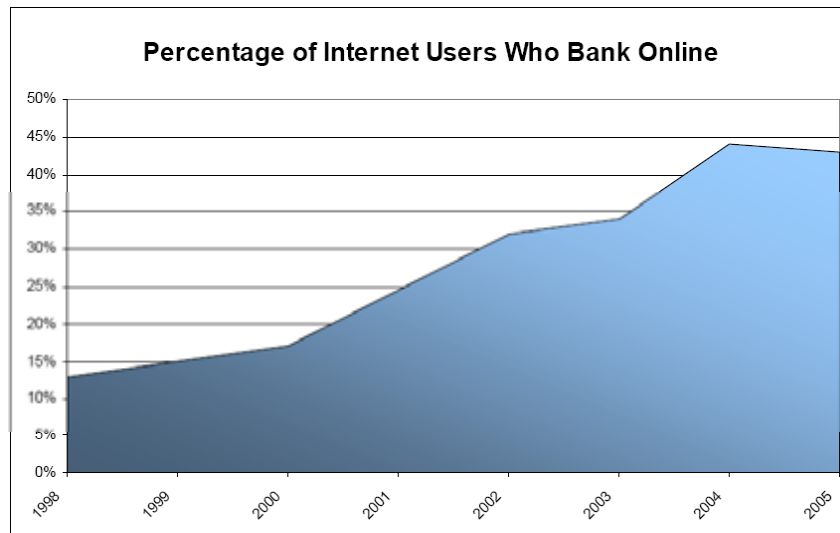
▪ <b>Made an online purchase</b>	<b>64.2%</b>
▪ Listened to online radio show	35.7%
▪ Created online preferences	28.5%
▪ Created Web page	42.8%
▪ Conducted research using search engines	85.7%
▪ <b>Customized a personal Web page</b>	<b>35.7%</b>
▪ Viewed a Web broadcast	21.4%
▪ Participated in chat room or discussions	50.0%
▪ <b>Registered for an event</b>	<b>42.8%</b>
▪ <b>Managed personal banking</b>	<b>64.2%</b>

Source: HJC New Media



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## Follow the Trend



Source: Pew Internet & American Life Project, 2007



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## Follow the Trend

### Online Banking Trends

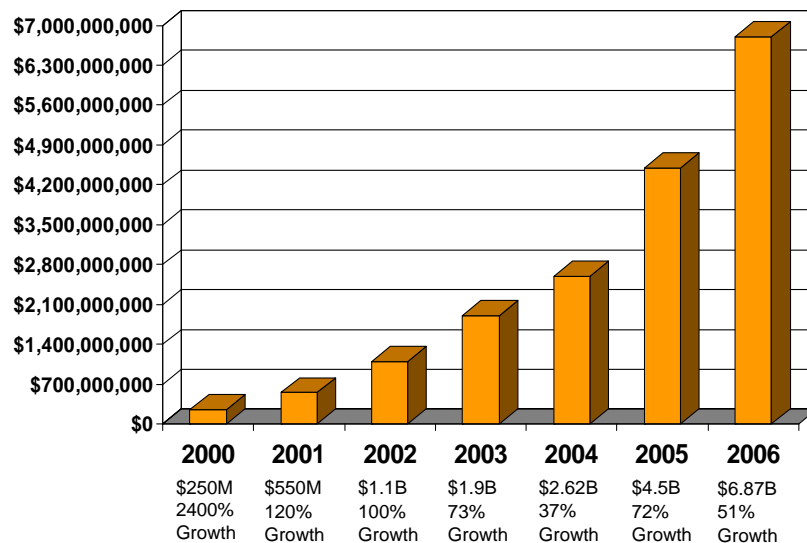
- 43% of Internet users, or about 63 million American adults bank online
- 42% of Internet users age 18-29 bank online
- 47% of Internet users age 30-49 bank online
- 42% of Internet users age 50-64 bank online
- 27% of Internet users age 65 bank online
  
- 55% of Internet users with \$75,000+ in annual income bank online
- 29% of Internet users with less than \$30,000 in annual income bank online



Source: *Pew Internet & American Life Project, 2007*

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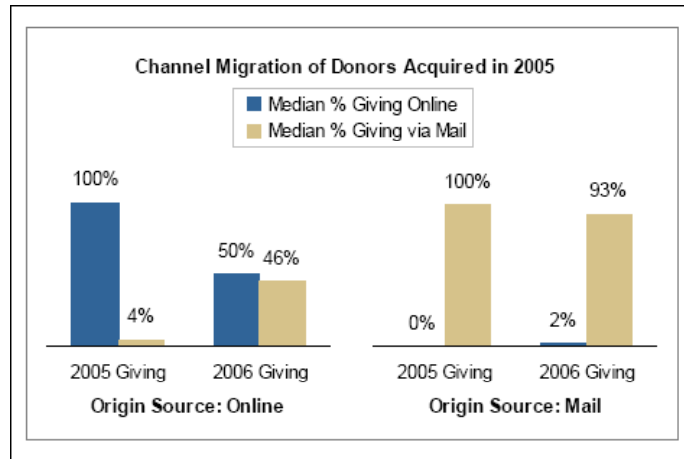
### Online Giving Continues to Grow



Source: *ePhilanthropy Foundation*

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## Changing Channels

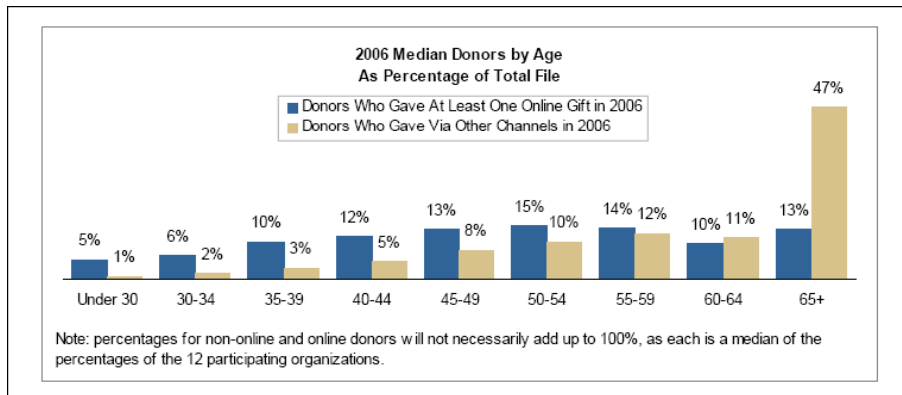


Source: 2006 donorCentrics™ Internet Giving Collaborative Benchmarking Analysis



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## Online Donor Profile

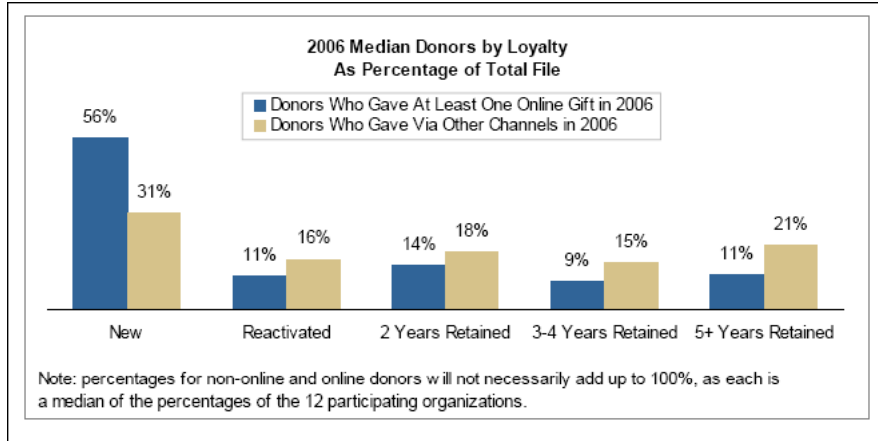


Source: 2006 donorCentrics™ Internet Giving Collaborative Benchmarking Analysis



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## Acquisition vs. Retention



Source: 2006 donorCentrics™ Internet Giving Collaborative Benchmarking Analysis



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**A NEW BREED OF DONOR**



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"We have a strategic plan.  
It's called doing things."

– Herb Kelleher

"A lot of our successes don't have anything  
to do with anything our executives  
thought were a good idea."

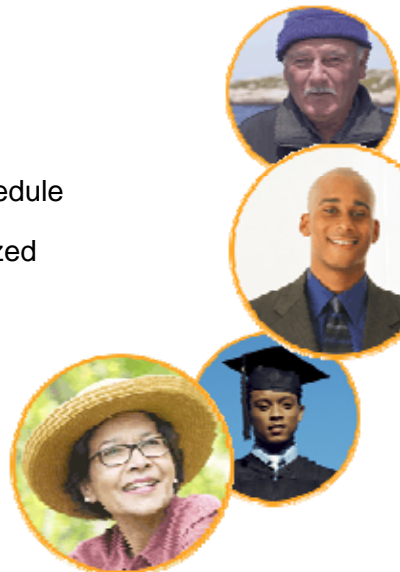
– Sergey Brin



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### A New Breed of Donor

- Reads email before snail mail
- More comfortable online
- Busy, satisfies interests on own schedule
- Expects information to be personalized
- Expects immediate feedback
- Demands information on progress/ stewardship
- Wants a place to share experiences with others online



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### The Market is Crowded

- Starbucks offers 19,000,000 different ways to order a beverage.
- Oreo cookies come in more than nineteen flavors.
- Average exposure to advertising is 5000-7000 images per day.



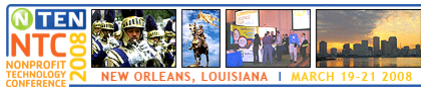
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### The Market is Crowded

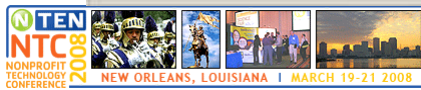
- You must be relevant!
- You must be meaningful!
- You must be personal!



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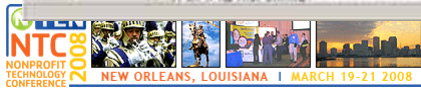


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= RSS = Really Simple Syndication

The screenshot shows a web browser window with a feed reader. On the left, there is a sidebar with a list of feeds under the heading "Subscribed Feeds". The main content area displays a selected feed article from "CFR Tech Blog". The article title is "The Three P's of Technology". The text of the article discusses the author's experience with an internal intranet and the challenges of communicating technical information. It mentions "The 3 P's" which stand for People, Places, and Purpose. There is a small cartoon illustration of a character in a blue container with a red fish-like shape on top.



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LET'S GET PERSONAL



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"Do one thing every day that scares you."

– Eleanor Roosevelt

"The problem is never how to get new, innovative thoughts into your mind, but how to get the old ones out."

– Dee Hock



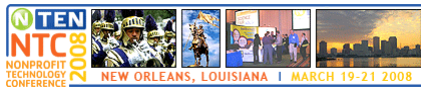
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## The Key Ingredients

- Data and Statistics
- Self Reported Information
- Behavior



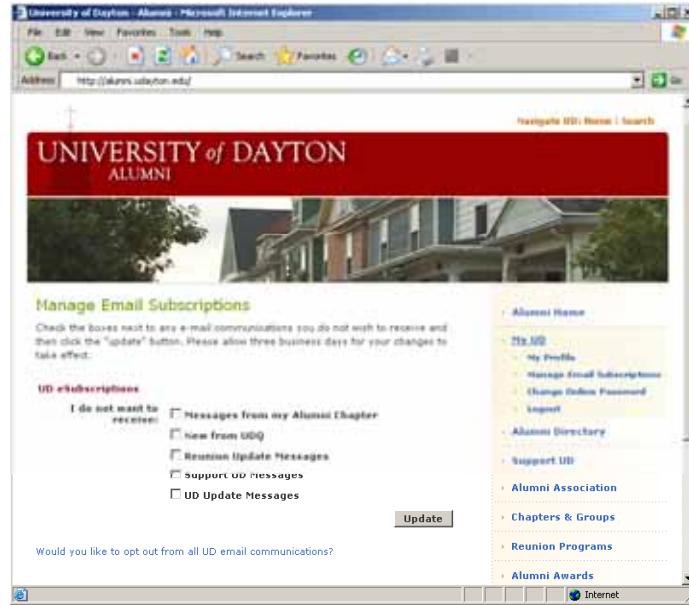
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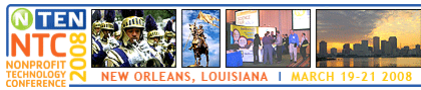
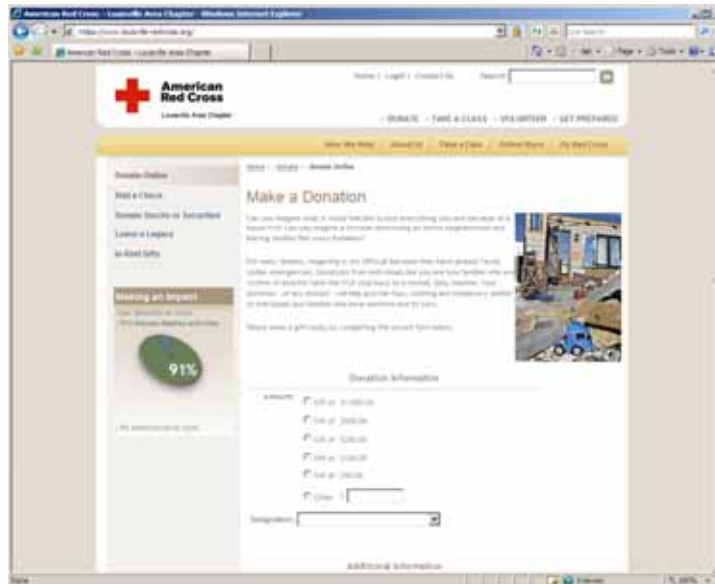


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# GETTING STARTED



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"One year from now you may wish  
you had started today."

– Karen Lamb

"If you could do tomorrow over again,  
would you?"

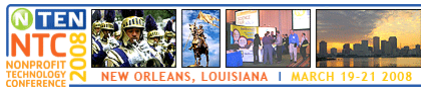
– Dee Hock



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## How to Get Started

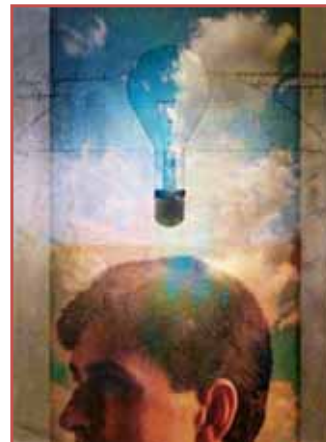
- **Your constituents expect to be able to interact with you on their terms**
  - Review what offline activities could be moved online
  - Review what online activities need to be improved or enhanced
- **Your organization needs to stop working in silos**
  - Look at all points of contact with constituents
  - Make sure your communication is unified, clear, and consistent
- **Your organization may resist change**
  - Start where you stand and grow



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## How to Get Started

- It's about the strategy...not the technology
- To build a good strategy you have to know what you are trying to accomplish
- Cultivate the relationship over the long-term, not just your current needs
- The Web cannot replace face-to-face contact, but it can certainly help to build relationships
- Get early wins and allow for feedback
- Be strategic, be focused, and be patient



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## QUESTIONS? ANSWERS?

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