

Continued from page 21

munications. A good email campaign should always include more than one email. Multiple emails reinforce your pitch, ensure that more supporters will actually see at least one email, and act as reminders to those who intend to donate but haven't yet. The emails should complement each other, perhaps to tell the same story from different angles, highlight different parts of the mission or goal, or convey the progress

of your campaign.

Web site and Blog Updates. If your campaign spans more than a couple of weeks, updating your Web site or blog (or both) with stories, photos, or videos that reinforce your initiative can help drive momentum. They provide an opportunity to not only show more reasons why people should donate, but also give you something new to highlight through other mediums. For instance, you could send an

email or post on a social networking site about a great new story on your Web site.

Google Ads. These are a surprisingly affordable and useful way to advertise a campaign, particularly if you're trying to reach beyond a specific niche audience. You create a short text ad, choose the keywords and geographic area you'd like to reach, and Google posts your ad next to searches for them. The cost depends on the popularity of the keywords you choose, but often

starts at just a few cents per each user who clicks through to your site. You can cap the amount you spend per day.

Nonprofits that use Google Ads often get substantial results, making them a high bang-for-the-buck way to reach new constituents. Even better, qualifying nonprofits can get free Google AdWords advertising through the Google Grants program.

Social Networking Sites. Sites such as Facebook and Twitter have exploded in popularity during the past few years. These channels can be useful to get the word out to existing and potential new supporters. But, those who choose to join are far less likely to donate actual dollars than those emailed or mailed letters.

Still, a Facebook fan page or Twitter account can provide your organization with an opportunity to engage your supporters and reinforce your campaign. In addition to posting status updates about your fundraising campaign or links to relevant articles, you can interact with others by participating in conversations already happening online. This, in turn, can give your members a more concrete reason to donate.

Write Effective Messages. Whatever your medium, make sure you create compelling hooks to encourage people to donate. A simple "Help support our organization" might not get the same response as a "Help add 100 books to the library by midnight!" Almost any online message -- whether ad, email, or status update -- should be crafted to grab attention. Entice your constituents with intriguing and motivating calls to action.

Avoid stilted language in favor of a personal tone. The message should read like you are writing to a friend, with colorful specifics. Using formal, vague "fundraising-ese" in online venues isn't likely to get good results, and will make it seem like you're not familiar with these new mediums.

Finally, remember to make your ask clearly. Make sure there's always an easy link to donate. In emails or Web pages, remove any doubt as to where to click with a large "Donate Now" button. Use bold text to highlight action steps and pertinent information, but avoid underline or colored fonts for emphasis, as your reader may confuse them for additional (broken) links.

CHOOSE A DONATION TOOL

There are a number of excellent options that allow even small nonprofits to accept credit card donations on their Web site. Almost all these tools work the same way -- they provide a donation form where donors enter contact and credit card information. The tool verifies and charges the credit card securely, and makes sure the money reaches your organization. Online reporting tools let you see what's been donated and export the donation information to other databases.

The most straightforward way to take a donation is to use a package like Network for Good's Basic Donate Now or PayPal, which don't require (or allow) much cus-

Guide Dogs for the Blind sings the CardPartner.



Guide Dogs for the Blind was one of the very first programs we launched. Here's what they have to say about us after two years together:

"We're thrilled with our CardPartner program. In addition to the welcome revenue stream it provides, it opens the way for our cardholders to express their passion for our mission. Each use reaffirms their commitment and proclaims their involvement, loyalty and support," said Lori Mogan, Corporate and Foundation Relations Officer, Guide Dogs for the Blind.

Music to our ears!

CardPartner focuses exclusively on affinity card programs, putting our partners first and foremost. If that strikes a chord with you, give us a call today.

The most rewarding card program for your organization and your supporters.

- More bonuses paid – \$50 per activated account*
- Low introductory rate*
- More custom card choices – Up to 5
- Better benefits – rewards program
- More customized marketing tools
- Better customer support
- More experience – 300+ programs

*Go to CardPartner.com for more details



FREE Custom Affinity Card Programs for All Membership Organizations.

Talk to us about starting your card program today.
Call Doug Davis at 1-866-747-7488 or email: doug.davis@cardpartner.com



CardPartner.com™

We give groups individual attention.

