

Overview of Sessions

>> Plenaries

Brandraising

Speakers: Sarah Durham

Fundraisers are front-line communicators in most organisations. They help set and steer the organisation's communications materials, speak on its behalf, and manage all sorts of perceptions and misperceptions that donors and prospects have. But most fundraisers don't fully embrace this aspect of their role. In the quest for support, key communications elements like the organisation's branding, the tools and technologies it uses to build relationships, even the mission can be overlooked, or worse, thrown under the bus. In her presentation, Sarah Durham, author of *Brandraising: How Nonprofits Raise Visibility and Money through Smart Communications* (Jossey-Bass, 2010), will inspire you to embrace your inner (and outer) communicator - and use it as a powerful tool to reinvigorate your fundraising.

Making integrated multi-channel marketing a reality - best practices, metrics & organisational practices

Speakers: Vinay Bhagat

This session will present early findings from a quantitative survey by Convio of non-profits engaged in direct response marketing about their practices, metrics and organisational structure w.r.t. integrated multi-channel marketing. The official survey results will be published later in 2011, so this is a sneak preview of early findings. In addition, Vinay will facilitate a discussion with leading practitioners about key lessons learned in driving multi-channel success within their organisations.

The Happy Circle and the Sea Monkey - the truth about why people give and what it means for you

Speakers: Katya Andresen

New research into how people think and why they donate provides a host of insights for fundraisers the world over. Learn what the latest findings about human thinking, feeling and decision making tell us about generosity and the art and science of inspiring it.

>> Workshops**11 ideas for bringing your race, walk, or ride online in 2011**Speakers: Mark Becker

This session will review how organisations are using the Internet to have their event participants raise more funds for their causes. It will cover 11 ideas / best practices to help an organisation equip their participants with the tools and power to fundraise for their cause. This session is for event directors looking for ideas on what is working, executive directors trying to find the right tool to support their event, and marketing / campaign managers looking to expand their message. Learning outcomes:

- Real world examples of how organisations are getting the most out of online fundraising for their events
- Review of available tools in the industry
- Communication calendars to engage your participants

This session is suitable for delegates from large and/or sophisticated organisations.

5 biggest trends in online fundraisingSpeakers: Steve MacLaughlin

Online fundraising is like the little engine that could. Slowly, but surely, it is creeping up the charts, quickly becoming one of the most integral parts of a non-profit's fundraising strategy—and a critical way to attract new and younger donors. This session will explore hot topics in online fundraising including: growth in giving, trends from thousands of non-profits, the role of social media in online fundraising, the emerging channel of mobile giving, and the importance of building a multi-channel strategy. At the conclusion of this session, participants will:

- Understand how other organisations compare to your organisation's fundraising performance
- Learn ways to improve and diversify your online fundraising strategies
- Discover how to leverage social and mobile technologies to grow online fundraising

This session is suitable for a general audience.

7 factors leading to new media incomeSpeakers: Cornelis van den Hoeven

What is the setup for being successful within new media fundraising? You will learn about the backgrounds of having long term online success by following 7 factors and you will get practical insights in different campaigns done over the globe. Who should attend? This session is aimed Fundraising Directors who know that digital is important and who are looking for ideas on how to integrate digital into their organisation. This session is most valuable for those who either manage digital or are making management and investment decisions within an organisation. You will learn how to integrate digital into your traditional fundraising programme and how to ensure your organisation has the skills and roles to deliver digital effectively.

This session is suitable for a general audience.

A foot in the door - when asking for something small results in getting something really big

Speakers: Jonathon Grapsas

To many direct response practitioners not asking for a gift is counter intuitive. But when it comes to recruiting donors online, often that's exactly what works. This session walks through how starting with a really small request to 'do something' can result in recruiting tonnes of long term valuable supporters. Aimed at those trying to test new frontiers and are prepared to think about digital fundraising differently. Learning outcomes include:

- understanding the digital recruitment landscape including the power of digital targeting in 2011
- how to genuinely get different media working alongside online vehicles
- take away „do's and don'ts“ from campaigns that have rocked, and otherwise

This session is suitable for a general audience.

Aspects of an effective mobile phone fundraising strategy

Speakers: Roland Csaki

There are more mobile phones in use than computers. Experts say everything people do on their computers today will do on mobile phones within 5 years. Will mobile phone replace computers in giving donations as well? How to prepare for the time people will spend significantly more time on their handsets? What is the future of mobile phone fundraising beyond SMS donations? Regular giving via mobile? QR code? Application or mobile site? The session highlights the marketing, IT and psychological aspects of an effective mobile phone fundraising strategy. It also presents fundraising campaigns from various Central-Eastern European markets.

This session is suitable for delegates from large and/or sophisticated organisations.

Capturing the gold - making multichannel integration really work!

Speakers: Jeff Regen

Multi-channel donors are gold. Annual revenues are often 4 times that of direct mail only donors, with higher retention and much better net worth so that the lifetime net value of multichannel donors is significantly higher than those donating by a single channel. This session is for those who are ready to break down the barriers, conduct multichannel marketing and capture the gold. First, we'll talk about the huge opportunity in multichannel and trends that will drive non-profits both in the U.S. and abroad to take a more multichannel approach. We'll then look at some best practices in conducting integrated online / direct mail / telemarketing / face-to-face and other campaigns. We'll briefly consider how the channel approach might vary by country. Then we'll dive into the major barriers to multichannel marketing such as organisational structure, separate online and offline budgets, and lack of data integration. We'll talk about practical ways non-profits are overcoming these obstacles to conduct effective multichannel, integrated marketing campaigns leading to lots of gold (i.e. multichannel donors.)

Takeaways will include:

- Understanding the multichannel opportunity in quantitative terms
- Best practices to take in pursuing a multichannel approach
- How to overcome barriers to multichannel marketing

This session is suitable for delegates from large and/or sophisticated organisations.

From online community to cash - making social media productive for your mission and bottom line

Speakers: Alice Williams

In 3 years, an education non-profit in small-town North Carolina went from a 6-person staff to a network of thousands charged with advancing its mission. How was this growth possible? In an in-depth exploration of this experience, Alice Williams explains how online communities made this transformation happen. Full of hard-won lessons and emerging best practices, this workshop is an eye-opener for organisations open to growing their online presence. Participants will learn to:

- leverage their advocates' passion in measurable, sustainable ways
- translate online network possibilities into new sources of revenue
- build the foundation for productive online communities.

This session is suitable for a general audience.

How to increase response rates through segmentation & personalisation

Speakers: Jeff Shuck

Sure, you have a plan for communicating with your constituents online, but are you doing it in the most analytical way possible? Different people respond to different messages in different ways, based on their affinity to your cause and their past or current behaviours. This session will share lessons learned from segmenting online communications for some of the largest fundraising events in the country. From identifying audience segments, to targeting communications, to tracking the final results of each campaign, this session will feature strategies for increasing your marketing and fundraising results through more targeted online communication. Session takeaways:

- how to segment with descriptive analysis
- how to target with predictive analysis
- how to analyse the impact of your segmentation and targeting strategy

This session is suitable for delegates from large and/or sophisticated organisations.

In the palm of your hand - how your organisation can leverage mobile technology

Speakers: Jessica Bosanko

Using case studies and data aggregated from a handful of non-profit text messaging programmes, this session will explore what's working in the world of mobile phones, both for fundraising and list acquisition, and how you can apply it to your own programme. This will include everything from mobile-optimized forms, apps, using text programmes to recruit new supporters to your email file, text-to-give campaigns, and making text compliment and boost your other fundraising strategies. Aimed at NGO fundraisers looking to dip their toes into mobile, or those that already have and are curious what others are doing the results they're seeing, you can expect to walk away with a set of tactics, from easy and cheap to hard and expensive, that your non-profit could use to leverage mobile technology, as well as criteria to evaluate whether or not those tactics are right for your organisation.

This session is suitable for a general audience.

Lessons in digital media adoption by not-for-profits

Speakers: Usha Menon

This session is aimed at participants interested to initiate or increase the adoption of digital fundraising by their organisations as part of their overall strategy. Using data and case studies from Asia, participants will get insights into successes and challenges faced by charities in adopting digital fundraising, including:

- fundraising campaign on a shoe-string
- use of video to mobilise supporters and create a community
- power to our youth – how 'old school' fundraising techniques can get a new lease of life by going digital

This session is suitable for delegates from smaller and/or less experienced organisations.

Lisa Simpson for non-profits - what science can teach you about fundraising and making social change

Speakers: Alia McKee, Mark Rovner, Katya Andresen

Science – it isn't just for nerds. That's the premise of this sequel to the popular Homer Simpson for Non Profits. This session is an introduction to scientific principles - from the fields of behavioural economics, psychology and cultural cognition – that we think are most relevant for non-profit fundraisers. We provide case studies and examples that answer the following questions and more:

- What influences the decisions people make?
- What most effectively motivates us?
- How do our values influence our reactions to marketing messages?
- Why do people give donations?

Learn the science behind what influences human decision-making processes and get practical takeaways to test immediately.

This session is suitable for delegates from large and/or sophisticated organisations.

Mobilise and empower your community fundraising with peer to peer tools and techniques

Speakers: Martin Gill

Peer to peer tools are growing in range and effectiveness. We'll take a speedy look at real events we have delivered with clients from Australia, the UK and Canada to show the best ways to use different peer to peer tools, event creative, communication strategy (online and offline), social media and mobile platforms to raise more, connect to more supporters and increase participant effectiveness as fundraisers. The session is aimed at event and digital fundraisers, heads of digital teams and digital innovators. The learning outcomes include how to pick the right peer to peer tool, how to structure a communication plan for participants, ways to increase average gifts, how to use creative assets and what roles social and mobile media can play within your fundraising.

This session is suitable for delegates from large and/or sophisticated organisations.

Non-profits and new blood

Speakers: Jocelyn Harmon

All businesses need to find new customers or die. It's no different for non-profits, although in our case, we need to recruit new donors, advocates, members and volunteers to stay alive. There are numerous tactics for building your online list, including Search Engine Marketing, Word of Mouth Marketing, Social Media, Online Advocacy and Lead Generation. This session will provide you with an overview of these tactics. In addition, Jocelyn will discuss ways to evaluate the performance of your online acquisition programme so that you can improve your return on investment.

This session is suitable for a general audience.

Once upon a time... the power of stories in fundraising

Speakers: Leah Eustace

Human beings are both emotional and social animals. We connect and communicate with each other by sharing stories. Whether it's books or movies – emails or text messages – we tell stories to share our human experience. Fundraising is no different. Great fundraisers know how to tell great stories. Whether it's direct mail copy or newsletter content – web material or a conversation with a major donor – our donors respond best when they hear compelling and moving stories about your cause and your organisation. In this session you'll learn how the donor brain works when it comes to making giving decisions, and how you can use that information to transform your fundraising programme. At the same time, you'll learn how to find and collect great stories, maximize the impact of your storytelling, and create a storytelling culture within your organisation. This session will include many examples of charities that are telling their stories well in the e-realm.

This session is suitable for a general audience.

Powerful social media relationships made easier

Speakers: Casey Golden

Now that organisations and businesses are entering the social media space, they need to hyper-target and engage users of certain demographics. Social Customer Relationship Management systems (SocialCRMs) make it possible to find and engage your base and get results, fast. Social media practitioners and fundraisers will learn how to take their work to the next level and hear case studies of non-profits who have used these tools successfully, turning fans and followers into donors.

This session is suitable for delegates from large and/or sophisticated organisations.

The emerging role of smartphones for social good

Speakers: Mark Sutton, Scott Gray

The ubiquitous use of smartphones is changing the fundraising landscape. From iPhone apps, mobile enhanced websites, QR codes, interacting on Facebook and Twitter non-profit organisations are leveraging this momentum to integrate mobile as a new giving channel. Whether it's for disaster relief, special events like marathons or holiday campaigns, charities like the American Red Cross, WWF Canada, Great Ormond Street Children's Hospital and The Leukaemia Foundation to name a few, are integrating this new channel of giving into their overall fundraising mix. It is predicted that by the end of 2011, global Smartphone sales will exceed computer sales for the first time. One more reason charities are embracing this new fundraising tool to reach new donors and raise more money. This session is aimed at fundraising executives doing online fundraising who want to know more about mobile giving learning, strategies and best practice to integrating mobile giving in current fundraising programmes.

This session is suitable for a general audience.

The Online Giving Study - what we learned from 1.8 million US online donors and what you can do with that knowledge

Speakers: Jeff Brooks

The landmark Online Giving Study examined nearly \$400M in donations to 66,470 different non-profits to identify trends in online giving across non-profits' websites, donation portals and social networks. The key finding? It's all about relationships! Join one of the study co-authors to discuss online outreach, non-profit marketing and fundraising in 2011. In addition to presenting the study's findings, the session will address:

- how to strengthen relationships with your current donors
- ways to identify and cultivate new supporters
- where (and when) to focus your online activities.

This session is suitable for delegates from large and/or sophisticated organisations.

The strategies for visionary success

Speakers: Michael Johnston

As a fundraising leader, you need to manage, lead, and support others in your organisation to be successful with online and integrated fundraising. This change management session will give you the tools to empower your organisation to be more successful with online and integrated fundraising.

To help you be a strategic visionary, this session will begin with a challenging outline of what the donor of 2021 will look like, think like, and how they will give. Then it will ask you to think carefully about the culture, structure, and skills within your organisation. Are you ready for the organisational demands of a multi-channel, multi-generational fundraising environment or do you need to find inspiration and practical examples to reform your organisation? With examples from the Four Seasons Hotel Chain, Greenpeace, Amnesty Spain and others, this practical session will inspire you to build (or rebuild) your organisation for a beautifully challenging future in fundraising.

Transforming donor renewal campaigns using multiple channels

Speakers: Meredith Campbell

What do donor DM campaigns look like in a multi-channel world? How can mail, email, phone and social networks be used to boost results across your donor database? Online donor acquisition through peer to peer fundraising has outstripped direct mail acquisition at the Royal Children's Hospital Foundation over the last 12 months. How well do peer to peer fundraising donors convert to organisational donors? Since 2009, the Royal Children's Hospital Foundation has transformed our donor renewal campaigns to communicate with offline and online donors using multiple channels. In early 2009, the Royal Children's Hospital Foundation identified online giving as a major opportunity for future growth. A strategy was developed to not only exploit the fast growing online fundraising areas such as peer to peer, but to leverage online across all existing offline fundraising campaigns and develop a multi-channel approach to our donors and supporters.

This session is suitable for a general audience.

What's hiding behind your petition? Finding donors through advocacy

Speakers: Sheetal Persaud

When there are increasing limits on budgets and staff time – how do you make the case for an advocacy campaign? Advocates are the warmest lead your organisation has, which makes them great potential donors. You will learn how to bring rapid email conversion, telemarketing and direct mail together, so that you could see conversion rates as high as 20%. We'll share insightful case studies from around the world including Amnesty Denmark, Greenpeace Argentina and Save the Children UK. This session is aimed at fundraisers and campaigners.

This session is suitable for a general audience.

**[Ak máte záujem o prezentácie z konferencie Fundraising online,
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