



## CONFLUENT E-NEWSLETTER TOPICS

### We will be at CASE V in Chicago 12/12- 12/14

If you want to hear and see more, let us know and we will set up a time to meet.

**Tip of the month:** Planning for the New Year—2011 just around the corner Christa Heibel

At this time of year, it is hard to not get distracted with winter's arrival and the holidays. It seems to creep up on us as we try to focus on year-end activities like setting budgets, reporting, reviewing past projects and planning for 2011. It is a critical time to evaluate and plan for the next year; for a bigger and better year of fundraising/revenue growth and service. Are you all set for 2011's fundraising plans? The following are some questions to reflect on and assess your needs as we close out 2010:

- Are your current methods to raise money yielding you the greatest results?
  - I have been told the definition of insanity is trying to do the same thing over and over again but looking for new results.... is your organization stuck in this cycle?
- Are you willing to take calculated risks or open to testing new methods and technologies to support your cause?
  - Are you stuck with the same old tools, methods and philosophies?
- Have you recently evaluated and tested your existing vendors to make sure they are performing on par with your expectations/goals?

Here are some ideas to shake things up in 2011:

- Connect with donors through LIVE calls. Live calls to donors can yield up to 65% of received dollars for your organization with give rates as high as 45%. Do not be fooled into thinking your donors won't like the idea, and that with DNC the phones don't work. They do, and always have. Probably always will, even though we all say we do not like it.
- Re-evaluate your vendor contacts that involve fundraising. I keep running into contracts where vendors are giving the nonprofit 15% net dollars...WHAT? I have even seen as low as 10%. This is great if you are a new organization that has no donors, because otherwise it would be costly to find them. However, if you are established with your organization and have thousands of previous givers, **you should be expecting closer to 35-65% net on those annual drives.** Look for a "per call" contract where you pay for what you get and you keep the larger percentage of all donor work.
- Plan to touch donors via phone 3-4 times annually; it yields the highest annual gives. They do not all give each time, but we want to keep them active more than once a year.

- Protect your donors. Make sure you OWN any new donors a partner finds for you over the phone, internet or mail. They are the life blood of your organization, and they are giving to you. Contracts should make it clear you have access and ownership of this data.
- Include prospecting... finding new donors is vital to your organization's future. Have an active plan in place to maintain your donor list with phones, internet and mail giving. Phones generally yield the best results in the volume of new givers, and a good tele-fundraising partner will work with you to create a cost-effective way to do this. It may not yield the same net returns as your donor files, but it keeps your organization growing and revenue protected long-term.
- Know your donors. Know how they want to be contacted. Allow them to give easily with the right combination of phone, internet and mail. Do not make these mediums compete with each other, instead make them work together and compliment your message to maximize donor giving. Do not leave one of them out.

**Product Highlight: Thank you / Holiday Calls**

Jack Tracksler

Many moons ago when I was in Development, we used to say you could never thank a donor too much. We would send gift acknowledgment/thank you notes to everyone who made a donation. We would also include a reply envelope, but not ask for an additional donation. Amazingly, 17% of the individuals would send in another donation! So then we would thank them again, and send another envelope. Lo and behold, many of those envelopes would come back with checks!

These days we send out automated phone calls thanking folks for their pledge. That simple call increases pledge response by 50% and in many cases eliminates the need for mailing a third pledge reminder. This lowers costs, and has a very positive effect on the bottom line.

A great many of our clients are starting to send out Happy Holiday Calls. Anything from Merry Christmas, Happy Holiday, Happy Thanksgiving or Happy New Year. The calls cross all segments of our clients from non-profits to major retailers and even utility companies. It's a fast, affordable way to stay in touch with folks who make your businesses grow. We've thought so much of the idea that we are sending out calls like that to our customers.

As a way of thanking customers for their business, **we are offering a 10% Discount to those who would like to make Happy Holiday calls this year.** If you have not done calls like this, I encourage you to try them. They really work, and are substantially cheaper than Holiday Cards. What you save in postage will more than cover the cost!

Automated phone calls are just part of our many offerings that help you communicate faster and more effectively. It can take weeks to get a mailing out, however, we've been known to get a calling program up and running in hours!

Enjoy the Holidays, thanks for your business.

## **Partner Profile: Keith White, The Mobile Marketer**

Providing your clients and customers with mobile web content is truly a required marketing practice. In fact according to a study by DotMobi, mobile web content has exploded over the last two years eclipsing even the internet boom of the late 90's. Growing at a neck breaking 2,000 percent from 2008 to 2010, you can bet your smartphone that your competitors (if not already) will soon have a mobile friendly web site and a mobile marketing campaign that utilizes this fascinating and highly flexible medium.

Think back to the days when you asked yourself "do I really need a web site? Is it that important to be on the internet?" The growth rate of the internet from 1996 to 1998 went from 150,000 desktop ready websites to 2 million an increase of 1,333 percent. This was the alarm that sent every marketer in search of someone to build their company or organization a website, and saw an explosion of design and development companies to support this insatiable appetite for internet content.

In 2008, DotMobi conducted a study of mobile web content and found that there were a meek 150,000 smartphone friendly web sites. In 2010 a new study yielded an incredible 3 million sites offering content formatted for, and targeting, smartphones and the mobile on-the-go user. Even with this recent explosion of mobile content, as always companies and organizations are skeptical of the need to expand into and have a presence in this growing space. The reality is that if you aren't ready to explore this new medium and pay attention to these exciting new trends, you will once again miss the train.

Ross Sandler of RBC Capital Markets estimates there are currently 374 million smartphone or internet connected mobile device users and over the next 2 years that number will increase to 766 million by 2012. Consequently, the number of smartphone searches will grow from 157 billion to 586 billion (up from 35 billion two years ago). Mobile searches are estimated to grow to 20 percent of all internet searches by 2012.

Has your jaw dropped yet? Is your heart beat a bit faster? Are you asking yourself why you haven't migrated to mobile? You should! Looking at trends and numbers like these you can see just how fast paced this medium is growing, and the demand by consumers for mobile content. If you're not on board soon, you will be left behind. The train is leaving and your opportunity to embrace this technology and be a stand out in your industry is rapidly diminishing.

No longer can you ignore the fact that smartphones and web enabled mobile devices are here to stay. People are creatures of convenience and will continue to adopt technology that makes their lives easier. Marketers need to read all the signs and be aware that if they are not mobile yet then they will be playing catch up to their competitors.

The best advice I can give is to educate yourself, do some research, go buy or borrow a smartphone and search your own company or organization and see how well your message is delivered on a mobile device. Talk with a consultant and find out how you can utilize this increasingly effective marketing medium. Get on board, get connected and ensure that your message is clear, concise and mobile.

**Keith T. White** is an executive-level creative services professional, with in-depth experience in branding, design and marketing products and services for a wide range of B2B and B2C clientele. With a 17 year entrepreneurial background that incorporates key-roles in building several high-tech start-up companies, Keith currently provides consulting services to small and medium sized businesses helping them to successfully launch new technologies, processes, and products in an ever changing digital landscape. With extensive knowledge and experience in managing corporate identity design and branding campaigns that reach across all mediums including of course mobile.