

# Sue Fidler

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# **Innovative Fundraising**

# Email and internet

Possibly the solution to the DM dream of cheap, segmented, personalized and instant communication with full, instant reporting.

# Stats

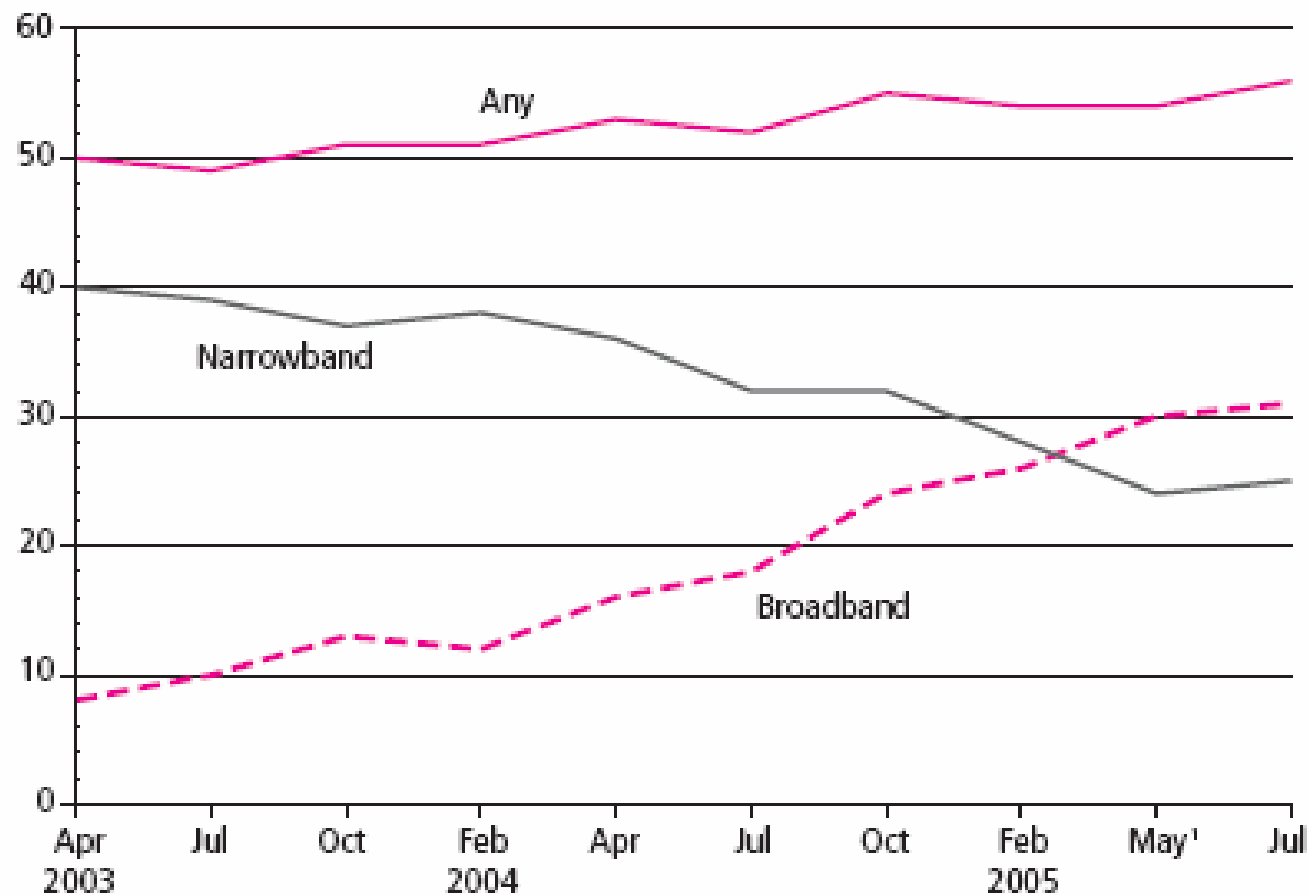
- 450 million internet users in the world
  - 56% of these are regular users
- 34 Million people have access in UK
  - 57.2% of the UK population
  - 69% have broadband
- spend 10 hours a month on line

Neilson Net ratings

## Household Internet connection: by type

Great Britain

Percentages



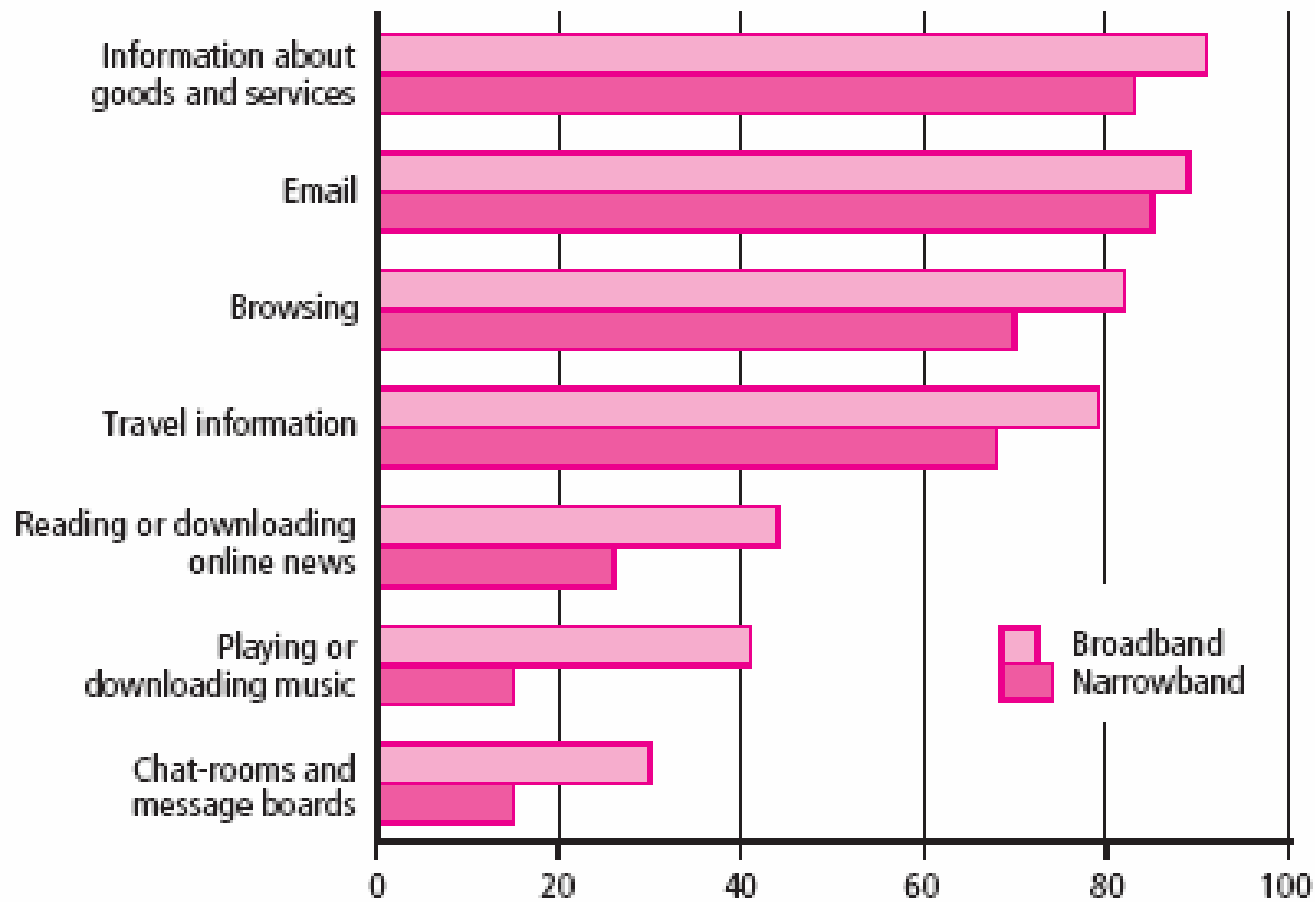
*1 From 2005 Internet access data was collected in May instead of April.*

*Source: Omnibus Survey, Office for National Statistics*

# Selected online activities: by home connection, February 2005

Great Britain

Percentages

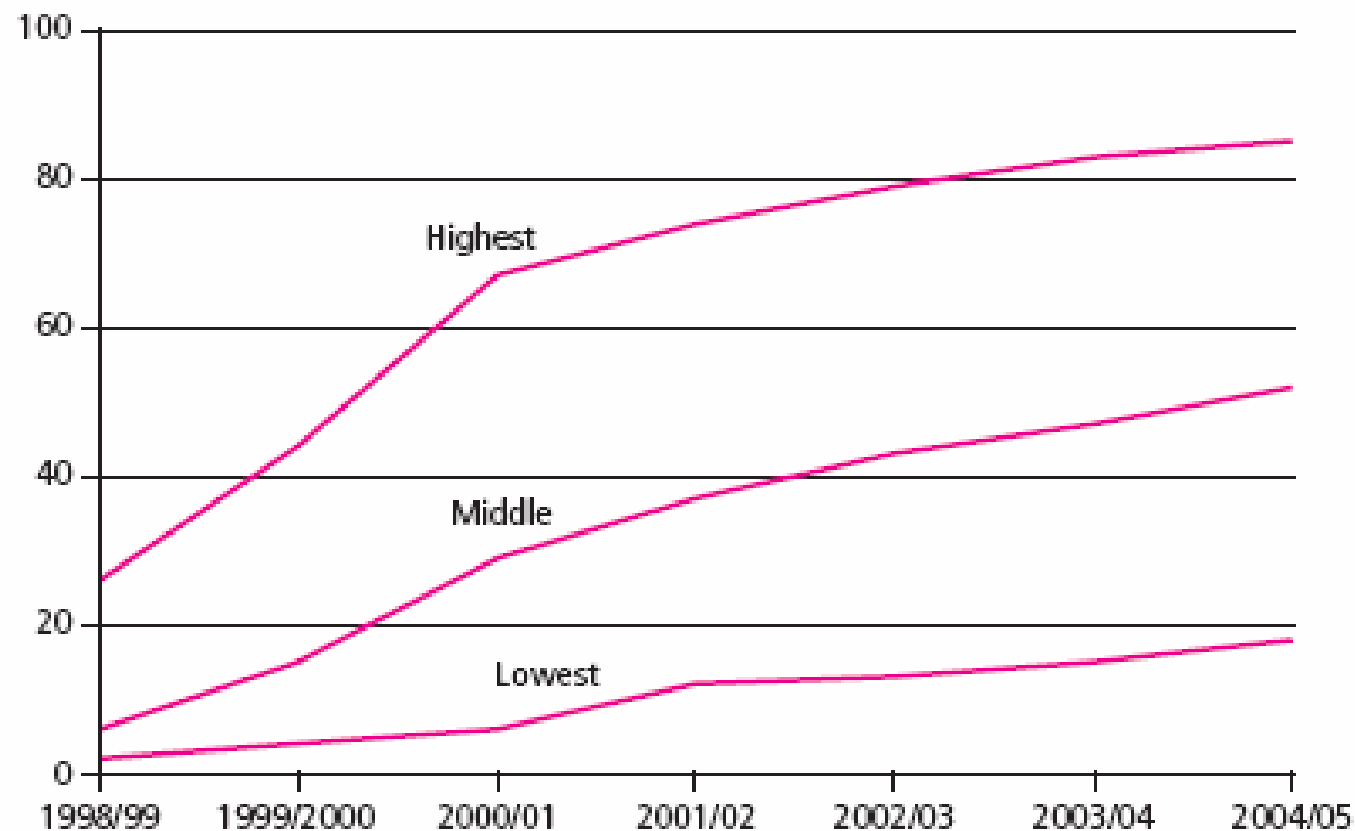


Source: Omnibus Survey, Office for National Statistics

## Home internet connection: by household income quintile group

United Kingdom

Percentages



*Source: Family Expenditure Survey and Expenditure and Food Survey, Office for National Statistics*

# Stats

- Just under two thirds of adults in the UK gave money to charity in 2003
- Totalling £35 Billion
- The average monthly donation was £12.32

Office of National Statistics



So why aren't they giving online?

# Online audience

- Higher than average income
- Busy active lives – time poor
- Expect personalisation and options
- Expect good service, fast response and instant response
- Read email before snail mail
- Demand information
- Give higher than average gifts

# Basic Rules

- Informative website
- Match online brand to offline image
- Collect names and emails
- Links on EVERYTHING
- Online donate options on all offline
- Offer every way to give

# Basic Rules

**YOU HAVE 10 SECONDS**

25 YEARS 1981-2006


Text only | Sitemap | Print | En Français | En Español | Em Português

**WaterAid** UK site

WaterAid sites 

Search

[About us](#) [What we do](#) [Learn zone](#) [Get involved](#) [Donate](#) [Contact us](#)



The path out of poverty begins with clean water and sanitation.

**Water for life >>**

**Stay informed**

Receive regular email updates on our work


Your email

[Edit details](#)

**Get involved**


- [Build an online fundraising page](#)
- [WaterAid shop](#)
- [Payroll giving](#)
- [Wedding donations](#)
- [Make a gift in memory](#)
- [Sign up for a WaterAid credit card](#)
- [Get your corporate Christmas cards](#)

**Making it possible in India**



How WaterAid is helping women in Gwalior, India, bring hope and health to their communities.

**Publications at your fingertips**



Learn more about our work. You can now search all of our documents and publications online.

**Where we work**

WaterAid works in 17 countries providing water, sanitation and hygiene education to some of the world's poorest people.



Select a country


**Latest news**

- [WaterAid attends Fortune Forum](#)
- [The Hills are Alive with the Sound of ... Camels?](#)
- [Drawing water supports WaterAid](#)
- [Millennium Development Goals veering off target](#)
- [South Asia conference to address sanitation](#)
- [Digging for Blue Gold](#)

**Run the 2007 London marathon**



**Christmas cards now on sale**



Donate

Sign Up

Many ways to give



**We are the largest dog welfare charity in the UK.**

Help us give a happy home to 1,000s of stray and abandoned dogs



## Login

Email or Support Number

Password



[Forgotten Password? ▶](#)

[Register now ▶](#)

[Contact Us](#) | [About Us](#) | [Helpdesk](#) | [Privacy](#) | [Links](#) | [Site Map](#)

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[Sponsor a Dog](#)

[Rehoming](#)

[Ways We Help](#)

[Press Office](#)

[Learn With Dogs](#)

[Information](#)

[How To Help](#)



## News Update



25 September 2006  
**Dogs Trust statement – Rottweiler attack in Leicester**

01 September 2006  
**WANTED: A FIRM HAND FOR FREDDIE**

[See all press releases ▶](#)



## Rehoming

There are lots of ways to choose a dog - we think rehoming is the best



## Information

We can answer your questions on anything dog-



## Sponsor a dog

Our lovely dogs are real characters, but the one thing they all need is a best friend

▼ Donate

- ▶ What your money buys
- ▶ A gift in your Will
- ▶ Giving shares
- ▶ Wedding donations
- ▶ Celebrating an occasion?
- ▶ Sponsor a friend
- ▶ Payroll Giving
- ▶ Make a gift in memory
- ▶ Give an Hour
- ▶ Donate your mobile
- ▶ WaterAid credit card
- ▶ Give as you shop
- ▶ Gift Aid

Sponsor a  
friend  
online



## Donate today

Women and children spend hours each day walking to collect water that is unsafe to drink and makes them ill.

When children are ill they cannot go to school and their mothers stay at home to care for them. When fathers are ill they cannot earn money.

The path out of poverty begins with clean water and sanitation. Donating by Direct Debit saves administration costs and, because we know how much money is coming in, enables us to plan our work more effectively.

By supporting us, your regular gift could help change the lives of millions of people.



[Watch the short video to see how your money can make a difference to the lives of some of the world's poorest and most marginalised communities.](#)

If you would like to become a regular supporter and help us continue our vital work please choose the regular monthly donation option below. **Thank you.**

» I would like to make a regular monthly donation by Direct Debit

Donate now

» I would like to donate by credit or debit card

☐ £15 ☐ £30 ☐ £50

Donate now

» I would like to donate £  by credit or debit card

Donate now



▼ Donate

- ▶ What your money buys
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Sponsor a friend online



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- ▶ **Donate your mobile**
- ▶ **WaterAid credit card**
- ▶ **Give as you shop**
- ▶ **Gift Aid**

Sponsor a  
friend  
online



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☐ £15 ☐ £30 ☐ £50

» I would like to donate £  by credit or debit card

[Donate now](#)

#### Other donation methods

- **By Direct Debit:** Call 0845 330 8400 or [print a DD mandate](#)
- **By CAF Card:** [Donate online with your CAF Card](#) (What's this?)
- **By phone:** Call +44 (0) 845 330 8400
- **By post:** [Print the WaterAid donation form](#)

#### Other ways to give

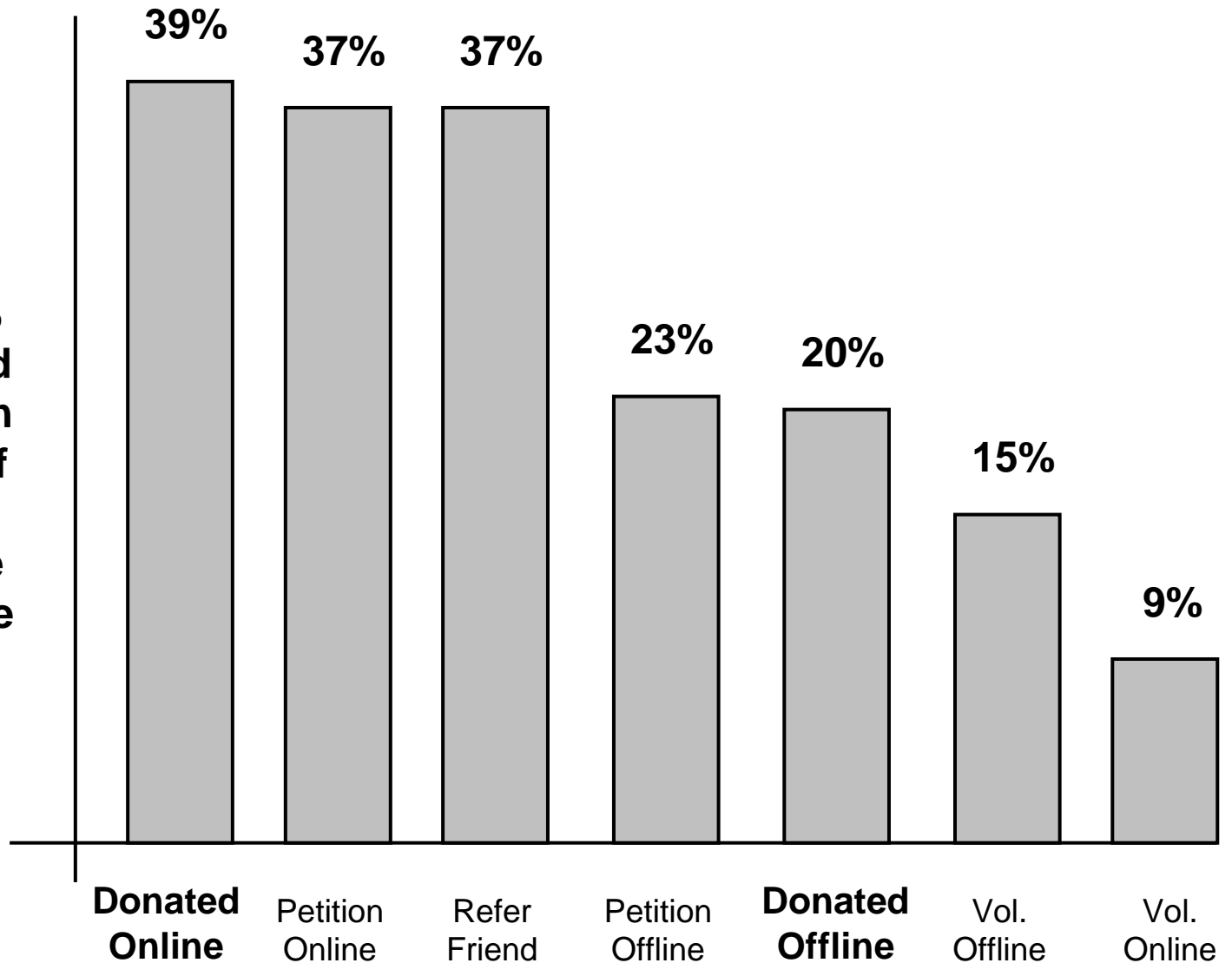
- [A gift in your Will](#)
- [Give shares](#)
- [Payroll giving](#)
- [WaterAid credit card](#)
- [Wedding donations](#)
- [Occasion donations](#)
- [Make a gift in memory](#)
- [Donate your old mobile](#)
- [Give as you shop](#)

\* Please [notify us](#) if you change address. To qualify for Gift Aid you must be a UK tax payer and what you pay in income tax or capital gains tax must at least equal the amount we will claim in the tax year.

↑ [Top](#)

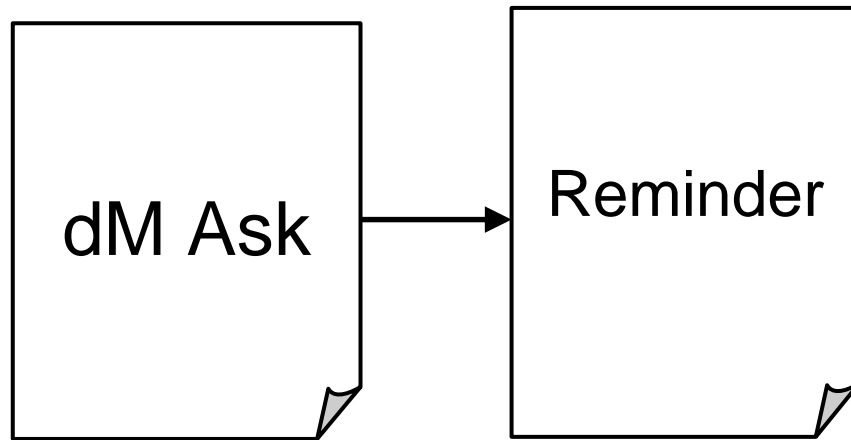
But they still aren't giving...  
as much as we expected

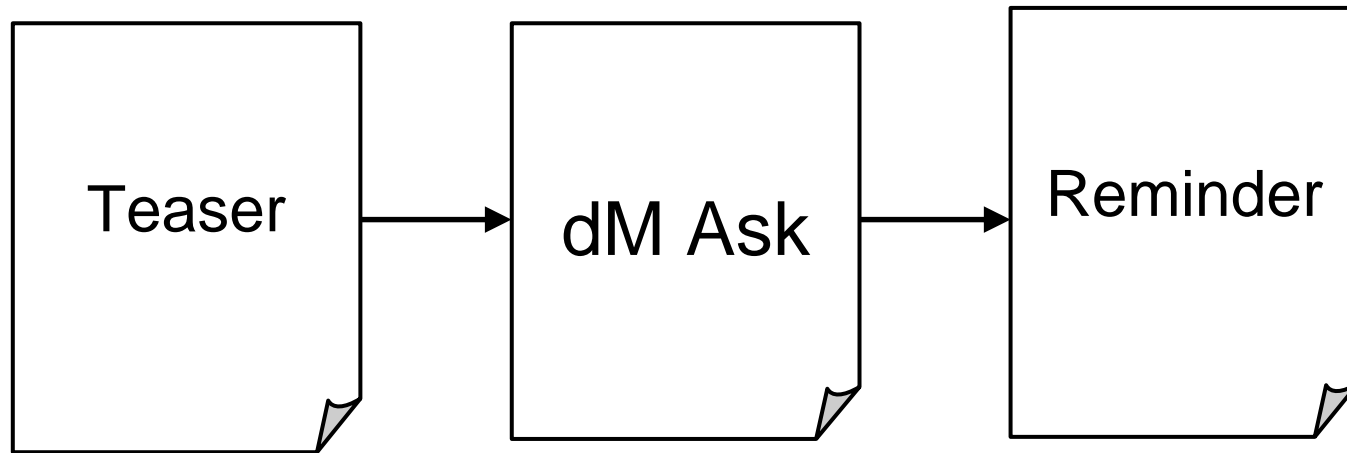
**More than 50%  
said they would  
NOT have taken  
further action if  
they had NOT  
first visited the  
charity web Site**

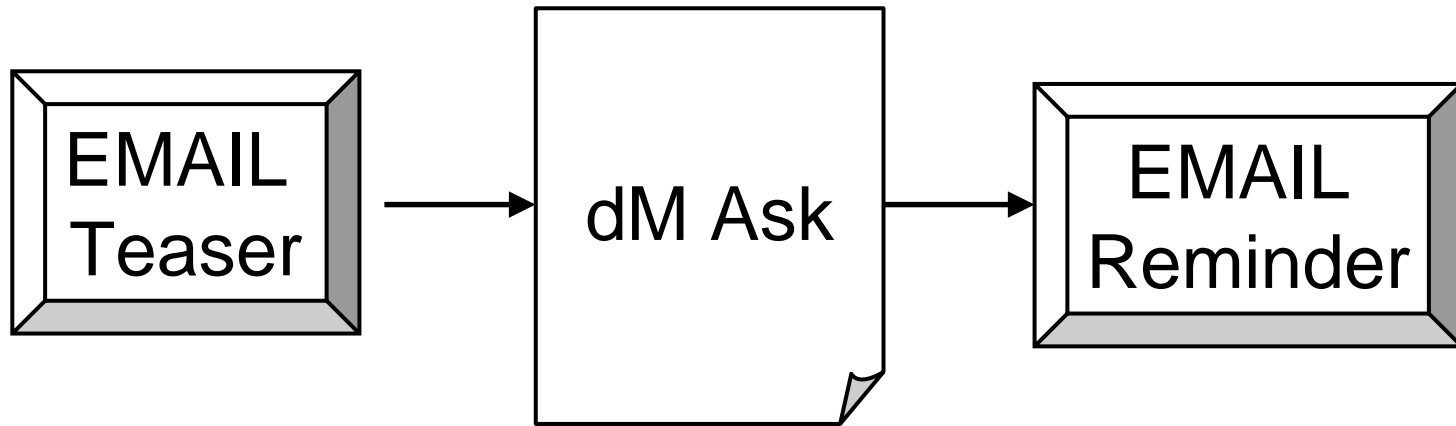


Kellogg Foundation

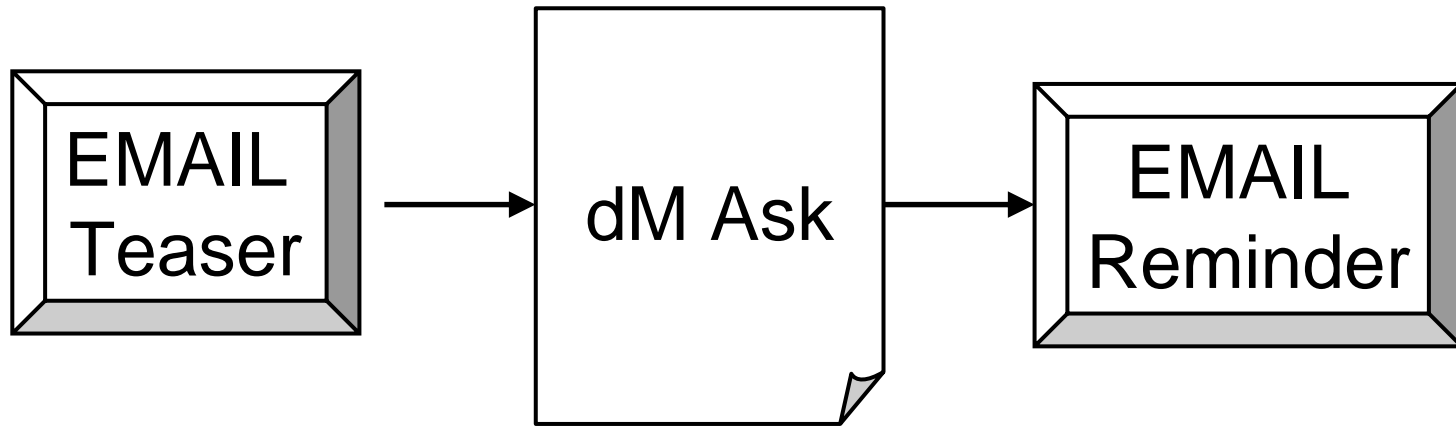






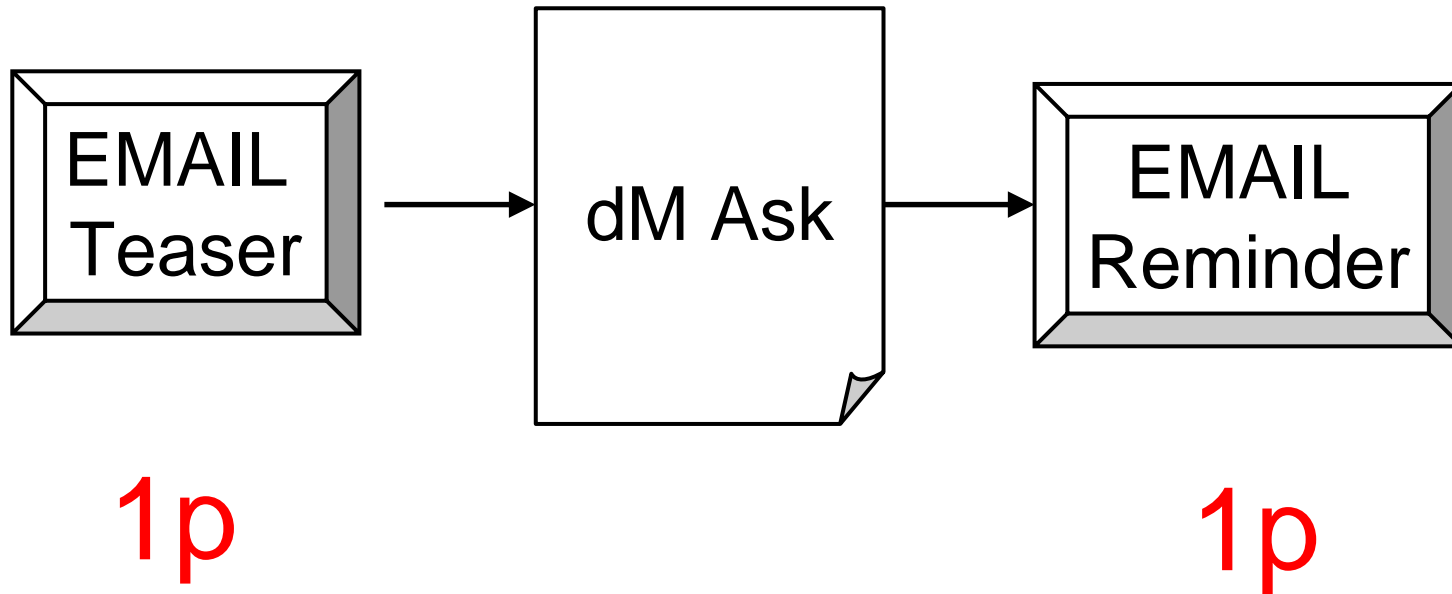


## Online users open email before post





Online users open email before post



# Make sure your URL is on your donation asks and responses

<p>Please accept my donation of:</p> <p><input type="checkbox"/> £100</p> <p><input type="checkbox"/> £50</p> <p><input type="checkbox"/> £25</p> <p><input type="checkbox"/> £15</p> <p><input type="checkbox"/> Other amount: £ <input type="text"/></p> <p>Where did you hear about WaterAid?</p> <p><input type="text"/></p>	<table border="1"><tr><td>Title (Mr/Mrs/Miss/Ms):</td><td>Initial:</td></tr><tr><td colspan="2">Surname:</td></tr><tr><td colspan="2">Address:</td></tr><tr><td colspan="2">Postcode:</td></tr><tr><td colspan="2">Country:</td></tr><tr><td colspan="2">Telephone:</td></tr><tr><td colspan="2">Email:</td></tr></table> <p>Your support makes our vital work possible. We'd like to keep in touch with you to tell you more. If you don't want to hear more from WaterAid and WaterAid Trading Ltd just let us know</p>	Title (Mr/Mrs/Miss/Ms):	Initial:	Surname:		Address:		Postcode:		Country:		Telephone:		Email:	
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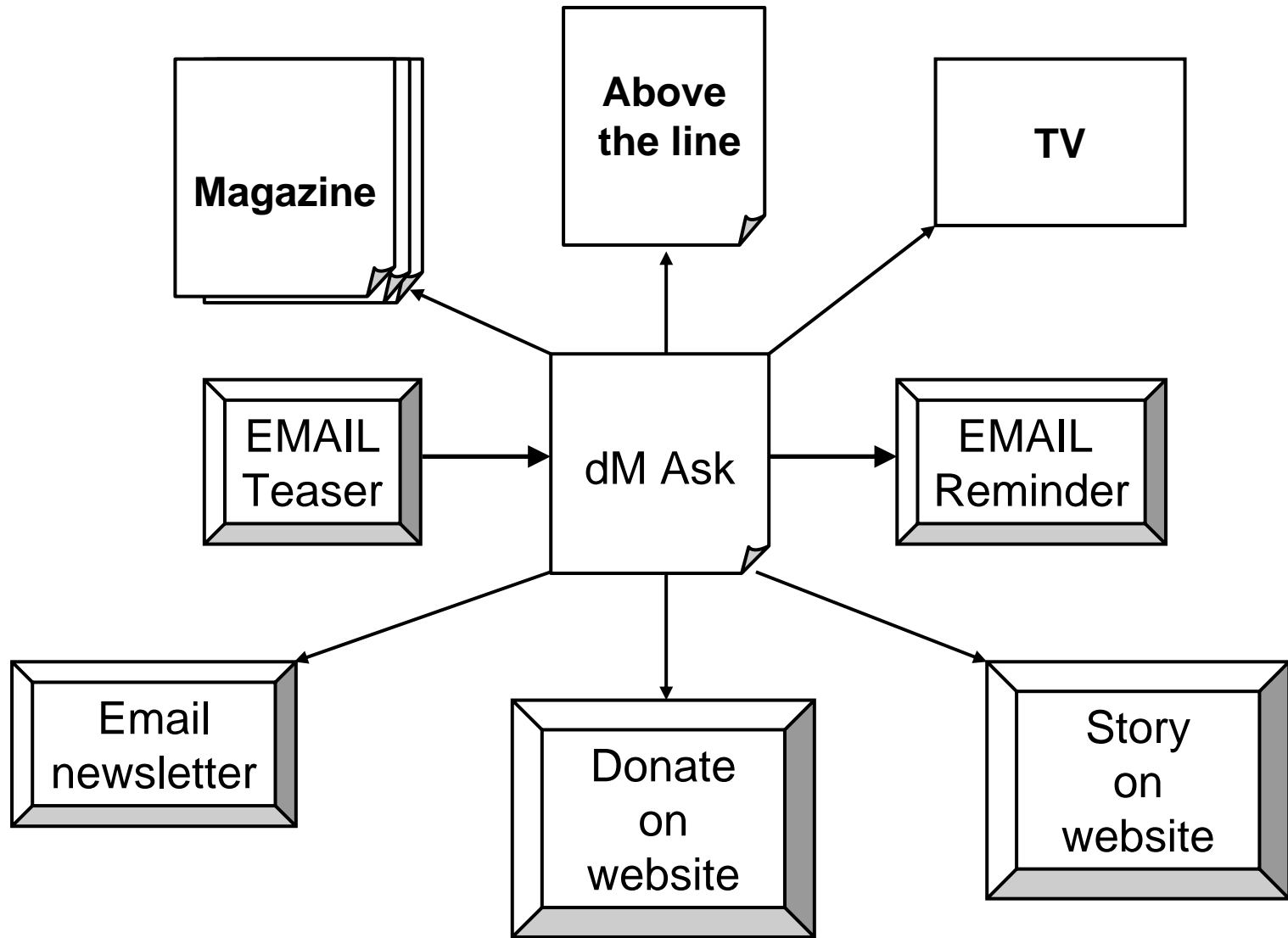
**Payment method**

☐ I enclose a cheque / postal order / CAF voucher\* made payable to WaterAid  
(\*please delete as appropriate)

# Ask Users what they want

- Offer donations online
- Ask donors if they want post
- Ask if they prefer to give online

## Basic Donor Choice - ONLINE



# Upgrade Campaign

- Launched in magazine
- Supported by email
- button banner on members site
- 42% of responses before dM started were made online
- average upgrade online was 36% higher than offline

Greenpeace

# Integrate On and Offline Campaigns

# Integrated Communications Plan

# Integrate

- Check what comms ALL departments are doing
- Plan timeframe to include:
  - organisational material (annual report)
  - offline magazines
  - offline dM
  - email newsletters
  - campaigns
- Synchronise comms and asks



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