Creating Websites & Newsletters
Donors Will Love ~ today part 3

#Thattomahern

After attending a
couple of workshops
in Danbury...
The following letter was written
by a volunteer with zero
experience. It raised $55,926 for
a small-town library.
Why us?

What are we doing that’s so uniquely wonderful that the world should want more of it and support our new plans?
Why now?
What’s the big hurry?
What changed? Why is this URGENT?
Why you, the donor, might care?

Mark Twain Library

Why donor cares? “I’m needed.”

Why donor cares? “It’s mine.”

For local nonprofits, 
this is your time. 
Overseas nonprofits 
aren’t faring so well.

Natural constituencies

Animal welfare = “Animal lovers”
Arts museum = “Me: arts lover!”
Children = Adults, any
Faith-based = Believers
Hospice = Families of deceased
Hospital = “Grateful” patients
Library = Patrons
Local causes = The civic-minded
School = Graduates
“...the key motivator for giving is not need, but opportunity.”

The Golden Rule of marketing
The right offer in front of the right person at the right time...

Anything you can **click on** is an OFFER.
There's got to be a magic bullet around here someplace!

Expectations
Online giving in 2013, as a percentage of the whole.

Source: Chronicle of Philanthropy, 2014

And yet digital is the future.

A small animal-welfare charity founded by a couple of bleeding hearts in Bangkok now raises $500,000/monthly via Facebook alone, mostly from overseas donors.
Easy? To succeed on FB

Full-time staff
New post every two hours
Plus data-driven paid advertising

You cannot cook up a great customer service experience on the web without training. You just can’t.

CORE BOOKS
FREE subscription
Which is better?

- Job-o-Rama
- Employment Opportunities
- Jobs

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- Job-o-Rama
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- Jobs

“When you’re creating a site, your job is to get rid of the question marks.”
Conventions are your friends

- Users expect logo in top left
- Important things like donating need to be obvious
- Stick to one color for all clickable text links
- Use typical social media icons
- Provide visual hierarchies

DO THEY READ?

“What [web visitors] actually do ... is glance at each new page, scan some of the text, and click on the first link that catches their interest or vaguely resembles the thing they’re looking for. [The] user’s reality is much closer to ‘billboard going by at 60 miles an hour.’”
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Skimming is essential
• Use headlines and subheads
• “Omit needless words.”
• “Happy talk must die.”
• “Instructions must die.”
• Write less. Cut that in half.
• One-sentence paragraphs are fine. No “wall of words.”
• Use bulleted lists
• Highlight key terms in bold
Yesterday, while on the web, I...

- downloaded a file
- ordered a book
- compared prices on a new camera I want
- read a few of my favorite blogs
- checked the Wikipedia entry for usability
- looked for info on my elderly aunt’s health question

Online, we look for specific things.

Personas
(Yeah, personae)

Pages

“Table of contents” pages, basically, to help visitors navigate a ton of content, like a school or clinic might have

Also called “landing pages”
Six “focusing” guidelines

- Give people only what they need.
- Cut! Cut! Cut! And cut again!
- Start with the key point. Write in inverted pyramid style. (See Wikipedia.)
- Break down walls of words.
- Give useful information. What did they come to the site looking for?
- Layer information. Give them a little on the home page, then link to a page where they can “read more.”

Your messages

Do they even know you’re a charity?
Or do they assume someone else’s money does the job?
FASTER!!!!!

17% of website page views last less than 4 seconds. Only 49% of words are read on website pages with 111 words or more. The average website page contains more than 500 words.

National Centre for Biotechnology Information, U.S. National Library of Medicine, The Associated Press, via Chris Washington-Sare

In 4 seconds, I learned?

In 4 seconds, I learned!
In 4 seconds, I learned!
In 4 seconds, I learned?

Every time I look at an online fundraising program that's not gaining traction, the most damaging part of the program, the single thing that's turning away donors before they can give is poorly built giving pages.

Source: Jeff Brooks, September 2014
Network for Good’s Website Test
Is yours ready for donors?

Visually compelling photo outperforms strong video on donation page by 20%.

Salsa Labs, March 2015
“65% of all emails are read on mobile”

Constant Contact March 2015
“As of Q1 2014, for the first time, a majority of U.S. mobile subscribers of all age groups own smartphones. In fact, 51% of mobile owners over the age of 55 [the age when people enter their prime giving years] now own smartphones, up 10% from Q1 2013, driving the growth in smartphone penetration to seven out of 10 Americans overall (70%).”

Nielsen
Network for Good’s Website Test
Is yours ready for donors?

Life is lived on mobile. The same website has to look good two places.

Tom's free how-to e-newsletter…
www.aherncomm.com
Creating Websites & Newsletters
Donors Will Love ~ today part 4

#Thattomahern

The part the charity cares about

The part the donor cares about

Appeals, thanks, & newsletters work together.
You ask. You thank. You report.
You ask. You thank. You report.
You ask. You thank. You report.

Source: Classy.org
“I’m getting close to concluding that e-newsletters don’t work.”

Source: Jeff Brooks, 2012

“E-zine brought in just under $1k in online gifts. Our print newsletter brings in $20k per issue.”

Rob McCulloch, Ottawa Humane Society, June 2014
Boomers (those born between 1946 and 1964) began to outnumber their elders in the donor-aged population starting in 2010. This monster demographic group is going to be the backbone of charitable giving from now until the mid-2030s.

Source: Jeff Brooks, Future Fundraising Now, 2011

Baby boomers aren't digital natives. They grew up with paper. Print will always be a big and romantic part of their lives.

reporting on Jeff Brooks’ data

So, paper or digital? !Both! Print is for money. Both are for love.
Collect email addresses
Because it’s no longer 1993.

EMAIL
Once a month
Minimum
Weekly’s even better.
Daily, better yet, send the same stuff to FB.
to your base, your donors, your tribe

The Nyala AIDS Orphans Project
Story A Week

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If you have not taken the opportunity to reach out with love and encouragement to local child abuse services recently, send an email to info@nongubs.com with your child's name and school in the subject line. Your students will be so pleased to hear your support. Thank you, Dr. Parent!

The love and adoration of hundreds of students is being sent your way!

How you have helped Chorita get the second chance he deserves

Talking with a local hotel manager a few days ago he mentioned the incredible difference in Phuket in the street dog situation compared to 10 years ago. Back then you could not walk more than a few yards without seeing roaming, uncontrolled dogs. Now the dogs are not as numerous and the situation is much more controlled. It made sense. He went on to congratulate me on what Sir Dog had done. I told him that he was thinking the wrong answer because Sir Dog’s supporters should be thanking you because without your nothing would be done to help these animals.

Sadly, although many dogs and cats are now being helped, each month we continue to see many animals that have been badly injured or mauled by humans. The image of a dog that came in last month, Chorita, a small shaggy mixed dog, came to the shelter with severe burns that were horrifically infected. On his thigh were three holes that look like they were inflicted by a tool of...
So at the risk of repeating myself, on behalf of Chuckie and the literally hundreds of thousands of dogs and cats you have helped, THANK YOU from the bottom of my heart. You have done so much to help those poor animals, that have nobody else to care for them.

**Meet Becka! Can you give her a loving home?**

Becka was only two months old when she was hit by a car and left with a badly injured hip. After plenty of rest and rehabilitation, Becka recovered well and became a happy, healthy dog. She came to us at a young age, so she was well socialized and ready to go to her forever home. She is a very friendly dog towards people and other dogs. She has bundles of energy and loves to run around and play.

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Learn more about passion, courage and recovery…

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‘...the minimal email copy resulted in a 6.5% click through rate. Average is 2-4% so definitely had a positive effect.”  
Andrew G, 3/5/15
President Obama Top 15 Moneymaking Subject Lines

1. I am just so happy
2. I want to do this again
3. My uncle Teddy
4. This isn’t already illegal?
5. My place, June 14th
6. Karl Rove sent you a message
7. Hey
8. Me again
9. Saturday night
10. Up late
11. I love you back
12. Hell yeah, I like Obamacare
13. I tried.
14. Wow
15. Clutch

“The Domain Formula”
for money-making print newsletters
Domain’s proven formula:

• 11x17 format, folding to 4 8.5x11 pages
• 6 pages is OK, 2 pages is not as good, 8 pages is not
• one-color, two-color, full-color
• NOT a self-mailer
• mail in a #10 envelope: “Your newsletter enclosed”
• send exclusively to current donors
• include a reply envelope and reply device
• mail as often as possible
• use the newsletter for “impact reporting”; i.e., how your donors’ charity is making a difference
Marathoner goes the distance against cancer, and wins

Dana-Farber’s trust gave him the strength to endure when he didn’t think he could.

“Where is my support?”

Survivors are “Living Proof” cancer can be beaten

Put your boss to work fighting cancer!

Thanks for meeting the challenge!

Your new donor newsletter arrived!
Dear believer in the kids of Pawtucket...
Your newsletter is inside.

Lives You Have Touched...
Lives You Are Changing...

Source: Jeff Brooks, June 2013

Source: AHERNCOMM.com
What DOES go into a donor newsletter

Deliver proof that charity matters.

Stories take the reader on a journey.

These are all offers.

This is social information.

Source: Jeff Brooks, June 2013

1st draft

Improved

DON'T BURY OFFERS
Offer
Anatomy of a failed front page...

...and a good time was had by all...

How many kids depicted?
One. Teensy.

How many donors excluded?
17,966 out of 18,000

Your newsletter is not the society pages.

Stay on mission.
Be clear about need.
Do they even know you’re a charity?

Or do they assume someone else’s money does the job?
Dr. Adrian Sargeant Loyalty factor

They’re aware of consequences

Believing
“Someone might be hurt if I don’t give.”
Believing
“Someone will be helped if I do give.”

HGO Studio – Where Great Talents Become Great Performers
Your Support Launches Artists on the Road to Stardom

The part that matters most to donors

Save the Children

BE INSPIRED. STAY INFORMED. OPEN YOUR NEW insider NEWSLETTER.
At 100 mph

SCORE

21

1

BETTER SCORE?

4

1
Dr. Adrian Sargeant Loyalty factor

They share your beliefs
TOP FLAW: Your newsletter has weak or dysfunctional headlines.

If any fatal flaw deserves the title "Most Deadly," this is it. Headlines are a key reader convenience.
Would Marijuana Be OK by Prescription If You Didn’t Get High?
Painkillers Without Pleasure

[in this case, the Wall Street Journal used 14 words to tell the tale -- short-winded for the Journal, which averages more like 25-30 words for its headline/deck combos]

A Farewell to Stairs
As aging baby boomers begin to complain, “Oh, my aching knees,”
The Arc buys its first ranch house.
More are needed.
This is not a headline.

Not a headline
This is not a headline. It doesn’t tell me what the story is about.

Great photo… great recognition… but what’s the real story?
Dr. Adrian Sargeant Loyalty factor

They’re learning

Are you taking them on a journey?

An Inside Look: High Park's Drug-Free Rehab

After 28 years in the field, Tom Ahern saw a need for a support system for those in recovery. He opened High Park, a drug-free residential rehabilitation program. He helps clients who are battlesome when they arrive to realize that they can do it.

For more information, visit www.highpark.org.

Inventor/writer: Lisa Sargent/SOFII
Journey to another country

Journey to street level, to witness the animal’s plight

From you....

They want to feel good.
They want to feel loved.
They want to feel smart.
They want to feel needed.
They want to feel important.
They want to belong.
They want to see their values in action.
They want to win!