



STOP SENDING EMAIL AND START RUNNING EMAIL CAMPAIGNS

PART THREE - CAMPAIGN ANALYSIS & FOLLOW UP

Firefly Partners

INTROS

Who are these Firefly Folks?



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President



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SECOND SESSION RECAP



- ① User Flow
- ① When to Brand
- ① Writing the Content
- ① Good Donation & Advocacy Forms
- ① Effective use of Social Networking Tools

MEASURING RESULTS



- ③ How often should you track results?
- ③ Tracking results for different audiences?
- ③ What are your comparison points?
- ③ Who needs to be tasked with tracking different types of results?

MEASURING RESULTS



When to Measure

- ⦿ What is the length of your campaign?
 - ⦿ Several month campaign – bi-weekly & monthly
 - ⦿ One month – weekly or more frequent
- ⦿ Did you make any promises to higher-ups or constituents?
- ⦿ Is there a deadline for the campaign?

MEASURING RESULTS



Audience

- ⦿ Internal
 - ⦿ Can generally be more specific
 - ⦿ Tell it like it is – no fluffing the numbers
- ⦿ External
 - ⦿ Be careful when inflating results
 - ⦿ Provide enthusiasm

MEASURING RESULTS



Comparisons

- ⊙ Campaign performance against itself over time
 - ⊙ Know what messages worked well
- ⊙ Previous campaigns
 - ⊙ Compare similar types of campaigns
- ⊙ Industry averages
 - ⊙ Compare yourself to correct segment of report

MEASURING RESULTS



What to Track?

- ◎ Campaign type drives the metrics
 - ◎ Fundraising – email, donation info, list size, tell-a-friend
 - ◎ Advocacy – email, actions, list size, tell-a-friend, legislative outcomes
 - ◎ List growth – email, tell-a-friend, list size
 - ◎ Other elements – who is active? Comments back from list members?

SAMPLE REPORTING FORMATS

Message Performance

Message Name	Drop Date	# Sent	Hard Bounce	Opens	Click Thrus	Donation Count	Donation Amount	Average Gift Amount	Unsubscribes
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Donations By Month

Month	Donation Count	Donation total	Average Gift Amount	New Donors	Past Donors	Advocate Donors
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Donations By Form

Campaign Name	Form Name	Donation Count	Average Gift Amount	Recurring Gift Count	Recurring Gift Totals
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EMAIL RESULTS



What to Track?

- ③ Bounce rate – how many get bounced when I send out my bulk emails? Hard vs. soft
- ③ Open rate – what percentage of those successfully delivered are actually opened?
- ③ Click-through rate – what percentage of those that were opened clicked on a link?
- ③ Unsubscribe rate – how many people unsubscribed from the list from a particular email?

EMAIL RESULTS



The Open Rate Debate

$$\text{Open rate} = \frac{\text{emails opened}}{\text{emails sent} - \text{bounces}}$$

- ⊙ HTML vs text emails
- ⊙ Preview pane in email clients
- ⊙ Images turned off
- ⊙ Increase open rate? – subject line testing, sender's name, diff day of the week, important content up top

SOCIAL NETWORK RESULTS



Track your conversation rate by using source codes or custom links:

- ① Number of unique visitors to website/campaign pages
- ① Increase in members/fans during your campaign
- ① Increase in page views of fan site (tracked via Facebook fan sites)
- ① Campaign participation by your fans

DONATION RESULTS



What to Track?

- ③ Total Dollars Given— How much did you raise? When did the gifts come in?
- ③ Average Gift Amount— Of the total dollars donated, how much was the average donation?
- ③ Total Number of Donors— How many people gave?
- ③ Previous Vs. New Donors— How many gifts were from new donors versus those who have given in the past?

DONATION RESULTS



What to Track?

- ③ When Did Gifts Come In— Over the life of the campaign, when were gifts received?
- ③ What Was Pathway Performance— Did more gifts come in from the website or email messages?
- ③ Who Made Gifts— Did your Facebook fans give? How about activists or other groups?
- ③ Campaign Vs. Campaign — How did this perform against other fundraisers?

ADVOCACY RESULTS



Actions, Petitions, Letter to the Editor, etc.

- ⊙ Page views
- ⊙ Conversion rate – from page visitors, from emails
- ⊙ Messages delivered to targets
- ⊙ Message edit rate
- ⊙ Tell-a-friend – messages sent, friends signing up, friends taking action

REPORTING BACK



Tell it Like it is

- 🎯 Thank participants
- 🎯 Let your supporters know how the campaign is doing mid-way through
- 🎯 Don't over exaggerate your results
- 🎯 Use results to encourage more actions
- 🎯 Always send out an email to all constituents at the end with full campaign results

FINDING THE RIGHT TOOLS



Develop a Needs Assessment

- ⦿ What tools do you currently have? Are you using them to their fullest extent?
- ⦿ What functionality is a 'must have' vs. a 'nice to have'?
- ⦿ What is your budget?
- ⦿ What is your organization's skill level in setting up and using the tools?

A FEW TOOLS



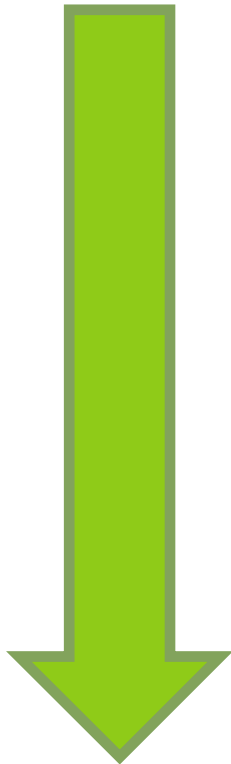
High End	Middle End	Low End/Free
Convio	Salsa	Google
Nimbus	Civicrm	Wiggio
Blackbaud	Network For Good	YouTube
	NonProfit Soapbox	WordPress
	Wild Orchid	Activegiving
	UNXvision	Igloo
	Advocacy Online	

HERE'S WHERE TO LOOK



- ◎ NTEN
- ◎ Idealware
- ◎ Network for Good
- ◎ Techsoup
- ◎ Idealist
- ◎ NonProfit Matrix
- ◎ Convio

TYING IT TOGETHER



- ① Deciding on a Campaign Type
- ② Making A Plan & Deciding on User Flow
- ③ Deciding What to Brand
- ④ Building the Right Campaign Building Blocks (Website, Messages, Online Advocacy & Fundraising, Social Networks, etc.)
- ⑤ Writing the Content / Creating Good Forms
- ⑥ Launching Campaign & Ongoing Analysis
- ⑦ Reporting Back & Lessons Learned

Q & A



GETTING HELP FROM FIREFLY

- ⊙ Email Us A Question:
<http://ffptnr.convio.net/NTEN>
- ⊙ Visit our site: www.fireflypartners.com
- ⊙ Email Jen: jen@fireflypartners.com
- ⊙ Email Maureen: maureen@fireflypartners.com



Thank you!