

Building Community

Stephen Pidgeon

tangible:

Building 'Community'

- Community working for you
 - examples and research
- Community working against you
- Community based on multi-channel
- New understanding of motivation
- ...and you'll end up with (at least) ten new ideas

Ten ideas...

- Virtual events mirror-ing real events
- Video (or picture compilation) accessed through a PURL

They've opened the PURL...

- ...but they haven't given - what do you do now?
- You TELEPHONE them
- ...and by the way, you should follow up every email that is opened but doesn't produce a response

Currently, in the commercial world...

- B2B acquisition and renewal of motor insurance
 - Normal telephone connection rate: 10 - 13%
 - Rate after email opening: 20 -25%
 - Conversion to sale up by 10 - 15%
 - Total improvement: over 100%
- Consumer Private Health Insurance sales
 - Exactly the same impact

“Is this a good time to be talking to you about Private Health Insurance?”

How exciting is this...

- It starts with a mailing
- You sign up to a project
- You can visit the project on-line
- Oxfam sets up a Facebook etc site for people supporting that project
- You begin linking with them
- One of you actually goes to see the site
-and reports back to the group

WOW!

What about the problem of...

...earmarking the money?

Ten ideas...

- Virtual events mirror-ing real events
- Video (or picture compilation) accessed through a PURL
- Telephone those who 'open' but don't 'buy'
- Use the wonders of Google Earth or even simple webcams
- Giving choice on what the supporter pays for
- Talk to your Financial Director with courage

Building 'Community'

- Community working for you
 - examples and research
- Community working against you
- Community based on multi-channel
- New understanding of motivation
- ...and you'll end up with (at least) ten new ideas

Research is from Prof Jen
Chan, Indiana University
2008 - 2010

Public Radio Industry

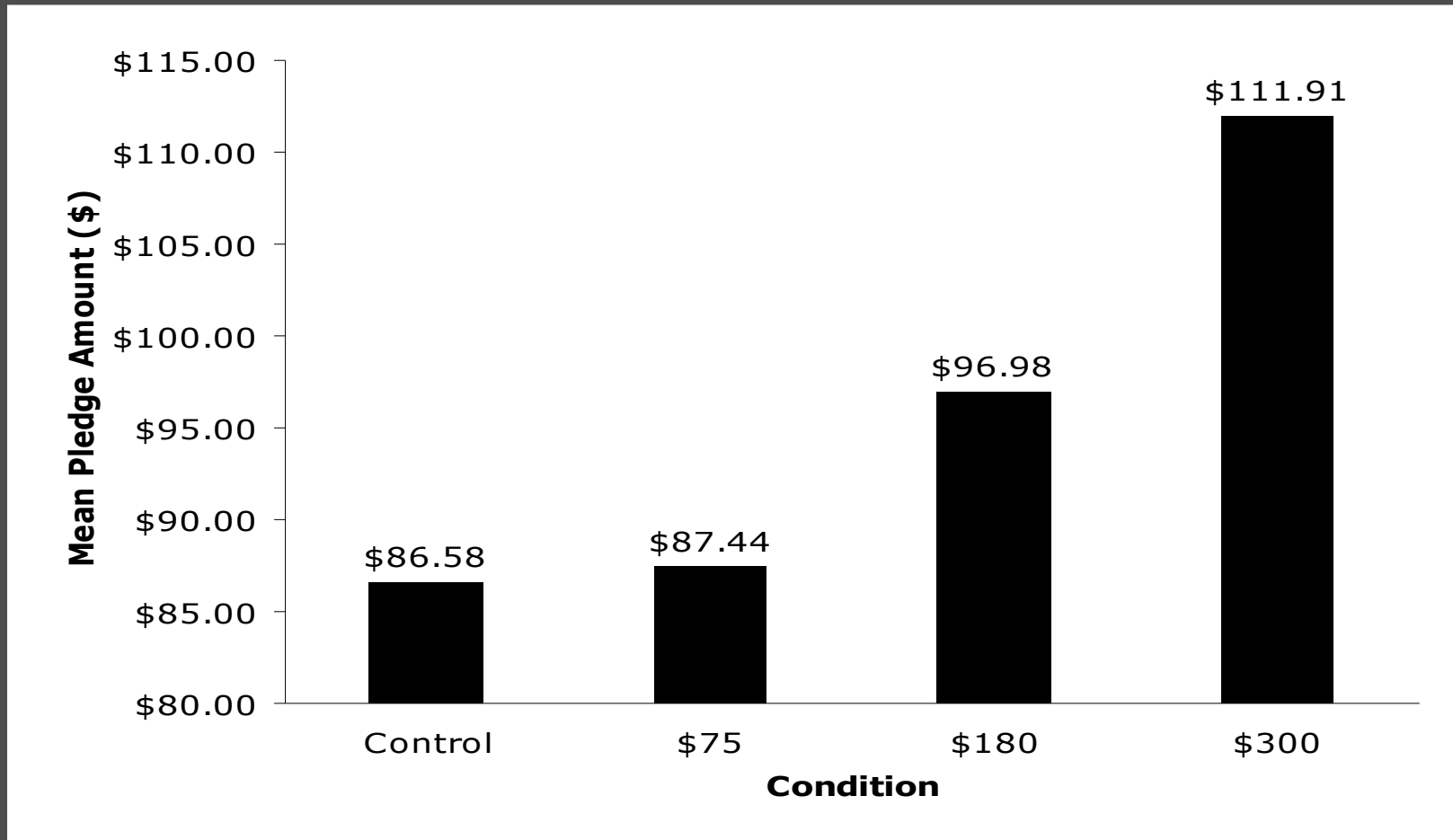
- Over 800 NPR member stations in the US
- Funding:
 - 1/3 from individuals
 - On-air drives, direct mail, telemarketing
 - 1/3 from corporate underwriting
 - 1/3 from state and local governments, universities and foundations
- Individual donations
 - \$250 million per year
 - Average gifts range from \$20 - \$250 depending on the length of listening

On-Air Drives

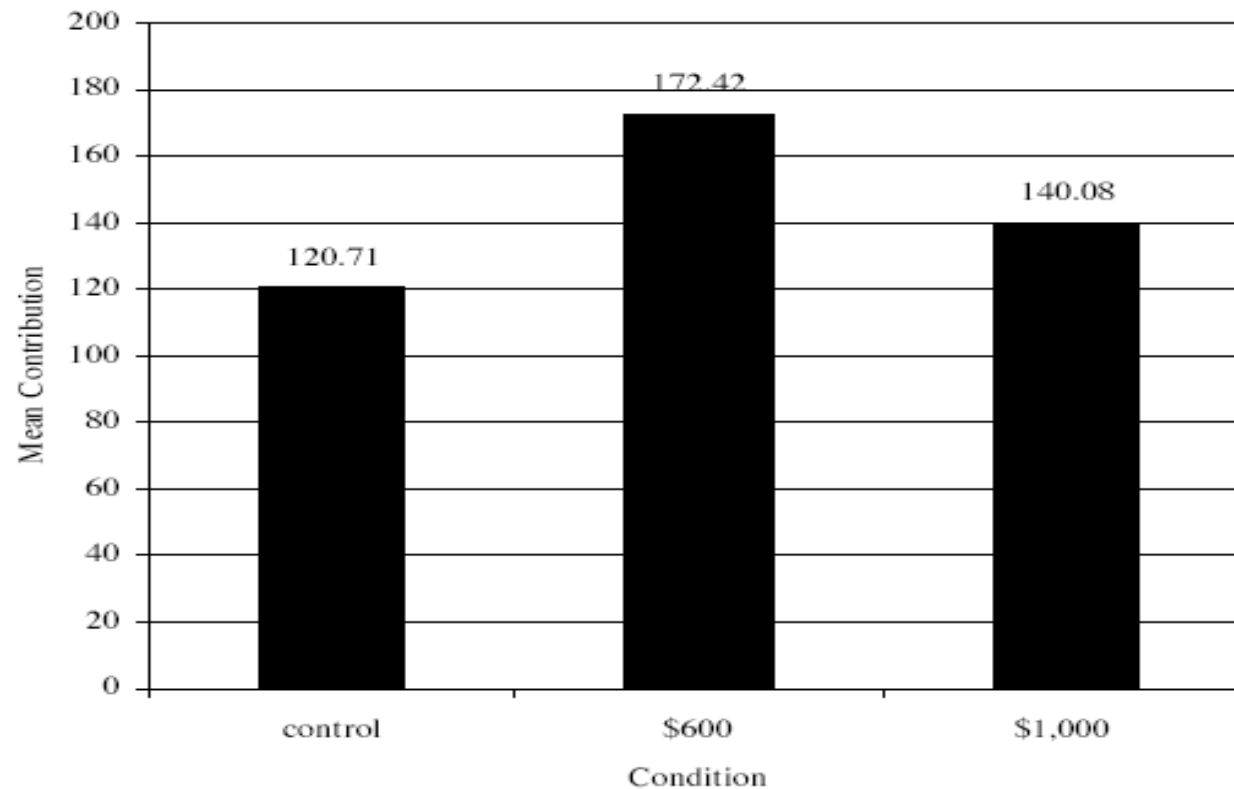
- Supporters 'phone in
- Phone Conversation
 - “Are you a new member or renewing member of *Station_Name*?”
- Test Groups
 - Control group - said nothing before the 'ask'
 - “We had another member who contributed \$XXXX.”
 - \$75 \$180 \$300
 - “How much would you like to contribute?”
- Ethical Concerns
 - No deception
 - Anonymity protected all donors

Social information increased giving for new members

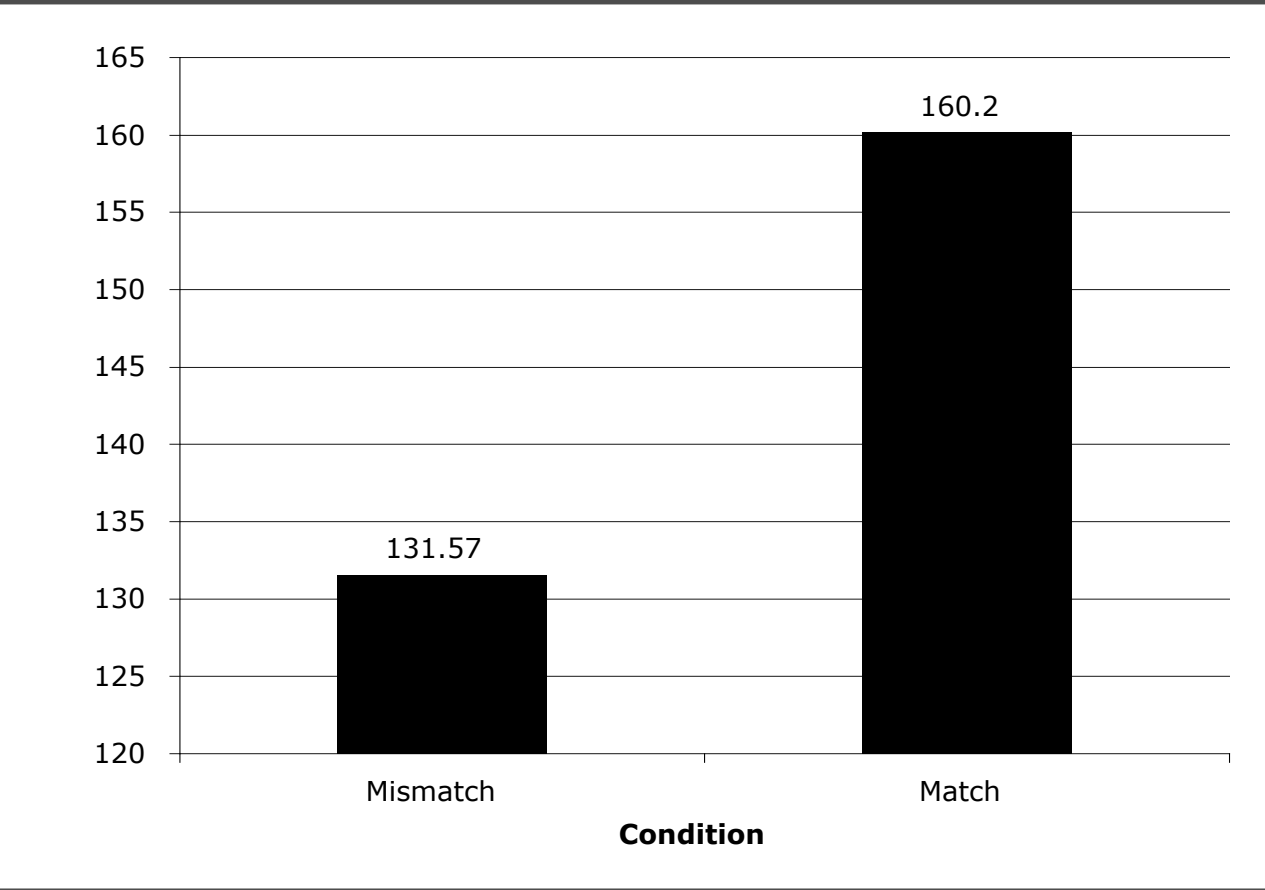
(Number of Callers = 317)



Boundaries?

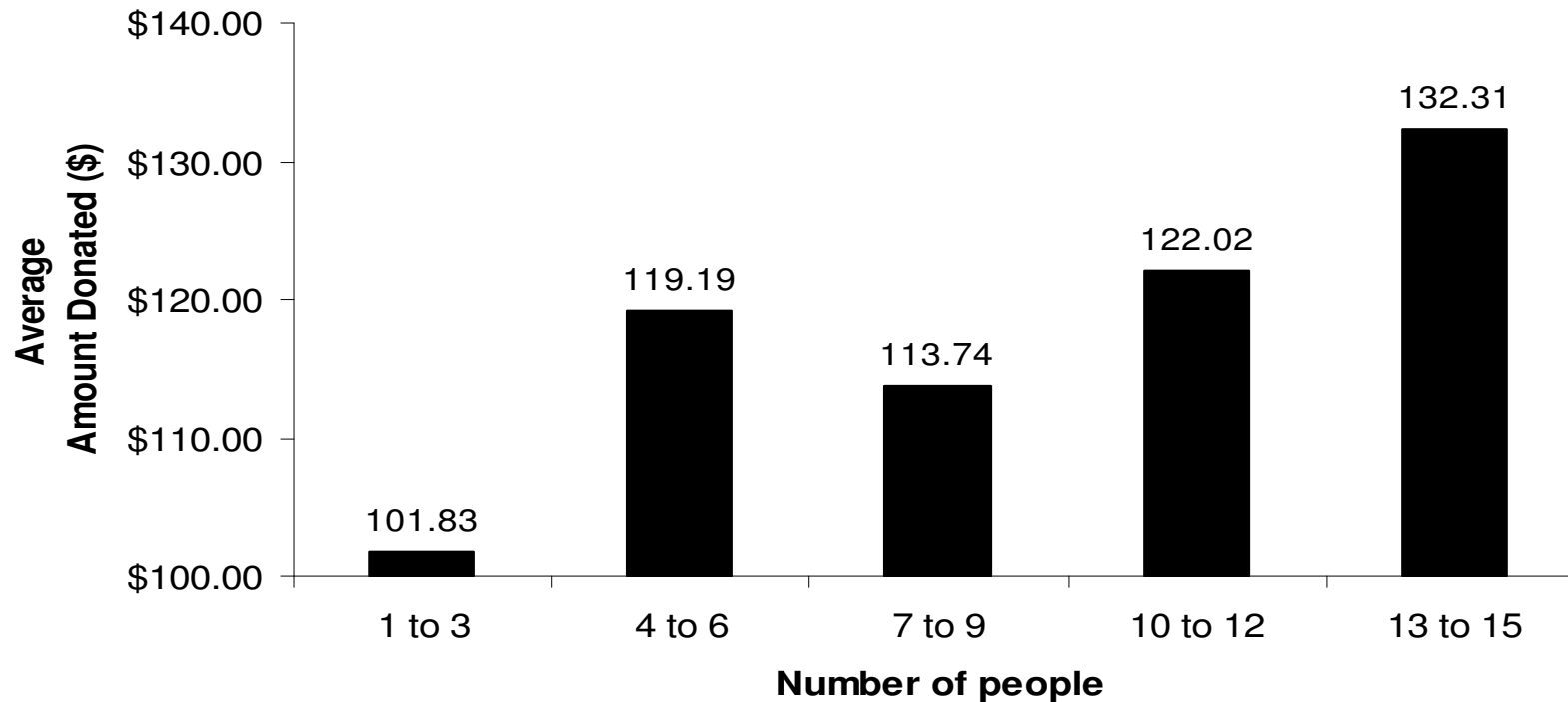


Similarity Matters (Mary vs. Tom, she vs. he)



Their social network matters

Amount Donated Based on Number of Acquaintances who Listen to StationX



Ten ideas...

- Virtual events mirror-ing real events
- Video (or picture compilation) accessed through a PURL
- Telephone those who 'open' but don't 'buy'
- Use the wonders of Google Earth or even simple webcams
- Giving choice on what the supporter pays for
- Talk to your Financial Director with courage
- Local identity is key

Building 'Community'

- Community working for you
 - examples and research
- Community working against you
- Community based on multi-channel
- New understanding of motivation
- ...and you'll end up with (at least) ten new ideas

Ten ideas...

- Virtual events mirror-ing real events
- Video (or picture compilation) accessed through a PURL
- Telephone those who 'open' but don't 'buy'
- Use the wonders of Google Earth or even simple webcams
- Giving choice on what the supporter pays for
- Talk to your Financial Director with courage
- Local identity is key
- Do you have a clear strategy for dealing with social media pressures?

Why does multi-channel matter?

- In 2009, median revenue per donor
 - multi-channel - \$339, offline - \$88, online - \$170
- First year retention
 - multi-channel - 51%, offline 30%, online 22%
- Multi-year donor retention
 - multi-channel - 75%, offline 30%, online 22%
- Reactivation rate
 - multi-channel - 16%, online and offline - 7%

**2009 Trends from Target Analytics (Blackbaud) donorCentrics Internet Giving Benchmarking Group*

Ten ideas...

- Virtual events mirror-ing real events
- Video (or picture compilation) accessed through a PURL
- Telephone those who 'open' but don't 'buy'
- Use the wonders of Google Earth or even simple webcams
- Giving choice on what the supporter pays for
- Talk to your Financial Director with courage
- Local identity is key
- Do you have a clear strategy for dealing with social media pressures?
- Communities will be built through multichannel

Building 'Community'

- Community working for you
 - examples and research
- Community working against you
- Community based on multi-channel
- New understanding of motivation
- ...and you'll end up with (at least) ten new ideas

Ten ideas...

- Virtual events mirror-ing real events
- Video (or picture compilation) accessed through a PURI
- Telephone those who 'open' but don't 'buy'
- Use the wonders of Google Earth or even simple webcams
- Giving choice on what the supporter pays for
- Talk to your Financial Director with courage
- Local identity is key
- Do you have a clear strategy for dealing with social media pressures?
- Communities will be built through multi-channel
- Be aware of your supporters' levels of motivation and commitment