LUMINATE COMMUNITY
MONTHLY WEBINAR SERIES

AUGUST 21, 2013

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LUMINATE COMMUNITY MONTHLY WEBINAR SERIES

AUGUST 21, 2013

IMPROVE YOUR REGISTRATION PROCESS AND REAP THE BENEFITS

Presented August 21, 2013

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your passion > our purpose

➤ HOUSEKEEPING

- To keep noise down we will mute all phones.

- Please chat your questions in, we have people in chat who will monitor and respond.

- Slides, recording and resources will be posted on the CCC Webinars page for downloading, you will also receive a follow up email.

- There will be a thread in the Community where you can post questions following the webinar. Simply search "August Webinar" in the Community to find the thread.

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➤ MEET YOUR PRESENTERS

Kent Gilliam
Senior Programs Manager
Blackbaud

- 6 years working for DFW nonprofits
- 5 1/2 years at Convio/Blackbaud consulting/teaching online fundraising/marketing strategies and best practices

➤ TODAY'S TOPICS

- Peek at the free kit contents

- Value of a usable email

- Is that churn I smell or are you really growing?
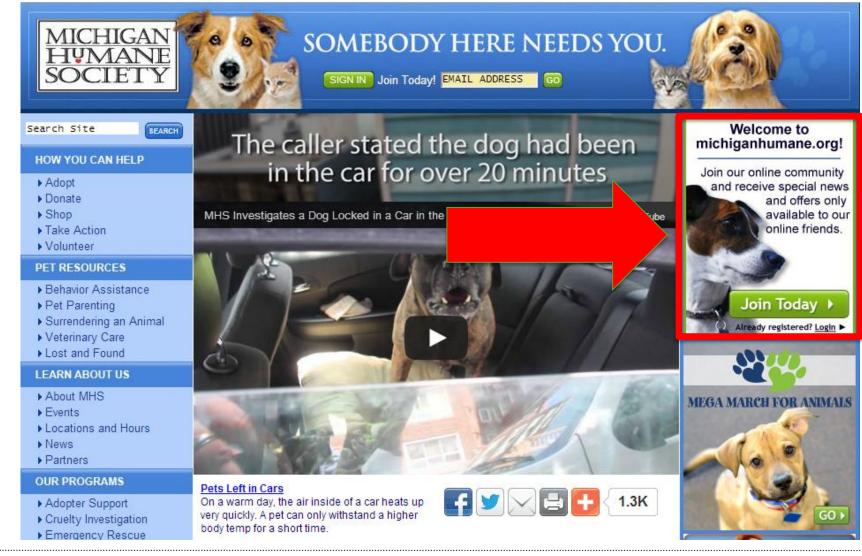
- When capturing emails think romance

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FREE KIT
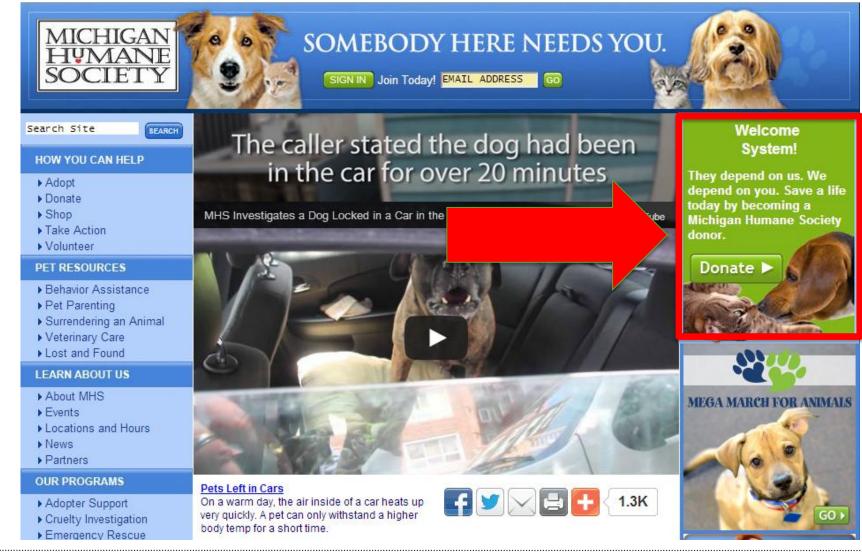
CAN BE FOUND WITH THE LINK TO THIS WEBINAR RECORDING AT WWW.CONVIO.COM/COMMUNITYWEBINARS

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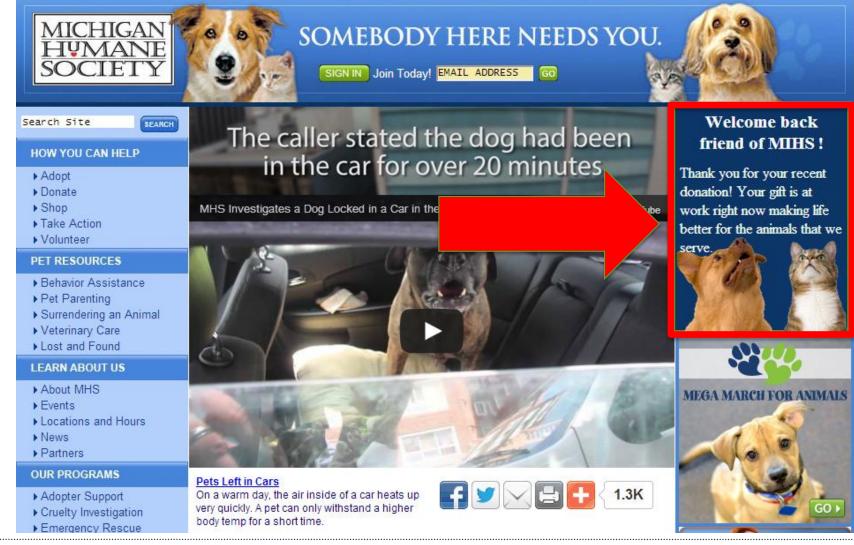
➤ NOT REGISTERED/NOT LOGGED-IN PANEL
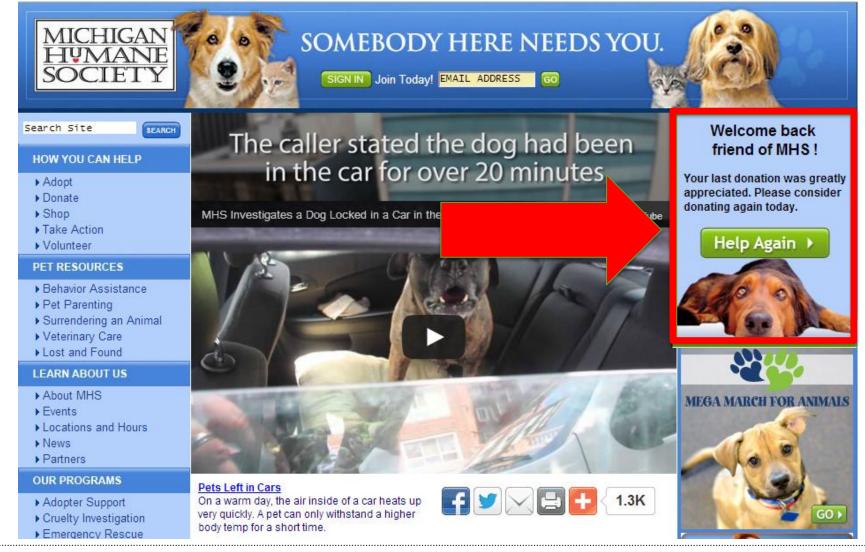
LOGGED IN NON-DONOR

DONATED IN PAST 12 MONTHS

OPTIONAL: "HELP AGAIN"

➤ WHAT IS A USABLE EMAIL WORTH?

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WHAT IS THE VALUE OF A USABLE EMAIL?

$13

* The Online Marketing Benchmark Study for Nonprofits - 2013

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WHAT IS THE VALUE OF A USABLE EMAIL?
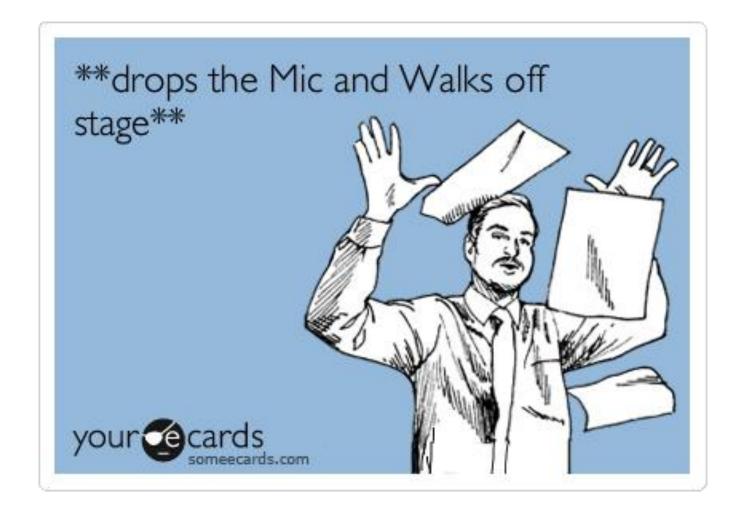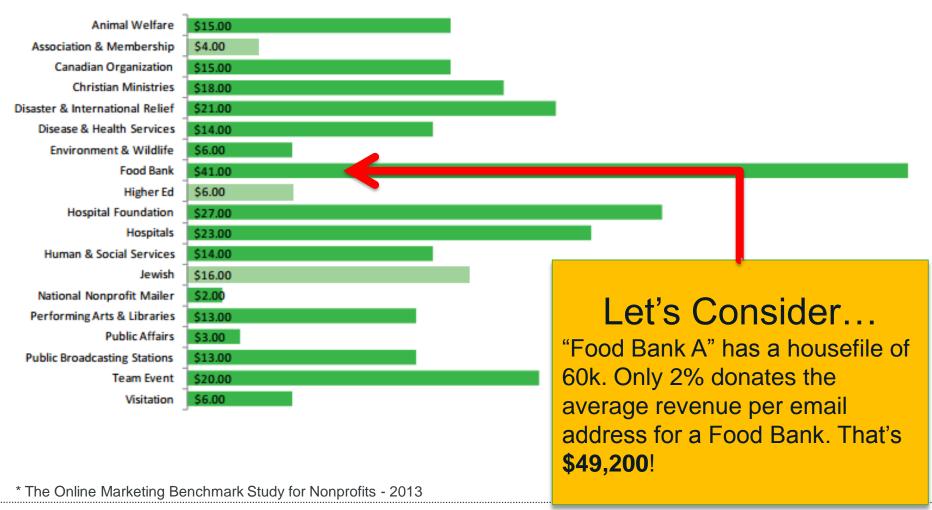
At $13 per email that means an organization with 20,000 usable emails has the potential database value of…

$260,000

* The Online Marketing Benchmark Study for Nonprofits - 2013

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➤ WHAT IS THE VALUE OF A USABLE EMAIL?

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WHAT IS THE VALUE OF A USABLE EMAIL?
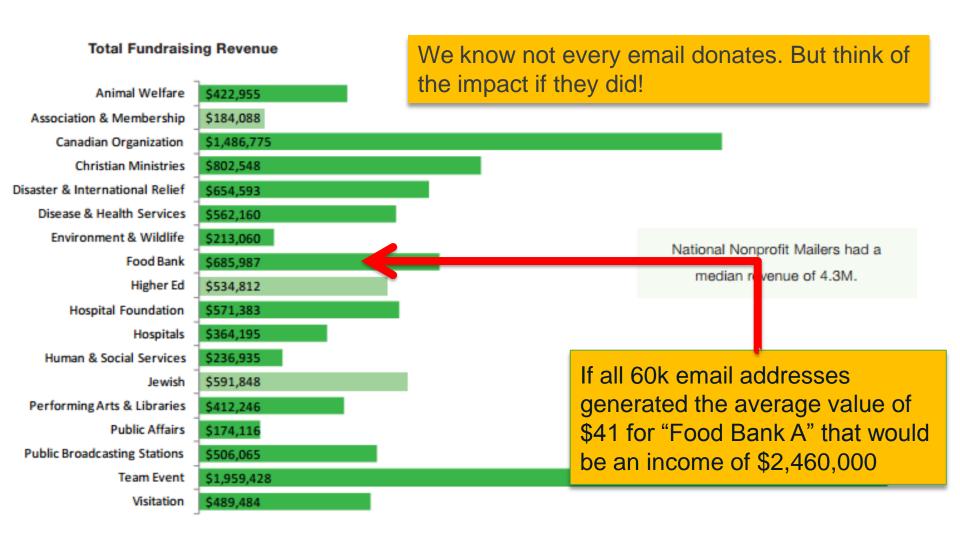
Revenue per Usable Address

Category	Value
Animal Welfare	$15.00
Association & Membership	$4.00
Canadian Organization	$15.00
Christian Ministries	$18.00
Disaster & International Relief	$21.00
Disease & Health Services	$14.00
Environment & Wildlife	$6.00
Food Bank	$41.00
Higher Ed	$6.00
Hospital Foundation	$27.00
Hospitals	$23.00
Human & Social Services	$14.00
Jewish	$16.00
National Nonprofit Mailer	$2.00
Performing Arts & Libraries	$13.00
Public Affairs	$3.00
Public Broadcasting Stations	$13.00
Team Event	$20.00
Visitation	$6.00

Let's Consider…

"Food Bank A" has a housefile of 60k. Only 2% donates the average revenue per email address for a Food Bank. That's **$49,200**!

* The Online Marketing Benchmark Study for Nonprofits - 2013

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WHAT IS THE VALUE OF A USABLE EMAIL?

Total Fundraising Revenue

Category	Revenue
Animal Welfare	$422,955
Association & Membership	$184,088
Canadian Organization	$1,486,775
Christian Ministries	$802,548
Disaster & International Relief	$654,593
Disease & Health Services	$562,160
Environment & Wildlife	$213,060
Food Bank	$685,987
Higher Ed	$534,812
Hospital Foundation	$571,383
Hospitals	$364,195
Human & Social Services	$236,935
Jewish	$591,848
Performing Arts & Libraries	$412,246
Public Affairs	$174,116
Public Broadcasting Stations	$506,065
Team Event	$1,959,428
Visitation	$489,484

We know not every email donates. But think of the impact if they did!

National Nonprofit Mailers had a median revenue of 4.3M.

If all 60k email addresses generated the average value of $41 for "Food Bank A" that would be an income of $2,460,000

* The Online Marketing Benchmark Study for Nonprofits - 2013

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WHEN LOOKING AT EMAIL FILE GROWTH, KNOW YOUR STARTING POINT

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TRACKING EMAIL REGISTRATIONS IS EASY

- Reporting registrations each month is easy

Report Selection

⊞ Expand All   ⊟ Collapse All

Name	Description
⊟ 📁 My Reports	Reports that you frequently access can be bookmarked along with their configuration parameters.
📄 Campaign Response Details Report	
⊞ 📁 Transaction Reports	
⊞ 📁 Fundraising Reports	
⊞ 📁 Donation Classic Reports	
⊞ 📁 Event Reports	
⊞ 📁 TeamRaiser Reports	
⊞ 📁 Email Reports	
⊞ 📁 Contact Reports	
⊞ 📁 Prospect Reports	
⊞ 📁 Content Management Reports	
⊞ 📁 Site Management Reports	
⊟ 📁 Analysis Reports	
📄 Donation Form Analysis Report	This report allows you to analyze donations across different drill-down categories.
📄 Donation Form Timeline Report	This report allows you to view donation results in a time series analysis.
📄 Email Analysis Report	This report allows you to analyze emails sent and response rates across different drill-down categories.
📄 Interaction Analysis Report	This report allows you to analyze web site interactions across different drill-down categories.
📄 Interaction Timeline Report	This report allows you to view web site interactions in a time series analysis.
⊞ 📁 Rewards Reports	

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➤ TRACKING EMAIL REGISTRATIONS IS EASY

- Reporting registrations each month is easy

Interaction Timeline Report

Reports Classic	Report Writer	Report Results

Configure Report Options

Interaction Timeline Report   Report Date: Aug 20, 2013

Interaction Types

Event RSVPs
Event Ticket Purchases
Fundraiser Visits
Login Successes
Registrations

Metric to Chart:
Number of Occurences ▾

Reporting increment:
Summarize by Day ▾

Gifts Occurring:
○ Predefined Date Range: All Dates ▾
● Custom Date Range: Jan ▾ 1 ▾ 2013 ▾ to: Jan ▾ 31 ▾ 2013 ▾
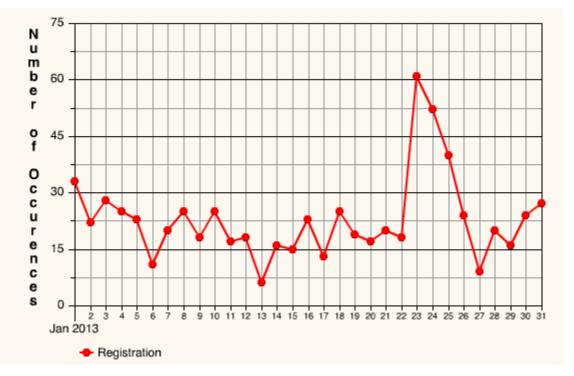
Submit Report   Restore Defaults

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TRACKING EMAIL REGISTRATIONS IS EASY

- Reporting registrations each month is easy

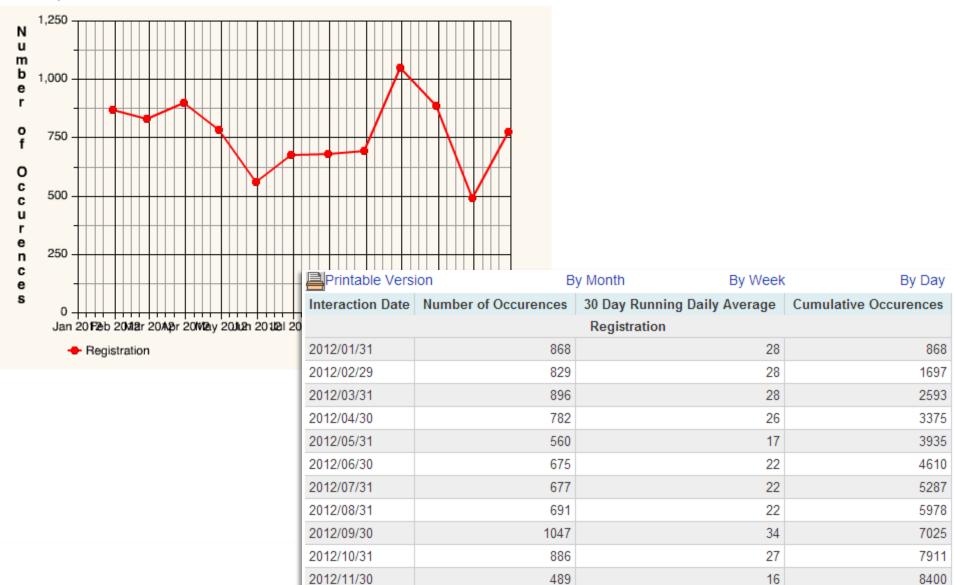Report Date: Aug 20, 2013   Add to My Reports

Report Configuration

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Interaction Date	Number of Occurences	30 Day Running Daily Average	Cumulative Occurences
		Registration	
2013/01/01	33	33	33
2013/01/02	22	27	55
2013/01/03	28	27	83
2013/01/04	25	27	108
2013/01/05	23	26	131
2013/01/06	11	23	142
2013/01/07	20	23	162
2013/01/08	25	23	187
2013/01/09	18	22	205
2013/01/10	25	23	230
2013/01/11	17	22	247
2013/01/12	18	22	265
2013/01/13	6	20	271
2013/01/14	16	20	287
2013/01/15	15	20	302
2013/01/16	23	20	325
2013/01/17	13	19	338
2013/01/18	25	20	363
2013/01/19	19	20	382
2013/01/20	17	19	399
2013/01/21	20	19	419
2013/01/22	18	19	437
2013/01/23	61	21	498
2013/01/24	52	22	550
2013/01/25	40	23	590
2013/01/26	24	23	614
2013/01/27	9	23	623
2013/01/28	20	22	643
2013/01/29	16	22	659
2013/01/30	24	22	683
2013/01/31	27	22	710

OR YOU CAN REPORT BY YEAR

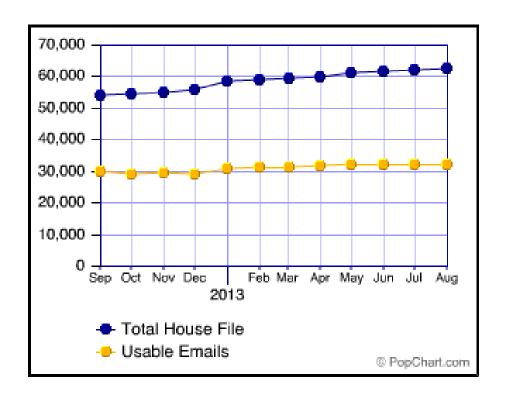| Interaction Date	Number of Occurences	30 Day Running Daily Average	Cumulative Occurences
		Registration	
2012/01/31	868	28	868
2012/02/29	829	28	1697
2012/03/31	896	28	2593
2012/04/30	782	26	3375
2012/05/31	560	17	3935
2012/06/30	675	22	4610
2012/07/31	677	22	5287
2012/08/31	691	22	5978
2012/09/30	1047	34	7025
2012/10/31	886	27	7911
2012/11/30	489	16	8400
2012/12/31	772	25	9172

Printable Version   By Month   By Week   By Day

➤ AND OF COURSE THE POPULAR "GO TO"

If you don't have the quick reports setup on your admin homepage then please post a request for help in the Luminate Community and we'll help you get setup.

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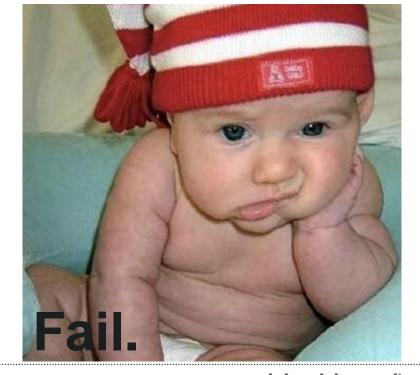# BUT NONE OF THESE *REALLY* TELL YOU HOW YOU'RE DOING

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➤ ADDING NEW EMAILS *DOES NOT* MEAN YOU'RE GROWING!

"Added 1,000 new emails this month!"

BUT….

"600 people hard bounced & unsubscribed"

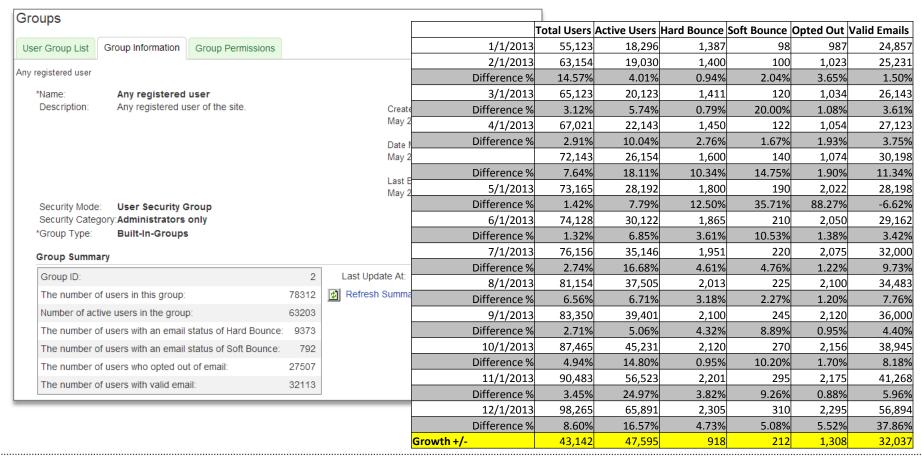Beware of the dreaded….

CHURN!

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USE THIS TRACKING FORM TO REPORT

This Excel doc is available in the webinar kit. Simply set a calendar reminder to review the "Any Registered User" group on the first of every month and record the numbers.

Groups

| User Group List | Group Information | Group Permissions |

Any registered user

*Name: **Any registered user**
Description: Any registered user of the site.

Security Mode: **User Security Group**
Security Category: **Administrators only**
*Group Type: **Built-In-Groups**

Group Summary

Group ID:	2
The number of users in this group:	78312
Number of active users in the group:	63203
The number of users with an email status of Hard Bounce:	9373
The number of users with an email status of Soft Bounce:	792
The number of users who opted out of email:	27507
The number of users with valid email:	32113

Last Update At:
Refresh Summa

	Total Users	Active Users	Hard Bounce	Soft Bounce	Opted Out	Valid Emails
1/1/2013	55,123	18,296	1,387	98	987	24,857
2/1/2013	63,154	19,030	1,400	100	1,023	25,231
Difference %	14.57%	4.01%	0.94%	2.04%	3.65%	1.50%
3/1/2013	65,123	20,123	1,411	120	1,034	26,143
Difference %	3.12%	5.74%	0.79%	20.00%	1.08%	3.61%
4/1/2013	67,021	22,143	1,450	122	1,054	27,123
Difference %	2.91%	10.04%	2.76%	1.67%	1.93%	3.75%
	72,143	26,154	1,600	140	1,074	30,198
Difference %	7.64%	18.11%	10.34%	14.75%	1.90%	11.34%
5/1/2013	73,165	28,192	1,800	190	2,022	28,198
Difference %	1.42%	7.79%	12.50%	35.71%	88.27%	-6.62%
6/1/2013	74,128	30,122	1,865	210	2,050	29,162
Difference %	1.32%	6.85%	3.61%	10.53%	1.38%	3.42%
7/1/2013	76,156	35,146	1,951	220	2,075	32,000
Difference %	2.74%	16.68%	4.61%	4.76%	1.22%	9.73%
8/1/2013	81,154	37,505	2,013	225	2,100	34,483
Difference %	6.56%	6.71%	3.18%	2.27%	1.20%	7.76%
9/1/2013	83,350	39,401	2,100	245	2,120	36,000
Difference %	2.71%	5.06%	4.32%	8.89%	0.95%	4.40%
10/1/2013	87,465	45,231	2,120	270	2,156	38,945
Difference %	4.94%	14.80%	0.95%	10.20%	1.70%	8.18%
11/1/2013	90,483	56,523	2,201	295	2,175	41,268
Difference %	3.45%	24.97%	3.82%	9.26%	0.88%	5.96%
12/1/2013	98,265	65,891	2,305	310	2,295	56,894
Difference %	8.60%	16.57%	4.73%	5.08%	5.52%	37.86%
Growth +/-	43,142	47,595	918	212	1,308	32,037

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USE THIS TRACKING FORM TO REPORT

Then find your % of growth:

Current Number
- Starting Number
= Difference

Then do this:

Difference
divided by
Starting Number

This will give you your percentage of growth for the time period you're reporting on.

	Total Users	Active Users	Hard Bounce	Soft Bounce	Opted Out	Valid Emails
1/1/2013	55,123	18,296	1,387	98	987	24,857
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Difference %	8.60%	16.57%	4.73%	5.08%	5.52%	37.86%
Growth +/-	43,142	47,595	918	212	1,308	32,037

In this sample data the housefile growth for the year was 128%

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WHAT IS "CHURN"

Churn, when applied to a constituent base, refers to the proportion of constituents or subscribers who disconnect or leave during a given time period. It is a possible indicator of constituent dissatisfaction, economic decline, loss of interest in a cause, or reasons having to do with the constituent life cycle (some constituents just simply grow tired of a specific cause or effort or only support a single effort of an org).

What causes email list churn?

Relevance: email content doesn't meet expectations, match interests or look trustworthy or valuable.

Frequency: email messages are sent too often, not often enough or too long after opt-in.

List Quality: email addresses come from sources such as co-registration, email append, event registration or other non-organic method.
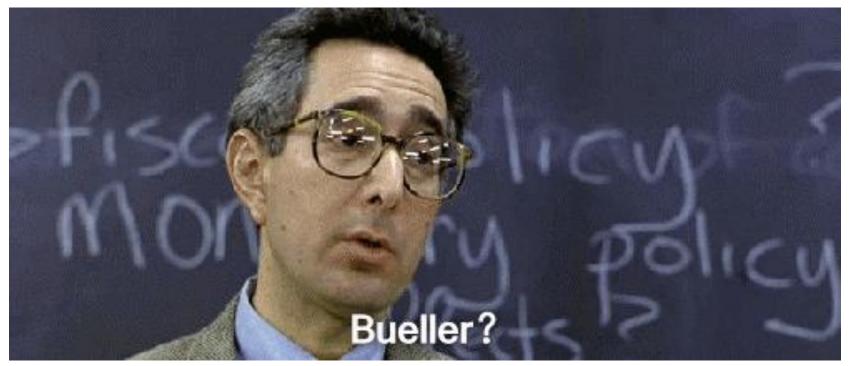
Opt-in Process: email addresses are acquired with little additional information that helps with segmentation.

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WHAT IS "CHURN"

What is a common element that would help minimize churn because of these reasons?

Relevance, Frequency, List Quality, Opt-in Process

MORE CONSTITUENT PROFILE DATA!!!!

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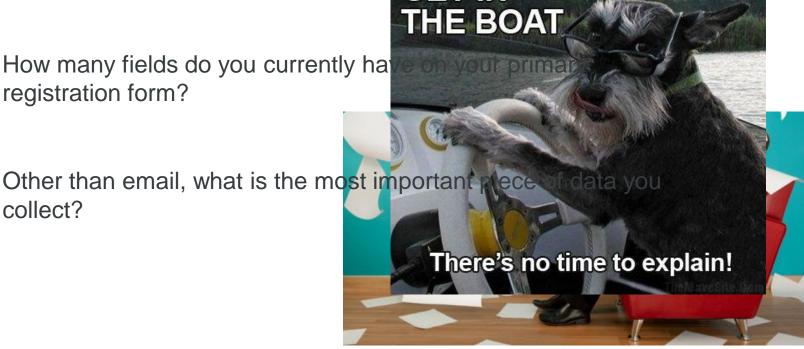# ➤ PARTICIPANT INTERACTION TIME…

Please post your answer in the chat box…

1 What is the MAXIMUM number of fields of data you should ask for on a registration form?
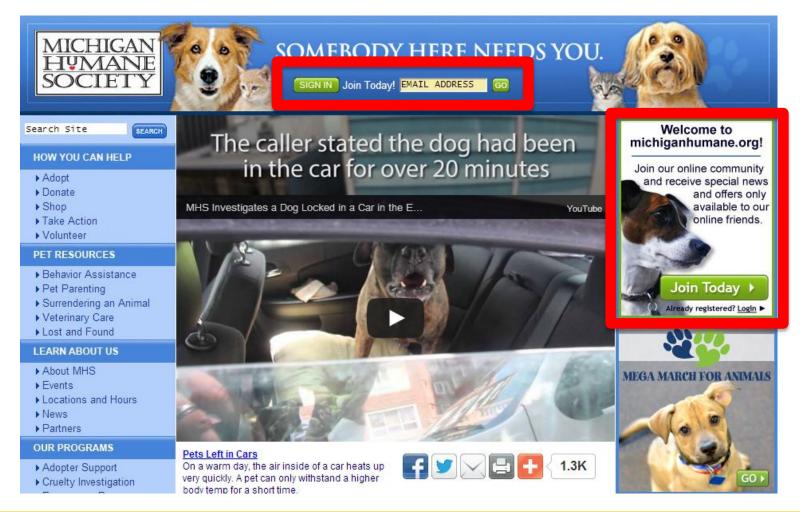
2 How many fields do you currently have on your primary registration form?
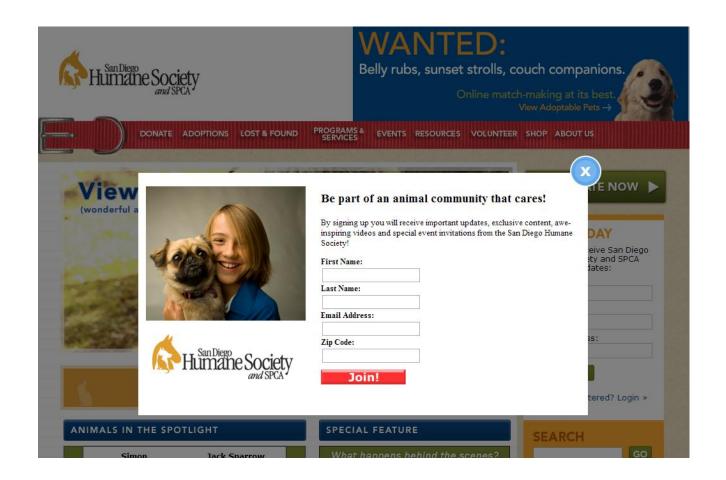
3 Other than email, what is the most important piece of data you collect?

GET IN THE BOAT

There's no time to explain!

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➤ REGISTRATION 101 "REFRESHER"

If you don't promote registration, don't complain when people are not registering
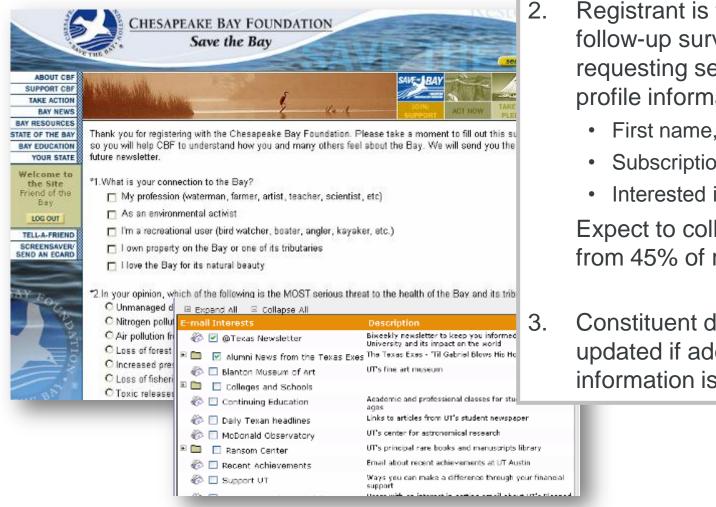
DON'T MAKE REGISTRATION JUST PART OF YOUR CONTENT

Use a lightbox to make registration promotion front and center

GO FARTHER! CAPTURE MORE!

1. Phased registration is proposed where primary data is captured foremost.

   - A constituents profile is built as his/her relationship develops online, through surveys, online gifts, action alerts taken, information requests, purchases, event registration

   - Determine what information is **required** of **all registrants**. Email address is the most basic piece of data necessary.

   - Registration rate will fall as additional data is requested in the first ask.
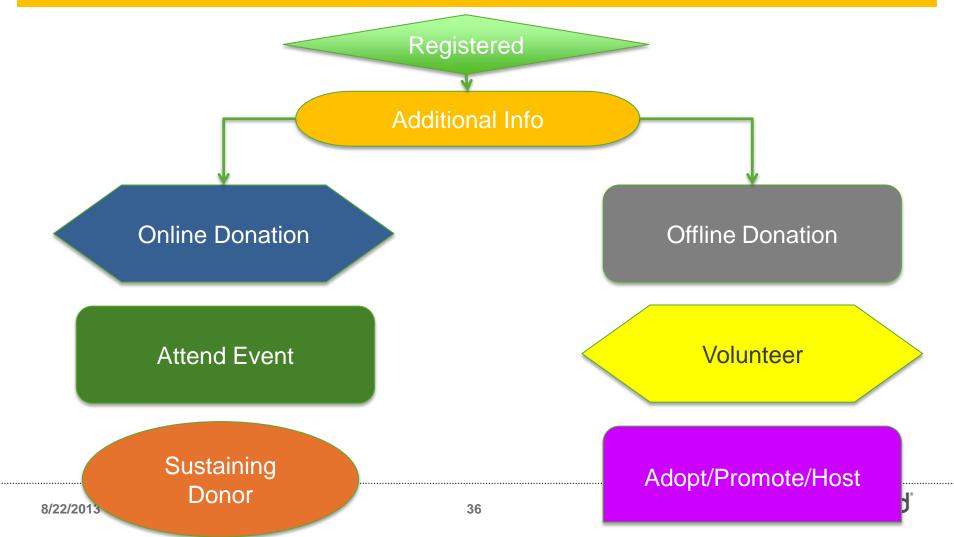
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GO FARTHER! CAPTURE MORE!

2. Registrant is taken to a follow-up survey requesting secondary profile information.

   - First name, last name
   - Subscription preferences
   - Interested in ….

   Expect to collect this data from 45% of registrants.

3. Constituent data is updated if additional information is submitted.
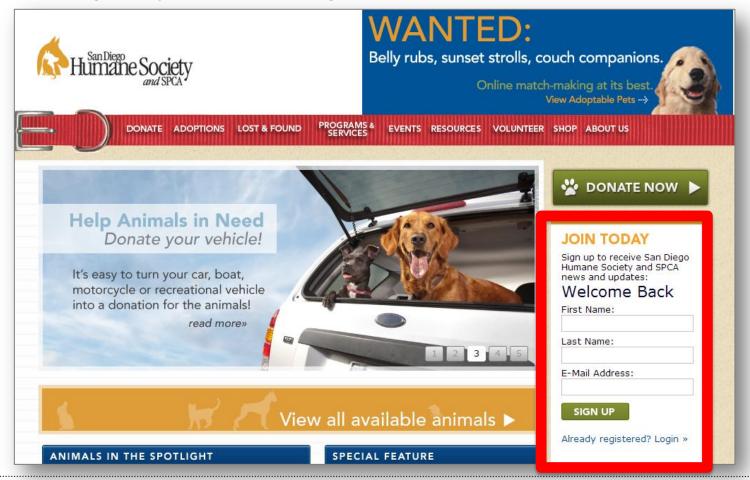
GO FARTHER! CAPTURE MORE!

At a minimum, capture data that will help you
move a constituent to your next desired step

Registered

Additional Info

Online Donation

Offline Donation

Attend Event

Volunteer

Sustaining Donor

Adopt/Promote/Host

GO FARTHER! CAPTURE MORE!

Utilize API or other script to render limited fields in a small area. This conveys a feeling that you're not asking for a lot of information
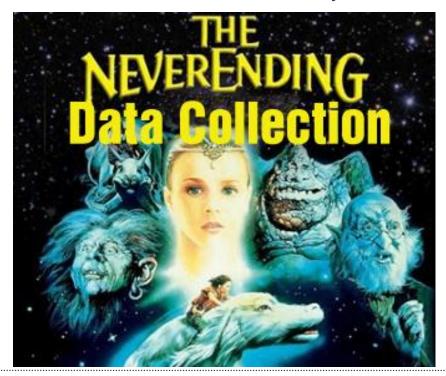
GO FARTHER! CAPTURE MORE!

THINK "LONG TERM REGISTRATION"

Registration shouldn't be done after the first form is complete… or the second

There is no "registration law" that says you have to stop after presenting "X" number of fields or "X" number of forms or "X" number of days. Registration can take a month, quarter, year or more to be completed. It's all about when YOU the organization have all of the information you want/need.

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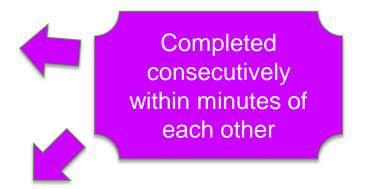
➤ THINK "LONG-TERM REGISTRATION"

The following is an example of a long-term registration strategy…

1. Simple registration on homepage
   - Contains one or all of the following fields:
     - First Name
     - Last Name
     - Email
     - Zip Code

Completed consecutively within minutes of each other

2. "Thank you for registering" page with message "tell us more about you so we can tailor the information we deliver" followed by a second data form.
   - Examples of data to collect includes some of the following fields:

- First Name
- Last Name
- Full Address
- Birth Date
- Married

- Something mission specific
  - Reg to vote
  - Pet owner
  - "Survivor"

- Interests
  - Email
  - Volunteer
  - Affiliations

THINK "LONG-TERM REGISTRATION"

4. Simple survey question in an email:
   - Do you believe in X or Y?
     - X
     - Y

Completed during future touch-points

5. Post-action/donation follow-up
   - What do you love the most about our mission?
     - Saves lives by providing mobile exams
     - Meets a critical need in my community
     This info can help you target your appeals to message about a specific program that this person will likely support

- Think about opportunities you have within every communication to a constituent to get them to provide valuable data
- Create queries for your important data elements so you can target those who have not provided certain data
  - Query filter examples:
    - "Birth Date equals Blank"
    - "Zip code equals Blank"
    - "First name equals Blank"

> **PROVIDE REGISTRATION OPPORTUNITIES**

E-V-E-R-Y-W-H-E-R-E!

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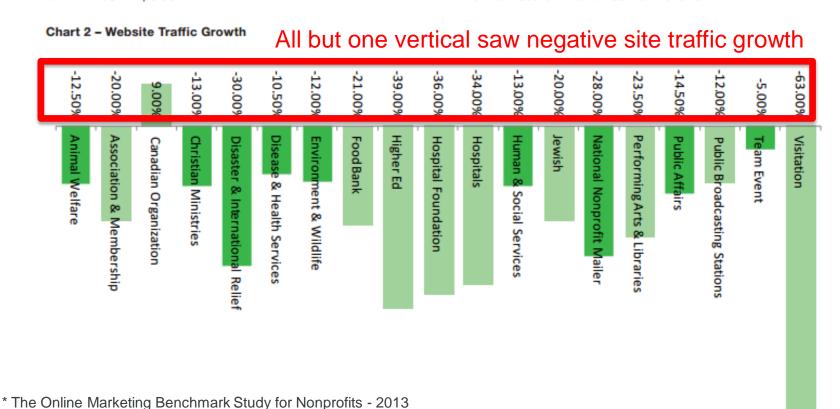
BE AGGRESSIVE WITH REGISTRATION EFFORTS

Capturing email addresses can no longer be just a "sign-up on our homepage" strategy anymore. This information tells you why….

The data in Chart 2 indicate a new trend in website traffic growth relative to previous years. With the single exception of the Canadian organizations vertical, every vertical experienced a significant decline in web traffic relative to 2011. Median growth in website traffic from 2011 to 2012 was -14 percent.

While this value is contrary to prior years it would be incorrect to strictly compare 2011 to 2012, as different organizations were part of different studies. What to investigate for your organization is whether website visits are trending down or up. And regardless of direction, work to discover what drives that movement.

Chart 2 – Website Traffic Growth

All but one vertical saw negative site traffic growth

Vertical	Growth
Animal Welfare	-12.50%
Association & Membership	-20.00%
Canadian Organization	9.00%
Christian Ministries	-13.00%
Disaster & International Relief	-30.00%
Disease & Health Services	-10.50%
Environment & Wildlife	-12.00%
Food Bank	-21.00%
Higher Ed	-39.00%
Hospital Foundation	-36.00%
Hospitals	-34.00%
Human & Social Services	-13.00%
Jewish	-20.00%
National Nonprofit Mailer	-28.00%
Performing Arts & Libraries	-23.50%
Public Affairs	-14.50%
Public Broadcasting Stations	-12.00%
Team Event	-5.00%
Visitation	-63.00%

BE AGGRESSIVE WITH REGISTRATION EFFORTS

- Add registration link/form on…
  - Local business sites
  - Mission communities
  - BOD member websites
  - Sites like
    - Facebook
    - Yelp
    - LinkedIn

- Change it up!
  - Use lightbox (use our free kit)
  - Create dedicated banner promoting registration
  - Don't just promote/offer enews. Who just wants another email? Give them something to want!
  - "Disguise" sign-up in the form of a simple questionnaire or other form with an opt-in element at the end

Think "outside the box" when thinking about your registration block!

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QUESTIONS?

This recording will be posted under the "Housefile Building" section on our webinar archive page available at www.convio.com/communitywebinars

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THANK YOU ALL FOR COMING!

ADDITIONAL INFORMATION
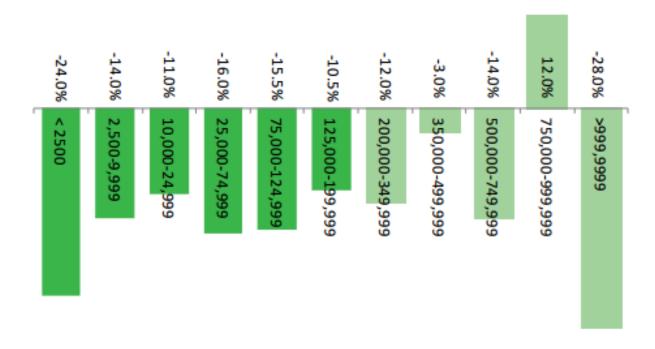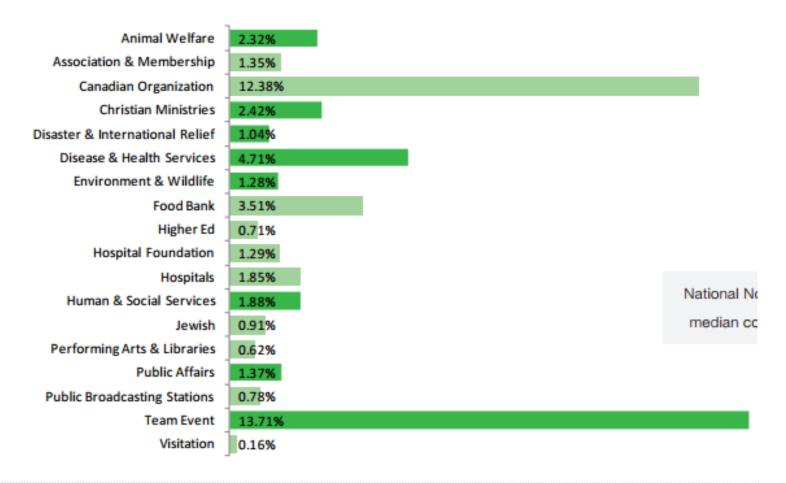
We wanted to share some quick graphs from the 2013 Benchmark Report so you can compare yourself to other organizations. Find the full 2013 Benchmark Report at:

https://www.blackbaud.com/files/resources/downloads/Nonprofit_Online_Marketing_Benchmark_Study.pdf

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ADDITIONAL INFORMATION

Chart 3 – Website Traffic Growth by Email File Size

Category	Growth
< 2500	-24.0%
2,500-9,999	-14.0%
10,000-24,999	-11.0%
25,000-74,999	-16.0%
75,000-124,999	-15.5%
125,000-199,999	-10.5%
200,000-349,999	-12.0%
350,000-499,999	-3.0%
500,000-749,999	-14.0%
750,000-999,999	12.0%
>999,9999	-28.0%

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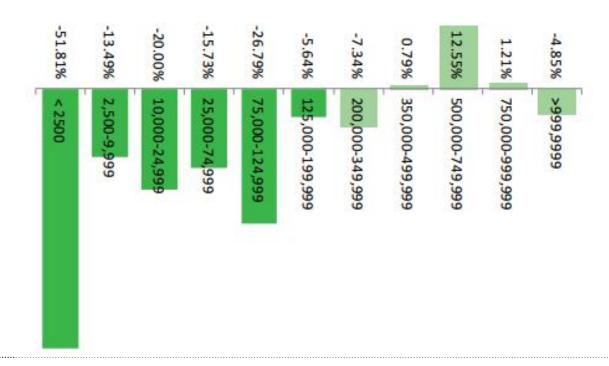
Chart 4 – Website Traffic Conversion Rate

Category	Conversion Rate
Animal Welfare	2.32%
Association & Membership	1.35%
Canadian Organization	12.38%
Christian Ministries	2.42%
Disaster & International Relief	1.04%
Disease & Health Services	4.71%
Environment & Wildlife	1.28%
Food Bank	3.51%
Higher Ed	0.71%
Hospital Foundation	1.29%
Hospitals	1.85%
Human & Social Services	1.88%
Jewish	0.91%
Performing Arts & Libraries	0.62%
Public Affairs	1.37%
Public Broadcasting Stations	0.78%
Team Event	13.71%
Visitation	0.16%

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ADDITIONAL INFORMATION

Website registration rates tend to correlate directly to usable email file sizes. Chart 5 shows this held true for 2012 where organizations with usable email files in excess of 350,000 experienced registration rate growth. Usable email file sizes below 350,000 saw a decline in registration rates in 2012. While organizations that invest in email capture strategies have historically seen stronger growth rates, the decline may signal a broadening effort in third-party email acquisition channels.

Chart 5 – Website Traffic Conversion Rate by Email File Size

Email File Size	Rate
< 2500	-51.81%
2,500-9,999	-13.49%
10,000-24,999	-20.00%
25,000-74,999	-15.73%
75,000-124,999	-26.79%
125,000-199,999	-5.64%
200,000-349,999	-7.34%
350,000-499,999	0.79%
500,000-749,999	12.55%
750,000-999,999	1.21%
>999,9999	-4.85%

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ADDITIONAL INFORMATION
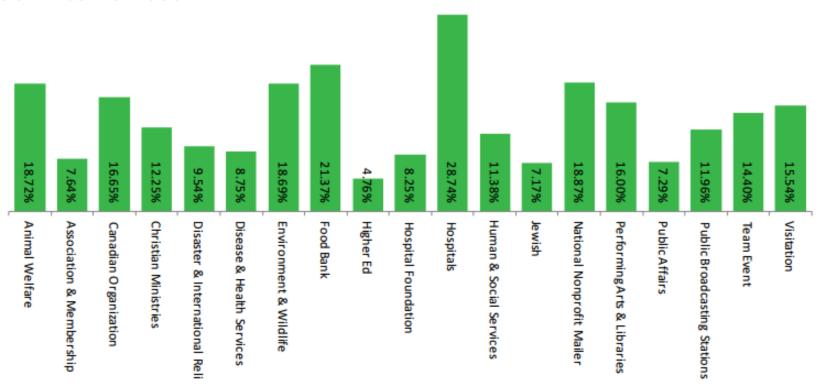
Chart 6 – Total Email File Size

Category	Value
Animal Welfare	51,489
Association & Membership	110,087
Canadian Organization	164,490
Christian Ministries	81,127
Disaster & International Relief	53,310
Disease & Health Services	54,110
Environment & Wildlife	64,890
Food Bank	32,877
Higher Ed	112,570
Hospital Foundation	31,771
Hospitals	37,593
Human & Social Services	24,758
Jewish	38,273
Performing Arts & Libraries	52,783
Public Affairs	72,831
Public Broadcasting Stations	94,059
Team Event	76,214
Visitation	69,839

National Nonprofit Mailers had a median rate of 3.3M emails.

Chart 7 – Total Email File Growth

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Chart 8 - Usable Email File Size

Category	Value
Animal Welfare	23,888
Association & Membership	74,655
Canadian Organization	97,709
Christian Ministries	40,806
Disaster & International Relief	27,104
Disease & Health Services	27,732
Environment & Wildlife	40,017
Food Bank	14,416
Higher Ed	82,891
Hospital Foundation	15,619
Hospitals	23,120
Human & Social Services	14,043
Jewish	19,587
Performing Arts & Libraries	33,944
Public Affairs	40,020
Public Broadcasting Stations	44,739
Team Event	33,030
Visitation	38,090

National Nonprofit Mailers had a median usable email file size of 2M.

ADDITIONAL INFORMATION

Chart 9 - Usable Email File Size Growth

ADDITIONAL INFORMATION

Chart 11 – Usable Percent of Total Email File

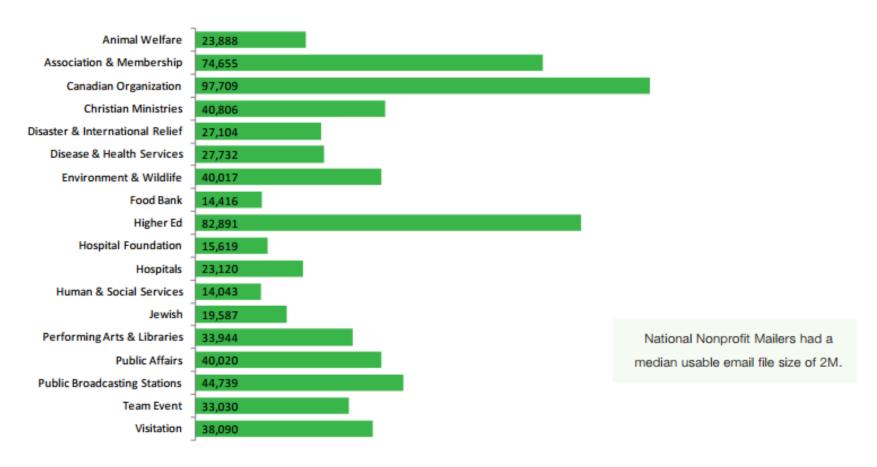| Category	Percent
Animal Welfare	49.78%
Association & Membership	62.24%
Canadian Organization	54.10%
Christian Ministries	53.62%
Disaster & International Relief	53.48%
Disease & Health Services	50.56%
Environment & Wildlife	59.63%
Food Bank	51.38%
Higher Ed	73.64%
Hospital Foundation	52.31%
Hospitals	57.51%
Human & Social Services	56.84%
Jewish	61.66%
National Nonprofit Mailer	58.52%
Performing Arts & Libraries	60.62%
Public Affairs	54.36%
Public Broadcasting Stations	59.12%
Team Event	46.73%
Visitation	58.33%

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