

Strategies for Supporting Advancement and Development

# **Internet *for* Advancement**

## ***E-Philanthropy Strategy***

*Steps in Developing and Implementing an E-Philanthropy Strategy*



SupportingAdvancement.Com  
[brian.dowling@SupportingAdvancement.Com](mailto:brian.dowling@SupportingAdvancement.Com)

---

© SupportingAdvancement.Com. All rights reserved.  
Permission to use this information granted, provided that the SupportingAdvancement.Com copyright notice and permission appears in all copies and use of information is for informational and non-commercial or personal use only and that no modification of the information is made.

***Developing and Implementing and Overarching E-Philanthropy Strategy***

---

**What's On!**



Develop and Implement an Overarching E-Philanthropy Strategy..... 3  
    Additional References..... 5  
More Information..... 6



## Developing and Implementing and Overarching E-Philanthropy Strategy

### Develop and Implement an Overarching E-Philanthropy Strategy

Create and implement strategies that effectively engage constituents electronically and elicit their financial support.

- Develop quality control and business processes to more effectively integrate online and offline activities.
- Implement defined roles, responsibilities and accountability for systematic and regular creation of content for electronic channels.
- Develop and implement email marketing and messaging.
- Re-develop the online web presence to support e-philanthropy objectives and to reinforce email marketing and messaging. Content will include interactive activities such as online giving, events management and portals for different groups of users. Example - online portal for fund managers to provide support for a more robust funds management policy.
- Integrate metrics into monthly reporting cycles to provide ongoing and systematic evaluation of online communication channels.

| <b>Create and Implement an Electronic Channel Strategy</b>  |  |  |
|---|--|--|
| <b>Year 1<br/>Actual and Planned</b>  | <b>Year 2<br/>Planned</b>  | <b>Year 3<br/>Planned</b>  |
| <p>Set initial priorities and develop a draft plan.</p> <p>Establish working group and initiate meetings.</p> <p>Begin evaluation of tools by scheduling vendor demonstrations for email marketing. (Vendor 1, Vendor 1, Vendor 3).</p> <p>The selection of an email marketing vendor may be an interim solution since this can occur much more quickly than the replacement of the CMS (content management software) used for managing the web site.</p> <p>Begin evaluation of tools by scheduling vendor demonstrations CMS software and online communities. (Vendor 1, Vendor 2, Vendor 3)</p> <p>Inventory of web sites that need to link/integrate to/with the organization.</p> <p>Consolidate budgets related to online</p> | <p>Consolidate domain and certificate management with one vendor and purchase a test web hosting environment.</p> <p>Move email accounts currently used for aliasing into the vendor picked for domain and certificate management.</p> <p>Develop a communication strategy to inform all staff and interested parties as to progress in online channel improvements.</p> <p>Develop quality control and timeline checklists for integration of online and offline activities. These will be used in planning for all communications.</p> <p>External marketing agencies and consultants should be evaluated to determine if they provide appropriate online advice as part of their services. Design and strategic direction for print should not be done in isolation.</p> <p>Development of matrix for online community and CMS functionality to</p> | <p>Evaluation of how constituents manage their communication preferences and develop an improved online facility.</p> <p>Implement CMS software.</p> <p>Re-deployment of all static web site content.</p> <p>Integration of micro sites.</p> <p>Re-deploy online giving and other e-commerce functionality.</p> <p>Integration of social networking strategy using key properties.</p> <p>Integration of web statistics and comprehensive performance metrics into monthly reporting cycle for all online channels.</p> <p>Ongoing and regular email messaging strategy fully implemented with appropriate performance management metrics.</p> |

***Developing and Implementing and Overarching E-Philanthropy Strategy***

**Create and Implement an Electronic Channel Strategy**

| <b>Year 1<br/>Actual and Planned</b>  | <b>Year 2<br/>Planned</b>   | <b>Year 3<br/>Planned</b>  |
|---|---|--|
| <p>activities, including contractors and staffing into a single budget from the program areas they currently reside in.</p> <p>Review and improve overall objectives for an e-philanthropy plan after review of plan by working group.</p> <p>Begin networking with staff supporting web sites that need to link/integrate to/with the organization.</p> <p>Determine what content can be provided for these sites, both to and from and where links need to be added to online giving and other content.</p> <p>Set up pages on social networking sites. Begin to post regular updates on these pages.</p> <p>Set up ad words account and add key words.</p> <p>Add keywords to all web pages.</p> <p>Evaluate whether email addresses from current organization sources can be used for email marketing purposes.</p> <p>Formalization of roles and responsibilities for the online channels working group.</p> | <p>be used for an RFP to replace existing web site and giving software.</p> <p>Content management plan developed and implemented including roles and responsibilities for systematic content development. This should include a style guide that integrates styles for print, online and internal communications.</p> <p>Content would include static, such as donor stores and interactive such as online giving, volunteer portals, and an Intranet.</p> <p>Improved management of digital assets. Hundreds of photographs and videos need to be categorized with the correct meta data so they can be easily used and integrated into online channels.</p> <p>Set standards for interaction. i.e. How long should be taken to respond to an email sent from the web site?</p> <p>Add social bookmark tagging to all web pages.</p> <p>Complete evaluation of email marketing vendors and select finalist.</p> <p>Development and deployment of internal e-newsletter to test and train on email marketing software.</p> <p>Develop plan for integration of email marketing into other channels such as direct mail, donor recognition and events.</p> <p>Approve funding, create job description and hire position to deploy content for online channels. This position will also require programming expertise.</p> <p>Begin re-design of existing web site using wire framing to design functionality, look and feel of what new site will need to look like.</p> <p>Evaluate in-house skill sets for design, video, web writing and develop plan to</p> | <p>Implementation of Intranet.</p> <p>Implementation of online volunteer portal.</p> <p>Direct integration of data warehouse information into online properties.</p> |

**Developing and Implementing and Overarching E-Philanthropy Strategy**

| <b>Create and Implement an Electronic Channel Strategy</b> |   |                           |
|--|---|---------------------------|
| <b>Year 1<br/>Actual and Planned</b>                       | <b>Year 2<br/>Planned</b>   | <b>Year 3<br/>Planned</b> |
|  | <p>enhance skills.</p> <p>Develop tools for creation of micro sites without having to use external vendors.</p> <p>Integrate electronic channel responsibilities into job descriptions within various program areas.</p> <p>Gather requirements for an Intranet.</p> <p>Gather requirements for online volunteer engagement and management portal.</p> <p>RFP done for software to replace existing web properties. Functionality would include CMS, donations and email marketing.</p> <p>Detailed demonstrations of software to replace web functionality for working group.</p> <p>Selection of finalist vendor.</p> <p>Purchase software to replace existing CMS.</p> <p>Load email addresses and other information into the constituent database for email marketing purposes.</p> <p>Initial email messaging launched.</p> <p>Purchase of email lists and testing of email marketing strategy with the purchased lists.</p> |                           |

**Additional References**

Donation Usability: Increasing Online Giving to Non-Profits and Charities – Jacob Nielsen  
<http://www.useit.com/alertbox/nonprofit-donations.html>

DonorCentrics Internet Giving Benchmarking Analysis  
<http://www.blackbaud.com/files/resources/downloads/cam/TargetInternetGivingSummary2008.pdf>

Pew Internet & American Life Project  
<http://www.pewinternet.org/>



---

## *Developing and Implementing and Overarching E-Philanthropy Strategy*

---

Wire Frame Design

<http://www.sitepoint.com/article/wire-frame-your-site/>

### **More Information**

**Supporting Advancement**

<http://www.supportingadvancement.com>

Under the web sightings pages you'll find additional information on constructing your web site and providing compelling content for your visitors.

