

# Moving the Conversation Offline



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Technology Provides **New Opportunities** But Will Not Substitute for Relationships....

Utilize Technology Appropriately and **The Potential** is Great

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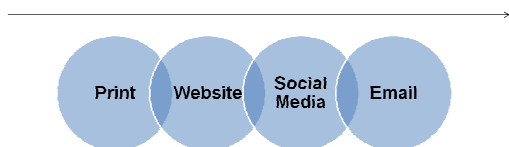
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## Building and Sustaining Relationships

Personal Visits & Communication Vehicles



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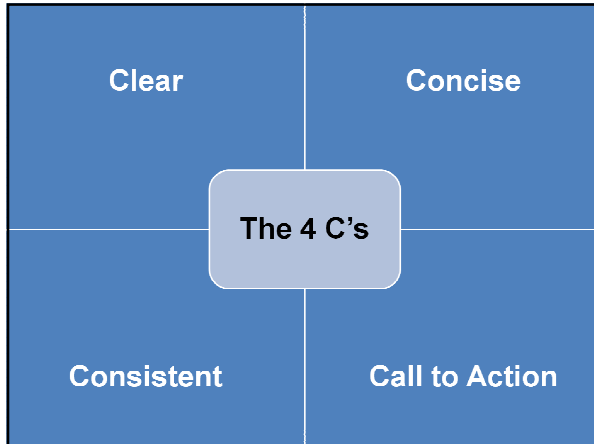
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**Retention is Key**

Before launching any technology campaign, define **how** you will develop that relationship and **renew/build** ongoing support – scenario

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**Entry Point**

- 1. Website Visitor**  
Viewing and Acting to Engaging (Volunteer/Donate)
- 2. Email Newsletter**  
Signing Up and Specifying Content
- 3. Social Media Fan/Follower**  
Short Message/Visually Appealing / Peer Engagement

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## Website Visitor

When they land on your page, what is it you want them to do (volunteer, donate, sign-up)?

Where do you want their focus?

What is the action you want them to take? (Information or Complete Something)

Where are they leaving?

Is this an interactive platform?

What is the next experience – offline or online?

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## Email Signup

When they sign up, how do you track their engagement?

What are the newsletter scenarios?

What is the follow-up content/message?

What is your opt-out, open, and click through rates?

What is your content about – the cause or activity?

What calls to action are you creating?

Do you connect with those that click through?

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## Social Media Fan / Follower

When they become a fan/follower, do you see if there is an existing connection?

Do you personally connect with those that follow / or become a fan?

Who re-tweets, comments or votes for your posts?

What can they spread both online and offline?

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## Steward Online Donors

Continue to **Tell** the Story of Impact



Opportunities to Engage **In Person**

Volunteer or **Offer** Leadership

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## Online Retention Plan

### Stewardship

- How Will You Communicate With Online Donors
- Impact of Gift
- Ability To Track Progress

### Next Engagement

- What is the Next Call to Action
- Think Beyond Next Solicitation

### Opportunity to Build

- How Can These Donors Make the Organization Stronger?
- Strategic Planning and Thinking
- Build Existing Donor Base

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## Next Engagement

**Gift Secured**

**Deepen Interest**



**Plug-In**

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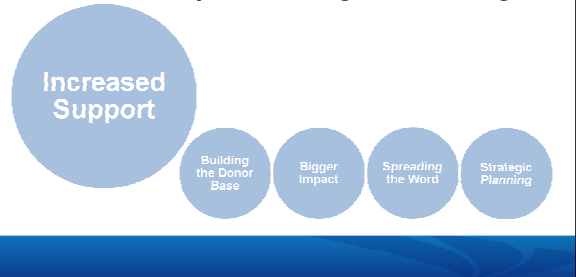
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## Opportunity to Build

How will you lead them to help accomplish the organization's goals.



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## Closing Thoughts

- **Technology Is Not A Substitute**
  - **Retention is Key**
- **Define Success Before Starting - Think Scenarios**



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