

# Online Fundraising

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# Where We've Been

- McCain 2000 – Raised over \$7 million online when nobody was really paying attention to politics and the Internet
- Dean for America – 86% of supporters went online and made a donation  
*(Pew Research 4/6/05)*
- 2004- Online Advertising
  - ✓ DNC/Kerry raised \$82 million online
  - ✓ Banner Ad Donors- 8 of 10 were new donors

# The 2008 Presidential Election

## Trends

- ✓ Decentralization
- ✓ Unique Appeals
- ✓ Campaign Stores-  
buyers as donors
- ✓ Video
- ✓ Search Engine  
Marketing

# Why Worry About Online Fundraising?

## Advantages

- ✓ Immediate
- ✓ Higher Average Contribution
- ✓ Low Cost
- ✓ Rapid Response
- ✓ Saves Candidate's Time

## New donors are out there

- ✓ 65% of online donors have never given to a party/candidate previously

# IPDI Small Donors Study

## Age Breakdown of Donors

- ✓ 80% of donors 18-34 gave online in 2004
- ✓ 67% of donors 35-50 gave online in 2004
- ✓ 62% of donors 51-64 gave online in 2004
- ✓ 25% of donors over 65 gave online in 2004

About half of online small donors came to the campaign unsolicited

# IPDI Small Donors Study

- People online are more likely to be politically active
- Online donors were more likely to say they would be involved in 2008
- More than ½ of Dem donors and ¼ of GOP donors made an online donation

*([www.ipdi.org](http://www.ipdi.org))*

# Online Fundraising Plan

- **Elements:**
  - ✓ Projections (Quarterly and Monthly)  
  
(Donations will cluster around your asks- events, emails, fundraising deadlines, GOTV efforts, etc.)
  - ✓ Fundraising Themes
  - ✓ Email schedule
  - ✓ List Building
  - ✓ Online Advertising
  - ✓ Special Fundraising Campaigns
  - ✓ Budget (about .10-.20 /dollar raised)

# Online Fundraising Plan

- If you have hired a consulting firm to handle online fundraising, you can generally contract them to write this plan for you.
- Update the plan regularly- especially if something changes (i.e. race is bumped up or off targeted race list)



# How to Get Donations

- Website
- Events
- Stores
- Emails
- Online Advertising

# Website

- Most online gifts don't "just happen"
- Show visitors WHY, WHEN, or for WHAT you need donations
- Create a sense of urgency, immediacy
- Specific need

# Website

- Donation Link prominently listed on every page (including internal pages!)
- One click from beginning to end
  - ✓ Fewest steps as possible
  - ✓ With each additional click you lose up to half of your remaining audience
- Once on donation page, provide no way out except “submit donation”

# Screen Real Estate

- Mid-right of page most desirable on screen
- Where people look first and last
- Use eye-catching imagery and action appeals

# Site Funneling

Use internal banner advertising

The screenshot displays the McCain campaign website with a dark blue header. The McCain logo is on the left, and a 'JOIN OUR TEAM' button with an email input field is on the right. A navigation bar below the header includes links for Home, Involving You, Informing You, McCainSpace, Undecided?, For The Media, Blog, and Contribute.

**Latest News**

- McCain Responds to Senator Obama
- McCain Announces Georgia Advisory Committee
- Greg Ganske To Serve As Iowa Co-Chair
- McCain Senate Floor Statement on Iraq Debate
- McCain impresses in Franklin
- McCain Basketball Bracket

**DEADLINE MARCH 31**  
Make your online donation - Click here today... [CLICK HERE >](#)

**Judy Tilton - A Special Memory**  
Watch the video today...

**SURRENDER IS NOT AN OPTION**  
[SIGN THE PETITION TODAY](#)

**ONLINE STORE**      **JOIN OUR TEAM**

**INVOLVING YOU**  
Your McCain Action

**INFORMING YOU**  
The Latest On

**CONNECTING YOU**  
Visit McCainSpace

# Event Registration

**MCCAIN  
VICTORY 2008**



The North Carolina Finance Committee  
McCain Victory 2008

Request The Pleasure Of Your Company

At A Reception  
With

**U.S. Senator John McCain**



Monday, May 5, 2008  
5:30 pm VIP Reception  
6:00 pm General Reception  
7:00 pm YP Reception

Westin Charlotte  
601 South College Street  
Charlotte, North Carolina 28202

Co-Hosts~Raise/Contribute \$20,000  
Sponsor~Raise/Contribute \$10,000  
VIP Reception Tickets~\$2,300 per person  
General Reception Tickets~\$1,000 per person  
YP Reception Tickets ~ \$100 per person (*Attire: Business Casual*)

For more information, please contact Shannon Ulrich by phone (202)863-5357 or via email  
sulrich@mccain08hq.com

Co-Host	\$20,000.00	<input type="checkbox"/>
Sponsor	\$10,000.00	<input type="checkbox"/>
VIP Reception	\$2,300.00	<input type="checkbox"/>
General Reception	\$1,000.00	<input type="checkbox"/>
YP Reception	\$100.00	<input type="checkbox"/>

Paid for by McCain Victory 2008

A joint fundraising committee for the 2008 campaign of John McCain, 2008, John McCain

# Online Stores

- Converting Buyers into Donors
- Offer Merchandise People will Buy!
  - ✓ T-shirts
  - ✓ Lapel Pins
  - ✓ Bumper Stickers
  - ✓ Autographed Books
- Get Creative
  - ✓ McCain “Green Store”

# Email Fundraising

- A **good list** is the basis of all direct-response fundraising
- The most valuable list is one you build internally
- Email sign-ups need to be emphasized throughout the site just like the donation link
- Don't burn out or ignore your email list



# Email Fundraising

## Email Pointers:

- Know your list – what issues do they care about, where do they live, what do they respond to?
- Be Timely – this is the advantage of email, so utilize it!
- Keep it short and sweet
- Be creative- you'll need to break through the clutter of an inbox!
- Always include the option to opt-out

# Email Fundraising

## Email Pointers

- Give specific donation amounts
- Always include a P.S. with an appeal
- Hard ask- include at least three specific donation appeals
- Soft ask- include an appeal at the bottom of the email and/or in the P.S.
- Avoid “Click Here”
- Avoid graphic-heavy emails

Keep it Simple!

# Email Fundraising- List Building

## Ways to Build Your List:

- Website sign-ups
- Petitions
- Surveys
- Forwards to friends
- Palm cards/signup sheets at events
- The candidate
- Search and Banner Ads
- Friendly campaigns/organizations
- Email matches (optional)

# Email Fundraising-Traditional

Dino  
**ROSSI**  
FOR GOVERNOR • GOP  
www.dinorossi.com

Dear Supporter,

Today, I am very excited to announce that I am a candidate for Governor of Washington.

While I've enjoyed getting back to being a regular dad and spending more time with my family and friends over the last three years, I am keenly aware that our state is headed in the wrong direction.

After a great deal of thought and discussions with Washingtonians across our state, it is clear to me that the best thing I can do to ensure a better future for is, indeed, to run for governor and make the change our state needs.

Our campaign will not be about *"What could have been?"* Instead, we're looking to the future and saying *"We can and will do better."*

To help kick-off my campaign, will you be one of the first to sign the "Pledge of Support" by immediately following this link and making a generous contribution of \$50, \$100, \$250, \$500 or more to Dino Rossi for Governor?

Our current governor, Christine Gregoire, is on a four-year spending spree and leading a culture of failure in Olympia that is failing citizens in every corner of our state:

- State spending has increased by 32% - or \$8.2 billion - in just four years.

**It's A Dead Heat**  
*...and we're just getting started!*



**Pledge your support for Dino Rossi**

[Click Here Today!](#)

# Email Fundraising- “Insider” Information

WWW.JOHNMcCAIN.COM

To: McCain Team  
From: Rick Davis, Campaign Manager  
Date: January 11, 2008  
Subject: Building Momentum For Victory

The confetti from the victory party is cleaned up, but the energy on the campaign trail is just as strong as it was on Tuesday night in New Hampshire. John McCain hit the ground running Wednesday with an early flight to Michigan for two exciting rallies before heading down to South Carolina.

I wanted to give you a quick update on our campaign's strategy as we head into these two important primaries -- Michigan on Tuesday and South Carolina on Saturday, January 19th. The momentum and energy from New Hampshire's victory is propelling us toward wins in these two states, but we all know we have much more work ahead of us.

We know our opponents are hungry for an early state win and are throwing their resources at these next two states. However, the good news is that John McCain is positioned to do very well in both contests.

John McCain won the Michigan primary in 2000, and eight years later we believe he's in a strong position in this state. We know that once voters hear John McCain, they respond. Michigan voters are starting to get the McCain message of improving our economy and keeping America safe in the struggle against radical Islamic extremism. Like New Hampshire, Michigan voters appreciate a candidate who is authentic and gives them straight talk on the issues, and we believe that momentum will continue to build in this important state. Moreover, New Hampshire exit polls confirm that John McCain does well with both Republican *and* Independent voters, and we believe broad-based appeal will play an important role in helping John McCain win in Michigan.

We're also focusing on building a strong team in South Carolina. Thanks to the efforts of our great South Carolina leadership, including Senator Lindsey Graham, Attorney General Henry McMaster, State House Speaker House Bobby Harrell and many others, we've built an enthusiastic base of support in the Palmetto State. One important group in South Carolina is a large coalition of veterans. If anyone understands the need to stand strong against radical Islamic extremists, it is our veterans, and so far reaction has been very positive and support is building for their fellow veteran, John McCain.

While some of our opponents are focusing exclusively on one state, we believe John McCain is prepared to have solid performances in both contests. We've already built strong networks of

# Email Fundraising- Interactive



Dear \${first\_name},

I'd like to invite you to take part in an exciting opportunity we're offering to our online community. We've put together our first online issues survey because we want to hear your opinion about what issues are the most important in your household and neighborhood.

[To take the survey, please follow this link to answer ten short questions.](#) It will only take a few moments of your time and will help us determine what is important to our members.

The 2006 election will be a pivotal one for Arizona and we need members like you to help us ensure a Republican victory in November. [Your immediate donation and survey responses will help our Republican candidates in many ways.](#) We need to raise as much money as possible for candidate recruitment, volunteer mobilization, voter outreach, opposition research, media advertising and ballot security. Your dollars will put to work right away to elect more Republicans in Arizona making your ideas and suggestions a reality.

[Please join our team by taking the survey and making a generous donation right away.](#) Thank you for your ongoing support.

Sincerely,

A handwritten signature in black ink, which appears to read 'Matt Salmon', is positioned below the 'Sincerely,' text.

Matt Salmon



[click here to take the  
2006 Issues Survey](#)

# Email Fundraising- Premiums

  
**McCain**  
JOHNMcCAIN.COM



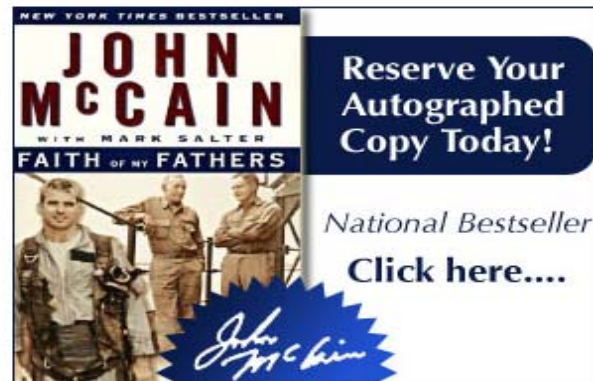
Dear Supporter,

As we head into the graduation and summer holiday season, we have an exciting offer for all John McCain supporters. The John McCain 2008 campaign is offering you a special opportunity to receive an **autographed copy** of *Faith of My Fathers*, the national bestselling story of John McCain and his family.

In *Faith of My Fathers*, John McCain tells his amazing story of courage and leadership during his more than five years as a POW in North Vietnam. The examples and lessons taught by his father and grandfather enabled him to survive imprisonment and emerge as a true American hero. This book demonstrates that the McCain family has long believed that the highest honor one can gain is through service to our country. John McCain has served our country for decades, and we want him to continue serving as our next President of the United States.

Today, with your contribution of \$150 or more, you will receive a signed, hardcover copy of the inspiring *Faith of My Fathers*. This book can be shared with your family and friends to help them understand, in John McCain's own words, the service he and his family have had the honor of providing to our country. There is no doubt that this book will reinforce what you, his strongest supporters, already know; he is the right man at the right time to lead our country. Please follow this link to reserve your copy today.

Thank you.



**Reserve Your  
Autographed  
Copy Today!**

*National Bestseller*  
**Click here....**

# Email Fundraising- Unique



*Ride the Bus*  
with John McCain

  
JOHNMcCAIN.COM

As our campaign works to build a national grassroots effort to elect John McCain in November, we are counting on the support from each and every one of you as we face either Senator Clinton or Senator Obama in the general election.

We've come up with a special offer for our most dedicated supporters as a token of appreciation. We're offering another opportunity to **join Senator McCain aboard the Straight Talk Express** for a day on the campaign trail during his upcoming "Service to America" bus tour. You and a friend can join Senator McCain in his home state of Arizona for the day, riding the bus and attending events culminating in a speech at the Grand Canyon.

If you can make a donation of any amount between today and March 31st, you will be entered for the chance to win. Please [follow this link](#) to make your donation right away. **If you're able to give \$50 or more, we'll send you an exclusive, commemorative Straight Talk Express Ticket.**

Our campaign is working to build the financial resources necessary to take on the Democrats in November, and we're approaching a crucial deadline on March 31st. On that day, our campaign will report the amount of money we have raised during the first three months of 2008. The liberals and the media will use the amount we report as a sign of the strength of our campaign. That's why it is so important for you to [make a donation of \\$50, \\$100, \\$250, \\$500, \\$1,000 or \\$2,300 today.](#)

**JOIN JOHN McCain**  
**ON THE**  
**STRAIGHT TALK**  
**EXPRESS**





# Video

- Use on donation pages
- Within fundraising emails
- Include TV ads
- Special messages from candidates and surrogates

# Video

- ALGOP- Message from the Chairman
- Birthday Message from Roberta McCain
- Television Ad- “Tied Up”
- Direct Ask- NRSC

[EXAMPLES](#)

# Online/Offline Synergy

- Lead and Chase Direct Mail and Phones
  - TV/Radio Ads- Play on your website
  - Increase staff efficiency
    - ✓ Automatic thank you notes
    - ✓ Event registration
  - 2004/Things prompting the first donation:
    - ✓ 46% (under \$100)- letter in the mail
    - ✓ 30% saw something on TV and newspaper or magazine
- (IPDI, Small Donors Report)

# Marketing Your Site

## Why drive traffic?

- ✓ You control the message
- ✓ Encourage donations
- ✓ Email Signups

# Marketing Your Site

- Free Marketing:
  - ✓ The URL should be on all literature, response devices (direct mail!) and media
  - ✓ The candidate or surrogates should promote the website at every turn
- Paid Marketing
  - ✓ Search Engine Marketing
  - ✓ Banner Advertising

# Search Engine Marketing

Text-ad appears when your “search term” is typed into search engine

Web Images Maps News Shopping Gmail more ▼ Sign in

Google™  Search [Advanced Search](#) [Preferences](#)

Web News Results 1 - 10 of about 9,460,000 for **john mccain**. (0.06 seconds)

**John McCain for President** Sponsored Link  
[JohnMcCain.com/Path](#) No On The Job Training Needed to Be Commander In Chief. Join Today!

News results for **john mccain**



[CTV.ca](#)

[Did The New York Times Smear John McCain?](#) - 3 hours ago  
McCain quickly denied any wrongdoing and criticized The Times. **JOHN MCCAIN**: Obviously I'm very disappointed in the article, and it's not true. ...  
[FOXNews](#) - [2434 related articles »](#)

[McCain hits campaign-financing snag](#) - [Seattle Times](#) - [134 related articles »](#)  
[John McCain looks inside Ford plant in Michigan](#) - [MLive.com](#) - [34 related articles »](#)

**John McCain 2008 - John McCain for President**  
John McCain 2008 - The Official Website of **John McCain's** 2008 Campaign for President.  
[www.johnmccain.com/](#) - 99k - [Cached](#) - [Similar pages](#)

<a href="#">Issues</a>	<a href="#">Events</a>
<a href="#">Bold Solutions</a>	<a href="#">News</a>
<a href="#">Contact Us</a>	<a href="#">Health Care</a>
<a href="#">About</a>	<a href="#">Cindy</a>

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**john mccain**  
John McCain - Donate Today - Click here to continue to JohnMcCain.com. Paid for by John McCain 2008 [www.JohnMcCain.com](#) ...  
[www.johnmccain.com/landing/](#) - 7k - [Cached](#) - [Similar pages](#)

**John McCain** - [Wikipedia, the free encyclopedia](#)  
John Sidney McCain III (born August 29, 1936) is the senior United States Senator from

# Best Practices for Search Engine Marketing

- Advertise on Google, Yahoo!  
And MSN
- Buy your competitors' names
- Advertise on your own  
candidate's name
- Advertise on issues as well as  
the candidate's name+ issues
- Always use post-click  
conversion tracking codes
- Choose good landing pages

*(Best Practices based on recommendations from  
2008 Rimm-Kaufmann study)*

*(IPDI- Best Practices for Political Advertising Online)*

# Banner Advertising

- Target Potential Donors:
  - ✓ Many news sites can geo-target advertisements
  - ✓ List rostering is available
    - AOL, Yahoo, MSN



# Banner Advertising

- Very effective at catching people at the beginning of a sales cycle
  - ✓ May be familiar enough with campaign to click for more information
- Advantages over traditional media
  - ✓ Speed
  - ✓ Change messages
- Combine with traditional media

# Banner Advertising- Traditional

Be Sure To  
**Vote**  
Before The  
Big Game

**CLICK HERE**

To Get Your  
Absentee Ballot  
By Oct. 20th

Paid for by the  
Not authorized by any cand



**GET YOUR ABSENTEE BALLOT**  
ELECTION DAY IS OCT. 20th



**CLICK HERE**

Paid for by the Republican National Committee.  
Not authorized by any candidate or candidate's committee. www.GOP.COM

# Banner Advertising- Interactive

- [Straight Talk America](#)
- [Dick DeVos for Governor](#)
- [RNC](#)

# Campaign Solutions

A MEMBER OF  
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