

# Web Sites For Advocacy and Community Organizing: Basics, Essentials, and Best Practices

## Raising Money on the Web

These training materials have been prepared by Aspiration in partnership with Radical Designs

Funded by the Community Technology Foundation of California

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# Learning Goals

- ▶ Note recommended reading
- ▶ Learn donation page best practices
- ▶ Contrast with other fundraising tactics
- ▶ Understand eCommerce options and issues
  
- ▶ Disclaimer: This topic is a training course unto itself, and these slides are just a quick overview

# Raising Money

- ▶ Recommended reading
  - "The Mercifully Brief, Real World Guide to Raising Thousands (If Not Tens of Thousands) of Dollars With Email"
    - By Madeline Stanionis
    - [madelinestanionis.com/writing\\_email\\_book.html](http://madelinestanionis.com/writing_email_book.html)
- ▶ Makes these slides look laughable :^)

# Raising Money

## ▶ Donation Pages

- Make it easy to donate
  - Make sure that your site IA makes it easy to donate
- Offer recurring donations when possible
- Send thank you email!
- Ask permission to email them and add to list

# Raising Money

- ▶ Donation strategy points
  - Set a goal and try and reach it
    - Show thermometer of how well you are doing
  - Consider the value, usefulness and staff time involved in offering donation premiums
  - Protect donor information and security

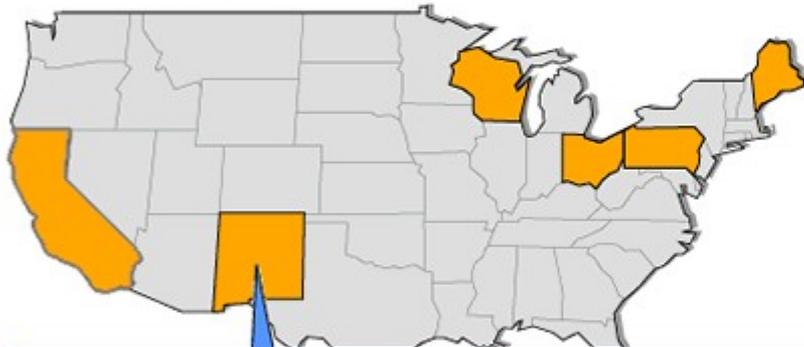
# Raising Money

- ▶ Provide multiple ways to give
  - Online Donation
  - Mailing Address for offline donations
  - Planned Giving, Workplace Giving
  - Recurring donations
  - Become a member
  - In-kind donations



# Adopt-a-Swing-State

Which swing state will you support? Roll over a state below to see the amazing work the League is doing in that state. Then Donate and become a part of it!!



## NEW MEXICO

The League in New Mexico is focused on crucial short-term victories this fall -- but that's just the beginning. We have a long-term strategy for returning New Mexico to its progressive base.

The League is developing a core network of volunteers and members to sustain organizing progress year-round. Our base is in Albuquerque, where the University of New Mexico houses a large student population with concentrated campus neighborhoods, as well as a sizeable un-enrolled youth population. We also work in Las Cruces, Santa Fe, and tribal communities around the state. Overall, we're doing voter outreach to more than 6,000 people this fall.

Donate Now on this page and support New Mexico's work! >> [read more >>](#)

## Adopt a State Now!

Which affiliate do you want to adopt?

- All 5 equally
- New Mexico
- Pennsylvania
- Wisconsin
- Maine
- Ohio

Choose your donation amount:

- \$35
- \$50
- \$100
- \$250
- \$500
- \$1000
- Other:

- This is a one-time donation.
- I want to make a recurring donation every Month  [more info](#)

First Name  \*

Last Name  \*

Email  \*

Phone

- type -

Street  \*

City  \*

State/Region  Select One... \*

Zip/Postal Code  \*

## Contribute to MoveOn.org Political Action

Through MoveOn.org Political Action, you can change who has influence in politics—from a few big-money donors to a massive number of small donors. It's a way to reward candidates who take a stand for us, support challengers driven by progressive values, and demonstrate grassroots support for those willing to fight for our interests. You may also contribute by [check](#) or to [MoveOn.org Civic Action](#) (our 501(c)(4) affiliate).

### 1 YOUR INFORMATION

Your Name

E-mail

Billing Address

City

State

Billing Zip

\* Occupation

\* Employer

### 2 SELECT AN AMOUNT

\$25    \$100    \$500    \$2000

\$50    \$250    \$1000   Other \$

### 3 CREDIT CARD INFORMATION

Credit Card Number (VISA/MC/AMEX)

Verification #  ?   Expiration Date (mo/year)



### MOVEON IS

*"...a source I trust pretty well," said Elizabeth, a dance instructor from CA. "If everybody gives a couple bucks, it can be accomplished."*

### 4 CONTRIBUTION RULES

- I am a United States citizen or a permanent resident alien.
- This contribution does not exceed my personal contribution limit. (Contributions made to MoveOn.org Political Action are limited to \$5,000 per individual per calendar year.)
- If under 18: I am contributing knowingly and voluntarily, the funds are my own, and the contribution is not controlled by another individual or made from the proceeds of a gift given to provide funds to be contributed.
- This contribution will be from my own funds, by credit card, for which I have a legal obligation to pay. The funds are not from an incorporated source, and the contribution is not made by any prohibited source, including:
  - The general treasury funds of corporations, labor organizations, or national banks (including corporate or company credit cards)
  - Any person contributing another person's funds
  - Foreign nationals who lack permanent resident status; and government contractors.
- I understand that this contribution is not tax-deductible.

\*  I have read all of the rules above and I certify that I comply with each of them.



**Submit Contribution »**

# Online Donation Tools

## ▶ Tool survey

- PayPal
- Democracy In Action
- Click and Pledge
- MemberClicks
- GiftTool
- eTapestry
- Network for Good/Groundspring

▶ [www.idealware.org/donations](http://www.idealware.org/donations)

# Raising Money

- ▶ Other fundraising tactics
  - Personal fundraising pages
  - Auctions
- ▶ Related tools survey
  - GoodSearch
  - cMarket
  - AuctionPay

# eCommerce

## ► eCommerce

- Besides raising funds, goals include
  - Spreading brand recognition: tshirts, mugs
  - Education and Mobilization: DVDs, books
- eCommerce is a pain in the proverbial behind
- Fulfillment
  - Do not forget about tax, and shipping costs
  - Need of merchant account
- Bottom line: use a vendor if possible



# Energy Action Coalition

## ENERGY ACTION COALITION

Energy Action is a coalition of 30 organizations working to support and strengthen the student and youth clean energy movement in North America. This store was set up for you, to get shirts and swag to support the movement.



CAMPUS CLIMATE CHALLENGE  
WHITE T

[BUY A T-SHIRT](#)



CAMPUS CLIMATE CHALLENGE  
BLACK T

[BUY A T-SHIRT](#)



ITS GETTING HOT IN HERE 'T'

[BUY A T-SHIRT](#)

# eCommerce

- ▶ Tool survey
  - Goodstorm/MeCommerce
  - CafePress
  - Yahoo Store
  - PayPal Store

# End Of Section

- ▶ Questions?
- ▶ Comments?

## Thank You!

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