

Integrating Internet and Fundraising Strategy

Relationship Activity	Relationship Stage	Fundraising Strategy	Main Internet Activity
Attract	The Visiting Prospect or Offline Acquaintance	Blind date phase. Idea is to attract visitors and to turn web visitors/offline acquaintances into prospects	Two main activities: 1. Drive Traffic to your site 2. On web, get email addresses of visitors through web registration and offline events
Engage—Cultivate	Engaged Prospects	The wooing phase: Cultivate prospects (donors, activists, volunteers) to prepare for commitment	Main activity is to 1. engage interested prospects with email communications and 2. Create a content-fresh, interactive web site
Convert and Commit	Engaged Supporters	The Ask: Cultivate engaged prospects and grow them into donors or advocates	Web page appeals, email with web links, and online donation processing are fundamental. Main activity is to use email, direct mail and web page to encourage the donor/advocate to donate or act.
Retain	Loyal Supporters	Keeping the relationship alive. Donor retention secures ongoing support for your organization. Stewardship of the relationship is a back and forth. The organization must prove accountability and effectiveness.	Email acknowledgement and donor database segmentation are the main tools. Main activity is keeping in touch--continuing to know and profile the donor's interests and then updating the donor on program progress and org's efficient use of funds.