

**INTEGRATED MARKETING
VIRTUAL CONFERENCE
*FOR NON-PROFITS***



Peanut Butter & Chocolate?

Combining Digital & Traditional Channels for Integrated Fundraising Success

January 30, 2014 | 12:30-1:30 pm Eastern

Speakers: Mikaela King & Bethany Bauman

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Mikaela King,
Vice President of
Integrated Marketing,
Defenders of Wildlife



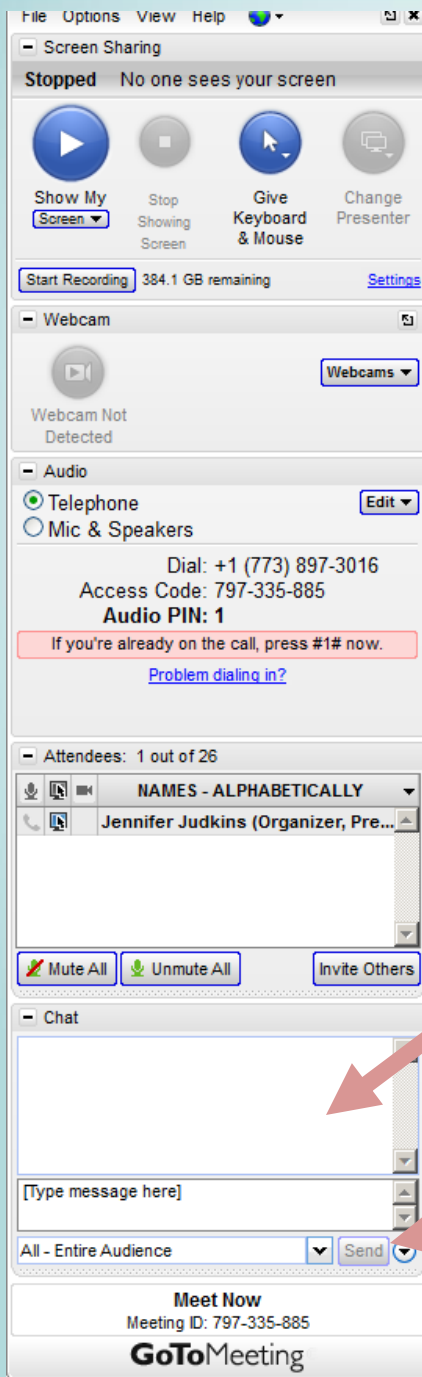
Bethany Bauman,
Vice President of
Nonprofit Digital
Strategy, Paradysz/PM
Digital

SPEAKERS



Let us know what you're thinking!

- Ask questions at any time by typing them into the Chat window within GoToWebinar and pressing Send



Agenda



- **The Raw Ingredients –** Know what each channel brings to the integrated marketing recipe



- **Great Tastes That Taste Great Together –** Know which raw ingredients should be integrated and which shouldn't



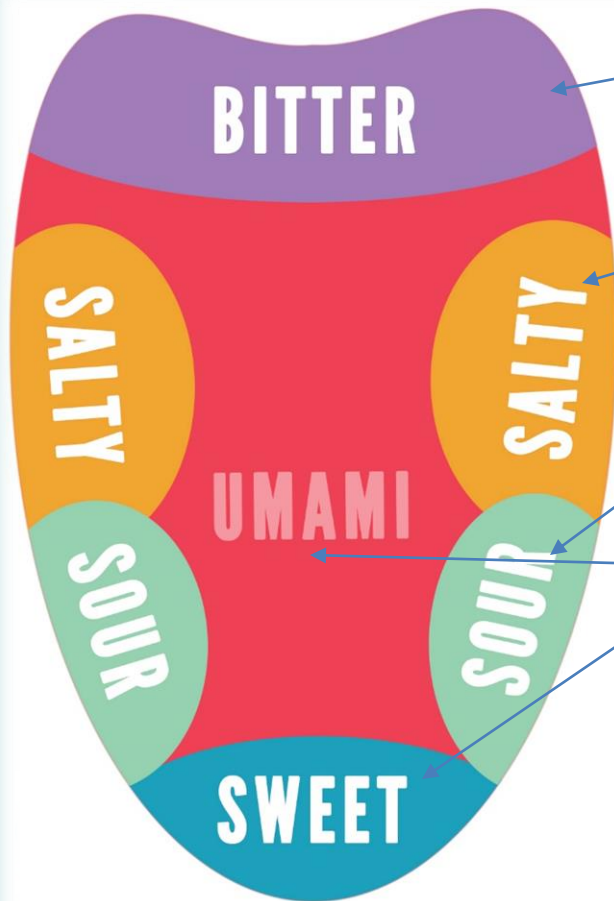
- **Plan, Measure, Mix and Serve –** A Case Study

The Raw Ingredients

A look at the
strengths and weaknesses
of each marketing channels



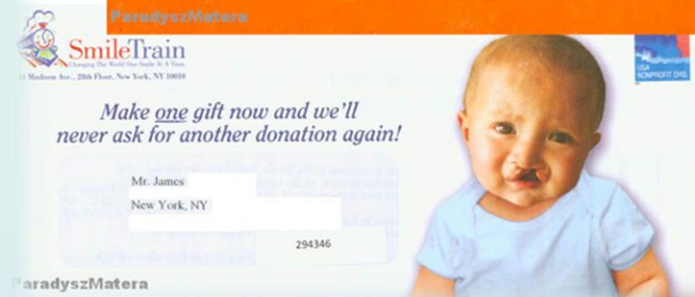
What makes a channel good or bad at conveying your message/ask?



- Timeliness
- Visual Appeal
- Sphere of Influence
- Depth of Content
- Your constituents' preference

Direct Mail

- Still the best way to reach certain audiences
- Can send to highly targeted lists
- Audience will spend more time reading your message
- Influences online search and giving
- No spam filters
- Expensive for impressions/branding (needs to be very targeted)



Telemarketing



- Lower cost than canvassing for acquisition
- Allows you to “personally” follow up with existing constituents
- Hard to get beyond the bad rep
- Easy to tailor the conversation to the feedback in real time (answer someone’s questions as they come up)

DRTV

- Highly visual and first person stories about your mission to trigger giving impulse
- Celebrity association
- Quickly test creative and media channels
- Wide reach at lower unit cost, though initial creative is a significant investment
- Allows emotion to be front and center better than any other channel
- Case for giving needs to tie in well with sustainer or member offer for best ROI



Email



- Highly visual and rich content so you have a chance to wow with a compelling message
- Inbox competition is fierce and made worse by mobile reading
- Easy to trigger off of action or inaction
- Easy to segment
- Great effect on pre-donation influence and post-donation follow up experience

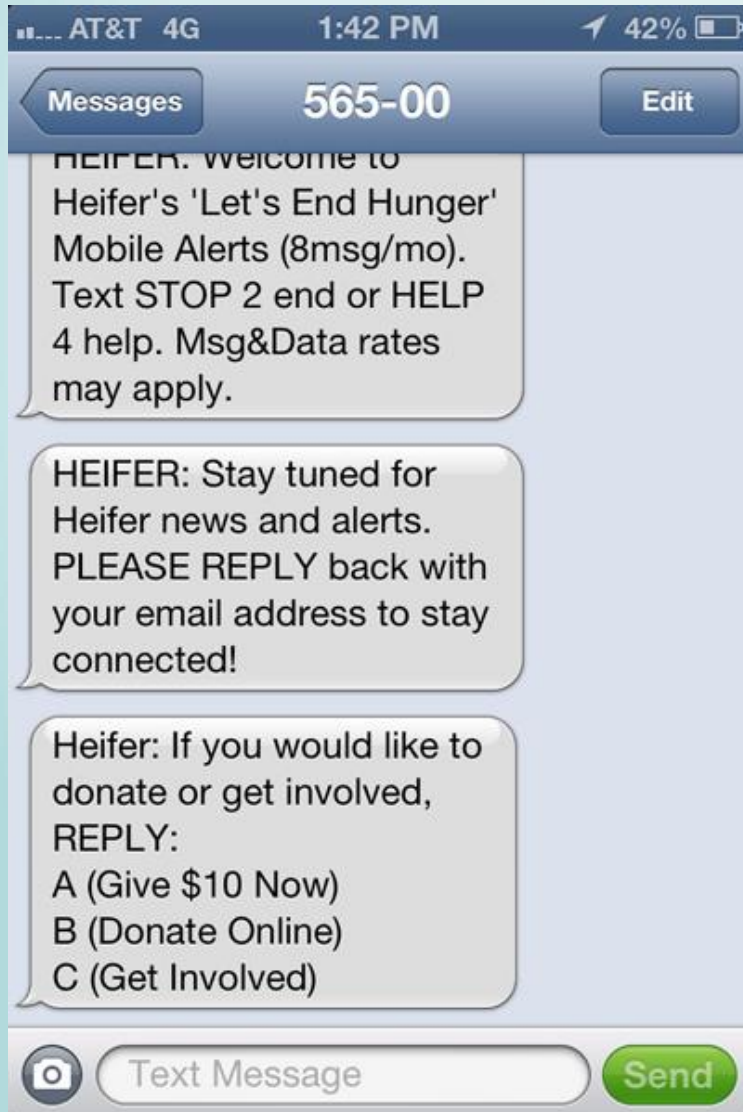


Social

- Your most ardent supporters have a real time ability to influence the behavior of others
- But so do your detractors
- Perfect venue for content snacking
- Place to mine for content that matters to your constituents
- Great place to make engagement offers



Mobile



- Timeliness and brevity
- Destination is clean (not an inbox or mailbox that is overstuffed)
- Constituents have little choice to see message upon receipt
- Interactive and trackable

Display/Search

- Can reach warmest audience through immediate retargeting
- Real time results
- Speed of testing
- Flexible payment
- Easy measurement



Great Tastes That Taste Great Together

A look at which raw ingredients to
combine and which not to



Great Flavor Combinations

Email
Cultivation
and
Engagement

Social
Media and
Blog



Email and
Mobile
Fundraising

Offline
Fundraising
(especially
TM)

Print
Media

Email



Questionable Flavor Combinations

Direct
Mail

Blog



Outbound
Tele-
marketing

Social

DRTV

Mobile



But there are no permanent rules...



Avocado + Coffee

Blend 1/2 avocado with 1 cup brewed coffee (cooled), 1/2 cup sweetened condensed milk, 2 tsp vanilla and ice cubes.

Audience	Consideration Stage	Targeting	Marketing Channel
People who could be interested in the mission	See (You need to be where I look for you)	Demographic, psychographic	Content development, Display, SEO, Social, YouTube, direct mail
People who are interested in the mission	Think (I've looked at your digital assets)	Remarketing	Content development, Display, PPC, SEO, Social, YouTube, Email, direct mail (affinity)
People who want to get involved with the mission	Do (I've identified myself to you)	Behavioral	Display, PPC, SEO, Social, YouTube, Email Triggers, form optimization, targeted direct mail
People who have gotten involved with the mission	Coddle (You better treat me like you know me because I will tell people how you do)	Known	Content development, Display, PPC, SEO, Social, YouTube, Conditional email, Affinity, targeted direct mail

Plan, Measure, Mix & Serve

A Case Study from Defenders of Wildlife

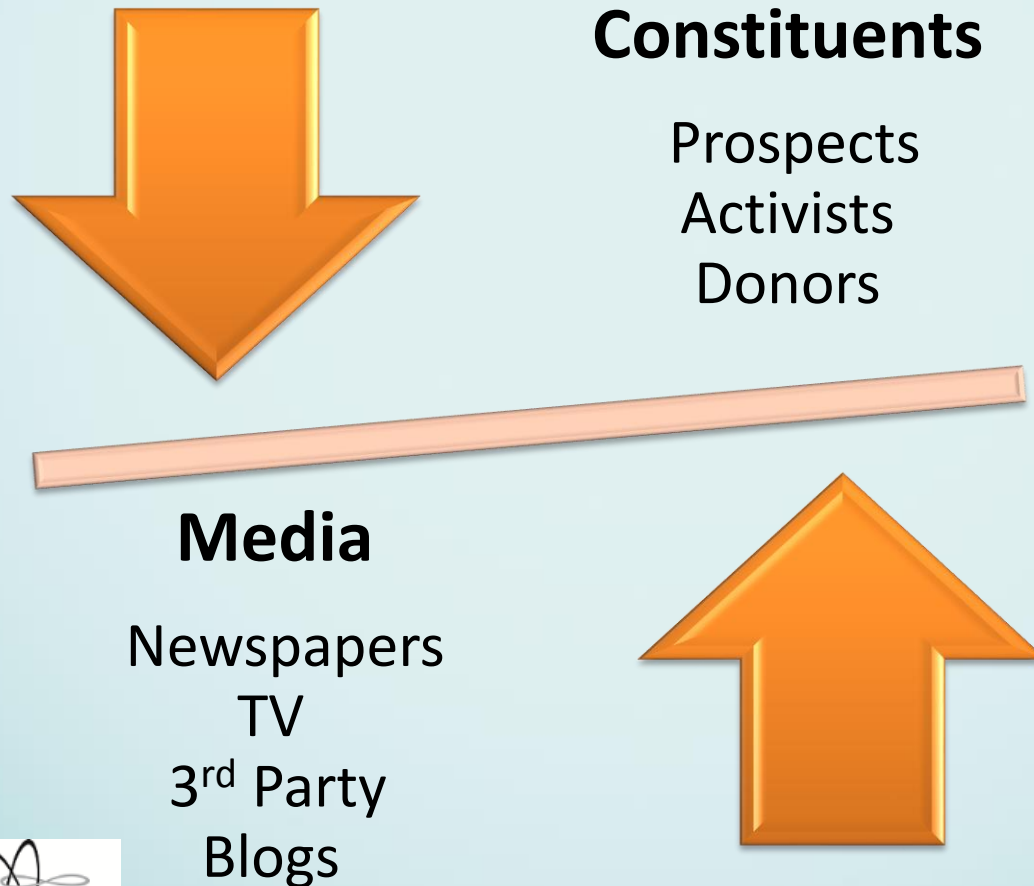




Wyoming Wolf Delisting

Wyoming Wolves Delisting Campaign

Key Audiences



Wyoming Wolves Delisting Campaign

Campaign Goals and Channel Mix



Wyoming Wolves Delisting Campaign

Campaign Milestones and Timeline

August

Su	Mo	Tu	We	Th	Fr	Sa
31					1	2

**Petitioning the
White House**

Email
Telemarketing
Social Media

September

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6

**Delisting
Announcement**

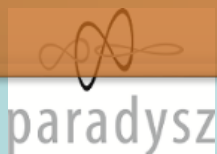
Email
Mobile
Telemarketing
Social Media
Blog
Direct Mail

October

Su	Mo	Tu	Th	Fr	Sa
				3	4

**What's
Next?**

Email
Mobile
Social Media
Blog



Phase 1:

Petitioning President Obama

Marshalling Advocates through Email

Over 2 ½ weeks via email:

- Outreach and awareness
- 80,000 petition signatures
- 1/3 of campaign revenue raised
- First of two video messages




 **TAKE ACTION**

Dear Mikaela,

The killing has been relentless.


Last year since Congress delisted wolves in Idaho and handed their lives over to State officials, more than 400 wolves have been killed.



Now the tragedy that swept over Idaho wolves is set to come to Wyoming at the end of this month - *unless you and I stop it.*



Wolves will be taken off the Threatened Species List in Wyoming at the end of this month, unless the Obama administration stops this bad decision in its tracks.

**Speak Out
for Wolves
TAKE ACTION**

 **TAKE ACTION**

 Like  1,849 people like this. Be the first of your friends.


Tell the White House: Don't roll back 40 years of wolf protection.

The killing has been relentless. Last year since Congress delisted wolves in Idaho and handed their lives over to State officials, more than 400 wolves have been killed.

Now the tragedy that swept over Idaho wolves is set to come to Wyoming at the end of this month—unless you and I stop it.

We've seen what happened in Idaho. Urge the President to protect wolves.


Help send 100,000 signatures to the White House for wolves.



Mikaela --

I wanted to make sure you didn't miss the note I sent you. In the next 36 hours, you can help stop the delisting of wolves in Wyoming and protect wildlife for future generations. Your gift for wolves will be matched — dollar-for-dollar — if you pitch in to help raise \$75,000 for wolves before MIDNIGHT tomorrow, August 15.

—Jamie

 **DONATE NOW**

Dear Mikaela,


We're launching an all-out offensive to stop the delisting of Wyoming wolves at the end of this month, and *I need you with us every step of the way.*

Here's the number one thing you can do to help right now: make a gift to save wolves and other wildlife, and it will be matched — dollar-for-dollar — before August 15th.

Time is running out — we need to raise \$75,000 by Wednesday to help us stand up to extremist rhetoric and policies from powerful anti-wolf interests, while continuing to protect wildlife and the wild places you care about.

The future of wolves in the Northern Rockies is in your hands. It's up to you and me to ensure that our children's children will have the chance to cherish these noble creatures.

Make an urgent donation today, and it will be matched dollar-for-dollar to help protect wolves and other wildlife for future generations. Our



Wyoming wolves and other wildlife need you. Help us raise \$75,000 by August 15th to help save them.

DONATE NOW

Engaging Supporters through Social Media

Petition and donation asks
are promoted on
Facebook and Twitter

Facebook Reach: 117,572

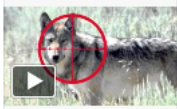
Twitter Reach: 27,091



Defenders of Wildlife · 230,256 like this
August 22 at 3:35pm ·

"The Obama Administration is walking away from its responsibilities under the Endangered Species Act, and from long-term wolf recovery." ~Jamie Rappaport Clark, Defenders of Wildlife President & CEO

Any day now, Wyoming will announce its intentions to start hunting wolves without regulations. We have something to say about that. Check out our video, and don't forget to sign our petition asking President Obama to stop the delisting in Wyoming: <http://dfnd.us/WYOwolves>



Wyoming Wolves In Danger
www.youtube.com

Any day, we expect to hear the official announcement that Wyoming is removing Endangered Species Act protection from gray



Like Comment

Tag Photo



Defenders of Wildlife

We're more than halfway there! With your help, we've gathered more than 60,000 signatures for our letter telling President Obama to stop the delisting of wolves in Wyoming. Help us reach our goal of 100,000 signatures by continuing to spread the word! Show your support for wolves with this Facebook cover photo, and if you haven't signed the letter yet, visit <http://dfnd.us/WYOwolves>.

Like · Comment · Share · Edit · August 14

👍 Dorelys Rivera, Et Lin, Diego Jativa Figueroa and 1,140 others like this.

💬 675 shares

💬 View previous comments

Album: Wall Photos

Shared with: Public

📌 Tag This Photo

📍 Add Location

🕒 Change Date

View Larger



Defenders Wildlife @Defenders

RT for wolves today! Tell @BarackObama & @whitehouse : My vote counts, and I care about endangered animals! dfnd.us/WYOwolves

9 Aug



Defenders Wildlife @Defenders

Almost there—With your help, we can hit our goal TODAY! Your gift can help save wolves & other #wildlife dfnd.us/MyFodD

15 Aug



Defenders Wildlife @Defenders

Have you signed yet? There's still a chance to stop the unregulated wolf hunt in WY! Sign & share @ dfnd.us/WYOwolves #savewolves
Collapse ↩ Reply 🗑 Delete ★ Favorite

29

RETWEETS



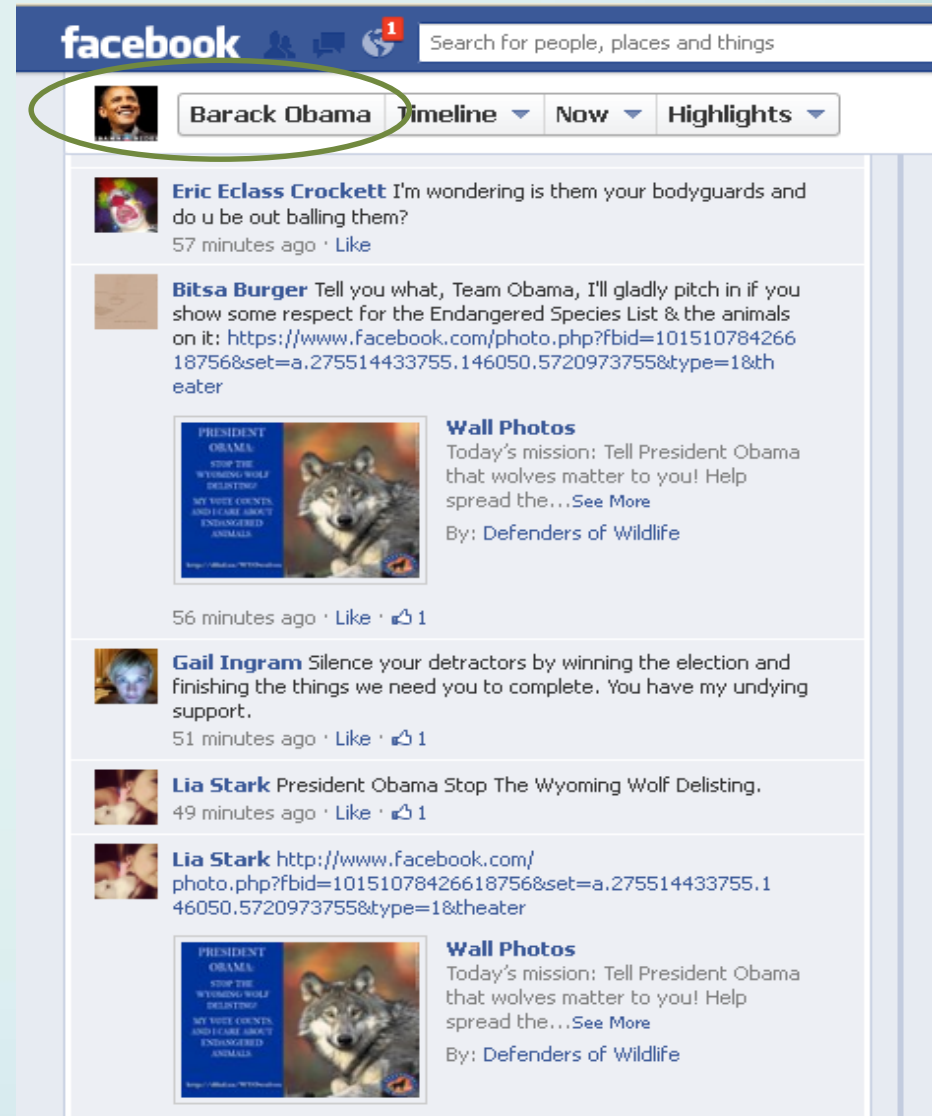
4:25 PM - 22 Aug 12 · Details

Defenders Supporters Petitioned Obama on Facebook

Some supporters petitioned Obama and the White House on Facebook using the shared photo

Shared over 7,200 times

Reached 279,029 people



facebook Search for people, places and things

Barack Obama Timeline Now Highlights

Eric Eclass Crockett I'm wondering is them your bodyguards and do u be out balling them?
57 minutes ago · Like

Bitsa Burger Tell you what, Team Obama, I'll gladly pitch in if you show some respect for the Endangered Species List & the animals on it: <https://www.facebook.com/photo.php?fbid=10151078426618756&set=a.275514433755.146050.5720973755&type=1&theater>

Wall Photos
Today's mission: Tell President Obama that wolves matter to you! Help spread the...[See More](#)
By: Defenders of Wildlife

Gail Ingram Silence your detractors by winning the election and finishing the things we need you to complete. You have my undying support.
51 minutes ago · Like · 1

Lia Stark President Obama Stop The Wyoming Wolf Delisting.
49 minutes ago · Like · 1

Lia Stark <http://www.facebook.com/photo.php?fbid=10151078426618756&set=a.275514433755.146050.5720973755&type=1&theater>

Wall Photos
Today's mission: Tell President Obama that wolves matter to you! Help spread the...[See More](#)
By: Defenders of Wildlife



PRESIDENT OBAMA:
STOP THE WYOMING WOLF DELISTING!
MY VOTE COUNTS, AND I CARE ABOUT ENDANGERED ANIMALS.

<http://dfnd.us/WYOwolves>

Like Comment Tag Photo

Defenders of Wildlife
Today's mission: Tell President Obama that wolves matter to you! Help spread the word by sharing this image with friends and family, or on the wall or in comments on his page (<https://www.facebook.com/barackobama>) and the White House page (<https://www.facebook.com/WhiteHouse>). Together we can show the administration that people care about what is happening to wolves in the northern Rockies, and we aren't just going to sit back and watch.

Like · Comment · Share · Edit · August 9

Album: Wall Photos
Shared with: Public

Tag This Photo
Add Location
Change Date

View Larger
Download
Make Profile Picture for Page
Delete This Photo

Dorelys Rivera, Sherry Lyn Thorn, Eloisa E. Turcios and 2,664 others like this.
1,791 shares
View previous comments 6 of 96

Phase 2: August 31 — Delisting Announced

Defenders Supporters Were the First to Know

Preparation

- Messaging and media prepared in advance
- Defenders staff working up until the 11th hour

We Broke the Story

- 3 hours before FWS Announcement

Reach

Within 2 hours, we reached:

Over 1 million members and supporters

More than 500 media outlets



Delisting Announcement: First Wave

50% of Campaign Revenue Raised
in the First 5 Days

- Email
- Mobile
- Web
- Social Media and Blog
- Phones
- Mail Renewal #1 Hotsheet
- Fall Magazine Wrap



Dear Mikaela,
Our worst fears have come true.

Federal protections stripped
for Wyoming wolves!




Wolves that wander beyond the safety of
Yellowstone National Park could be killed in
Wyoming.

Help Save
Wyoming Wolves

Defenders Wildlife @Defenders
BREAKING: WY wolves are no longer protected! Our CEO reacts
[#savewolves](http://dwnd.us/NZTH8n)
Hide media Reply Delete Favorite

Wyoming Wolves In The Crosshairs Share More in



Wyoming Wolves In The Crosshairs

Despite protests from the conservation community, Wyoming has officially declared its intention to remove Endangered Species Act protections from wolves. The...

YouTube @YouTube Follow

32 RETWEETS 2 FAVORITES

11:37 AM - 31 Aug 12 · Details Flag media



EMERGENCY!
FEDERAL PROTECTIONS
STRIPPED FOR WYOMING
WOLVES!

DONATE NOW!



© Chris Behrend



The
Washington
Post

Delisting Announcement through Traditional Media

The New York Times

"Today's removal of wolves in Wyoming from the endangered species list is a tragic ending to what has otherwise been one of America's greatest wildlife conservation success stories," Jamie Rappaport Clark, president of Defenders of Wildlife, said in a statement. "Now we are left with no choice but to pursue legal action to ensure that a healthy, sustainable wolf population remains in Wyoming and across the Northern Rockies for many generations to come." (*Associated Press*, August 31)

n p r

FOX
NEWS
.com
Fair & Balanced

DENVERPOST

salon.com

Los Angeles Times

BBC

give2gether

paradysz

HOUSTON
CHRONICLE

The
Miami
Herald

Wyoming's News Source
trib.com
StarTribune

Delisting Announcement through Social Media

Facebook Reach: 155,961

Twitter Reach: 127,132

Created 2nd sharable image which went viral within hours.

 **Defenders Wildlife** @Defenders 11 Sep

Want to show your support for Wyoming wolves? Display this photo and the message will be clear pic.twitter.com/UONS5gBJ

 Hide photo  Reply  Delete  Favorite



65 RETWEETS 7 FAVORITES



HOME SUBSCRIBE AUTHORS ABOUT TERMS OF USE DEFENDERS HOME Enter search keyword Search

 Defenders of Wildlife

Wildlife » Issues » People » Places » Success Stories Take Action Multimedia » Newsroom »

Categorized | Features, Gray Wolf, Northern Rockies Gray Wolf, Wildlife, Wolf

Open Season In Wyoming

Jamie Rappaport Clark | Posted on 31 August 2012 | Tags: [Endangered Species Act](#) [Jamie Rappaport Clark](#) [wolf](#) [Wyoming](#)



The U.S. Fish & Wildlife Service has just confirmed our fears in Wyoming — wolves in that state are now officially being removed from the protections of the Endangered Species Act, and will be vulnerable to the state's wildlife management plan, a document hardly worthy of the name. Since speaking with officials at the White House and the USFWS, I knew this day could be coming soon, but I hoped that those with the power to make this decision would see reason and allow science, not politics, to carry the day.

To add insult to injury, the announcement was made today — the Friday before Labor Day weekend. Many people in a position to react to this news — policy officials, legislators, the media — are likely taking an early day off to enjoy the long weekend. Unfortunately, it is a common practice in Washington, D.C., to use a day like this to make an announcement that one is fairly certain will not be well-received. It can be made to a minimal audience, while few may be paying attention, and then hopefully forgotten about through the many distractions of a holiday weekend. A common practice, but a cowardly one.

Now, wolves in Wyoming are more vulnerable than they have been in decades. The state's management plan allows for the unregulated killing of wolves throughout most of Wyoming. Those who wish to kill wolves in all but a small portion of the state will not need to buy tags or permits. There will be no bag limits or quotas, so any equipment to shoot wolf kills, anyone will

Defenders of Wildlife leads the pack when it comes to protecting wild animals and plants in their natural communities.

www.defenders.org

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Take Action to Help Imperiled Wildlife

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Stop the Backroom Attack on Wildlife


Help Restore Wolves to Washington



 **Defenders Wildlife** @Defenders 31 Aug

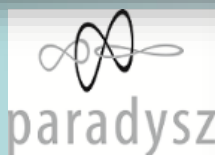
WY wolves have been delisted, but we're fighting back! Support our efforts here: dfnd.us/PFZfnB #savewolves

Collapse  Reply  Delete  Favorite

34 RETWEETS 1 FAVORITE



3:05 PM - 31 Aug 12 - Details



Like · Comment · Share

 Susie Barham, Eloisa E. Turcios, Kimberly Bromelkamp and 3,194 others like this.

 View all 346 comments

INTEGRATED MARKETING ADVISORY BOARD™

Delisting Announcement: 2nd Wave

I'm Renewing My Commitment to Wildlife!

Thank you for your 2013 Renewal!

Thank you for your 2013 Defenders of Wildlife Membership Card! To help Defenders respond to urgent threats to our wildlife — including wolves, polar bears, tigers and other animals in danger — I am making my personal renewal gift to the movement of:

☐ SHPC24 ☐ SHPC24 ☐ SHPC24 ☐ Other \$ _____

Please use the money to charge your donation.

* If I have enclosed my donation of SHPC24 or more for my first gift of:

☐ Please Member ☐ Family bag ☐ Backpack ☐ Mountain water bottle

☐ Please use my entire donation to protect wildlife. Do not send any first gift.

Mr. Jonathan Q. Example
11200 Waples Mill Road
Suite 150
Farmingdale, NY 11735-7412
Phone: 800-838-8888 Email: jexample@defenders.org

Defenders of Wildlife • 1120 17th Street, NW • Washington, DC 20036
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1120 17th Street, NW
Washington, DC 20036-6604
www.defenders.org

Defenders of Wildlife
1120 17th Street, NW
Washington, DC 20036-6604
www.defenders.org

Dear co-Salutations,

What does it mean to be a Defender of Wildlife?

Of course, it means you love wild animals and wild places... but you also love the idea of a world where wild animals and wild places are protected and thriving.

What makes you a Defender of Wildlife?

It's that you love the idea of a world where wild animals and wild places are protected and thriving.

Defenders of Wildlife

Defenders of Wildlife

2013 Gift Catalog

Defenders of Wildlife • 1120

When enjoying the outdoors, don't forget to bring along your Defenders of Wildlife picnic blanket, which is water-resistant on one side and soft and comfortable on the other. Plus it folds and snaps for easy travel.

This stylish, durable Defenders of Wildlife backpack is just what you need for carrying books, or for hiking, camping or other fun getaways. Keep for yourself or give to a friend as a thoughtful gift.

Save paper, save trees with this reusable insulated lunch bag featuring the Defenders of Wildlife logo. Handsome, durable, wipes clean, keeps your food warm or cool for hours. Even comes with its very own matching sandwich sleeve!

Our Defenders of Wildlife water bottle is aluminum and can hold 750ml / 25 ounces of liquid. It is 10 inches tall and features a beautiful image of a wolf — so you can proudly show off your love of wolves. Keep this aluminum water bottle for yourself or give as a thoughtful gift.

Quantities are limited. All gifts are available only to members. See your reply form for details. Substitutions may apply.

September Renewal #1

YOUR CHOICE OF A FREE GIFT-SPECIAL OFFER INSIDE

Your 2013 Membership Card is Enclosed

URGENT ALERT

ENDANGERED SPECIES ACT UNDER ATTACK!

For those of us who love wildlife, the Endangered Species Act (ESA) is a landmark conservation law that has helped protect numerous at-risk species such as bald eagles, Florida panthers, grizzly bears and wolves.

But now the ESA is under attack! One proposal would eliminate protections for species that exist only in one state (removing ESA protections, for example, for polar bears and Florida panthers). Another proposal would make it nearly impossible to protect endangered species on private lands! We expect to see even more of these insidious attacks in the weeks ahead, and we need the resources to fight them!

We can't let the anti-wildlife forces in Congress gut the Endangered Species Act! **Help us fight to save the ESA and protect America's endangered wildlife!** Please send your most generous and urgent renewal donation to Defenders of Wildlife now. Thank you!

DOG-02415

FALL 2012

Defenders

THE VOICE OF DEFENDERS OF WILDLIFE

Periodicals Postage PAID

WHY?

Wyoming's new plan to kill hundreds of wolves

It's tragic. It's reckless. It's dangerous. And it's happening now. Wolves in Wyoming have just lost Endangered Species Act protection, turning their fate over to state officials bent on eliminating them. This irresponsible decision could turn back the clock on one of America's great conservation success stories—allowing wolves to be killed at any time, by any means, for any reason, in most of the state! Your help has never been needed more! Please donate generously today to help Defenders of Wildlife fight for wolves in Wyoming and other imperiled species!

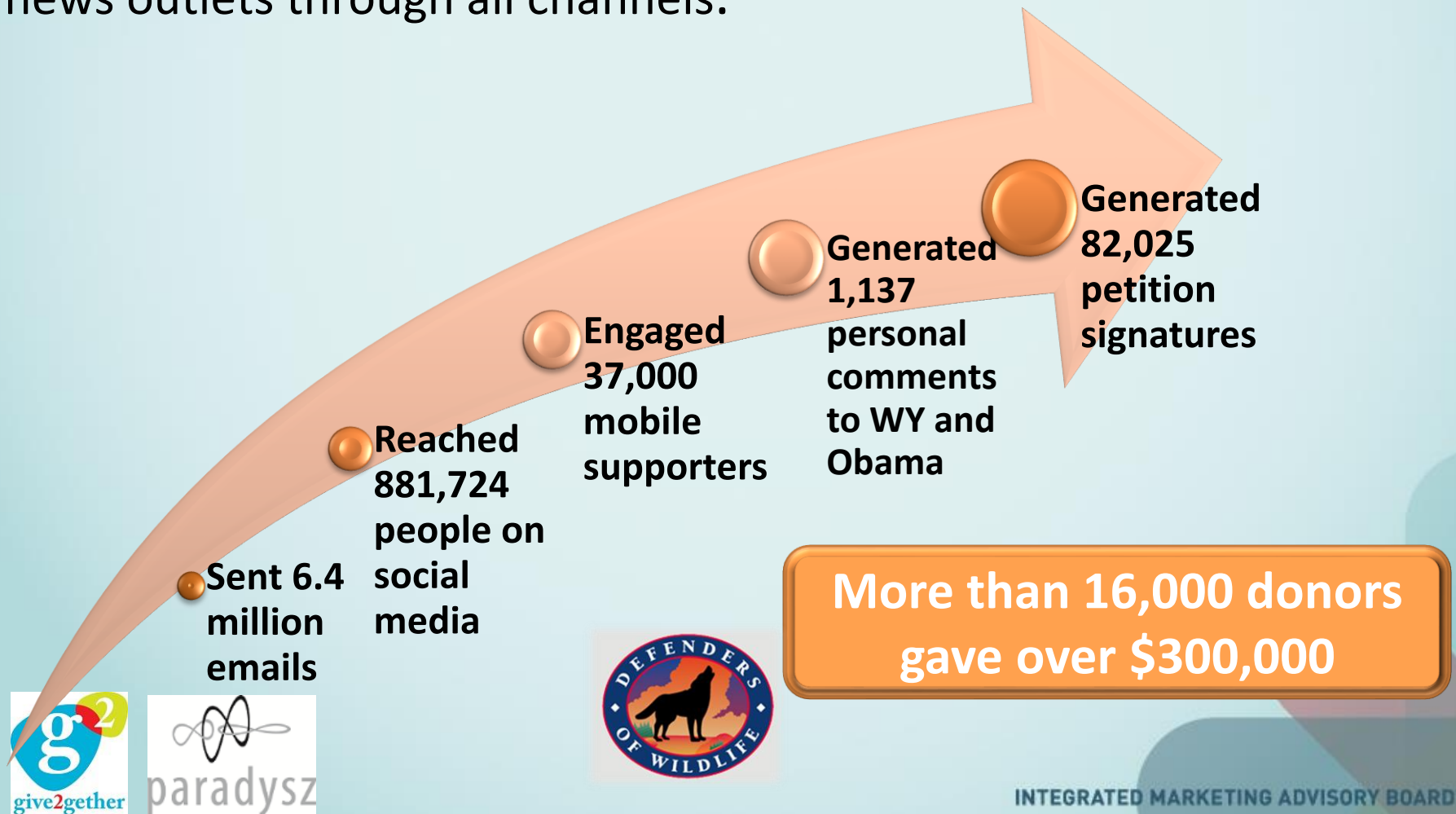
The fight in Wyoming is a fight for the future of wolves and wildlife!

October 15 magazine wrap



What Did We Achieve?

Over the entire campaign, Defenders of Wildlife reached over 1,000,000 supporters including 350,000 traditional donors and 500 news outlets through all channels.



Integration Tastes Great!

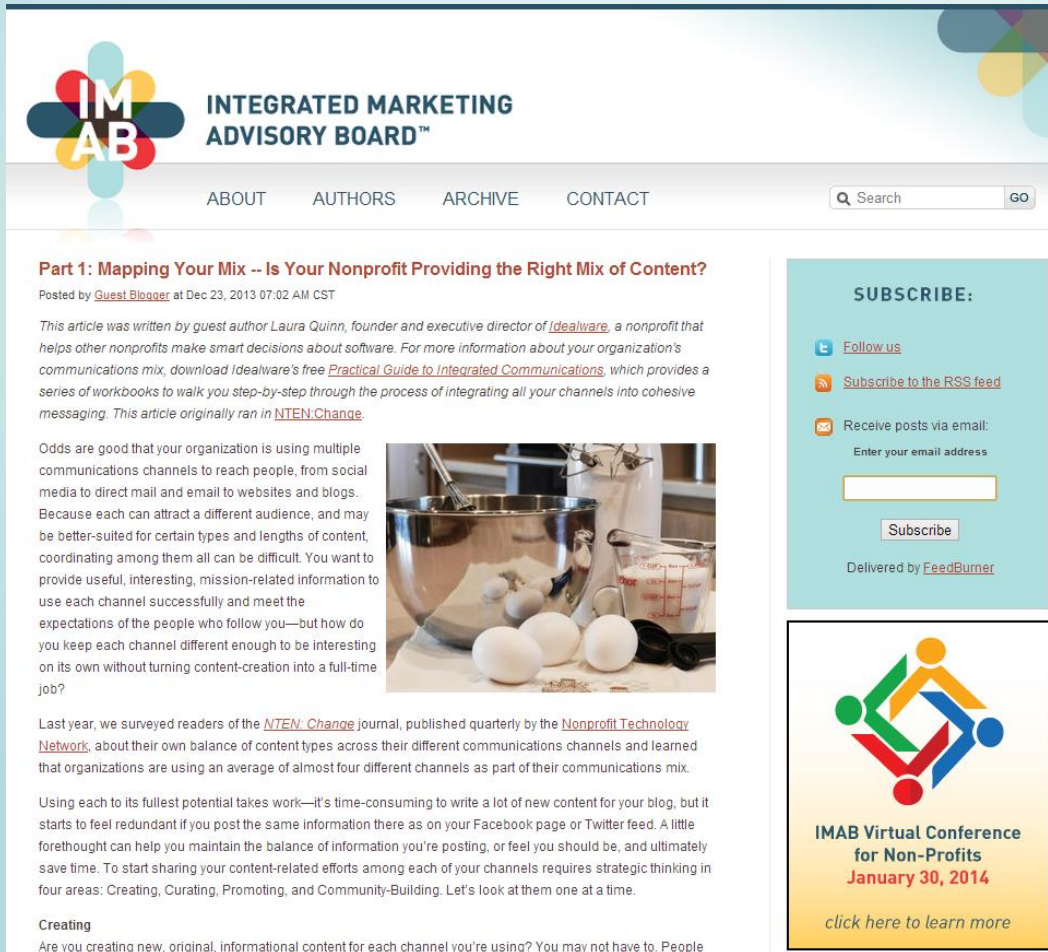


Key Take Aways for Creating Your Own Integrated Marketing Recipe

- Playing to channel's strength is key to successful integration
- Know and understand your audience(s)
- Establish campaign goals and milestones
- Cross-promote milestones among like channels to optimum impact, reach and UX
- Track and measure what worked for an even better campaign next time



Continue the discussion!



IMAB INTEGRATED MARKETING ADVISORY BOARD™

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Q Search GO

Part 1: Mapping Your Mix -- Is Your Nonprofit Providing the Right Mix of Content?

Posted by [Guest Blogger](#) at Dec 23, 2013 07:02 AM CST

This article was written by guest author Laura Quinn, founder and executive director of [Idealware](#), a nonprofit that helps other nonprofits make smart decisions about software. For more information about your organization's communications mix, download Idealware's free [Practical Guide to Integrated Communications](#), which provides a series of workbooks to walk you step-by-step through the process of integrating all your channels into cohesive messaging. This article originally ran in [NTEN:Change](#).

Odds are good that your organization is using multiple communications channels to reach people, from social media to direct mail and email to websites and blogs. Because each can attract a different audience, and may be better-suited for certain types and lengths of content, coordinating among them all can be difficult. You want to provide useful, interesting, mission-related information to use each channel successfully and meet the expectations of the people who follow you—but how do you keep each channel different enough to be interesting on its own without turning content-creation into a full-time job?

Last year, we surveyed readers of the [NTEN:Change](#) journal, published quarterly by the [Nonprofit Technology Network](#), about their own balance of content types across their different communications channels and learned that organizations are using an average of almost four different channels as part of their communications mix.

Using each to its fullest potential takes work—it's time-consuming to write a lot of new content for your blog, but it starts to feel redundant if you post the same information there as on your Facebook page or Twitter feed. A little forethought can help you maintain the balance of information you're posting, or feel you should be, and ultimately save time. To start sharing your content-related efforts among each of your channels requires strategic thinking in four areas: Creating, Curating, Promoting, and Community-Building. Let's look at them one at a time.

Creating

Are you creating new, original, informational content for each channel you're using? You may not have to. People

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- The vision of the IMAB is to promote a discussion of the various successes and failures related to integrated marketing: understandings, trends, benefits and adoptions of integrated marketing activities within the nonprofit community.
- Visit us at imabgroup.net today!

