

RPAC ONLINE
FUNDRAISING BEST
PRACTICES AND IDEAS

RPAC Online Fundraising Best Practices and Ideas

This document provides association staff with RPAC online fundraising best practices and ideas. For strategy planning and support for your RPAC online fundraising, please contact Laura Bailey at Laura.Bailey@Aristotle.com

Online RPAC Fundraising Best Practices

Develop your Strategy

Decide early on what you want your goals to be, what things you want to achieve (both long-term and short-term) as a result of using this tool. This will better help you define how you are going to structure your online campaigns and who your target audiences will be.

Set up a schedule for the year

This can be a rough outline but it is good to know and be able to prepare when you want to push online investing. Additionally, look at other big, key dates throughout the year that you may want to incorporate into the email copy or know certain times of the year you want to avoid sending messages to your members.

Make sure that every email is NOT a solicitation

Making sure that you also include communications with members about RPAC, such as important battles you are facing, current issues you are fighting or even a recent victory, let your Members know that RPAC and your team are fighting hard for REALTORS in your state. Additionally, this will limit your unsubscribes because if a member knows that every time they see an email from RPAC that is in asking for money they will ask to be removed or just delete all emails.

Email Segmentation

Consider email segmentation when you are developing your campaign and email copy. A solicitation to a non-investor should be written and tailored differently than one to a member who has given say, \$100 last year. Also, you will want to consider appropriate donation forms to match the target audience.

End-of-year Thank You

It is always a good idea to thank investors for their contributions. While everyone online investor does receive an automatic thank you and receipt of their contribution, end-of-year thank-you emails also are very effective. They let your members know that you appreciate and value their contribution, even if they gave months ago. Also, members are more likely to be motivated to give again (or at a higher level) next year.

Don't Over Email

Be mindful that your members are flooded with emails on a daily basis, both work-related and personal. Communicate with other departments to know when they are sending emails and try to avoid multiple emails going out on the same day.

Coordinate Online and Offline Efforts

Be mindful of the events or other relevant RPAC-related things you have going on in the state. Think about including these into your online communications. Have an RPAC event coming up? Consider highlighting it in your solicitation as an incentive for member to invest or step up to a higher level.

Be Mobile-Device Friendly

Make sure your donation forms are optimized for cell phone and other mobile devices. 9 out of 10 Americans have cell phones. 97% of constituents open email and attempt to respond to an action on their phones (statistics courtesy of Convio).

Test, Test, Test!

Unsure of a new idea you want to try? Consider doing an A/B test to 10% of your membership or desired audience. After reviewing the group with the best results, send to the remaining 90%. You can test subject lines, images, length of emails, days of the week, time of day – the sky is the limit!

RPAC Online Fundraising Ideas

Early in the fundraising year:

Consider doing a campaign that encourages your members to sign up for monthly giving or payment plans. The early in the year they start this, the more time they can spread out their investment into low level payments.

End-of-Year Campaign:

While the fundraising year ends in the fall months, it is good to have a plan in place for an end-of-year fundraising campaign. A “last chance” email is effective because indicates time is running out. When there is a deadline and a sense of urgency, Members won’t feel like they can put it off or come back to it later.

Incorporate a web video into your email campaign

Limited the amount of text in an email or provide new visual interest by communicating your message through a web video. Videos are successful and keeping the attention of the recipient. Don’t forget – keep it short and make sure your message is clear. Also, make sure to mention ‘video’ in the subject line.

Member-to-member

Make sure you have a signer for your RPAC messages. It is best if the appeal is coming from a volunteer leader instead of staff. Include a picture and signature if possible.

Incorporate Images and/or Buttons

Having a button and/or image in the body of your email can provide visual interest but also draw attention to the action you want Members to take: “Invest Today.”

Call For Actions – Follow up with Donation Form

If a member is participating in one of your CFAs they are likely engaged and see the importance of Investing in the Realtor® Party.

New Members

Did you know you can have a condition set up in your Convio Center so that any new Members who join can receive an introduction email about RPAC? Educate members from the start about RPAC and how it is helping them.