

Inbound Marketing: The Latest Techniques to Attract More Donors, Volunteers, and Others



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**Together We Can
Bermuda Third Sector Conference
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Presented by:

Allan Pressel, CEO/founder

PowerSite123 (formerly known as CharityFinders)

877-456-3210

www.PowerSite123.com

Allan@PowerSite123.com





Inbound marketing

- Goals
 - Maximize inbound, online leads
 - Maximize lead quality
 - Maximize conversion rate
- Techniques
 - Search engine optimization (SEO)
 - Search engine marketing (SEM)
 - Pay-per-click (PPC)
 - Blogging
 - Content creation
 - E-newsletters
 - Articles
 - Videos
 - Social media
 - Website

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Search Engine Optimization (part 1)

1. What are the key search engines?
2. How do they work?
 - 200+ ranking factors!
3. How can you optimize your search engine standing?
 - a. Metatags
 - Description
 - < 150 characters
 - Keyword
 - b. Choosing and using keywords
 - < 5 keywords per page
 - Use keywords/phrases liberally in:
 - Content
 - Headings
 - Image tags
 - URL
 - Page title
 - Use HTML tags to denote headings (e.g., H1, H2, etc.)
 - Use different keywords on different pages
 - Keep them updated



Search Engine Optimization (part 2)

c. Keyword selector tools

- <http://inventory.overture.com/d/searchinventory/suggestion>
- Google Zeitgeist - www.google.com/press/zeitgeist.html
- Google AdWords Keyword Tool - <https://adwords.google.com/select/KeywordToolExternal>
- Google Trends - www.google.com/trends
- MSN Search Insider - www.imagine-msn.com/insider
- Yahoo Buzz Index: <http://buzz.yahoo.com>

d. Links

- Incoming
 - Count your link:in Google, type “link:www.yournonprofit.org”
 - Choose relevant, reputable sites
- Outgoing
- Twitter account
 - # followers
 - Tweet/retweets



Search Engine Optimization (part 3)

d. Use blogs

- Within your site
- Interactivity
- Offer RSS feeds
- Lots of incoming links
- Submit your blog to technorati.com
- Submit your blog to bloggrader.com

e. Avoid splash pages

f. Don't require cookies

g. Use alt text (on every image)

h. Robots.txt

i. Search engines prefer HTML

j. Search engines prefer text over graphics

k. Don't use frames

l. Be careful with Flash and JavaScript

m. Create a site map

n. All pages should be easy to navigate to (esp. home)

o. Create focused pages

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Search Engine Optimization (part 4)

q. Get listed in important directories:

- The Open Directory Project: www.dmoz.org
- Yahoo Directory: <http://dir.yahoo.com>
- ZoomInfo Directory: www.zoominfo.com

r. Use conversion forms

s. Page titles should be descriptive (<70 characters)

t. Buy domain name (URL) for as long as possible

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Search Engine Optimization (part 5)

- u. Get your traffic rank at www.alex.com
- v. Your site should display with or without the “www”
 - set up a permanent “301” redirect
- w. Keep your site updated frequently
- x. Videos
- y. Register with search engines
 - Unpaid
 - Paid

SEO is based on unknown and changing algorithms!

Measuring Success

www.webrankstats.com

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Cool technology

- **Client/donor thank you videos**
- **Video spokesperson**
- **Text to donate (or anything!)**
- **Animoto**
- **QR codes**

Scan with your Smart Phone



Or Text PWC to 32020

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Private Internet Consultation

I'd like to offer each of you a free private Internet consultation

- One hour
- Consultation includes:
 - PowerSite123's assessment of your site/social media/SEO/marketing
 - Recommendations
 - How to easily implement all recommendations
- In person or by webinar
- Include anyone you want (e.g., CEO/ED, board, etc.)
- In one location or several
- We'll contact you in 1-2 days to schedule the consultation

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Social Mediasphere

- del.icio.us bookmarks
 - Enables web users to save their bookmarks
 - Helps you get more traffic
 - Encourage as many people as possible to bookmark your site on del.icio.us
- digg.com
 - social media site
 - anyone can submit articles, and vote for them
 - You should submit your organization's articles

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Search Engine Ads: to attract clients

Sponsored Links

Breast Cancer Information

Go to MammoSite ® to find helpful

Breast Cancer Treatment Information

www.MammoSite.com



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Landing Page: for clients



Find a Physician Request Information Search [go](#)



Get back to your normal life sooner.

- *I want information about early-stage breast cancer.*
- *I want to know my options.*
- *I want to learn about MammoSite 5-Day Treatment.*
- *I want to find a doctor who offers MammoSite.*

About Breast Cancer


Know Your Treatment Options

What is MammoSite 5-Day Targeted Radiation Therapy?

Is MammoSite Right for Me?


Patient Stories

Resources




"My life is really busy. To say you're too busy for your cancer treatments is crazy, but still, I didn't want all that time spent in radiation therapy."

Patrice Horstman, Flagstaff, AZ [Read Patrice's Story](#)



Click here to download



Connect with breast cancer survivors through stories

Search Engine Ads: to attract donors

Sponsored Links

[Adopt a Whale](#)

Help **save** these majestic creatures

You can make a difference

www.WildlifeAdoption.org

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Landing Page: for donors

www.WildlifeAdoption.org

Wildlife Adoption Center

Adoptions

[Home](#)

[View Catalog](#)

-  [By Animal](#)
-  [By Price](#)
 - \$25 and Under
 - \$50-\$75
 - \$100+
-  [Gift Options](#)

MOST POPULAR

| | | |
|---|---|---|
|  Gray Wolf |  Penguin |  Polar Bear |
|  Snow Leopard |  Sea Turtle |  Sea Otter |
|  Red Wolf |  Dolphin |  Tiger |
|  Snow Owl |  Panda |  Black Bear |

Adopt-a-Beluga Whale

 [Shopping Cart](#) [Checkout](#)

 **Free First Class Shipping with all adoptions***

WHALE



Adopt Now - \$25

With your \$25 adoption:

- 8" Long Whale Plush
- Personalized Certificate of Adoption
- 5x7 Beluga Whale Photo
- Beluga Whale Fact Sheet

BELUGA WHALE FAMILY



Adopt Now - \$50

With your \$50 adoption:

- 13" Long, Super-Cuddly Beluga Whale Plush
- Personalized Certificate of Adoption
- 5x7 Beluga Whale Photo
- Beluga Whale Fact Sheet
- Kids Wildlife Activity Book (optional)

BELUGA WHALE POD

With your \$75 adoption:

- 13" Long, Super-Cuddly Beluga Whale Plush

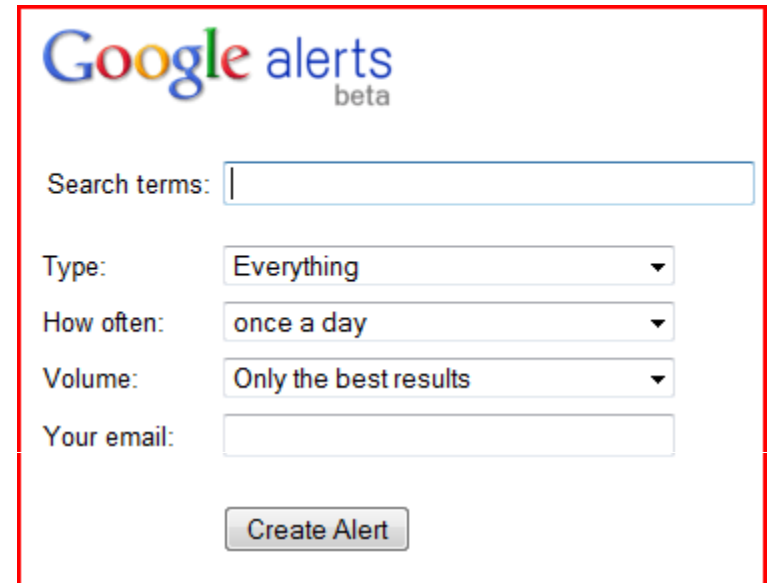
This Holiday Season, give that special someone a whale of a gift.

For that special wildlife lover in your life -- **Adopt a Beluga Whale Family!** It's the perfect gift for you or anyone who cares about saving these majestic marine mammals.

Land dwellers like you can help save these creatures of the deep by **Adopting a Beluga Whale Family** today. You'll receive a big 13", super-cuddly plush beluga whale toy, a personalized Certificate of Adoption, a gorgeous 5"x7" photograph of a beluga whale in its natural habitat and a fact sheet chock-full of great information about these incredible animals. What's more, your Wildlife Adoption will help support Defenders of Wildlife's work to save one of the world's most imperiled marine mammals.

Google Alerts

– www.google.com/alerts

A screenshot of the Google Alerts beta interface. It features the Google Alerts logo at the top. Below the logo is a search bar labeled "Search terms:". Underneath the search bar are four dropdown menus: "Type:" set to "Everything", "How often:" set to "once a day", and "Volume:" set to "Only the best results". Below these is a text input field for "Your email:". At the bottom right is a "Create Alert" button.

Google alerts
beta

Search terms:

Type:

How often:

Volume:

Your email:

Create Alert

Google Grants

– www.google.com/grants

Google grants

In-kind advertising for non-profit organizations

Google Grants is a unique in-kind donation program awarding free AdWords advertising to select charitable organizations. We support organizations sharing our philosophy of community service to help the world in areas such as science and technology, education, global public health, the environment, youth advocacy, and the arts.

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Prospect research/wealth screening of your database

- Target Analytics (www.blackbaud.com/targetanalytics)

Target Analytics®
a Blackbaud Company

HOME | SOLUTIONS | PRODUCTS | SERVICES | TARGET ANALYTICS | CUSTOMERS



Target Analytics

- > Learn more about [NOZA Philanthropy Data Services](#)
- > Visit our new blog at www.ProspectResearch.com

Every day you're faced with challenges — an aging donor pool, increased donor expectations, and a growing number of organizations vying for the same prospects. You don't have time to second guess the information in your database, the way you identify your best prospects, or your fundraising strategies. You need to know that your database is not only accurate, but contains information that will lead to successful fundraising.

Target Analytics can help. We have the only comprehensive solution to help you replenish your donor pool, identify the best prospects, assess donor performance, see how you measure up against your peers, and make sure your information is as accurate as possible. Let us help you maximize your time and improve your results!

Donor Acquisition
Prospect Research
Performance Benchmarking
Data Enrichment Services
Industry Analysis

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Zillow (www.zillow.com)

The screenshot shows the Zillow.com homepage with the search bar containing "131 janes lane, 06903". The left sidebar shows filters for "North Stamford" and "1 result". The main map area displays an aerial view of the property at 131 Janes Ln, Stamford, CT, with a Zestimate of \$635,500. The property details include 4 beds, 2.5 baths, 2,368 sqft, and a lot of 88,427. The bottom of the page features navigation links for "List + Photos", "Photos", "List", "Map", "Share", and "E-mail alerts".

Zillow.com

Homes Mortgage Advice Directory Local Info Mobile Blog More ▾

131 janes lane, 06903 GO

North Stamford

1 result.

☒ For Sale (1)
☒ For Rent (0)
☒ Make Me Move (0)
☐ Recently Sold (0)

Price
Min - Max

Beds Baths
0+ 0+

More filters
E-mail me new results \$640K

131 Janes Ln, Stamford, CT

Zestimate®: \$635,500 ?
Mortgage: \$2,624 ▶ See current rates
Beds: 4 Sqft: 2,368
Baths: 2.5 Lot: 88,427
Details Views Save

List + Photos Photos List Map Share E-mail alerts

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Grant sources

- Grantstation
- Guidestar – Grant Explorer
- Foundation Center
- NOZA Search

NOZA™ World's largest database of charitable donations

email: password:

[pass](#)

NOZA, the world's largest database of charitable donations, is now a part of Target Analytics, a Blackbaud

Find donors for your nonprofit organization in three easy steps
The world's **LARGEST** searchable database of charitable gifts.

1 Begin searching

search

[Features](#)

select country

☒ United States

☐ Canada

select one

☐ charitable foundations [free](#) with [sign up](#)

☒ people and companies

donor name (example: Phil Anthropic)

minimum donation amount (example: 10,000)

recipient state/province

All

recipient city

Choose a state (Above)

recipient cause - general

All

recipient cause - specific

Choose a recipient cause (Above)

2 Select

☒ **Google Inc**

| | |
|--------------------|---|
| Donation Range | \$2,000,000 |
| Recipient Name | Wikimedia Foundation, Inc. |
| Donation Year | 2010 |
| Donation Category | Announced Gift |
| Recipient Location | San Francisco, CA 94107 |
| Recipient Scope | National |
| Recipient Category | Philanthropy: Private Operating Foundations |
| Recipient Website | http://wikimediafoundation.org |
| Source Link | http://www.....html |

Sample Donation Record

Forum Marketing

Google: "forum:topic"

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Ebay Giving Works

- Since 2003, eBay's dedicated charity program
- Helps bring together buyers, sellers, and nonprofits to support causes
- Raised over \$237M since 2003 and \$63M in 2011



5 Main Ways to Raise Money

- Community Selling
- Direct Selling
- Donate now
- Give at Checkout
- Shop for a Cause
 - Featured Charity

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Community Selling

- Any seller can donate 10-100% of any item they sell
 - Sellers get credit to defray posting costs and a charity ribbon on their listing
- Items with ribbons sell 6-14% more and have a 2-6% greater sale price
- MissionFish collects donation, gives tax receipts, and delivers funds
 - Keeps 5% for operating costs

Direct Selling

- Nonprofits sell directly to generate revenue
 - Earn credit to defray posting costs and obtain a charity ribbon to denote a good cause
- MissionFish takes 0%
- Allows nonprofit to reach a new audience and larger marketplace

Donate Now

- eBay users can make direct donations
 - Easy for the donor as it uses his or her primary payment method on eBay
- MissionFish collects donation, gives tax receipts, and delivers funds
 - Takes 3.75% (which the donor can cover)

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Give at Checkout

- eBay buyers can donate any amount to the nonprofit of their choice
 - Users can save “favorites” and donation is simply added to the purchase
- MissionFish collects donation, gives tax receipts, and delivers funds
 - Keeps 5% for operating costs

Shop for a Cause

- Buyers can shop for items that support a specific cause
- Causes include
 - Protecting the environment
 - Saving animals
 - Fighting breast cancer
 - Improving education
 - Helping children & families
 - Ending poverty
 - Supporting our military
 - Fighting HIV/AIDS
 - Developing entrepreneurs
- MissionFish
 - collects donation
 - gives tax receipt
 - delivers funds to nonprofit
 - keeps 5% for operating costs

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Case Study: The Forgotten Dog Foundation

- Very small nonprofit
- eBay “Featured Charity”
- Raised \$25,000 within 2 weeks
- Now has hundreds of sellers (who they don’t know) and earn revenue for their organization
- Continues to earn at least \$400/mo. with essentially no time or effort

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Next Steps

- Register with eBay and MissionFish
 - scgi.ebay.com/ws/eBayISAPI.dll?RegisterEnterInfo
 - www.missionfish.org/charity/web.us/register.jsp
- Try any or all of the 5 fundraising options!
- Spread the word and encourage current supporters to “favorite” or sell on your behalf
- Submit a proposal to eBay to become a “featured charity”



7 Key Goals of an Effective Website

You should set these goals for your site:

- Findability
- Stickiness
- Loyalty
- Referability
- Maximum conversion rate
- Dynamism
- Positive ROI

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Thanks!

Allan Pressel

allan@PowerSite123.com

www.PowerSite123.com

310-793-9707

877-456-3210

PowerSite123

2323 Vanderbilt Lane

Redondo Beach, CA 90278