

Email Communication Tools

*An Overview and
Workshop for
Nonprofits*

N-TEN
National
Conference
2004

Moderator & Panel

- Moderator:
 - Adam Bernstein, Co-Founder, Electric Embers and Tech Underground
- Panelists
 - Jeff Patrick, President, Common Knowledge
 - Chris Lundberg, Chief Technologist, Democracy In Action

Agenda

- Introduction (10 minutes)
- Email Tool Review & Cases (25 minutes)
- Q&A – Product Matrix (10 minutes)
- Group Discussion (45 minutes)



Internet Solutions Market

Part 1

Introduction



E-Communication Categories

- Discussion / Collaboration
 - Post from email client
 - Flexible digest options
 - Web archives, web-based posting & files sharing
- Broadcast
 - HTML & personalization
 - Click-thru tracking
 - Database & segmentation

Point Solutions vs. Platforms

- Point Solution
 - Single function
 - Simple to ultra-powerful & complex
 - Cost-effective for small & very large/sophisticated organizations
- Platform
 - Suite of e-solutions
 - Single administration
 - Single database
 - Cost-effective for medium/large organizations



Pricing

- **No-cost / Low-cost**
 - Model
 - Advertising-based model
 - Premium service model
 - Subsidized model
 - **Feature / Functions**
 - Core features only
 - Simple to use – build for “mass consumption”
- **More Expensive**
 - Model
 - Pay as you go + Setup
 - License
 - **Features/Functions – full range**



Hosting

- Licensed Software
 - Hosted by nonprofit
 - Requires hardware/software
 - Resources to manage infrastructure
 - Spam-filtering, DNS blacklisting, bound handling, catastrophic failures
- Application Service Provider (ASP)
 - Hosted by vendor
 - Requires a computer & Internet connection only
 - Resources freed up for mission-critical tasks

Market Focus

- **Commercial**
 - Vendor's focus is business (for-profit) clients
 - Feature/function set works for nonprofits also
 - Economies of scale lower prices
 - Results/reporting degrade as data integration needs increase
- **Nonprofit**
 - Vendor's focus is exclusively nonprofit
 - Feature/function set is similar to commercials
 - Pricing is bounded by nonprofit competitive landscape
 - Results/reporting is good with platform solutions



Funding

- **Open Source**
 - Community-based
 - No specific funding
- **Nonprofit**
 - Operates as 501(c)3
 - Subsidize pricing
 - Target small/medium organizations
- **Commercial**
 - Private/public for-profit companies
 - All shapes & sizes

Internet Solutions Market

Part 2

Matrix Review

Case Study 1: Small Nonprofit

- Employees: <10
- Focus: International issues
 - 5-10 separate lists
- Annual budget: <\$500,000
- Eudora: Primary list management and email tool
- Constituency
 - 3,500 online supporters
 - 20 countries
- Problem: 40+ hours per week on email issues

Case Study 1: Goals

- Reduce workload
- Organize list into manageable structure
- Enhance targeting and reporting
- Integrate email lists with advocacy
- Improve segmentation and targeting
- Spend <\$1,000 (annual)

Case Study 1: Solution

- Platform with relational database
- Integrated email marketing solution
- Scalable
- Product breadth

Case Study 1: Outcome

Outcome & Benefits

- Reduced workload reduced by 90%
- Improved subscriber management (manual & automated)
- Incoming email classification
- System maintenance
- Improved list hygiene
- Increased email campaign effectiveness

Case Study 2 - Background

- National Advocacy Organization
 - Internet Strategy
 - Internet focused (non-exclusive)
 - Online/Offline
 - Inter-departmental (Development & Advocacy)
 - Full life-cycle relationship model
 - Targeted communication
 - By Category
 - Tone
 - Topics
 - Objectives
 - Frequency
 - Broadcast & Discussion Components

Case Study 2 - Results

- National Advocacy Organization
 - Timeframe: 2 years
 - Email List: Grew by 300%
 - Memberships: Tripled
 - Advocates: Online audience 4x

Discussion Questions

- **Technical**
 - How do you integrate with a custom database?
 - Can you incorporate a donation form in an email?
- **Training and Education**
 - Is adequate training and information available?
 - Do organizations recognize the need for training?
- **Evaluation and Vendor Selection**
 - What resources are available? (e.g. Techfinder)
 - Do you need to hire a consultant?
- **Spam Filters**
- **Open Source**