

DONOR DEVELOPMENT IN THE DIGITAL AGE



FUEL FUND OF MD DEVELOPMENT STATS

Active Donors: 25,885 (given since 2013)

Emails: 2,665

BGE: \$68.50 (envelope, on-line and dollar donation program)

Fall Direct Mailing: 83.72

Year End Appeal: \$106.76

Emergency Appeal – Code Blue: \$75.21

Winter LYBUNT: \$54.85

Spring Newsletter: \$58.81

Individual Contributions: \$88.31



FUEL FUND OF MD DEVELOPMENT STATS

FY 2016: \$1,303,943.01

FY 2017: \$1,310,004.91

FY: 2018 \$1,514,765.08 (as of 5/15/18)



SINK OR SWIM

DIRECT MAIL



VS EMAIL





Why Does P2P Work So Well?



“People don’t give to causes,
they give to people...”

THE MOVE FROM PAID ADVERTISING TO INBOUND MARKETING



What is Inbound Marketing

Inbound marketing is the practice of bringing warm, qualified leads into your sales funnel rather than reaching outward to cold targets.

Inbound marketing focuses on creating valuable content, promoting your marketable content, building customer relationships, and overall "pulling" the customer toward you.

INBOUND MARKETING WAYS

- ❖ SEO
- ❖ Pay-Per-Click (PPC)
- ❖ Social Media
- ❖ Blogging







**KEEP
CALM
AND
KEEP
FUNDRAISING**

KeepCalmAndPosters.com



DEBBIE BROWN

Director, Development, Marketing & Communications

Email: dbrown@fuelfundmaryland.org

Phone: 410-844-3834

www.fuelfundmaryland.org

facebook.com/FuelFundofMaryland/

twitter.com/FuelFund

***FREEZE THE DATE: OPERATION HON – HEAT ON NOW –
ICE HOUSE EXPERIENCE – JANUARY 11 – 13, 2019***

