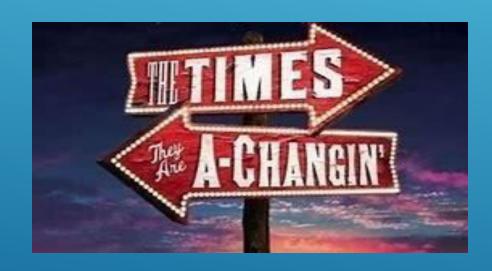
DONOR DEVELOPMENT IN THE DIGITAL AGE





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)



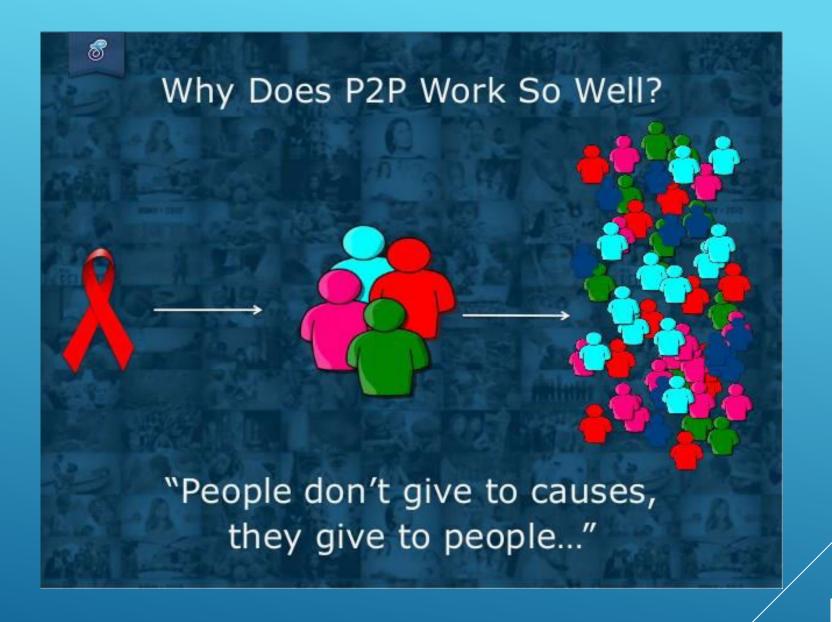




DIRECT MAIL

VS EMAIL







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















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

