



Kintera®

Transforming Faith-Based Fundraising

The year was 2000 and John McCain was running a presidential campaign. As McCain was rapidly raising money and support through the Internet, Dr. Harry Gruber – a successful entrepreneur and philanthropist – was forming an idea that would benefit the many nonprofit organizations he was involved with – and even those he wasn't. In fact, Dr. Gruber's idea would change the way churches, ministries and other nonprofits raise money and communicate with their audiences. What if churches could use that same kind of online, grassroots marketing and emotional connection as nonprofits, to boost their fundraising and congregation involvement? Dr. Gruber realized that the key to success would be to offer churches and other nonprofit organizations “software as a service” that makes it affordable and easy for faith-based organizations to better engage believers and develop donation-friendly Web sites.

Pews today are filled with believers – but what is your church doing to engage them outside of Sunday services? Are you using mediums, such as the Internet, that congregants and especially younger believers, are familiar with and use regularly? What about activities that attract non-believers to your ministry? The Internet is a powerful tool used to engage people in meaningful ways, and Kintera's mission is to help nonprofit organizations, such as ministries and churches, raise more money, reach more people and run more effectively using technology.

Get Personal

Personalized communications is, by far, the best way to communicate with congregants and inspire them to become more involved in – and po-

tentially donate – to your organization. By communicating in relevant and meaningful ways with each member, you're providing them a better, faith-filled experience with your church.

For example, if Anna, a member of your church, is interested in the music ministry, the church's interactions with her should not only address Anna by name, but provide information and updates about the music ministry and how it is impacting other believers.

In order to “get personal” with congregants, your ministry needs to store information in a database. Kintera’s social constituent relationship management (CRM) system enables your church to customize interactions with congregants using information that has been captured and stored in an online database. For example, if the social CRM system shows that Martin is interested in missions specifically, in Africa, then you can send him communications about upcoming missionary opportunities, the impact of your church’s work in Africa, and requests for prayers and financial support.

Go Electronic

A Web site is the easiest, most cost-effective way for people to learn more about your ministry. In fact, most churches have at least a basic Web site available in the public domain. But what many Christian leaders fail to grasp is the opportunity potential that a Web site offers. Your Web site could be the difference between a newcomer to your community connecting with your church or a long-time member leaving a planned gift to your ministry. Your Web site may very well be people’s connection to your organization outside of Sunday services, so you want to make sure it stands ready with engaging information.

In addition to a Web site, e-mail and e-newsletters are two easy and cost-effective methods for your church to communicate with the congregation. It’s important, however, for the content to be targeted, relevant and personal. Using segmentation capabilities within the Kintera social CRM system can ensure that individuals are receiving information that is relevant and meaningful to them. The social CRM system enables ministries to leverage the information about supporters that has been captured in the social CRM system to segment the e-mails and e-newsletters they send. For example, if your church offers a prayer chain ministry and a ministry to the home-bound elderly, start by sending prayer ministry e-mails

EMPOWERING THE GIVING EXPERIENCE™



Kintera’s innovative online software helps organizations raise more money, reach more people and run more efficiently.

Kintera Sphere™ software as a service technology platform is the total solution for:

- Website Content Management
- Donor Management
- Online Tithing and Donations
- Email and Newsletters
- Wealth Screening
- Volunteer Management

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to the segment that has indicated a prayer interest and an e-newsletter about the impact of ministry to the home-bound elderly to the segment that expressed desire to learn about how to serve elderly in their community. Churches can use their social CRM system to segment their database to potential new members and send specific e-mails relating to information and interests they've provided to the church.

Tribute gifts and cards provide churches with a meaningful way to donate on behalf of a friend or family member, or in honor of a departed loved one. For example, your churches Web site could enable members to make a tribute gift to your mission projects in Africa, Asia or Latin America on behalf of a special friend, sending them a personalized card informing them of the gift. Also, making a donation in memory of a deceased relative can be a special way for family members to memorialize the life of that family member. By making it easy and meaningful, Kintera Tribute Gifts help churches offer these opportunities to congregants.



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Tools of the Trade

Kintera's Content Management System (CMS) offers churches, ministries and other nonprofit organizations the most robust and powerful Web site publishing product designed especially for your needs. Ministries can create their own full-featured Web site, as well as efficiently manage and update it daily, without any prior technology knowledge or technical staff. The product's WYSIWYG (What You See is What You Get) editing tools enable churches to create and modify content with an easy to use content editor, including cut/paste functionality and a spell checker. In addition, the Kintera E-mail product provides everything a Christian organization needs to manage sophisticated and targeted e-mail campaigns with supreme efficiency and control. For example, Kintera E-mail enables ministries to send e-mails, fundraising appeals, e-newsletters, action alerts, automatic renewal notices, and other targeted messages to further your church's goals. Ministry staff can incorporate the best practices they use in offline campaigns with the superior tracking, speed and accuracy provided by the Internet. Even volunteers with no knowledge of HTML or databases can quickly create personalized, relevant HTML e-mails and segmented e-mails to targeted list pulls.

Case in Point: EQUIP

EQUIP, a ministry dedicated to equipping international Christian leaders to effectively serve the growing Body of Christ around the world, selected Kintera as its online technology partner for Web site development and personalized communications to donors and prospects.

EQUIP's integrated online marketing strategy centers around using its Web site and e-mail communications to reach donors and prospects in a personalize way. The ministry used the Kintera Content Management System (CMS) to create a completely new look and feel for its Web site, and as a result, increased its monthly Web page views by almost 40 percent, to 38,000 per month. EQUIP's new Web site also enables the ministry to deliver the latest news to its donors and partners in a timely manner, including internationally. In addition, supporters can register online to receive EQUIP's daily devotional, "Leadership Promises for Every Day," via e-mail.

The importance EQUIP places on relationships and personalized donor development made Kintera E-mail a natural choice for the ministry. Using Kintera E-mail, EQUIP is able to add value for donors and prospects by providing tar-

geted, personalized information based on what the ministry knows about the supporter, quickly and easily.

Since using Kintera's solution suite, EQUIP has achieved almost a 50 percent open rate on its e-mail communications and has grown its database to more than 6,000 e-mail addresses.

Case in Point: Church World Service

Church World Service – the relief, development and refugee assistance ministry of 36 Protestant, Orthodox and Anglican denominations in the U.S. – coordinates tens of thousands of Americans putting their hearts and soles in motion by participating in the annual CROP HUNGER WALK to help end hunger around the block and around the world through the ministry. CROP HUNGER WALKS are locally organized walk-a-thons to raise funds to support both the international work of Church World Service (CWS) and local hunger programs in the WALK community.

In 2002, Kintera first helped CWS unite the CROP HUNGER WALK with the power of the Internet by launching CWS's online fundraising initiative at www.cropwalk.org. Today, of the approximately 1,800 CROP HUNGER WALK events throughout the U.S., 357 of them use the Kintera Thon fundraising program as part of their efforts and the number keeps growing.

CWS has utilized Kintera Thon, which offers easy-to-use Internet tools for participants to create personalized Web pages. Participants are also able to send e-mail appeals to friends and family, encouraging them to visit their personalized CROP HUNGER WALK Web page. In each individual's page, the real-time donation amount appears prominently so a participant's supporters are immediately inspired to contribute.

In addition, the Kintera Sphere platform provides CROP HUNGER WALK organizers with an integrated service platform that includes event management modules, a sophisticated e-mail communication system, registration services, and advanced online donation processing. Since using Kintera, CWS has seen online donations increase 2.5 times from \$50,600 in 2003 to \$188,900 in 2005. Also, the number of online donations has increased 2.5 times from 2003 to 2005.

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– Roger Walter, Pastor, Windor, CO



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