

## Secrets to Success in a Digital Donor-Centric World

In today's digital world, it's critical to reach your donors and prospects where they are spending their time — online. With the past 50 years of fundraising behind us, what's next? With the current economic conditions and increased competition for donor dollars, cost-effective methods for sourcing new prospects, converting them to donors, and maximizing their lifetime value is more important than ever. Research into the habits of major donors and general consumers alike continues to show a growing propensity for online giving and engagement. This webinar will discuss the strategic changes and investments required for nonprofits to succeed online, best practices for adapting to a world where the power has shifted to donors, and real-world examples of successful multi-channel marketing strategies.

### Target Audience

Mid Level 3-6 years to Senior Level 7-9 years

### About the Presenter

**Andrew Magnuson**, Senior Interactive Consultant, Convio.

Andrew brings seven years of nonprofit experience to his work helping clients find the right strategic approach to their online challenges and goals. Andrew has been responsible for helping clients define their online goals and priorities, and implementing the tactics and campaigns that ensure the success of their overall web presence. This has included defining outbound communication strategies, helping clients to develop ongoing production activities, and working to ensure that their online infrastructure meets their needs and capacity. In his time at Convio, he has had the opportunity to work with nonprofit clients of almost every size and level of sophistication, including The Nature Conservancy, the Anti-Defamation League, American Red Cross, National Multiple Sclerosis Society, and Church World Service. Prior to joining Convio, Andrew worked as the Marketing and Outreach coordinator for Big Austin, a local nonprofit organization. Andrew has a degree in Business and Communications from Southwestern University at Georgetown.

