

Eco-Option™: Stewarding your donors and the environment

Overview

Green buildings, green cars, green appliances, green fabrics. Over the last decade the word "green" has become synonymous with a new way of life - one that is sustainable and earth-friendly. As fundraisers, we recognize that our constituents are changing their habits to protect our planet. In order to better steward our donors and minimize our collective carbon footprint, we need to provide eco-friendly forms of communication. Current methods including online giving forms, phone center calls and email follow ups are just drops in the rainwater collection bucket. It's time to think on a broader scale. Eco-Option™ is a comprehensive program offering an entirely green way to communicate with your constituents.

MainSpring will work with your institution to identify constituents who want to participate in Eco-Option™ and build your annual program to serve those constituents online and by phone. Through a highly customized PURL campaign, we will ask constituents to opt-into the program, select the mailings they would like to receive electronically, and provide their preferred email and the "best number" at which they can be reached. Based on the data collected, MainSpring will build your customized package of electronic appeals including electronic versions of your magazines and other mailings and phone center scripts to be used for constituents who select Eco-Option™. Furthermore, we can set up the program such that a certain level of giving is required in order for the donor to maintain his/her paperless communication status (i.e. one online gift of \$25 or more per fiscal year).

Eco-Option™ is the ideal way for your institution to increase online giving, minimize print costs, and helps constituents support your institution and protect the planet at the same time. Contact Lindsay DuVall at lsduvall@mainspringmc.com or by phone at 804.516.0445 to bring Eco-Option™ to your institution today.

Eco-Option™ program details:

- Discovery session and thorough analysis of current online, print and phone program
- PURL campaign to introduce Eco-Option™ to constituents via mailer (made out of recycled materials) and email with PURL linking to customized online campaign
- Based on PURL campaign data collected, development of complete program of online materials and phone scripts to be used throughout fiscal year
- At year end, analysis of program and recommendations for program maintenance in new fiscal year
- Important to note: The program details listed here are general because Eco-Option™ materials will be customized and tailored to meet the needs of each individual institution.