

Online Engagement Planning

You cannot be successful online without a thoughtful **plan** and clear **goals**. A plan should address the ways you will incorporate the online space into your offline fundraising, engagement, education and/or advocacy goals.

When creating your organization's plan, follow the steps outlined below and read through the example plan that follows for some concrete examples.

- Identify the project **members** and **activities**.
- Elements of the Plan
 - o Organizational **Profile** and Current **Direction**
 - o Offline & Online Communication **Vision & Goals**
 - o Strategic and Operational **Online Engagement Goals**
 - o By Project:
 - Description
 - Benefits
 - Tasks
 - Costs

Your Projects would likely include:

1. Effective Website and Driving Traffic
 2. Regular Content Creation
 3. Regular E-Communication
 4. Online Campaigns, Integrated with Direct Mail
 5. An Excellent Online Donation Experience
 6. Knowing Your Metrics and Adjusting Benchmarks
 7. Understanding Web 2.0/Social Media Strategy
- o Budget
 - o Timeline/Critical Path
- Create and include a **calendar** for the year that maps out website content themes, news topics and expected email campaigns.
- Allocate money when budgeting for any new or existing tools, **training**, desired system improvements, staffing, consultants and educational opportunities.

Responding to Resource Reduction

Here are five strategies to consider when facing a reduction in resources:

- ⊕ Plan and Prioritize
- ⊕ Focus on Basics
- ⊕ Get Help with Content
- ⊕ Got Data?
- ⊕ Knowledge Lights the Way