

EASY WAYS TO DRIVE MORE TRAFFIC TO YOUR VIP MICROSITE

TOP TIPS TO DRIVE TRAFFIC

- Add a call to action in your print and email marketing for supporters to request FREE planning information from the “brochure request” page
- Post links on your social media pages to engagement efforts and pages on the microsite (ask us for unique URL tracking links)
- Add a link to the survey or offer planning information on the confirmation pages and emails of any donation pages, as well as on thank-you letters and appeals
- Add a link to the VIP microsite in your email signatures (see examples to the right) and to your business card
- Print inserts with a call-to-action to take the survey or request planning information and add them in your mailings to donors, especially mailed tax receipts or donation acknowledgements
- Create a home page banner or an online pop-up to appear on your main site when donors arrive or before they leave that invites them to take the survey or to learn more (see example below).
- Create tiles on your “ways to give” page (see example below) that drive traffic to the microsite for: donor-advised funds, stock gifts, IRA rollover gifts, and planned giving

EXAMPLE EMAIL SIGNATURES

I'm here to help YOU help homeless pets.

Cathie Wright, CFRE
Senior Director of Development & Donor Relations
Lollypop Farm, Humane Society of Greater Rochester
99 Victor Road
Fairport, NY 14450
585-295-5260 direct line
wright@lollypop.org

Did you know you can make [a gift that costs nothing during your lifetime?](#)

[Leave a legacy of acceptance, inclusion and tolerance.](#)

Robert Schneider
Senior Manager, Planned Giving

.....
Special Olympics
1133 19th Street NW
Washington, DC 20036
Tel +1 202 824 0204
Fax +1 202 824 0354
Email rschneider@specialolympics.org
.....
www.SpecialOlympics.org

EXAMPLE HOME PAGE BANNER

MS

Search SEARCH

DONATE SHOP CONTACT

WHAT IS MULTIPLE SCLEROSIS | SUPPORT & SERVICES | NDIS SERVICES | LIVING WELL | EVENTS & FUNDRAISING | GET INVOLVED

The Callistemon League

Have your love live on through a Gift in your Will.

FIND OUT MORE >

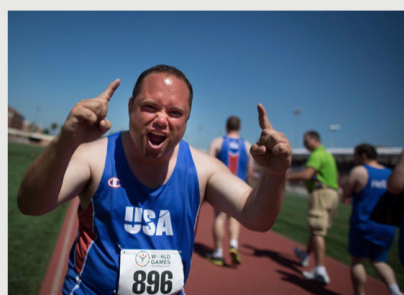
EXAMPLE “WAYS TO GIVE” TILES

WAYS TO DONATE



Donate by Mail

Download a printable [donation form](#) and follow instructions for mailing.



Donate by Phone

Call Donor Services at 1-800-380-3071



Gifts of Stock

Download our [easy-to-use PDF form](#)



Strategic Gifts

Working together, we align your philanthropic goals with the needs of the Special Olympics Movement.



Bequests & Planned Gifts

What is planned giving? Learn more and consider [including Special Olympics](#) in your estate plans and make a lasting impact.



Donor Advised Funds

[Learn more](#) about charitable giving accounts