

# Dive into Digital

**12-week  
rapid  
results  
program**



**Parachute Digital**

Guiding you through the digital landscape

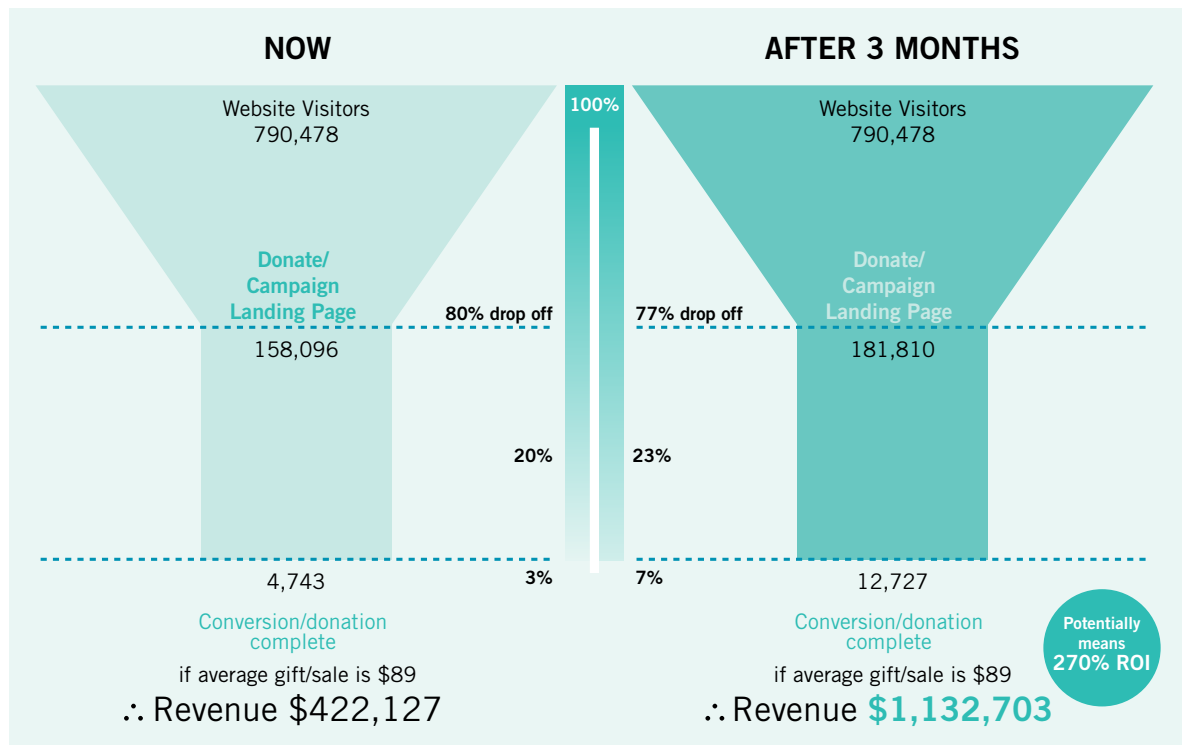


# You want rapid results, right?

**WE KNOW THAT THE PROOF IS IN THE PUDDING.  
SO LET US SHOW YOU HOW WE DO IT.**

Within 12-weeks we will:

- Integrate digital into your overall fundraising mix to grow your ROI
- Improve your landing page conversion rate by 3%
- Increase online donations and transactions.



Landing page drop off is reduced by 3%, conversion rates improve by 4% and you get an exponential increase in online donations and revenue. See, even a small reduction in drop off rates can deliver a vast improvement in donation numbers.

Look at that figure. Can you really afford not to dive into digital?

Imagine what your organisation could do with that kind of money.

Are you doing the math?

Take a minute to calculate what could this mean for your business.

## How much potential revenue are you losing right now?

# What you get if you, “Dive into Digital” with the 12-week Rapid Results Program

## MONTH ONE: PLANNING

- Website Benchmark report
- Digital Discovery Session - strategy, objectives, goals
- Channel & Platform audit – CMS, mobile, email system & database review, payment gateway, other digital marketing
- Layout and plan for the new donation conversion funnel

It is in this section that we identify which of the program options best fits your organisation.

# 1

## MONTH TWO: DEVELOPMENT

- Design, develop and create copy for new donation gateway (conversion funnel)
- Optimise digital channel communications
- Conversion tracking set up - configuration of your Google Analytics profile
- Website “Quick Wins” implementation – our special formula to make your website work harder

# 2

## MONTH THREE: LAUNCH & TESTING

- Media/ marketing/ advertising plan
- Launch of donation gateway
- Release of fundraising appeal
- Optimisation of donation gateway
- Reporting & training.

# 3

## TRY BEFORE YOU BUY

The “Dive into Digital” program is the first step of our Digital Launchpad. We call it the PROVE stage for a reason. We want to prove our product and ourselves.

Therefore, we ask only that you pay the cost of the 12-week Rapid Results Program before considering investing into a longer-term digital strategy.

# Parachute Digital delivers online results.

You already think you should start investing in digital marketing and fundraising, that's why you're reading this brochure, but we know you're not convinced. We can prove why you can't afford to put it off any longer.

Our "Dive into Digital" 12-week Rapid Results Program guarantees to increase your website conversion rate, making you more money and bringing in new donors.

## INTERESTED?

We have three digital solutions, depending on your requirements

**OPTION 1:** We optimise your existing donation portal

**OPTION 2:** You use the Parachute Digital conversion funnel

**OPTION 3:** We build a custom donation gateway for your business.

## NEXT STEPS

We get together for a Digital Discovery Workshop to talk about this more.

Parachute Digital conducts a 2-3 hour Digital Discovery Session with key internal stakeholders.

In this workshop we will begin scoping your project:

- Understanding your donors and supporters
- Outlining your business and fundraising goals
- Assessing your team's digital capabilities & project lead
- Discuss the options that will best fit your short and long term needs.

The Discovery Session workshop is \$870, which is deducted from your total investment when you sign on for the "Dive into Digital" 12-week rapid results program.

Of which, \$100 is donated (online) by Parachute Digital to your organisation's cause.

**Are you ready to get started?**



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