



Hockaday Donatelli blazes a fundraising trail on the Web.

Application	Online fundraising channel for Republican candidates and nonprofit organizations
Business Benefits	400% increase in customer base expected by end of year; 690% ROI within four weeks for Maryland gubernatorial candidate; average 100% ROI in two months for nonprofits
Software	IBM Net.Commerce IBM DB2® Universal Database™ for Windows NT® IBM Net.Data® IBM HTTP Server IBM eNetwork™ Firewall
Hardware	IBM RS/6000® IBM Netfinity®
Business Partner	Trifecta Technologies, Inc.

It takes carefully crafted letters, plenty of postage, personalized phone pitches and sometimes even comfortable shoes to solicit donations. But one groundbreaking company is showing nonprofit organizations and Republican candidates that online fundraising can be easier and more rewarding. Although Hockaday Donatelli Campaign Solutions manages traditional fundraising channels such as telemarketing and direct mail, a booming segment of its business lies in creating e-commerce solutions to help its clients solicit contributions online.

Becki Donatelli founded the Alexandria, Virginia-based consulting company in January 1998 with partner Tom Hockaday. Donatelli notes, "If businesses can sell on the Web, there's no reason why the political or nonprofit worlds can't use the technology for fundraising."

"Using leading IBM e-commerce products, Trifecta has created the ultimate solution in grassroots politicking."

—Becki Donatelli, Co-founder, Hockaday Donatelli Campaign Solutions

The company's Internet Donation Management System is simply a link from its clients' Web sites to a donation page on Hockaday Donatelli's IBM Netfinity 5500 server, hosted by IBM Business Partner Trifecta Technologies, an Allentown, Pennsylvania-based company specializing in e-commerce consulting and development. Trifecta developed the donation page using an IBM Net.Commerce solution that includes the Net.Commerce merchant



Hockaday Donatelli is helping its clients raise money through the Web.

server, IBM Net.Data, IBM DB2 Universal Database, IBM eNetwork Firewall and IBM HTTP Server. Says Russ Kopy, vice president and general manager of Trifecta, "Our Net.Commerce solution enables organizations whose Web sites aren't equipped to accept credit card donations to do so cost-effectively."

So far, Hockaday Donatelli's client list includes New York Governor George Pataki and the John McCain 2000 presidential campaign. The results, Donatelli says, are considered quite lucrative in the fundraising world. She notes, "Maryland gubernatorial candidate Ellen Sauerbrey netted \$3,000 in about four weeks from her Web site—a 690 percent return on investment. The United Cerebral Palsy Association raised more than \$1,000 in one week, and New York mayor Rudolph Giuliani earned his initial investment 11 times over in two weeks. Also, our nonprofit clients are recouping their investments in two months."

Low-cost solution for diverse clientele

Hockaday Donatelli's Internet Donation Management System has been live since September 1998. Potential donors who click on a "donate now" button on participating Web sites are routed to Hockaday Donatelli's secure donation page for realtime transactions. "When they've submitted their contribution and, in some cases, completed a survey on the page, they're returned to the original site seamlessly," notes Donatelli. A day after making the contribution, the donor receives an e-mail thank-you from the nonprofit or political organization.

Net.Commerce package completes solution

Net.Commerce provides the tools for creating e-commerce Web sites that organizations—in this case, Hockaday Donatelli's clients—can customize. DB2 Universal Database for Windows NT, residing on the Netfinity server, stores current information about Hockaday Donatelli's clients and their contribution guidelines. Net.Data provides dynamic access to this data and presents it on the donation pages. Information gleaned from donor surveys is also stored in DB2. Clients can access their password-protected donation pages anytime to download survey or financial information.

Hockaday Donatelli uses IBM HTTP Server as its Web server. Supporting industry standard, 128-bit Secure Sockets Layer (SSL) encryption, IBM HTTP Server helps assure that donors' credit card contributions are transmitted securely. eNetwork Firewall, residing on an IBM RS/6000, provides additional security from unauthorized access.

Partnering with a leader

"Using IBM e-business products gives us instant credibility because of IBM's reputation for safety and security," says Donatelli. As online fundraising grows, Hockaday Donatelli expects its client base to quadruple by year end. "With scalable tools like Net.Commerce and DB2, we don't see any limit to the number of clients," notes Kopy.

"People are making conscious decisions to support a specific candidate or cause—and the Internet is the most efficient vehicle for this kind of fundraising," says Donatelli. "Using leading IBM e-commerce products, Trifecta has created the ultimate solution in grassroots politicking."

For more information, please contact your IBM marketing representative or IBM Business Partner.

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For more information about Hockaday Donatelli Campaign Solutions, visit:
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For more information about Trifecta Technologies, visit:
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