

1. First Time Users

These are people with whom you have no prior relationship. They are the new users that you want to drive to your website and hopefully gain their permission to build a deeper relationship.

How we define First Time Users:

- You do NOT have them in your database.
- Have very little if any relationship with your organization.
- These people are coming to your organization's web site because they have read about your work and want to learn more or support you.

Goals for First Time Users on the site:

1. Provide a reason for them to give your group their email address
2. Provide a reason/value in order to drive them to provide additional information in order to know how to best serve them and build a relationship.
3. Educate them about your work and events.

How First Time Users find the site:

1. Read article that was published by an alternative media source such as your organization, partner groups, business, industry organizations, schools, associations, etc.
2. Read article in mainstream media that quotes or talks about the work your organization is doing.
3. Were sent by a friend

Strategies for reaching New and/or First Time users:

Create content/articles that can be shared and distributed through other channels that will drive traffic to your web site.

There are four possible strategies for this:

1. "Distribution partner" - large distribution opportunity - e.g.
 - Service organization that has a large number of members from your audience.
 - Other nonprofit organizations (often non-environmental)
2. "Collateral distribution" - a partner who will redistribute content you're creating for your own use. Partners who might distribute specific pieces of content to targeted audiences
3. Tell-a-friend from existing supporters (Note: People are more likely to forward on specific, atomic pieces of content (e.g. an alert, an article, a clever/humorous piece) than an entire newsletter with many pieces of content.)
4. Collect names at events and other in-person organizing opportunities. If possible, don't just get their names & email addresses, but also some information about which audience groups they belong to.