

3. Heavy Users

These are members and/or active supporters of your programs.

How we define Heavy User:

- These people are already in your database and you have some demographic information about them.
- They donate to your organization, or
- Attend your events, or
- Take actions on your behalf

Goals for serving Heavy Users on the site:

1. Continue to cultivate them into greater levels of involvement
2. Drive them to donate and/or support your work more actively.
3. Utilize them to serve your programs.
4. Thank them for their support.
5. Help them be "part of the solution"

How Heavy Users find the site:

They will usually come to the site to read the rest of an article in an your e- newsletter, alert, or to take action in response to your organization's call to action. They will also come on their own from time to time.

- Ask these folks to do things that build/support your organization itself
- Provide quotes
- Evaluate work
- Help spread the word about things
- Volunteer
- More in-depth issue updates