BECOME A DIGITAL FUNDRAISING
Skills You Need in 2018
SPEAKERS

Bradley Martin
Sr. Director of Marketing

Kyle Kiggins
Customer Success Operations Manager
WEBINAR
AGENDA

- Understanding the donor lifecycle
- Unlock fundraising potential with text-to-donate
- Branded keywords and social integration
- Donor communication and new text features
Poll

How familiar are you with using nonprofit technology?

1. Very
2. Somewhat
3. Not Familiar
UNDERSTANDING THE DONOR LIFECYCLE

Bradley Martin
Sr. Director of Marketing, Kindful
What is the Donor Lifecycle?

To get the most out of your Donor Lifecycle, and in turn your fundraising efforts, you must take a holistic approach.

That means making sure you understand and measure these key metrics:

- Acquisition
- Retention
- Upgrades
Benefits of Tracking Your Donor Lifecycle

Tracking and engaging with your constituents based on their donor lifecycle stage will allow you to create deeper relationships with them.

Here are benefits you should expect to see:

• The ability to be more targeted in your messaging, yielding greater ROI
• Finding it easier for the "why" in your appeals and messaging
• Greater trust with your constituents, leading to less attrition
Donor Lifecycle Trends

On average, **1.2%** of website visitors should give a donation.

Average yearly retention rate is **45%**.

An average recurring donor gives **42%** more per year than one-time donors.
How to Get Started

**Track your donors:** Be sure you have the ability to see and understand all the ways your donors and constituents are interacting with your organization.

**Organize your data:** Evaluate if it’s time for a donor management system to help centralize all your donor data.

**Report and segment:** Start by segmenting your audience into key segments based on your organization’s donor lifecycle.

**Act on your results:** Engage your constituents in a much more meaningful way utilizing your key segments.
Don’t underestimate the power of data – if used properly, it can scale fundraising for your cause to a whole new level.
UNLOCK FUNDRAISING POTENTIAL WITH TEXT-TO-DONATE

Kyle Kiggins
Customer Success Operations Manager, MobileCause
Why Text-to-Donate?

The simplicity and accessibility of text-to-donate can increase donations for your organization.

Here are just some of the benefits:

- Easily upload phone numbers
- Allow any donation amount
- Encourage recurring giving
- Automated donation reminders
- Data collection
How Text-to-Donate Works

ROCK
Create a branded keyword

41444
Select a shortcode

Create a donation form

Set up a fundraising thermometer

Verify mobile numbers

Promote your text-to-donate campaign
Why Branded Keywords?

Using a short branded keyword gives you a call-to-action you can own for your cause.

Here are just some of the benefits and tips:

• Provide your organization with an easy way to encourage donations and engage with donors that relates to each specific campaign
• Promote via print, email, social media, direct mail, TV, radio and word of mouth
• Keep your keyword short and sweet – it’s best to use 7 characters or less so it’s easy to remember and hard to misspell
Social Media Integration

Promoting your keyword on multiple channels is the best way to get the word out about your cause, especially on social media.

Here are some tips to manage social media:

- Promote on social media via posts or in a Facebook or Instagram Live.
- Easily allow donors to share their support for your cause on their channels from the thank you page.
Donor Communication Before and After your Campaign

2-3 Months before the event
Set-up

1-2 Months before the event
Promote

1-7 Days before the event
Remind

Live day of event
Inspire

1-3 Days after event
Thank

1-2 Weeks after event
Engage
Enhanced Text Messaging Features

Make your campaign strategy even stronger by improving communications through text

- **Personalized Text Messages**: Connect with supporters on a more personal level
- **Long-form Text Messages**: Say more by sending messages of up to 280 characters
- **Analytics**: See the number of clicks, click-thru rate and conversion rate of any form

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r.igfn.us/form/AxBXVw
Click-through rate: 65.0% (520)
Conversions rate: 46.1% (240)
Collected: $12,360
Operation Underground Railroad (OUR) gathers the world’s experts in extraction operations and in anti-child trafficking efforts to bring an end to child slavery. OUR wanted to connect with their advocates during international undercover rescue missions to share their impact.

OUR continues to partner with MobileCause for their mobile messaging solutions

- With MobileCause, OUR was able to create two-way communication with real-time text updates to their supporters and they continue to build their list of mobile subscribers with their keyword and embedded online forms
- They keep their donors fully engaged in their cause through compelling text messages that have a 98% open rate, like: “Mission success! 26 kids saved. 8 bad guys arrested. Thank you for your support.”

“Operation Underground Railroad texts keep me on the edge of my seat and makes me feel like I am part of each rescue mission.”

– Abolitionist

**CAMPAIGN IMPACT**

- 1,900 Total donors reached with 1,500 through the Abolitionist Club
- $140,000 Total donations raised with $48,000 through the Abolitionist Club
- 7,400+ Mobile subscribers and counting
MOBILE MESSAGING SUCCESS
ALLEY THEATRE

Increase engagement with your audience through mobile communications

The Alley Theatre, located in Houston, TX, creates a wide-ranging repertoire and innovative productions of classics, neglected modern plays and premieres. To strengthen theatre communications and fundraising campaigns, the Alley partnered with MobileCause to engage patrons, fans, volunteers and donors from near and far with text messages.

The Alley Theatre decided to partner with MobileCause to engage their audience more

- Using mobile number verification, they were able to upload their lists of supporters to verify which were mobile numbers and begin sending messaging right away
- Sending regular and monthly text messages to inform supporters about upcoming performances or events, send engaging videos, membership news, days of giving and ask for donations

CAMPAIGN IMPACT

1,800
Total donors reached starting with 50 in the first two years

$325,000
Total donations raised starting with $6,300 in the first two years

32,100+
Mobile subscribers and counting

TIP
Text a keyword to purchase annual memberships and receive discounts.
Text-to-donate makes it easy for supporters to donate at the exact moment they’re inspired to give to your organization.
Poll

How likely are you to add technology to your fundraising plans this year?

1. Most likely in the next 3 months
2. Most likely this year
3. Most likely next year
4. Not Sure
QUESTIONS & ANSWERS
MobileCause provides an innovative suite of digital fundraising and donor engagement solutions that help nonprofits do more good.

To speak directly to an expert about implementing MobileCause software and strategy for your organization please call (888) 661-8804 or go to https://go.mobilecause.com/request-demo