Double Your Impact for YEAR-END GIVING
5 Steps to Increase Year-end Giving
Case Studies: Year-end Giving in Action
Boost Year-end Fundraising with Matching Gifts
Essential Skills for Year-end Fundraising
Poll

What is the main challenge you’ve experienced with your year-end giving campaign?

1. Planning ahead and meeting deadlines
2. Creating a multi-channel approach
3. Feeling lost in the shuffle
4. Developing a convincing appeal
5 STEPS TO INCREASE YEAR-END GIVING

Laurel Lane
Digital Marketing Strategist at MobileCause
About MobileCause

MobileCause is an online, mobile and event fundraising software that is trusted by more than 4,000 nonprofit fundraisers who have raised $300 million in donations from 25 million donors on our platform.

Our business principle is to ensure that money goes towards your cause:

- Pioneers in text-to-donate
- Hands-on Digital Marketing Services experts
- Protect your donor data with PCI Level 1
- No transaction fees and low processing fees
Create a Multi-channel Marketing Plan

Engage donors with texts, emails, newsletters, direct mail and social media posts

Cultivate relationships with donors by using every opportunity to tell your story:

• Get to know your audience
• Communicate all the good you are accomplishing
• It takes multiple touchpoints to break through
• Share your message often and on all channels
• Timing and content make a big difference
Create a Consistent Theme, Goal and Project

Create a theme

“This year, our fall campaign will focus on our kids…”

Then tell stories as you make the case for your cause over and over.

Set a goal

“This year our fall campaign’s goal is $550,000 to fund the Riverwatchers who monitor for pollution in our streams”

Setting quantifiable goals helps you update donors on progress.

Identify a project

“Your gift to our fall campaign will help run these essential intervention programs for families”

Donors will give more if they can designate their gift.
Identify Your Channels

- Direct Mail
- Email
- Mobile
- Social Media
- Peer-to-Peer
- Video
- Make it Personal
- Partnerships
Strategize and Execute by Channel

Share your message through multiple communication channels to increase the likelihood of them being seen and to keep your cause top-of-mind with donors

Start early and continue to provide consistent communication throughout your campaign:

- Communicate frequently
- Implement short videos
- Increase social media posts
- Give quantifiable updates
- Acknowledge supporters
1. Increase Response with Text-to-Donate

Connect with your supporters any time, anywhere, and on any device, with mobile-friendly online forms – you can collect donations and track event RSVPs with fully customizable and branded forms.

Why is text-to-donate so important?

- Adds a new marketing channel to engage your supporters
- Offers convenient ways to give or engage with your cause
- Creates a sense of urgency with timely messages
2. Tell your Story on Social Media

Social media campaigns are a great way to stay active and promote content in an authentic way.

Why is social media so important?

- Social media helps you connect with and create ambassadors for your cause
- You can embed a donation form on Facebook to provide a consistent donor experience
- Using hashtags and branded keywords with shortcodes can offer a strong and immediate call-to-action
3. Engage staff with Peer-to-Peer

Staff, Board members and corporate partners are a great team to have raise funds on your behalf through peer-to-peer campaigns.

Why is peer-to-peer so important?

- Average peer-to-peer fundraiser collects $612 from 8 donors during the season of giving.
- Staff members making year-end appeals will speak to the true needs of your cause.
- A video from your Executive Director about a specific need for year-end delivers 4x more donations than those without video.
4. Boost Direct Mail Response

Direct mail works best when it is integrated with online and mobile giving options because it gives advocates more ways to engage, donate, promote and support the organization.

Why is direct mail so important?

- **78-81%** of all gifts to nonprofits come in through direct mail.
- **50%** of donors are more likely to respond to direct mail when they receive multiple messages across fundraising channels reinforcing the call-to-action.
5. Double Your Impact with Matching Gifts

Cultivating and creating corporate and local business partnerships to offer matching gift programs will allow your donors to maximize the impact of their gift.

Why are matching gifts so important?

- You have the ability to double or triple donations for the effort it takes to get an individual to give.
- Encourage higher gift amounts from donors when they see a match get multiplied for more impact.
- Allows you to develop relationships with local businesses or corporations.
BONUS: Inspire ‘last minute’ gifts at Year-end

Celebrate year-end with your supporters by hosting a NYE party or gala and display a live fundraising thermometer to inspire ‘in the moment’ giving.

Why is a fundraising thermometer important?

- MobileCause animated thermometers help raise 35% more donations.
- Donors appreciate being recognized for their contributions and tend to become lifelong donors.
- Creates a sense of excitement when the thermometer gets close to and reaches its goal.
DIGITAL MARKETING SUCCESS
PRISON ENTREPRENEURSHIP PROGRAM

Further your cause by collecting more donations per $1 spent

Prison Entrepreneurship Program (PEP) pioneers innovative programs that connect the nation’s top executives, entrepreneurs and MBA students with convicted felons. PEP was feeling like most nonprofits as they approach year end, behind budget, under pressure and very busy. They had a goal of raising 1.7 million in the last three months of the year so they could afford to develop former prisoners into successful members of society.

PEP partnered with MobileCause for their Digital Marketing Services best practices

- The Digital Marketing Services team evaluated PEP’s current year-end fundraising plans and created an integrated multi-channel strategy that would leverage their traditional methods with MobileCause technology like text messages, social media, emails and online donation forms
- Their donor communications were organized within a plan that complemented their direct mail and in-person events and it helped build a stronger message foundation to drive engagement and action

CAMPAIGN IMPACT

698
Total donors reached starting with 122 through year-end support

$431,864
Total donations raised with a 4x increase using Digital Marketing Services

7,170+
Mobile subscribers and counting

“Digital Marketing Services captured the story we were trying to tell, and then they helped us understand and execute the communications plan to a “T”. It was so nice having them as a member of our team.”

– Tony Mayer, Chief Development Officer
#GIVINGTUESDAY SUCCESS
WILMINGTON COLLEGE

Build an integrated and attention-grabbing #GivingTuesday campaign

The mission of Wilmington College (WC) is to educate, inspire and prepare each student for a life of service and success. When they launched their first social media fundraising campaign on #GivingTuesday, they were looking for a powerful method to engage and motivate alumni and students to help meet their goal of $5,000.

WC decided to partner with MobileCause for a complete online giving solution

- WC promoted their campaign in two easy ways: text a keyword or click a shortlink to a mobile-friendly customized donation page
- WC also displayed a fundraising thermometer online, showcasing real-time donations for all to see
- Students and alumni began donating and taking #Unselfies which created a ripple effect on social media, encouraging even more giving
- After 3 automated text message reminders, 98% of pledges had been fulfilled

CAMPAIGN IMPACT

940 Total donors reached starting with 200 on #GivingTuesday

$340,000 Total donations raised starting with $40,000 raised on #GivingTuesday

100% Of their fundraising goal was raised on day 1

“MobileCause makes it incredibly easy for students, staff and alumni to give in the moment from the convenience of their smartphone.”

- Beau Slater, Director of Annual Giving
Cultivating relationships with donors by using many channels to tell your story through year-end is important to keep supporters engaged through this busy time of giving.
BOOST YEAR-END FUNDRAISING WITH MATCHING GIFTS

Shelby Grossman
Marketing Specialist at Double the Donation
About Double the Donation

Double the Donation is the leading provider of tools to nonprofits to help them raise more money from **corporate matching gift** and **volunteer grant** programs.

**Learn how your organization can raise more from matching gifts:**
- Raise awareness
- Simplify matching
- Grow revenue
The Basics of Matching Gifts

Corporate philanthropy programs allow your donors to maximize the impact of their donation, but without having to reach back into their wallets to do so.

Boost your nonprofit’s matching gift revenue:

• Double or triple donations
• Encourage higher gift amounts
• Develop relationships with corporations
Program Components

- Nonprofit Eligibility
- Match Ratio
- Employee Eligibility
- Gift Amount
- Program Deadlines
The Mechanics of Matching Gifts

How it works:

- Donor makes a contribution
- Donor submits a matching gift request
- Company approves request
- Company sends a check
Companies that Donate to Nonprofits

65% of fortune 500 companies offer matching gift programs

Top 3 corporate donation opportunities

- Matching gifts
- Volunteer grants
- Crowdfunding campaigns

Check out the full list
The Impact of Matching Gifts

$4 to $7 billion in matching gift revenue is left on the table every year

Marketing matching gifts:

• 84% of donors are more likely to donate if their gifts are matched
• 71% more donors respond to fundraising appeals mentioning matching
• 51% increase in donation amount results from mentioning matching
Marketing Matching Gifts

Donation Form

Confirmation Screen

Matching Gift Page
Matching Gift Marketing for Year-end Fundraising

Make your follow-up process more efficient by investigating match ratios, maximum and minimum gift amounts, and submission deadlines.

Matching gift strategy and process:

- Common corporate deadlines
- Automated emails
- Social media
Measuring Matching Gift Performance

**Total number of match-eligible donations**
- Percentage of total number of donations

**Total number of matched donations**
- Percentage of overall donations matched

**Total revenue from matched donations**
- Percentage of total revenue from matched donations
Your organization has already done the heavy lifting of attracting donors and receiving donations, so don’t let easy, additional funding slip away.
Poll

What channels will you add to your 2018 year-end giving campaign?

1. Text-to-Donate
2. Social Media
3. Direct Mail
4. Matching Gifts
5. All of the Above
QUESTIONS & ANSWERS
Sign up for the MobileCause Advanced Plan this month and receive:

$399/month
Billed annually – a $1200 savings!

• FREE! Animated thermometer for live events
• FREE! QR code for quick donations
• Digital Marketing Services team to help you create and execute a #GivingTuesday or Year-end Giving campaign
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 4-MinTour.com.