How to Engage Donors with Text Fundraising

Qgiv

Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions

FUNDRAISING TECH

Made for you

Designed with you in mind
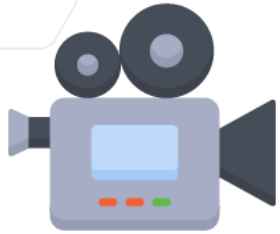Designed for fundraisers by fundraisers through customer-led development input

Time saving data tools
Save time, attract and retain donors, and raise more money with all of your fundraising data in one place

Powerful integrations
Easily integrate with your third-party CRM, email provider, and accounting software

Diagram labels:
- CRM INTEGRATIONS
- DONATION FORMS
- PEER-TO-PEER FUNDRAISING
- EMAIL INTEGRATIONS
- EVENT MANAGEMENT
- YOUR ORGANIZATION
- TEXT FUNDRAISING
- GIVI APP
- AUCTION EVENTS
- OTHER INTEGRATIONS

+ We're recording this webinar! We'll send you a copy after the webinar is complete.

+ Feel free to ask questions! Use the Q&A option to ask questions and the chat option for general discussion: we'll answer all questions in a Q&A portion at the end of the presentation.

+ Share your highlights and takeaways with the **#qgivwebinar** hashtag, and make sure you follow **@Qgiv**!

Meet the Speaker

Justin Cook, Product Marketing Manager

+ With Qgiv for over 3 years and a marketing professional for over 6!

+ Digital marketing and optimizing the user journey are my areas of expertise.

+ I have 5 animals: 3 dogs and 2 cats.

Agenda

Let's talk about text fundraising! We'll look at:

+ Why text fundraising is a great fundraising tool
+ How to use text fundraising for annual campaigns and fundraising events
+ Text fundraising best practices
+ Text fundraising examples
+ An overview of Qgiv's text fundraising tools
+ Pricing and support

Text Fundraising is Engaging
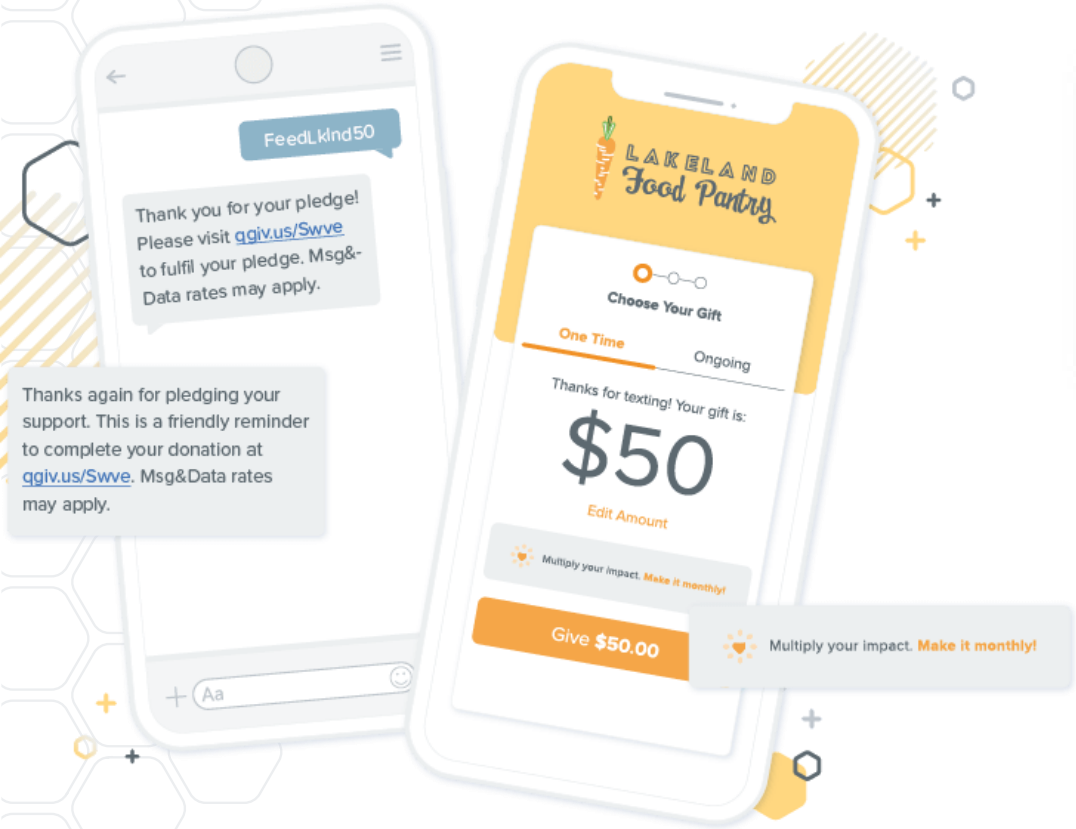
91% of Americans own a smart phone

98% of text messages are read within the first 5 minutes

$102.65 average text donation amount on Qgiv platform

Donors look at their phones around 80 times a day

80x

Over the last year text fundraising has grown

205%

Qgiv®
Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions

Donors Prefer Text Fundraising

10% of donors prefer to give by text.

Younger generations prefer text fundraising: Gen X, Millennials, Gen Z.

Baby boomers do not prefer to give by text.

Text Fundraising is Versatile

Text fundraising is a highly engaging, versatile tool that can be used for all your fundraising campaigns. Your organization can use text fundraising tools for:

+ Year-round fundraising campaigns

+ Standard fundraising events, including galas

+ Peer-to-peer fundraising events

+ Silent auction events

+ Year-end fundraising campaigns

+ Giving days, including Giving Tuesday

Year-Round Fundraising

Capturing the attention of your donors is difficult. They have a million distractions and may miss your fundraising appeals. Text messages meet donors where they are active the most, their phones. **Here's how to grab the attention of donors with text fundraising:**

+ Send important information to donors and provide a quick and easy way for them to register or donate

+ Send personalized fundraising appeals with your nonprofit's story

+ Thank donors for their support

+ Communicate with past or current donors to:

  • Encourage recurring donors to increase their gift

  • Re-engage lapsed donors

 • Let donors know about your new, convenient giving option
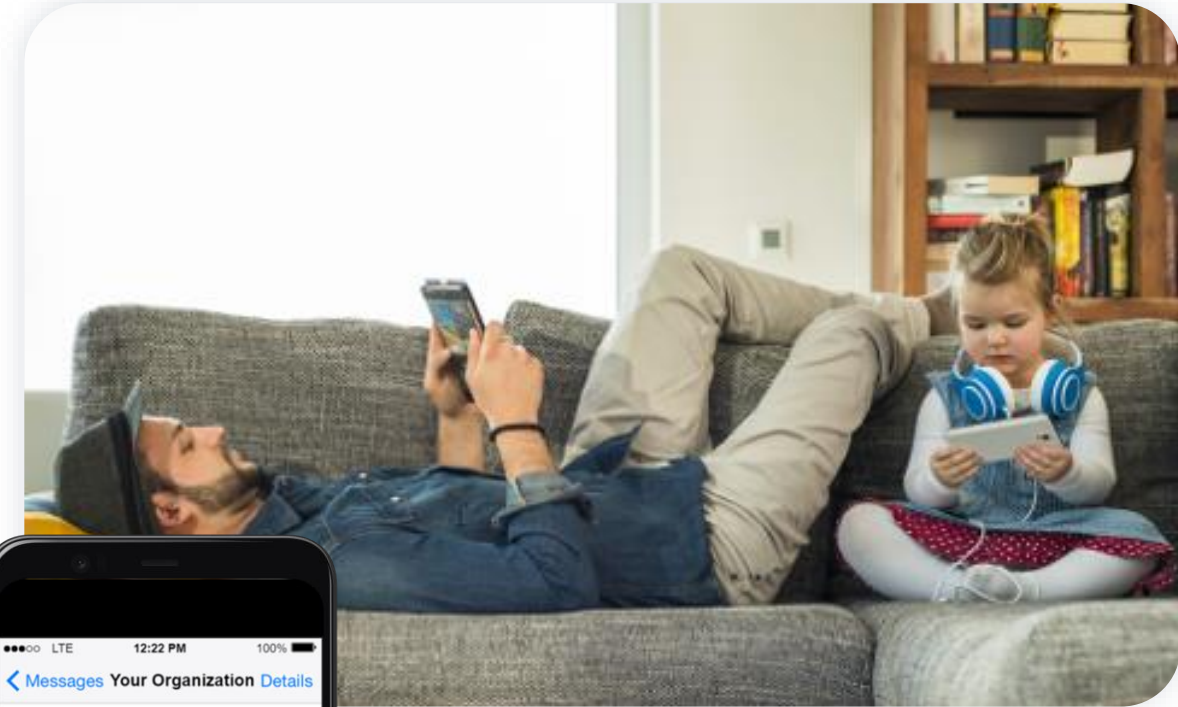
Text Fundraising for Giving Days

Year-end campaigns and giving days, such as Giving Tuesday, can be big for nonprofits. However, it tends to be crowded and your message may not reach donors. A text fundraising campaign will help you stand out!

+ Implement a text strategy for before, day-of, and after

  • Include key information about your giving day campaign

+ Limit day-of texts to about 3 with goal updates at 50%, 75%, and 90%

+ Thank donors and provide a status update (this may prompt a second gift!)

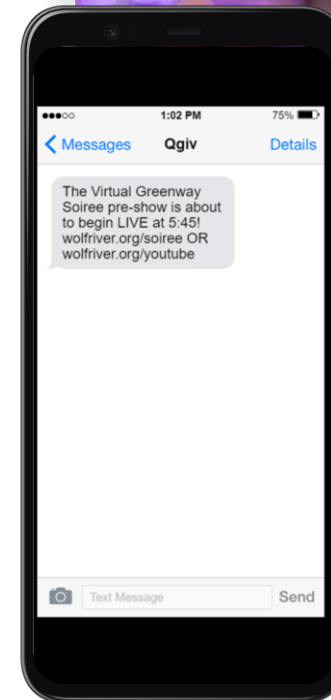+ After the giving day, send a thank you note to donors and reiterate how their donations make an impact
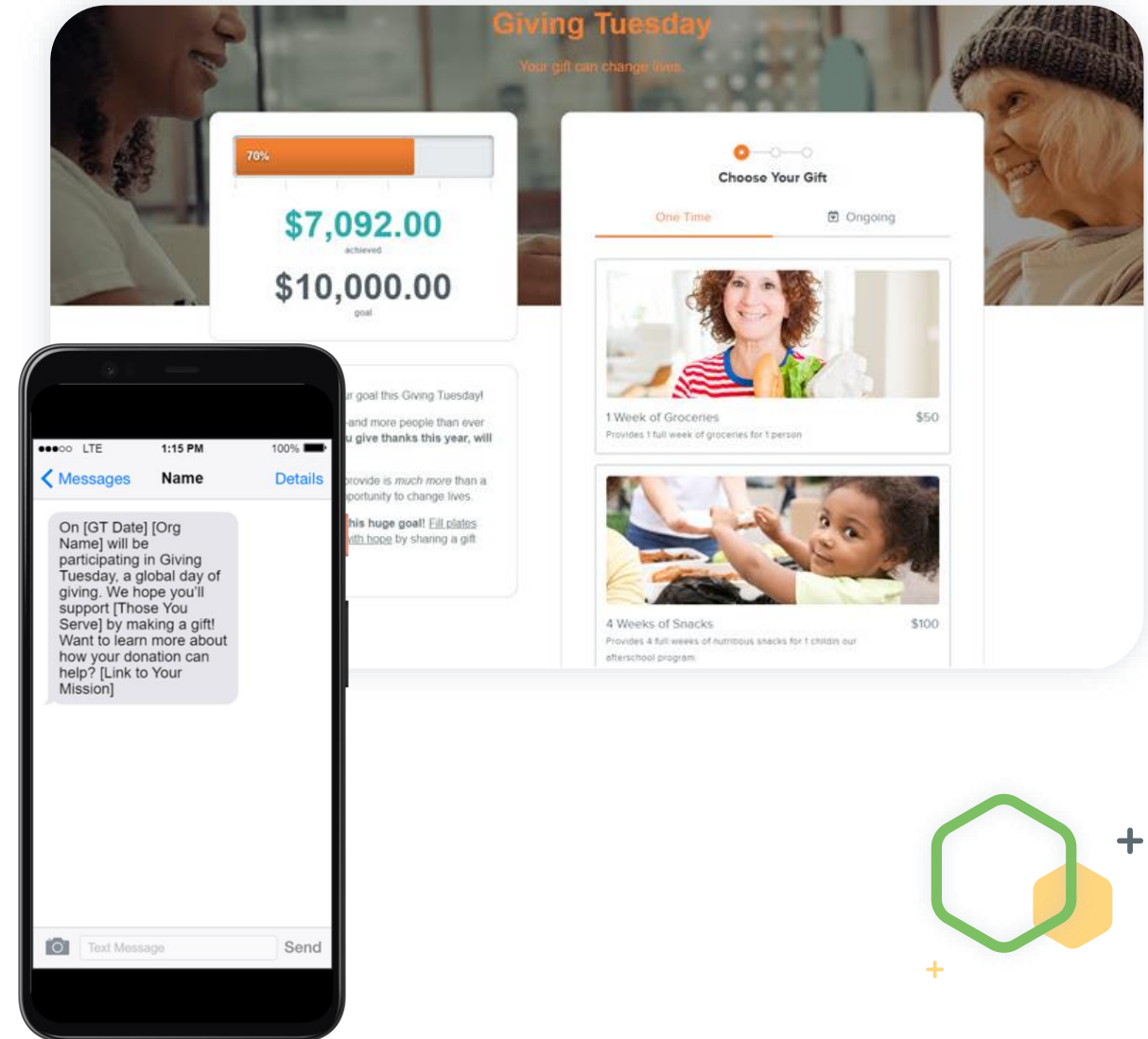
Text Fundraising for Fundraising Events

Whether you're hosting a virtual, in-person, or hybrid event, you need to engage donors before, during, and after your event. Use text fundraising to invite donors to events, keep them engaged during the event, and encourage ongoing support after.

+ Send messages before the event

  - Reminders before the event with a save-the-date

  - Reach out to potential volunteers

+ Run appeals during your event

+ Send reminder messages to pledges to complete their donation

+ Thank attendees

The Virtual Greenway Soiree pre-show is about to begin LIVE at 5:45! wolfriver.org/soiree OR wolfriver.org/youtube

Text Fundraising for Peer-to-Peer Fundraising

Peer-to-peer fundraising empowers donors to raise funds on behalf of your organization. Donors that choose to fundraise can also use the power of text fundraising tools to raise money.

+ Encourage donors to sign-up for your event and to raise money
    + Follow the same event strategy as before!
+ Provide donors with resources to help them raise money, including:
    + Your nonprofit's story
    + Text message templates
    + Text fundraising best practices
+ You and your donors will be able to send segmented communications and thank them for their contribution!

Messages   **Qgiv**   Details

Hey friends! I'm raising funds for the Lakeland Food Pantry to help end hunger in Lakeland. My goal is to raise $1,000 in 3 months. Please consider donating through my personal fundraising page: [link to personal fundraising page].
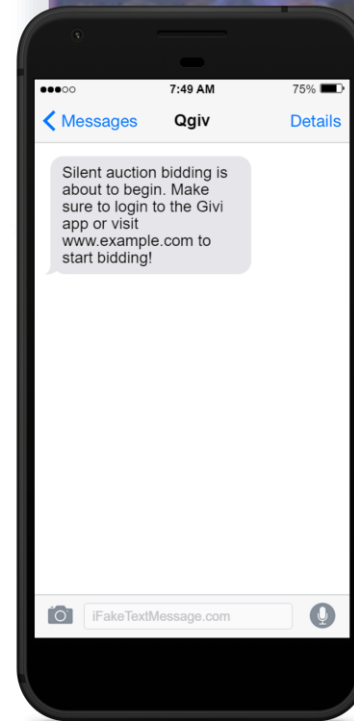
iFakeTextMessage.com

Text Fundraising for Auction Events

Donors at your auction event are chatting, enjoying the entertainment, and placing bids on items. While they are focused on your organization, they may miss important updates throughout the event. Keep guests updated with text fundraising!

+ Provide important updates throughout the event

  + Bidding start/end times (and live auction start time (if you have one))

  + Highlight underperforming auction items and fund-a-need items

+ Show real-time fundraising progress to encourage donations

  + Run appeals throughout the night with a fundraising thermometer

  + Send progress updates through text

7:49 AM   75%

‹ Messages   **Qgiv**   Details

Silent auction bidding is about to begin. Make sure to login to the Givi app or visit www.example.com to start bidding!

iFakeTextMessage.com

Text Fundraising Best Practices

Choose Simple Keywords

Text fundraising is an easy tool for donors to use but there are some hurdles we need to overcome to make sure it's a seamless experience. Things to think about:

+ Text message autocorrect
+ Donors may forget or misspell the keyword
+ Long keywords can be time-consuming

Great keywords:

+ LRCGala

+ LkldFood

+ Eagle19

+ FeedFL

Bad keywords:

+ FeedAllTheKidsinLakeland
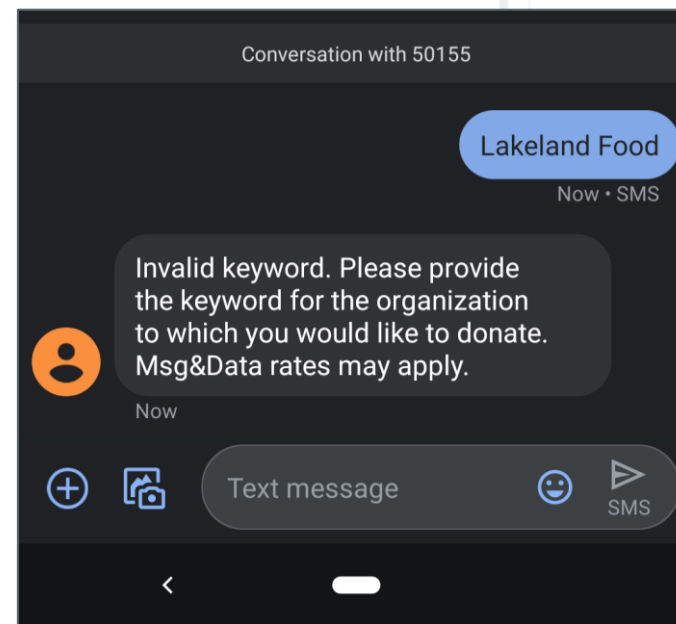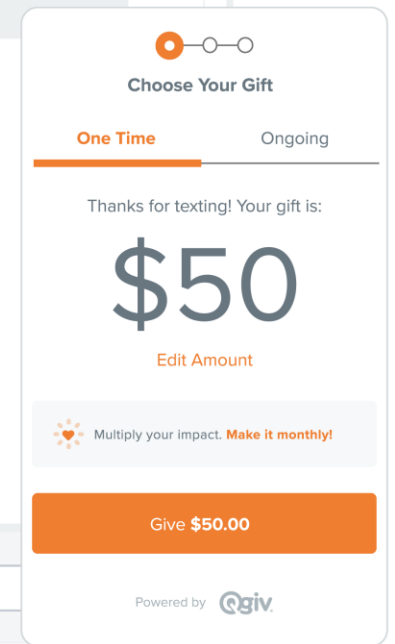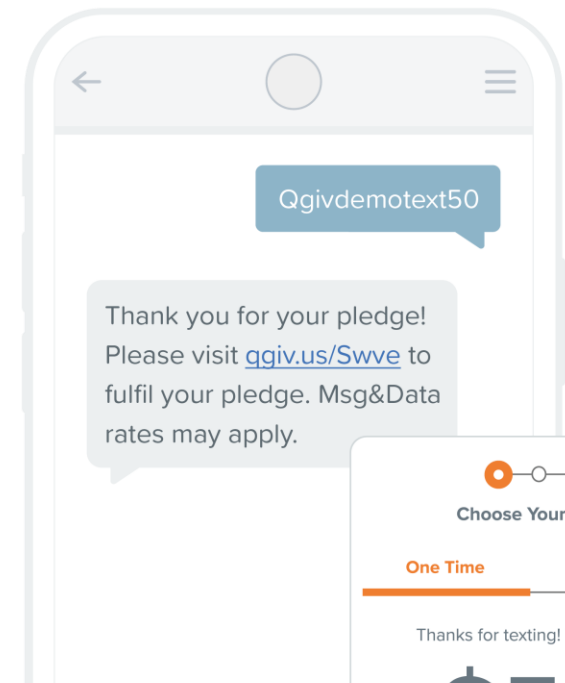
+ Ce2k191stGrade

+ LKDLOKLSHLTR

+ LakelandFood

Test Your Keywords

Ask friends, family, or co-workers to help test keywords. Test it out on:

+ An Android device and an iPhone
+ Your device
+ Ask others to test it on their phones

What to look for:

+ Did you or others struggle to enter the keyword?

+ Did autocorrect mess it up?

+ Did people forget the keyword?

Write it Down

Make sure your donors know about your keyword! If you don't write down your keyword for donors, they won't know they can use simply text your organization to donate.

Include your keyword, number, and other pertinent information:

+ On a screencast during events and when you run appeals

+ On a brochure

+ In a social post

+ In your fundraising emails

+ On event signage

+ On a direct mail appeal

+ Everywhere!

Text LFPGALA to 50155
Your gift helps feed hungry families

Text: LFPGALA + [AMOUNT] + [NAME] + [MESSAGE] to 50155

Example: LFPGALA 100 Jon Wallace Go LFP!

Recent Activity

💬 $150.00 Sarah Go Water Project

💬 $500.00 Trey water 4 all!

💬 $25.00 Kat

💬 $75.00 Frank Wtg!

💬 $300.00 Dani Go WP!

$144,813.86 achieved
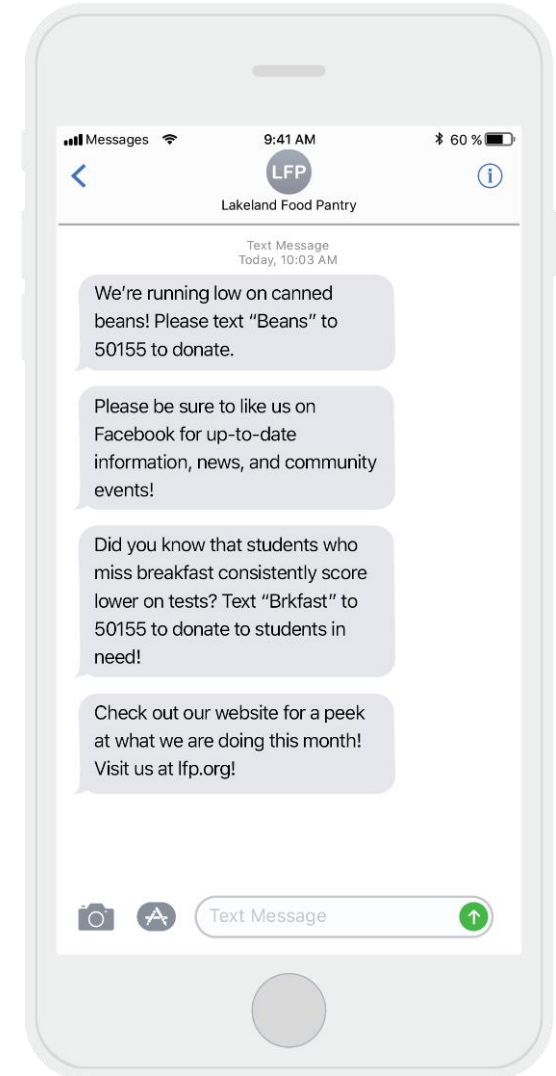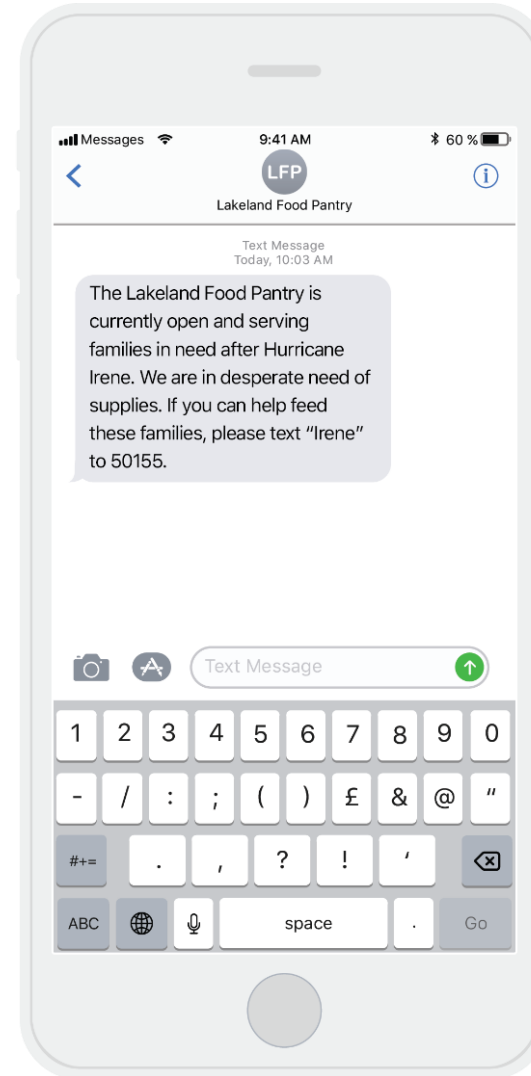
$150,000.00 goal

96%

Use it Wisely

Text communications are great! They are highly personable and provide a quick and engaging way to interact with donors. However, it's very easy to overuse and be intrusive to donors.

When using text fundraising, make sure to:

+ Communicate with donors occasionally—Don't barrage your donors with texts

+ Use text to communicate important information related to events and campaigns and to send occasional fundraising appeals

+ Have donors opt in to receive communications and let them know the frequency of texts to expect

Yes!

The Lakeland Food Pantry is currently open and serving families in need after Hurricane Irene. We are in desperate need of supplies. If you can help feed these families, please text "Irene" to 50155.

We're running low on canned beans! Please text "Beans" to 50155 to donate.

Please be sure to like us on Facebook for up-to-date information, news, and community events!

Did you know that students who miss breakfast consistently score lower on tests? Text "Brkfast" to 50155 to donate to students in need!

Check out our website for a peek at what we are doing this month! Visit us at lfp.org!

Fresno Mission – Giving Tuesday

Fresno Mission used text fundraising in their Giving Tuesday campaign!

Key takeaways:

+ Simple keyword: FRESNO

+ Included the keyword in their appeals. The example shown here is from one of their social posts!

+ They emphasized recurring donations and how donors will make a greater impact
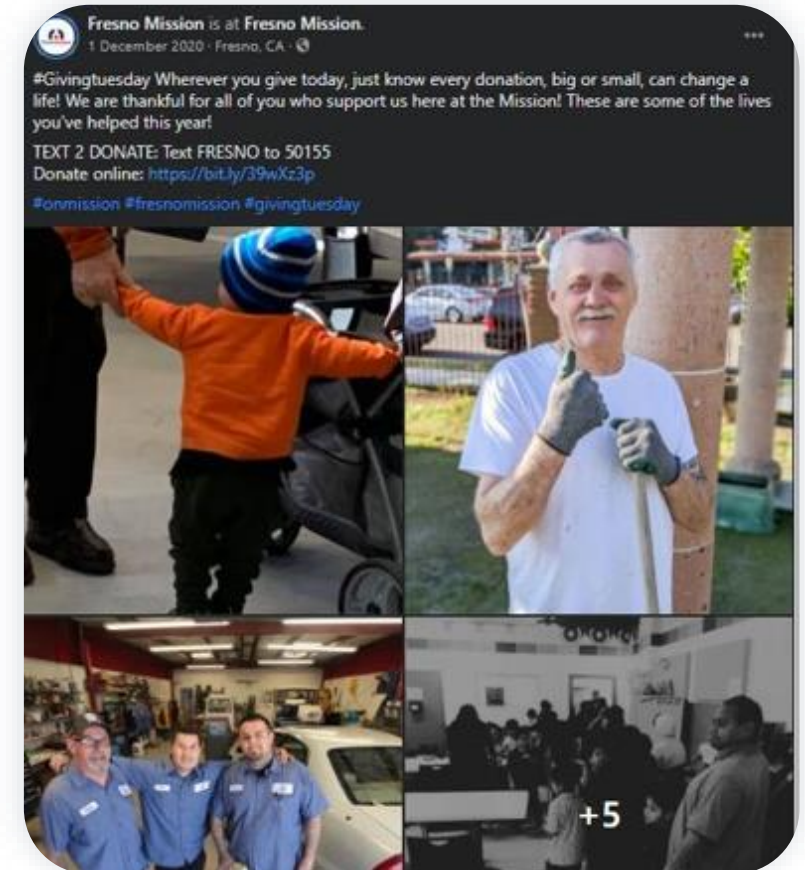
JA of Northern California

Junior Achievement of Northern California used text fundraising during their virtual gala and exceed their $300k goal!

Key takeaways:

+ They ran multiple appeals throughout their livestream:

  • Pulled up their text fundraising keyword, number, and instructions on how to donate

  • Showed their fundraising thermometer

  • Had a scrolling banner at the bottom with names of donors

+ Their text fundraising keyword and number were also present on the home page of their event with an impact appeal

+ Made one final push at the end of the night which helped them exceed their goal

Annual Event

Annual Event

Phonathon
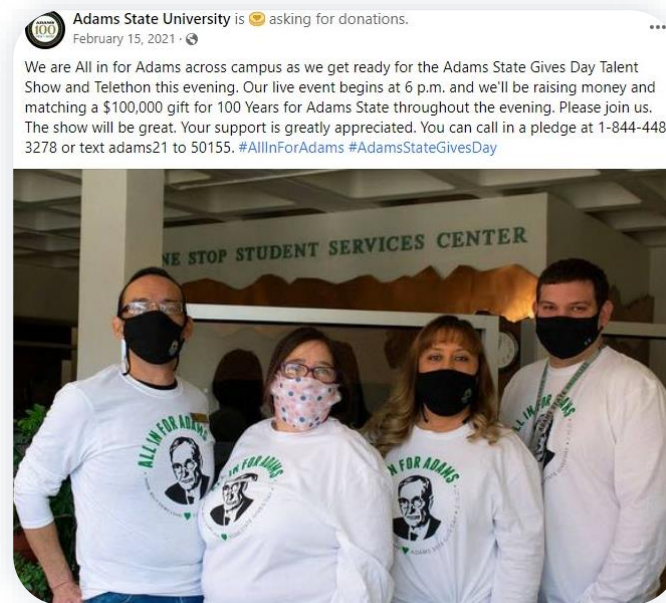
Giving Day

Let's see it in action!

Here's a live example of Qgiv's Text-to-Donate tools!

+ Text: qgivdemotext + donation amount + name
  - qgivdemotext 50 Justin Cook

+ To: 50155

+ When you receive the text message click on the link and use the card info below:
  - Demo credit card: 4111 1111 1111 1111
  - Expiration Date: 04/25
  - 3-digit Security: 555
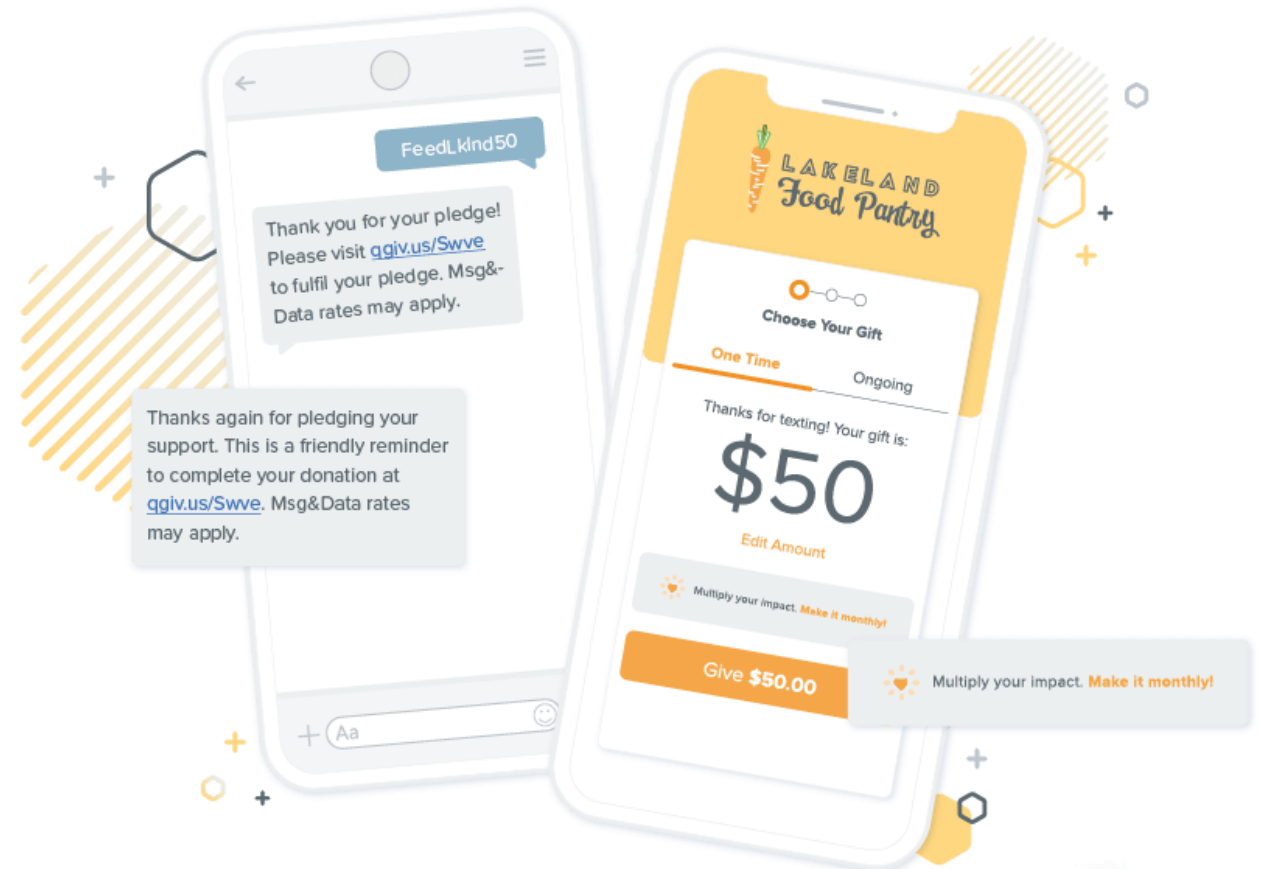
Pricing

Text Fundraising Platform

The Text Fundraising package includes:

+ Text-to-Donate: a form-based text fundraising method. Donors initiate a gift via text before visiting a mobile form to complete their donation.

+ Custom keywords

+ Outbound messaging

+ Subscriptions

+ Pledges

+ Automatic reminder messages

+ FundHub Live

Text LFPGALA to 50155

Your gift helps feed hungry families

Text: LFPGALA + [AMOUNT] + [NAME] + [MESSAGE] to 50155

Example: LFPGALA 100 Jon Wallace Go LFP!

Recent Activity

- $150.00 Sarah Go Water Project
- $500.00 Trey water 4 all!
- $25.00 Kat
- $75.00 Frank Wtg!
- $300.00 Dani Go WP!

$144,813.86 achieved
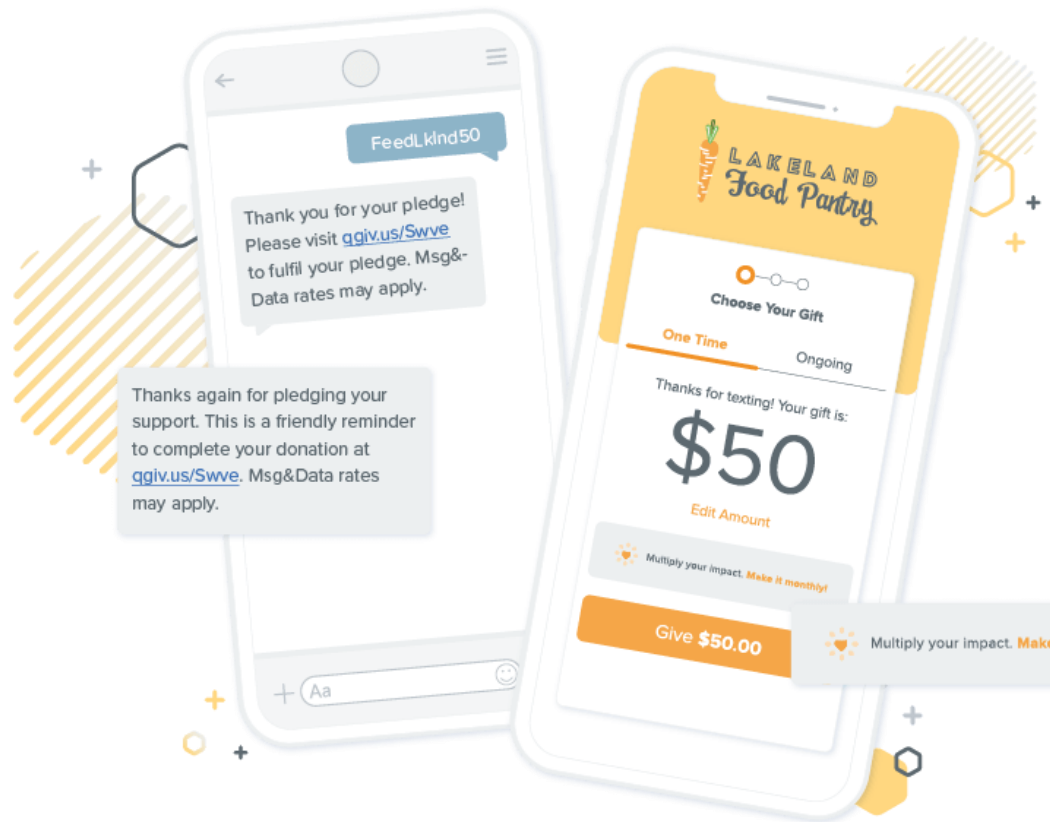
$150,000.00 goal

96%

Text Fundraising Platform

$129/mo

$297/qtr

- 3.95% + $0.30 per transaction*

- eCheck: 1.95% + $0.50 per transaction

Includes 2,000 outbound messages a month | Overage is 2.5 cents per message

*Add 1% for American Express

All features in Starter, plus:

- Text-to-Donate
- Reminder Messages
- Outbound Messages

- Build and manage donor lists
- Screencasting with FundHub Live
- Custom Keywords

GIVE ON THE GO WITH

Bill-to-Carrier

Your donors are busy people. Bill-to-carrier text fundraising is a quick and easy way for your donors to make one-time and recurring donations via text—no checks, credit cards, or donation forms required.

Reduce donation roadblocks with a quick, convenient text fundraising option.

Recurring donation options make it easy for donors to give monthly.

+ Bill-to-carrier fundraising

+ One-time and recurring donation options

+ Tie keywords to specific donation amounts

+ Easy setup of recurring donations

+ Donors see donations on phone bill

$1,788 annual fee for first keyword | **$1,188** for additional keywords | Qgiv fees: $0.50 per transaction

Requires approval through the Mobile Giving Foundation and a one-time application fee of $350
For more info visit: www.qgiv.com/text-to-give

Giving Essentials

$25^{/MO} OR $60^{/QTR} `Save $15`

+ Integrations & Reporting
+ Donation Forms
+ Event Registration & Management
+ World-Class Customer Experience

✓ **PROCESSING FEE:**
- 3.95% (Qgiv + Merchant)
- $0.30 per transaction
- Add 1% for American Express

✓ **ECHECK FEE:**
- 1.95% (Qgiv + Merchant)
- $0.50 per transaction

+ Text Fundraising

$129^{/MO} OR $297^{/QTR} `Save $90`

✓ **PROCESSING FEE:**
- 3.95% (Qgiv + Merchant)
- $0.30 per transaction
- Add 1% for American Express

✓ **ECHECK FEE:**
- 1.95% (Qgiv + Merchant)
- $0.50 per transaction

+ Peer-to-Peer

$229^{/MO} OR $597^{/QTR} `Save $90`

✓ **PROCESSING FEE:**
- 4.95% (Qgiv + Merchant)
- $0.30 per transaction
- Add 1% for American Express

✓ **ECHECK FEE:**
- 2.95% (Qgiv + Merchant)
- $0.50 per transaction

+ Auctions

$229^{/MO} OR $597^{/QTR} `Save $90`

✓ **PROCESSING FEE:**
- 3.95% (Qgiv + Merchant)
- $0.30 per transaction
- Add 1% for American Express

✓ **ECHECK FEE:**
- 1.95% (Qgiv + Merchant)
- $0.50 per transaction

Just starting out?
Get your feet wet with online fundraising!

Starter
(Best for organizations processing less than $50,000 annually)

$0^{/MO}

+ Donation Forms
+ Event Registration & Management
+ World-Class Customer Experience

✓ **PROCESSING FEE:**
- 3.95% (Qgiv + Merchant)
- $0.30 per transaction
- Add 1% for American Express

✓ **ECHECK FEE:**
- 1.95% (Qgiv + Merchant)
- $0.50 per transaction

Questions?