

# How to Use Text Fundraising to Increase Event Registrations and Engage Attendees



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

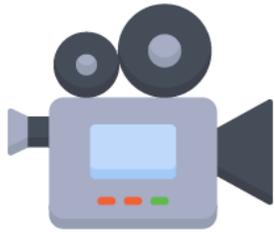
Save time, attract and retain donors, and raise more money with all of your fundraising data in one place



### Powerful integrations

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

# A little housekeeping...



+ **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.



# Meet the Speaker



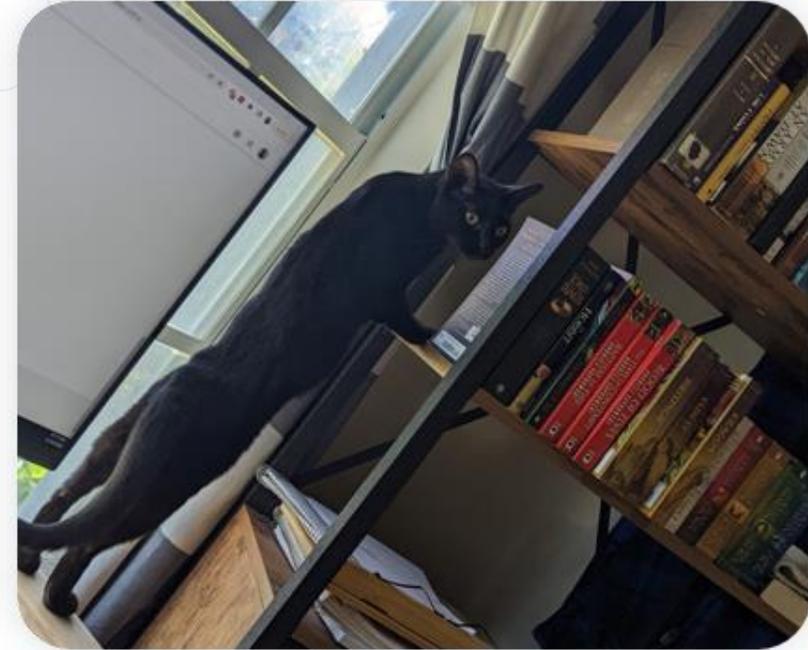
## Justin Cook, Director of Demand Generation

- + With Qgiv for over 4 years and a marketing professional for over 7!
- + Digital marketing and optimizing the user journey are my areas of expertise.
- + I have 3 animals: 1 dog and 2 cats.





# Meet the Pets





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# Agenda

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

- + Why text fundraising is a great tool for events
- + How to use text fundraising for events
- + Text fundraising best practices
- + Text fundraising examples
- + An overview of Qgiv's text fundraising tools including pricing and support
- + Q&A!



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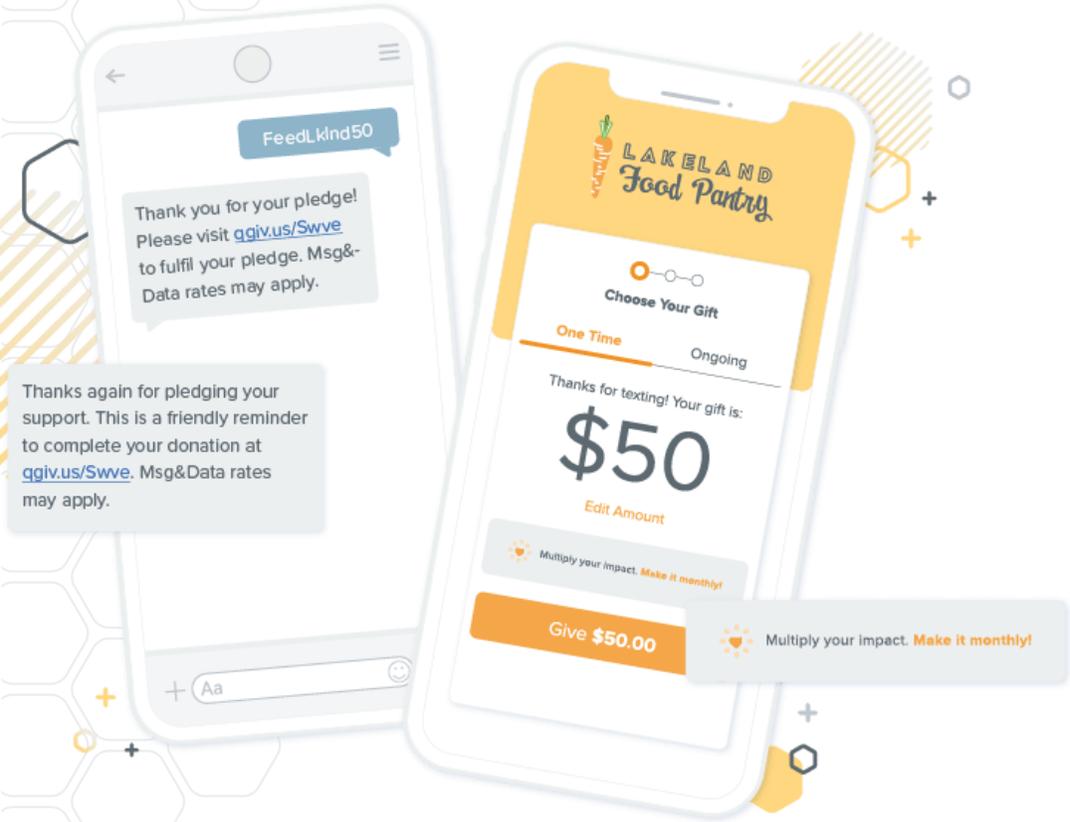
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# Why is Text Fundraising a Great Tool?



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# Text Fundraising is Engaging



96.1%

Smartphones are the most popular device among your donors



98%

of text messages are read within the first 5 minutes

\$138.87

Average text donation amount on Qgiv platform

Total raised increased 25% from '21 to '22

25%





# + 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.





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# 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
- + Year-end fundraising campaigns
- + Giving days, including Giving Tuesday
- + Standard fundraising events, including galas
- + Peer-to-peer fundraising events
- + Silent auction events



# How to Use Text Fundraising for Fundraising Events



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# Text Fundraising Communication Plan

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.

## **2-3 months ahead of your event:**

Start a steady stream of communication to your audiences using a multi-channel marketing approach.

**Before your event:** Send texts about every 2-3 weeks to those that have opted into text communications. Don't overcommunicate!

**Day-of your event:** Send communications throughout the day with details about your event.

**After your event:** Use text to send an update about the success of your event and automate reminders for pledged gifts.





# Before Your Fundraising Event

Before your event, you'll want to send a couple of texts out to your audiences to get them excited for the event and encourage registrations.

Your stream of texts will look something like this:

- + **First message (3 months ahead of event):** Event announcement
  - Include date and location.
- + **Second message (2 months ahead of event):** Excitement
  - Include something special about the event: entertainment or speaker.
  - Final call for early bird discounts or promo codes.
  - Link to registration.
- + **Third message (1 month ahead of event):** FOMO, Sense of Urgency
  - Build on the time-sensitive nature of your event to increase registrations. If you have limited space, you can utilize this as well.

We're excited to announce the "Dream Team" gala on May 15<sup>th</sup> at Bonnet Springs Park. Learn more: [shorturl.at/fhuB2](https://shorturl.at/fhuB2)

Join us May 15<sup>th</sup> at the "Dream Team" gala with live music from Shinedown! Early bird discount is almost over, register now: [shorturl.at/fhuB2](https://shorturl.at/fhuB2)

The "Dream Team" gala is almost here! Get your tickets now before they run out, register now: [shorturl.at/fhuB2](https://shorturl.at/fhuB2)



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# Day-of Your Event

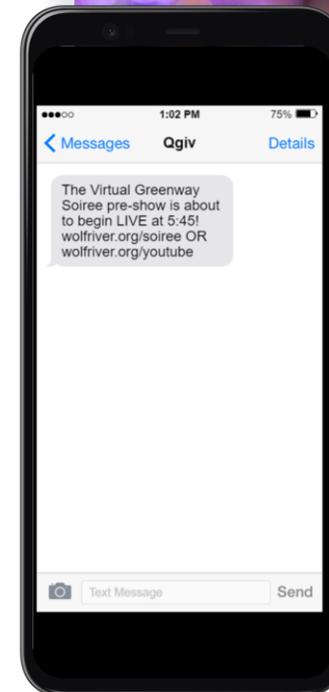
Engage attendees on-site at your event and keep them updated using text messaging on the day of your event.

## + Day-of your event

- Parking instructions
- Event schedule
- How to check-in

## + During your event

- Remind attendees about key event times
- Encourage attendees to participate in entertainment or in raffles
- Run appeals with your keyword and text number on a live screencast
- Highlight sponsors



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# After Your Event

After your event, it's time to continue donor retention efforts, thank attendees for coming, and provide an update on your event.

## + Event wrap up

- Share results with your audience after the big day. Send a text to your audience thanking them for their support and linking to a blog post with more details.

## + Automated reminders: 1 day, 3 days, 7 days

- If you accepted pledges during appeals, set up automated reminders to encourage donors to complete their gift.

The “Dream Team” gala was a resounding success. Thank you to everyone who could join us and make it a memorable night. Check out key highlights and fun photos: [shorturl.at/fhuB2](https://shorturl.at/fhuB2)

Thank you so much for your pledge to Dream Team gala. Please visit [shorturl.at/fhuB2](https://shorturl.at/fhuB2) to complete your donation.



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# 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



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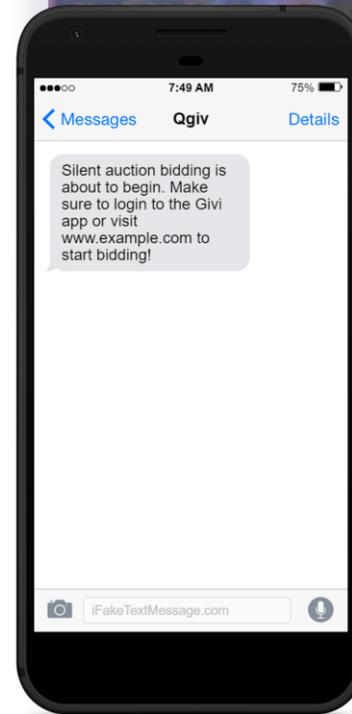


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# Text Fundraising for Auction Events

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!

- + Bidding start/end times (and live auction start time (if you have one))
- + Highlight underperforming auction items and fund-a-need items
- + Pull up your keyword on a live screencast with a fundraising thermometer to encourage pledges and donations



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# Text Fundraising Best Practices



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# Pre-Event Planning

Minimize disruptions during your event by having a communication plan in place. Utilize the power of your text fundraising platform to make this process easy and simple.

- + Create text messages before your event
  - Draft your approved text messages in your text platform
  - If possible, set them to send automatically
- + Create text message templates that you can create and send quickly
  - Emergencies
  - Out of stock items
  - Final appeals

March						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Deadline Women's Day Campaign Approval			1	2 Employee Appreciation Day	3
4	5	6	7	8 International Women's Day	9 Deadline Remind Departments for Content	10
	Plan Easter Comms	Women's Week Campaign				
11 Daylight Savings	12	13	14 Deadline Easter Comms to Designers	15	16 Women's Day Campaign Report Due	17 St Patrick's Day
18	19	20 First Day of Spring	21	22 Send Easter Comms for Approval	23	24
25	26 Deadline Easter Comms Approval	27	28 Send Easter Comms	29	30 Good Friday	31

PROJECT CHECKLIST					GENERAL NOTES		COLOR CODE	
DEADLINE	PROJECT	OWNER	STATUS	NOTES			Team	Color

COLOR CODE	
Team	Color



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# 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



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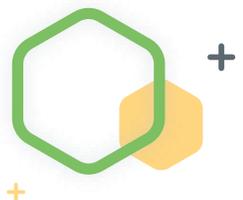
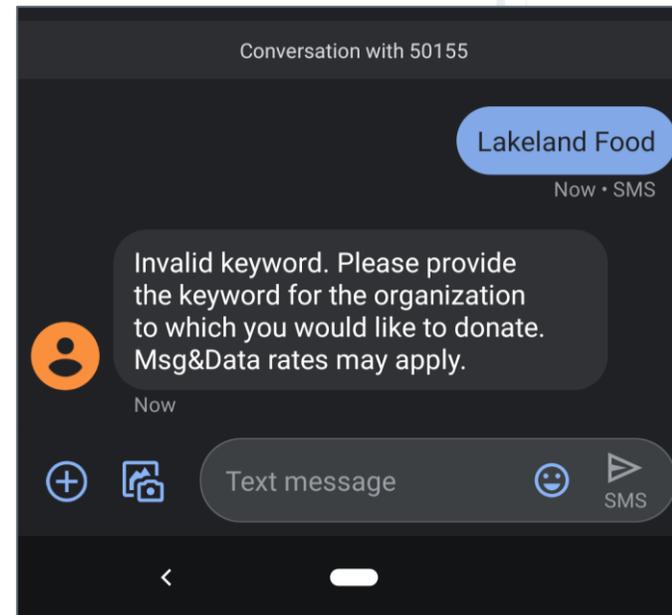
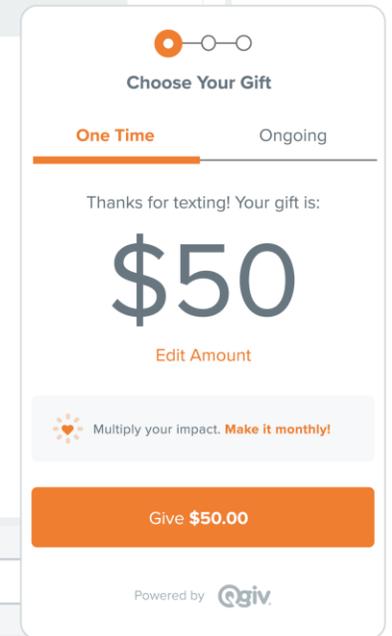
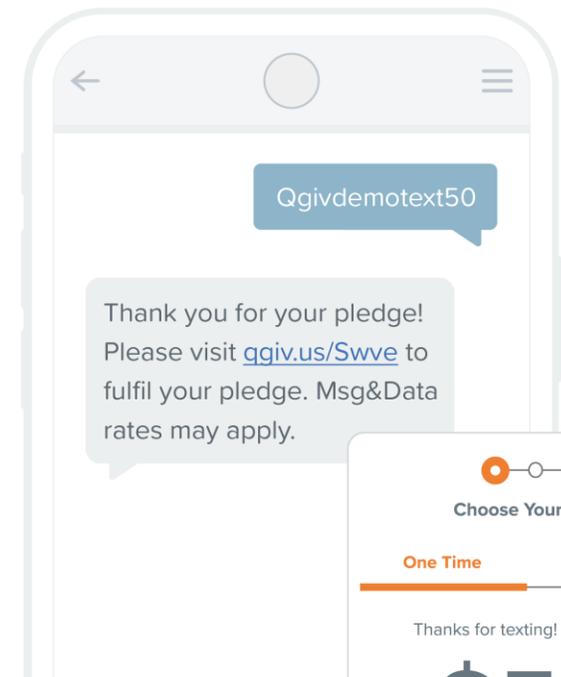
# Test Your Keywords

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?





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# 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 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%



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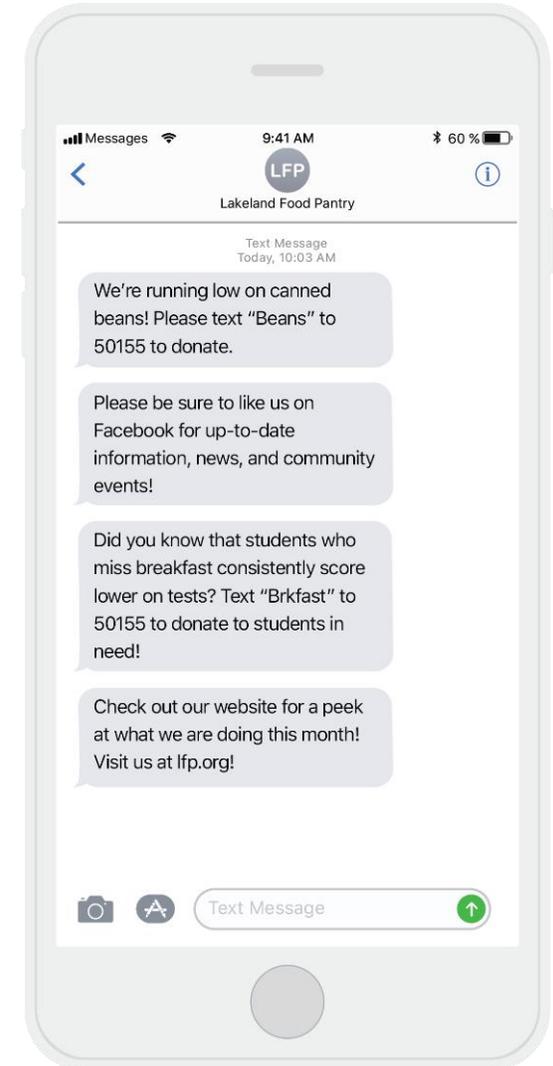
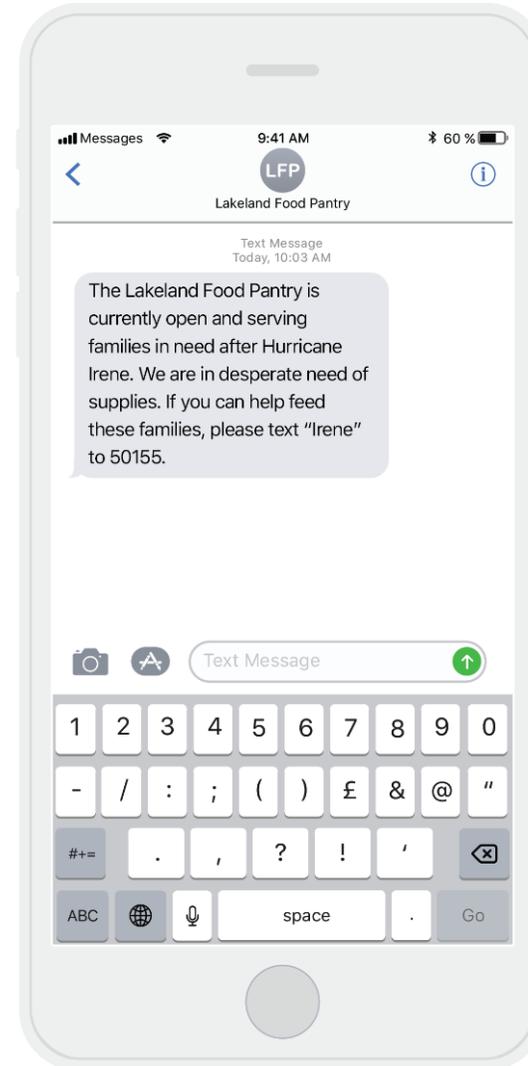
# Use it Wisely

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!



# Text Fundraising Examples



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# Bert's Big Adventure

## Noon to Night Fall Fashion benefit

### Key takeaways:

- + Simple keyword: magical
- + Included the keyword in their appeals. The example shown here is from one of their social posts!
- + Great [videos](#) and images.
- + “Fund The Need” options and included a silent auction.
- + Local press picked up the event and promoted it.

**Text the word "MAGICAL" to 50155  
to give.**



### Bert's Big Adventure

September 15, 2022 · 🌐

The 8th annual Noon to Night: Fall Fashion Benefit at [Avalon](#) kicks off right now!

We want to introduce you to this year's [#BertsBigAdventure](#) kiddos who will be joining local Atlanta celebrities on the runway shortly!

If you feel compelled to support tonight's event, please text **MAGICAL** to 50155 or shop the Silent Auction from home 🙌

<https://secure.qgiv.com/event/noon2night2022/items/>

### Fund The Need

#### \$5,000 - Sponsor Bert's Big Adventure Child

From the limo rides and a private chartered flight to the character-filled parties and princess makeovers, the trip is nothing short of magical! **\$5000 sponsors the cost of one Bert's Big Adventure child to enjoy four days of Disney Park passes, meals, hotels, souvenirs, flights, wheelchairs or strollers, and all other travel expenses!**



# 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



# Qgiv's Text Fundraising Tools

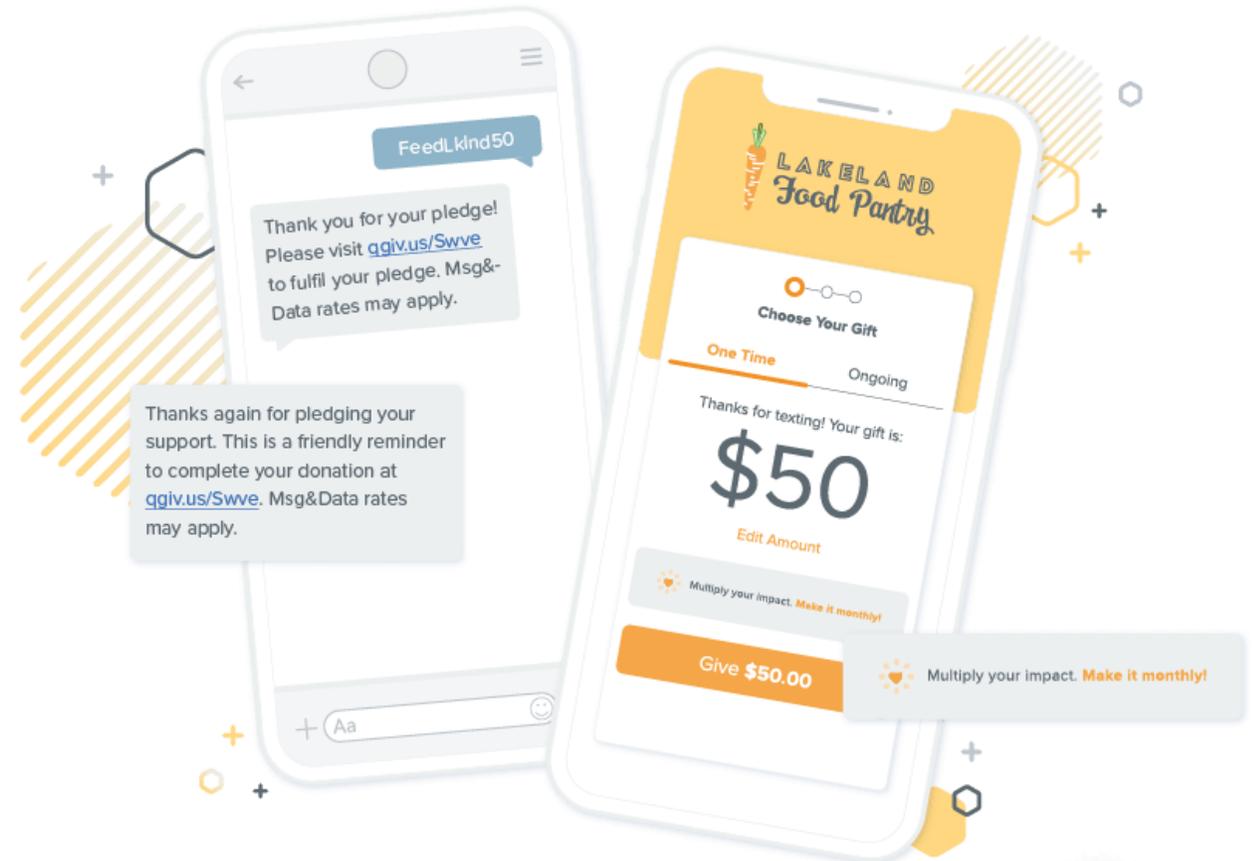


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# Let's see it in action!

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



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# 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

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

Example: LFPGALA 100 Jon Wallace Go LFP!

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# Text Fundraising Platform

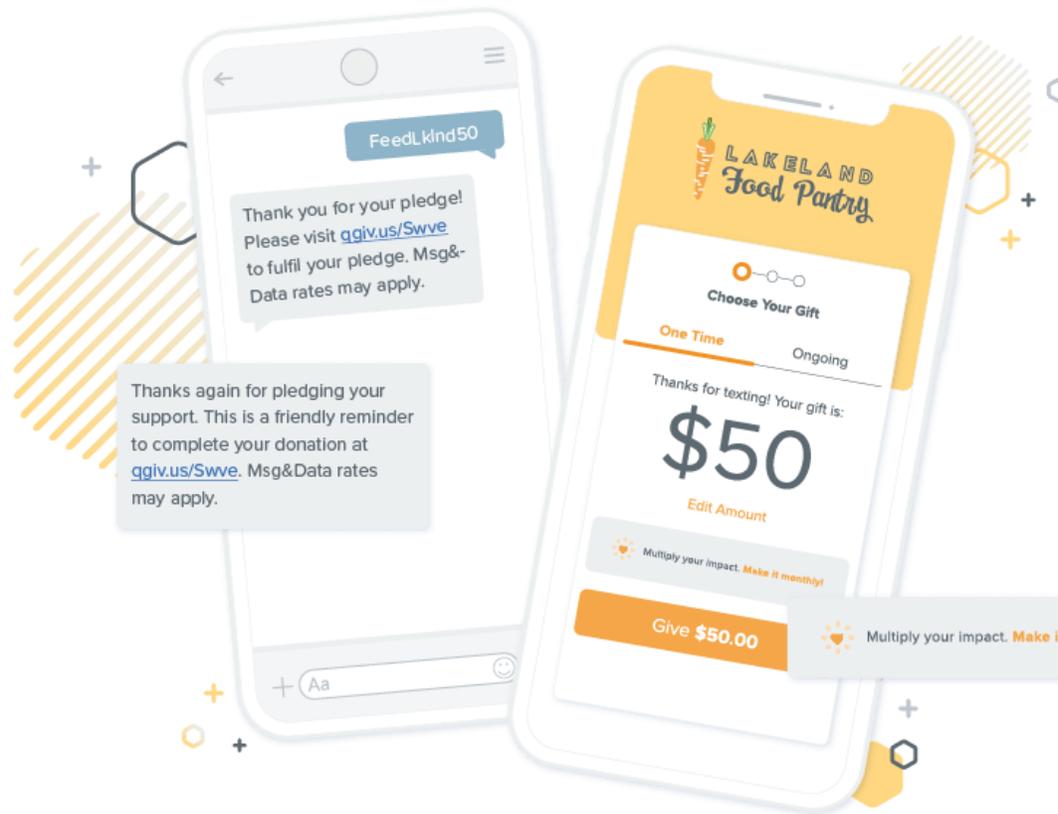
**\$129/mo**

**\$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



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## 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](http://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



# Upcoming Client Webinar



## Coffee Break: How to Build a Text Fundraising Campaign With Qgiv

May 10 | 11:00 a.m. EDT

Hosted by **Windy Keene**, Customer Success Manager, Qgiv



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# Questions?



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