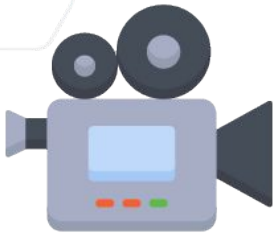
How to Use Text Fundraising During Year-End Fundraising



+ 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 on your favorite social media channel and make sure to give us a follow!

Meet the Speaker

Tiara Stephan, Product Marketing Coordinator

+ With Qgiv for 3 years!

+ I love researching fundraising best practices and helping nonprofits level up their fundraising game.

+ You can often find me at a concert, watching movies, playing trivia, or hanging out with my dog!

Agenda

Let’s talk about year-end fundraising and how text fundraising can help you raise more during your campaigns! We’ll look at:

- What text fundraising is
- Why text fundraising is a great tool for year-end fundraising
- The donor journey and why it’s important for year-end fundraising
- How to use text fundraising for campaigns and events
- Text fundraising best practices
- Text fundraising examples

What Is Text Fundraising?

What Is Text Fundraising?

Text fundraising is a way of raising funds over text by sending donation asks straight to your donors' phones.

When people refer to text fundraising, they might be referring to one of these fundraising methods:

+ Text-to-donate
+ Outbound text

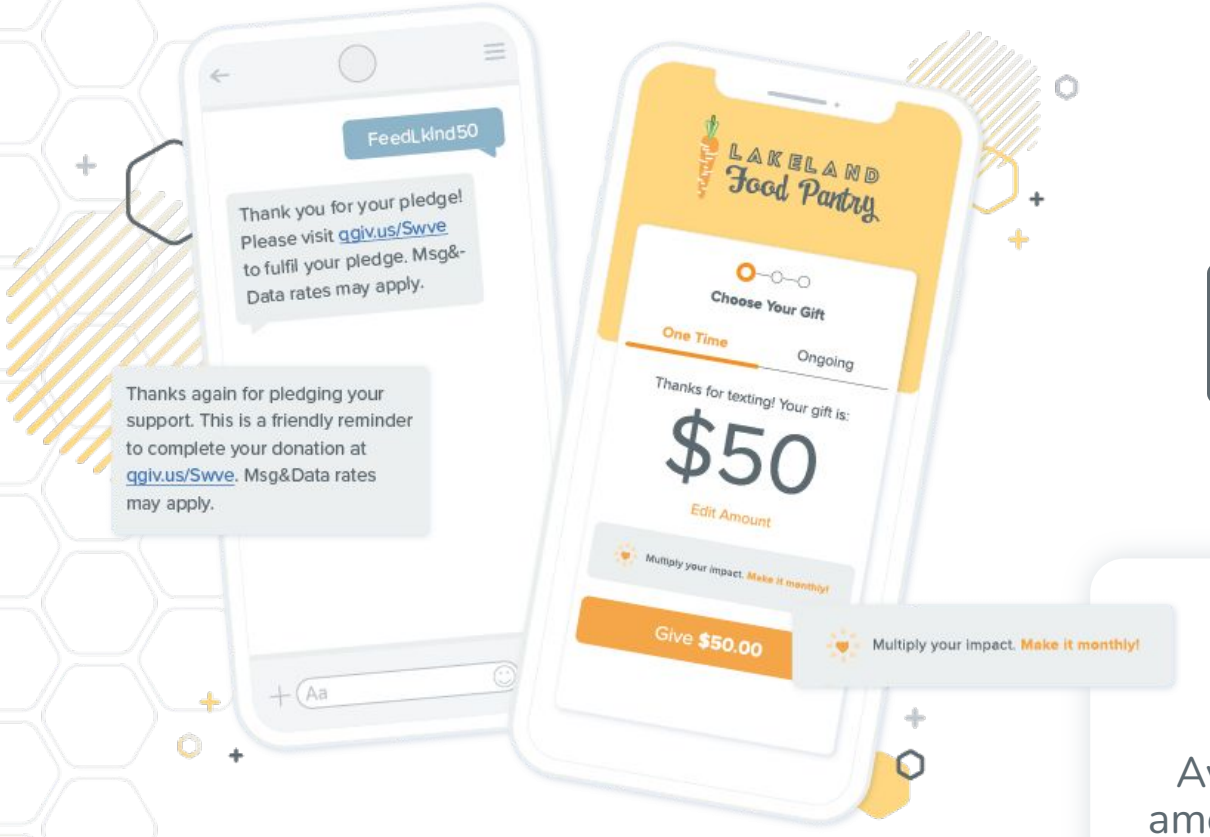
Let’s see it in action!

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

- Text: **qgivdemotext**
  - Optional: Add [donation amount] + [name]
  - Ex: qgivdemotext 50 Quincy Givens
- 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

Why Is Text Fundraising a Great Tool?

Text Fundraising Is Engaging



91% of Americans own a smartphone

90% of text messages are read within the first 3 minutes

$137

Average text donation amount on Qgiv platform

Increase in text message audiences from ‘22 to ’23

26%

Donors Prefer Text Fundraising

11% of donors prefer to give by text.

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

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
+ 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 Online Campaigns

The Donor Journey

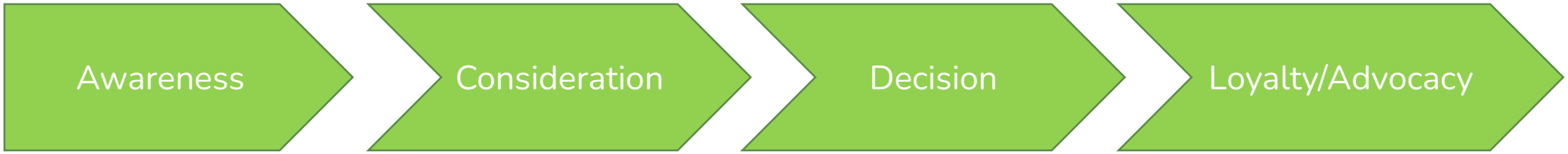
Potential donor learns about your organization and cause.

Potential donor performs research on your organization and others.

Donor gives to your organization.

Donor gives a second gift. Potential to tell friends about cause.

The Donor Journey



Ads, emails, blog posts, press releases, social media, etc.

3rd party sites like Charity Navigator, website pages like the About Us page or pages dedicated to describing your cause, etc.

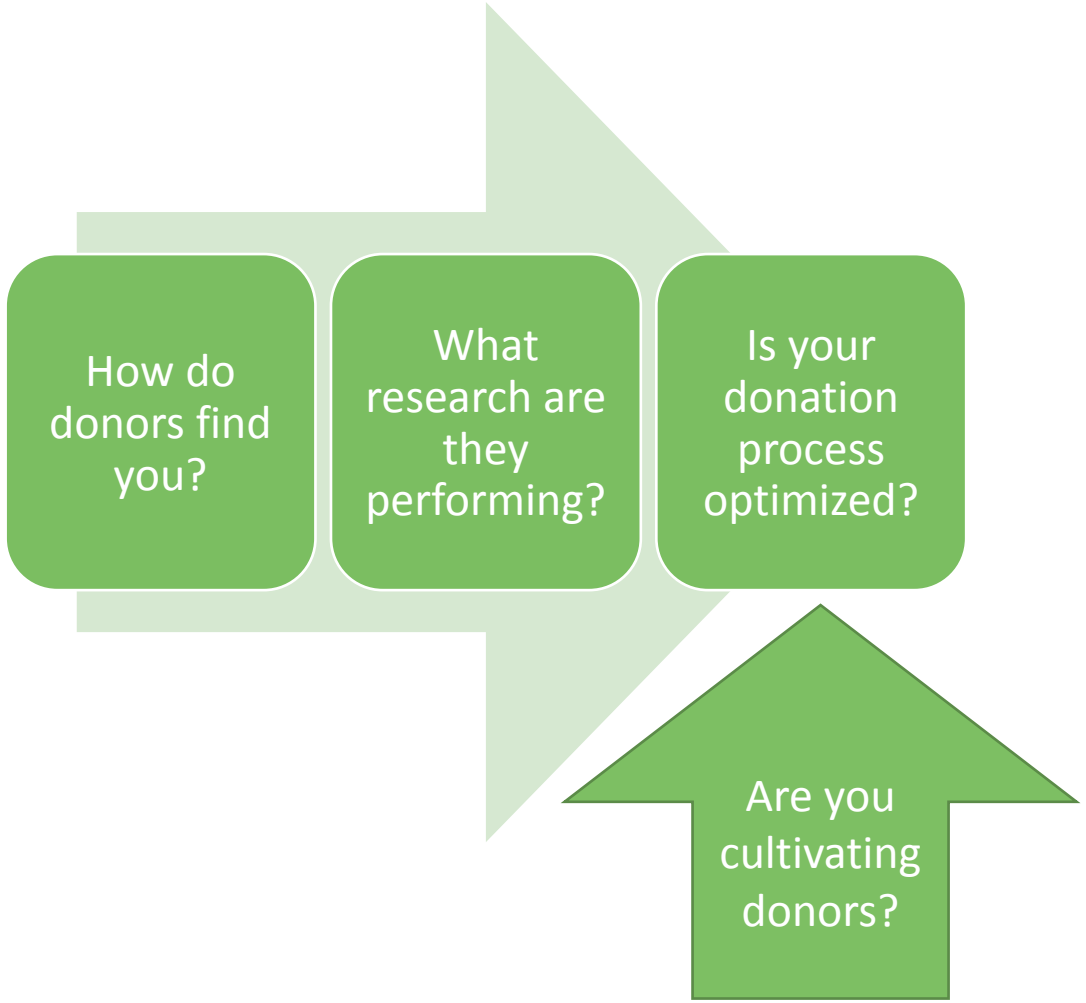
Website pages, donation pages.

Receipts, thank-you pages, thank-you emails, additional ask emails, donation page, etc.

Review Last Year's Performance

Important questions you need to answer before you can plan!

- What worked last year? What didn't work? Why?
- What did other nonprofits do? Is there anything you can use for your organization?
- What has changed in giving trends from last year to this year?

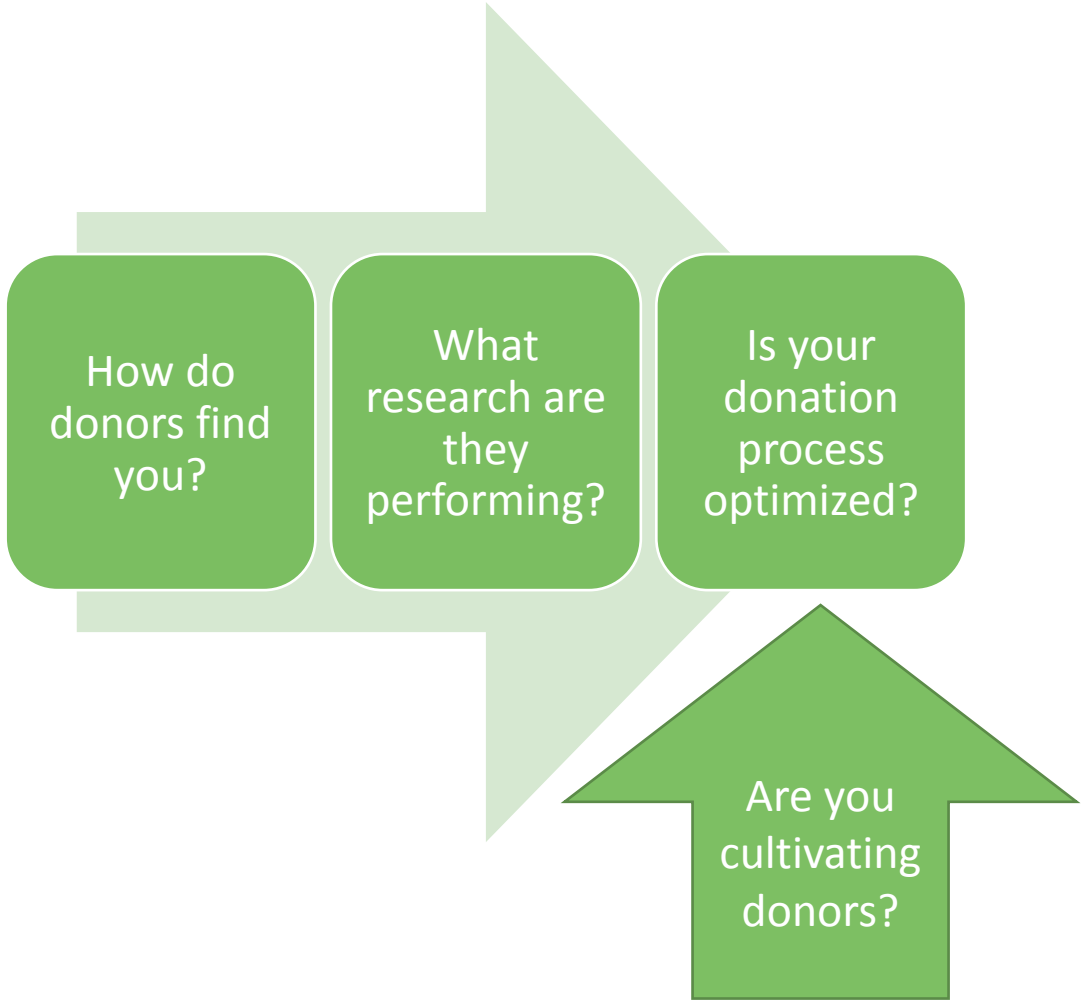


Your Donor Journey

Do you know what your donor journey looks like?

Critical questions you should be able to answer:

- What are your donors' preferred giving channels?
- Are donors finding your donation form?
- How often do donors give once they reach the donation form?



Planning Your Campaign

Everything starts with a plan. A good plan starts with research.

- Do you know what worked last year for your year-end fundraising campaigns?
- What does your donor journey look like?
- Have your donors' giving preferences changed?
- Have giving trends changed?

Do your research ahead of time. Formulate an action plan, act on things you can do now, and be prepared for later.

Use Text Fundraising for Year-Round Campaigns

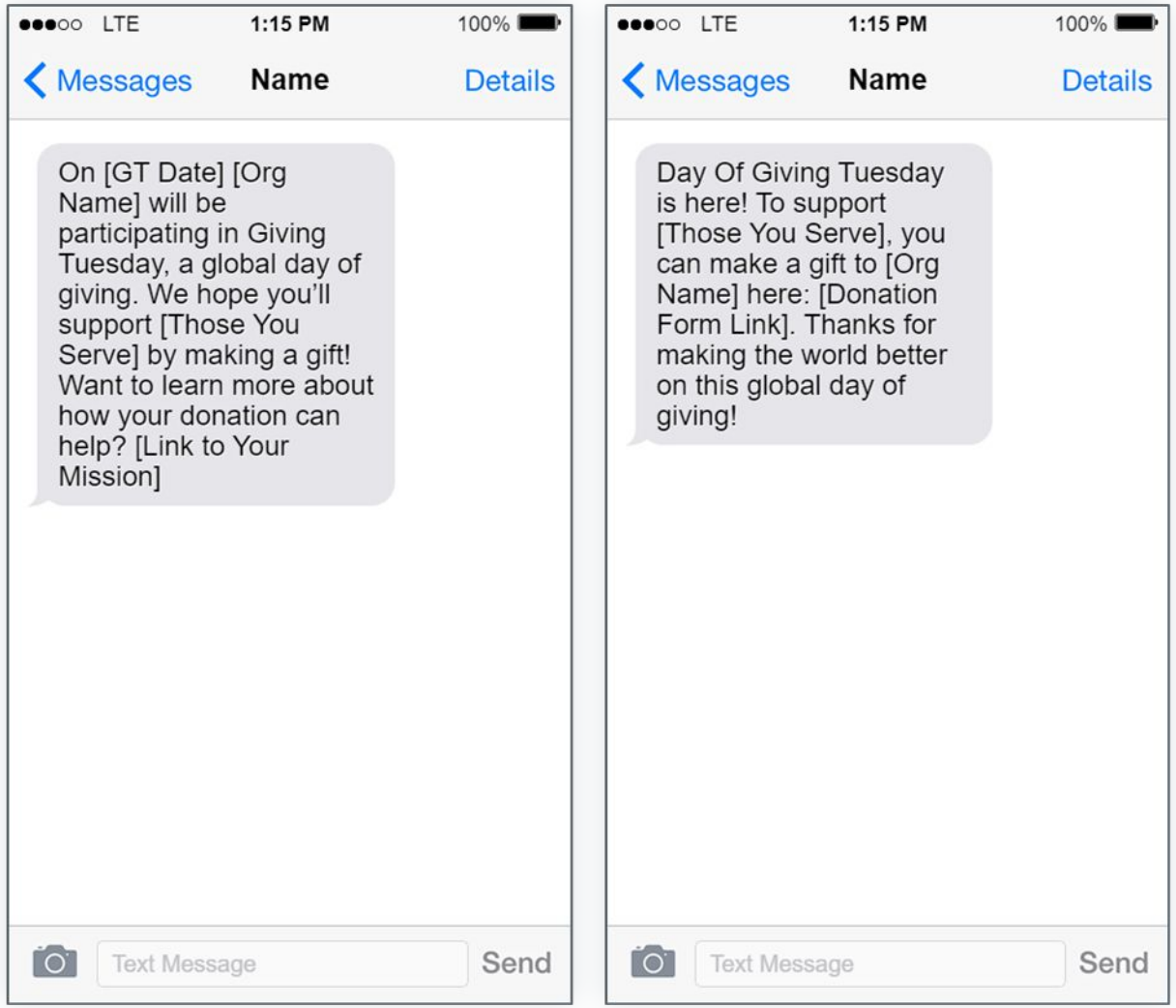
Boost year-round donations when you use text fundraising!

- It's a great way to keep donors updated on campaign progress, organization news, or invites to upcoming events.
- Send appeals to raise additional funds.
- Communicate with recurring donors encouraging them to upgrade their gift.
- Bonus: Send a text to donors letting them know they can donate through text.

Text Fundraising for Year-End Campaigns and 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. Stand out by putting together a text campaign!

- Communicate key information about your campaign.
- Send fundraising appeals and thank-yous.
- Implement a text strategy for before, day-of, and after your campaign.



How to Use Text Fundraising for Events

Text Fundraising Communication Plan

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

Pro tip: Don't overlap text communications for different events!

2-3 months ahead of your event:
Start a steady stream of communication to your audiences using a multi-channel marketing approach.

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

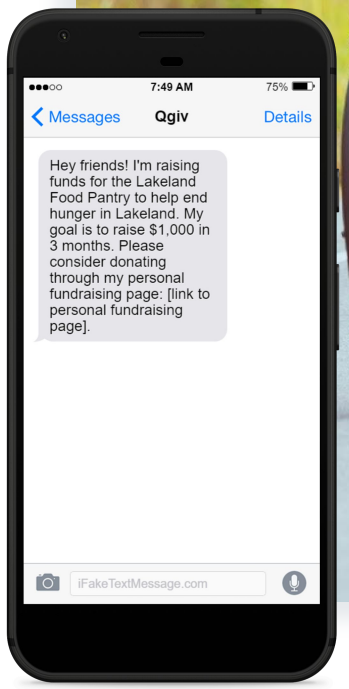
Before your event: Send texts about every 2-3 weeks to those that have opted into text communications. Don't overcommunicate!

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

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 should be able to send segmented communications



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

Text Fundraising Best Practices

Pre-Campaign Planning

Giving Tuesday relies on engaging your donors and community. A communications calendar sets a timeline for posts and creating an effective strategy!

Best Practices:

- Take a multi-channel approach—your calendar will keep everything organized
- Your calendar should include communications before, the day of, and after Giving Tuesday
- Keep your messaging and call to action consistent

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 1			**Social Post: Awareness Post** Introduce the concept of Giving Tuesday to donors who may be unfamiliar with it.			**Social Post: Awareness Post** Consider sharing what your Giving Tuesday campaign donations will fund! The more compelling your story, the more likely donors will be to give.	
WEEK 2		**Social Post: Awareness Post** Why should your donors support you on Giving Tuesday? Remind them that it's coming up soon and show them how their gift will make an impact.	**Awareness Email** Send a short email about Giving Tuesday, what it is, and letting donors know about your campaign.		**(Optional) Social Post: Awareness Post** Do you have any cool opportunities happening on Giving Tuesday? Are matching gifts available? Share them here!		

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
- Be careful with numbers

Great keywords:

- LRCGala
- LkldFood
- Eagle
- FeedFL

Bad keywords:

- FeedAllTheKidsinLakeland
- Ce2k191stGrade
- LKDLOKLSHLTR
- LakelandFood

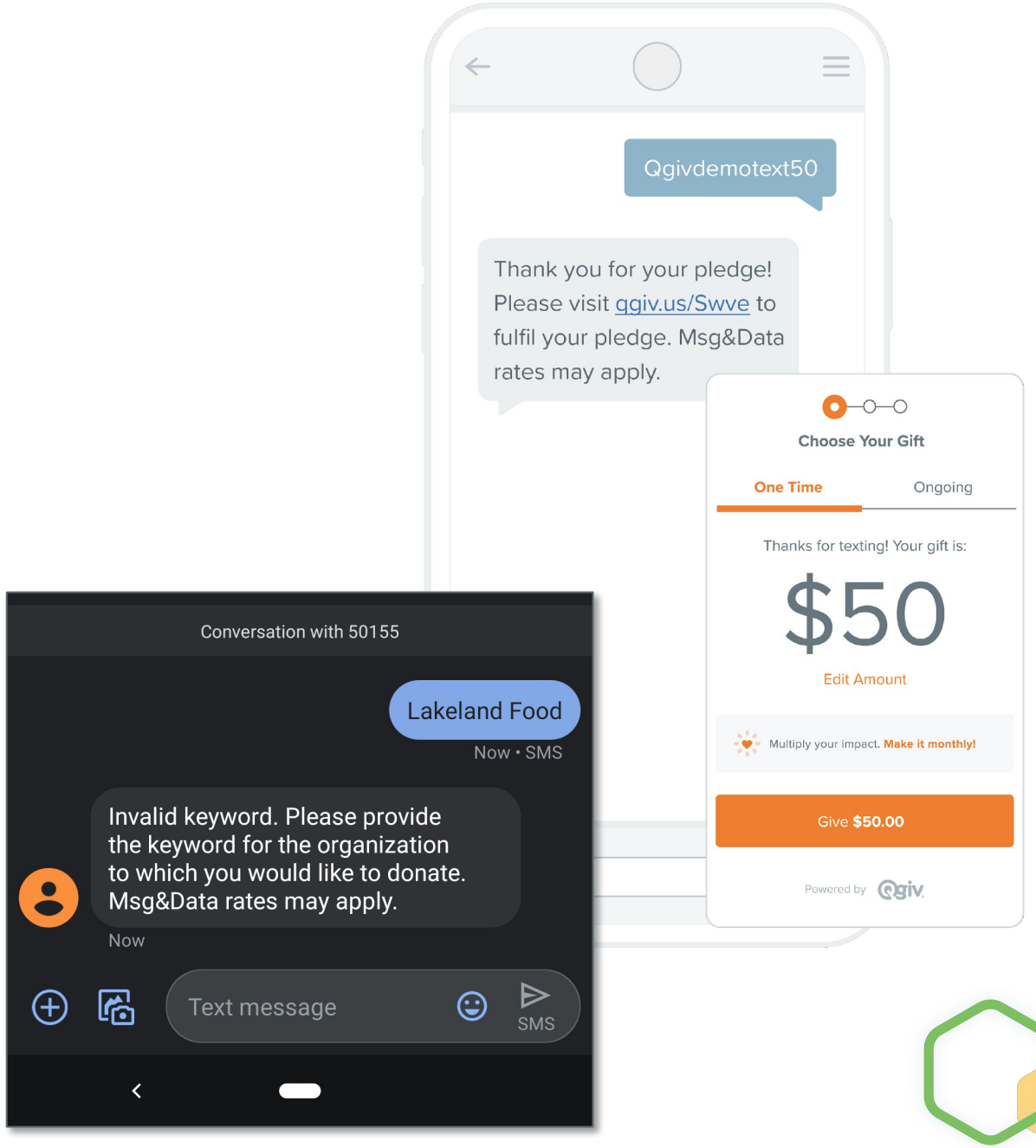
Test Your Keywords

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

+ Your device
+ An Android device and an iPhone
+ 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?

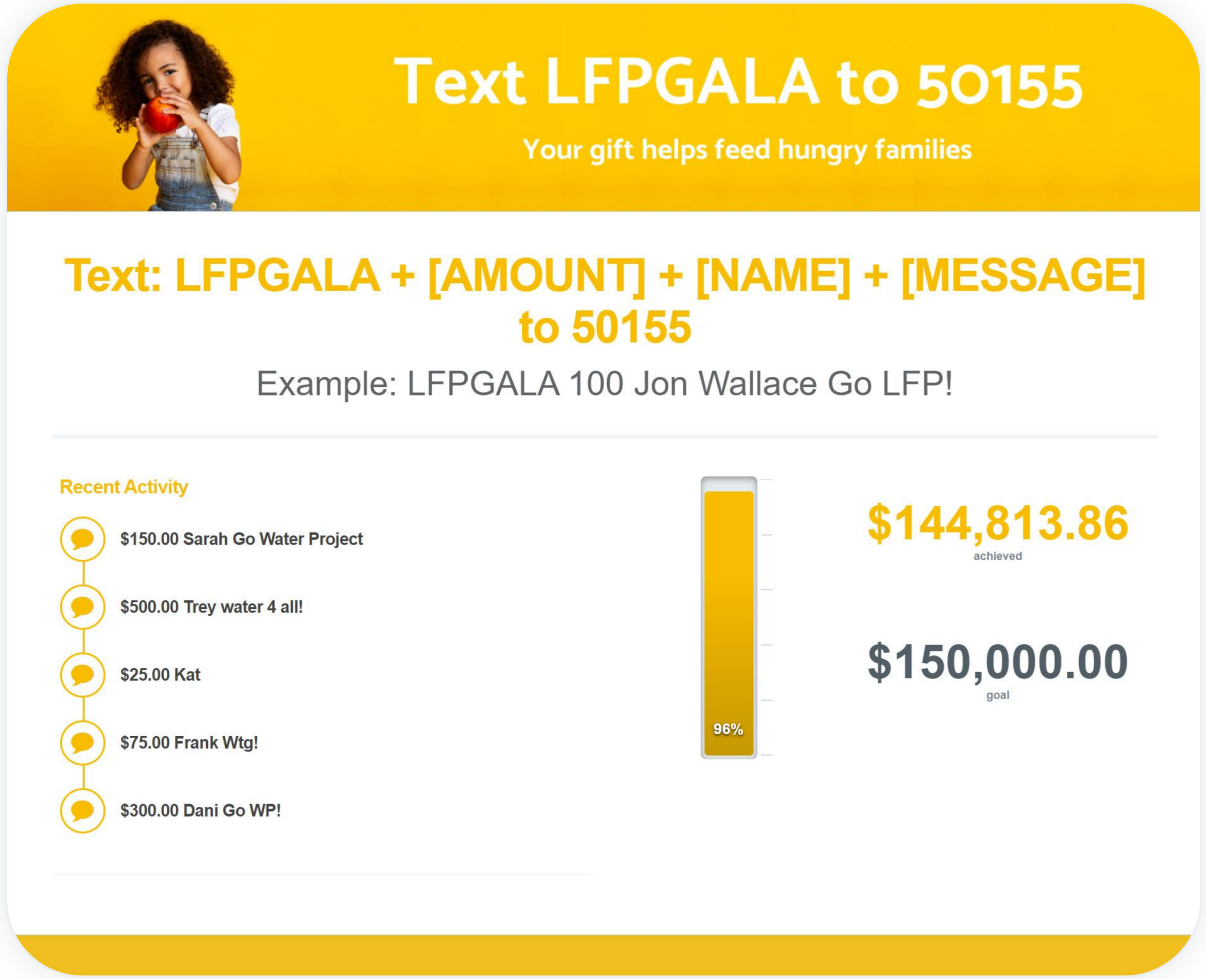


Write It Down

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

Include your keyword, number, and other pertinent information:

- On a brochure or flyer
- In a social post
- In your fundraising emails
- On a direct mail appeal
- On a screencast during events and when you run appeals
- On event signage and in event programs
- Everywhere!



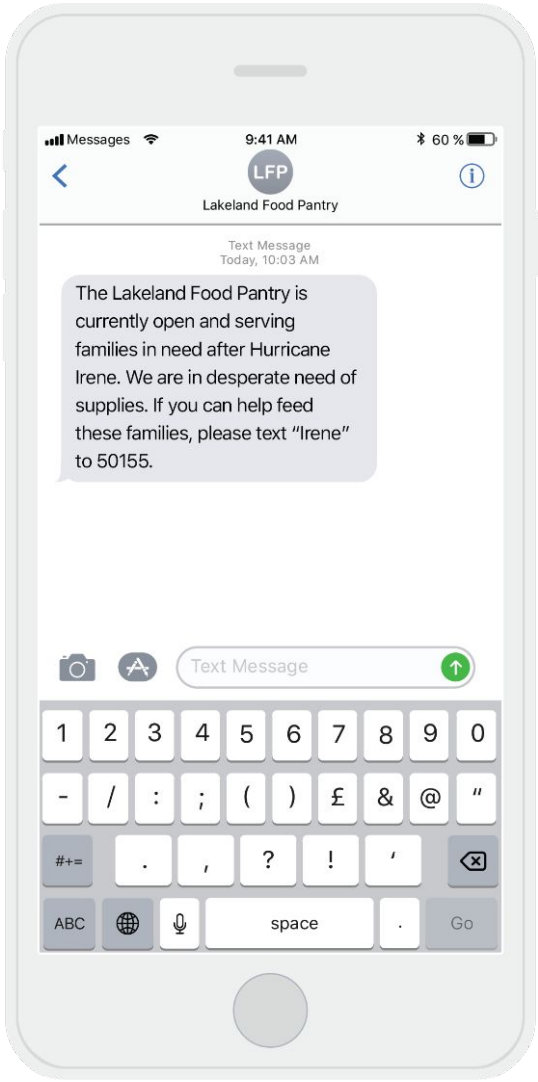
Use It Wisely

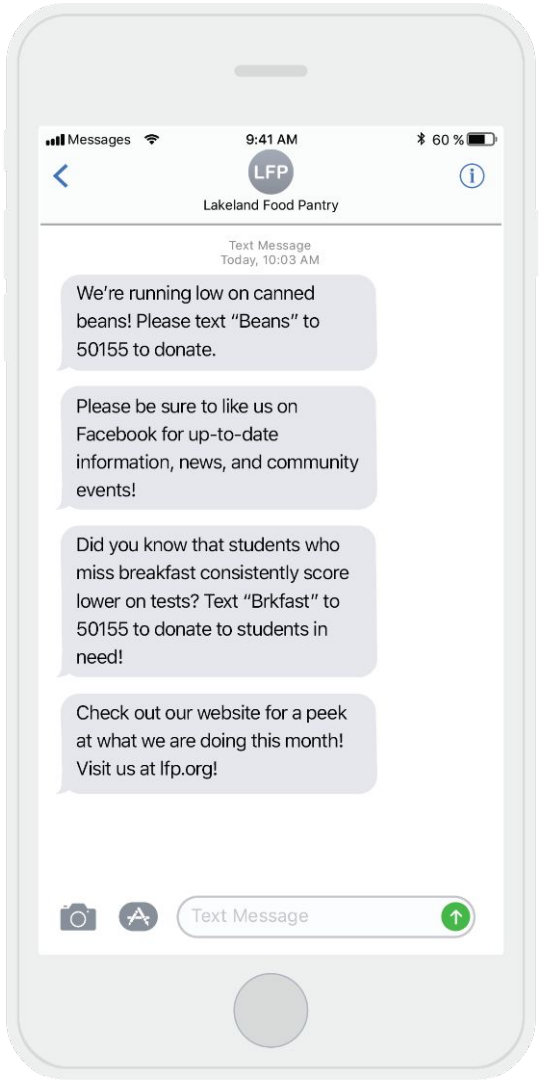
Text communications are great! They are highly personable and provide a quick and engaging way to interact with donors. However, it's very easy to overuse and be intrusive to donors.

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!





Segment Appeals

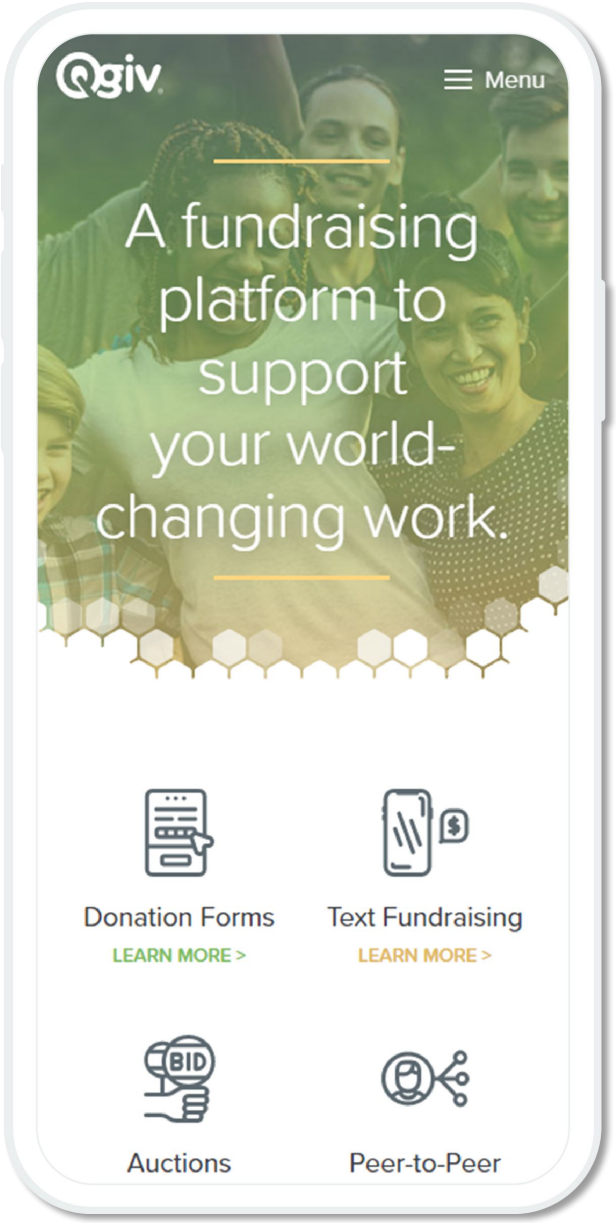
Segment communications and send out appeals through text message.

- Can be a simple ask for funds or specific ask to sustaining donors to upgrade their gift
- Monitor how often you send texts and monitor engagement
- If more people donate from a monthly appeal vs. a weekly appeal, then you'll want to adjust your frequency to match

Mobile Optimized

Donors pay bills, take photos, post on social media, send emails and texts, AND donate on their mobile devices every day.

- **54%** of nonprofit emails are opened on mobile devices
- **53%** of mobile users will leave a page that takes more than 3 seconds to load
- Donations increase by **216%** when your form is mobile optimized

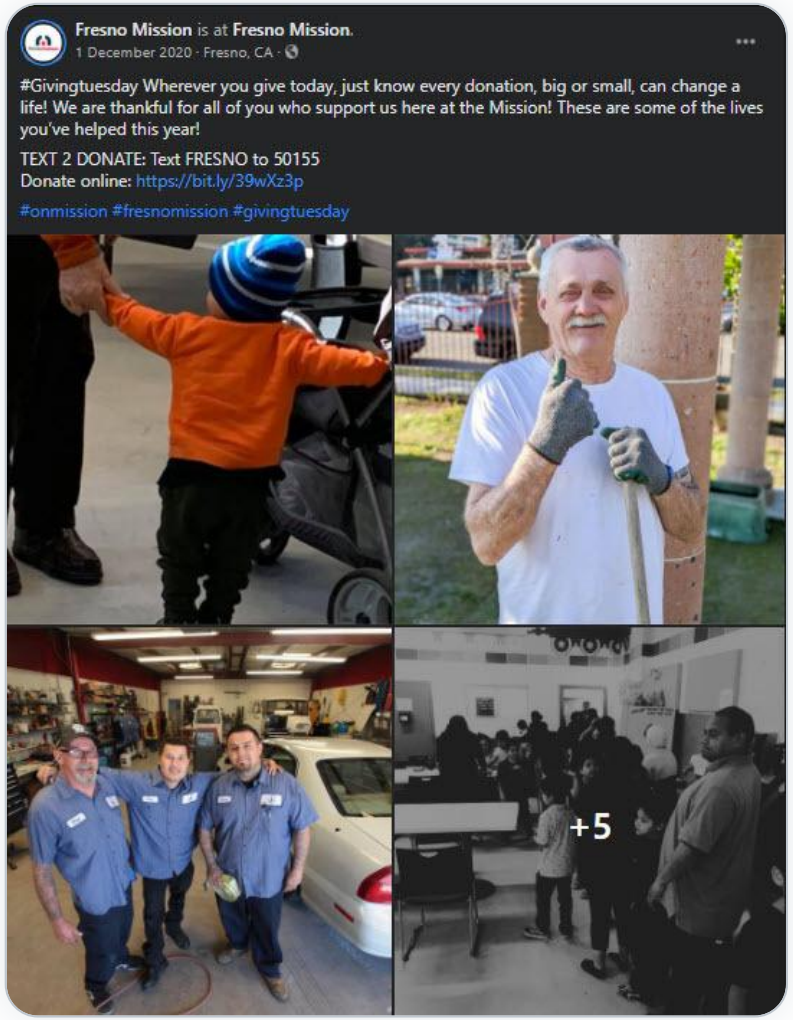


Text Fundraising Examples

Fresno Mission – Giving Tuesday

Fresno Mission integrated text fundraising into their Giving Tuesday campaign.

- Simple keyword: FRESNO
- Included the keyword in many of 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



Scripps Howard Fund

The Scripps Howard Fund launched their Maui Wildfire Relief campaign, accompanying their efforts with text fundraising.

- Shared text fundraising information on multiple news outlets.
- Cross promoting this campaign on their social media feeds.

Pilgrim Pines Phonathon

Pilgrim Pines hosted a phonathon using text fundraising.

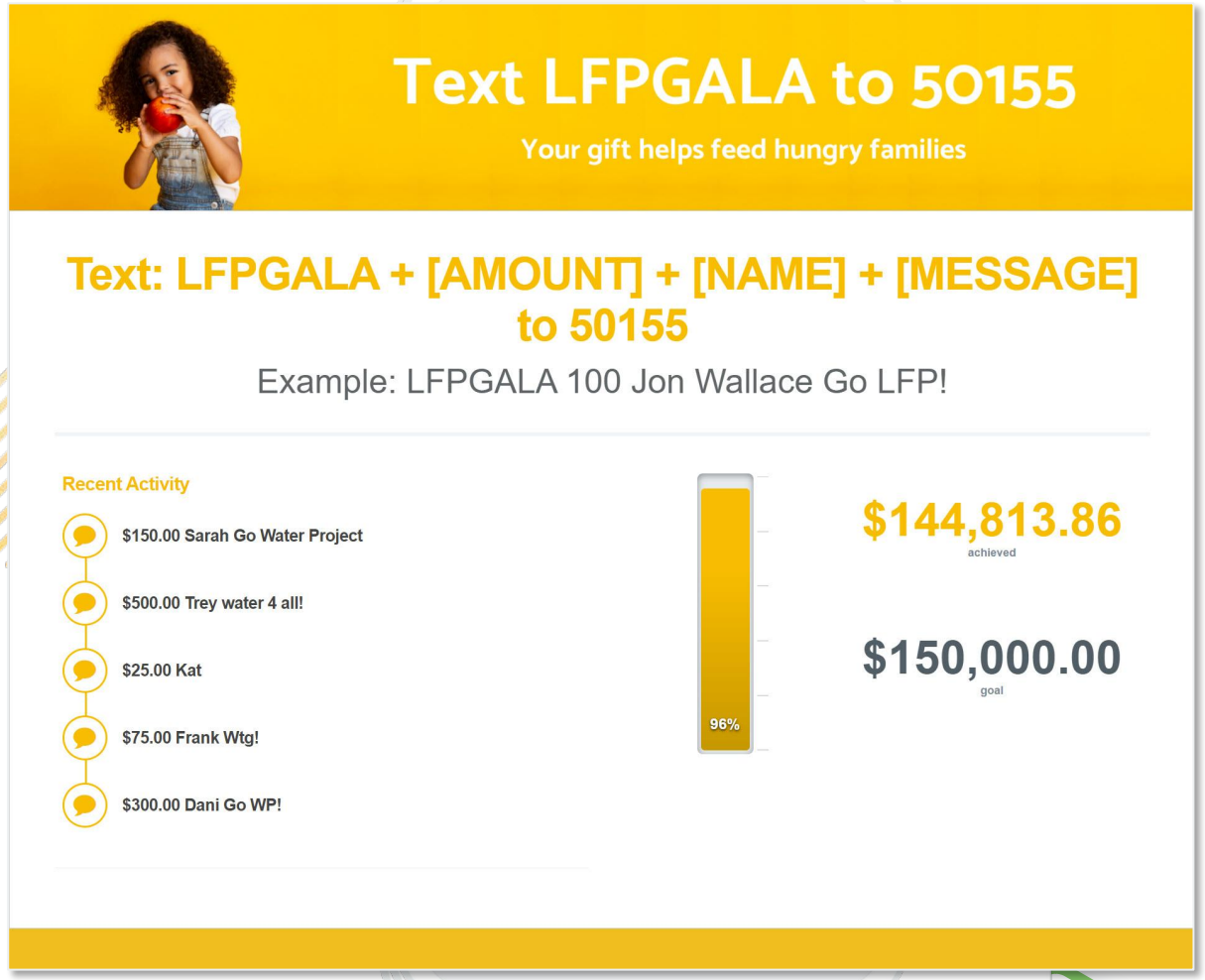
- Used text fundraising in their Facebook promotions, like this image here.
- Posted video testimonials from employees, volunteers, and camp goers on social media with links to their event page and text keyword.

Qgiv's Text Fundraising Tools

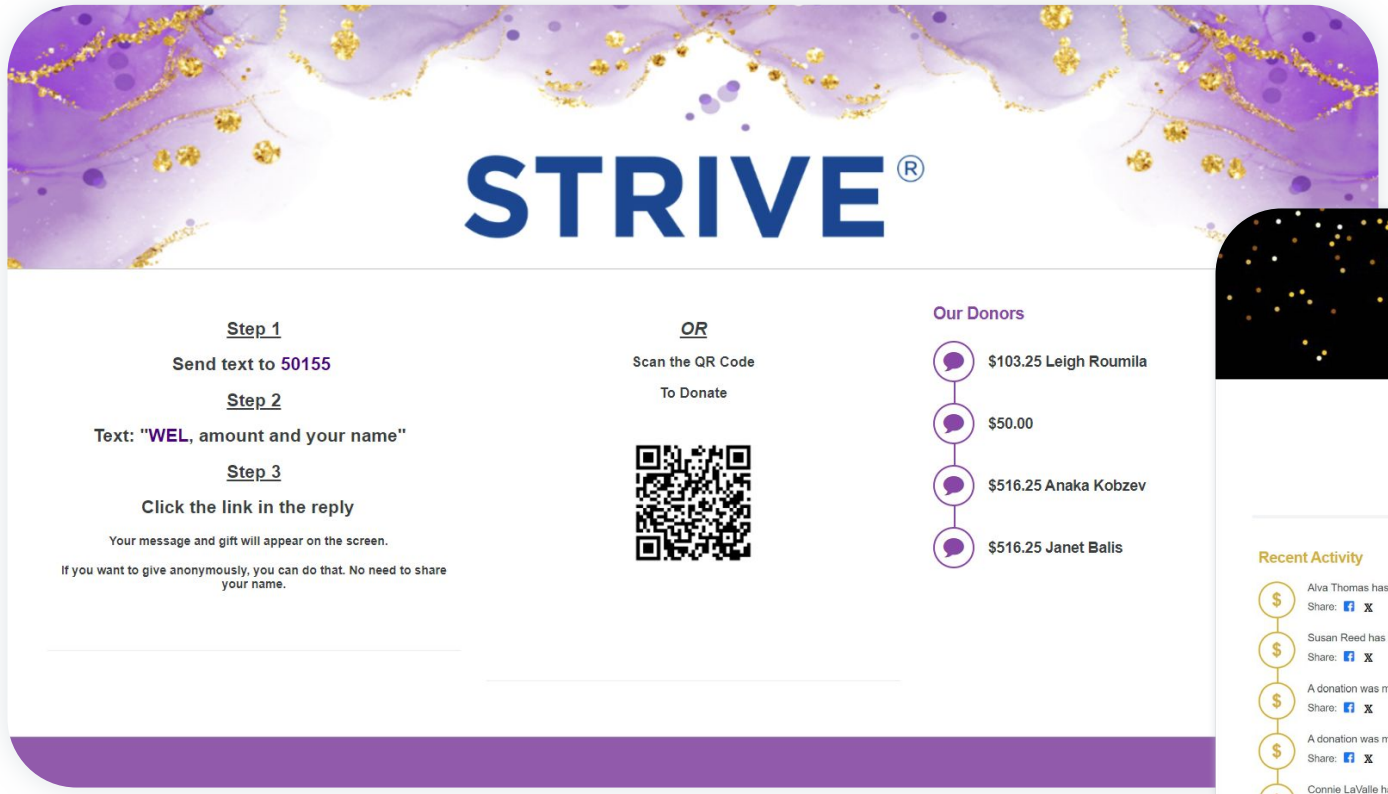
Text Fundraising Platform

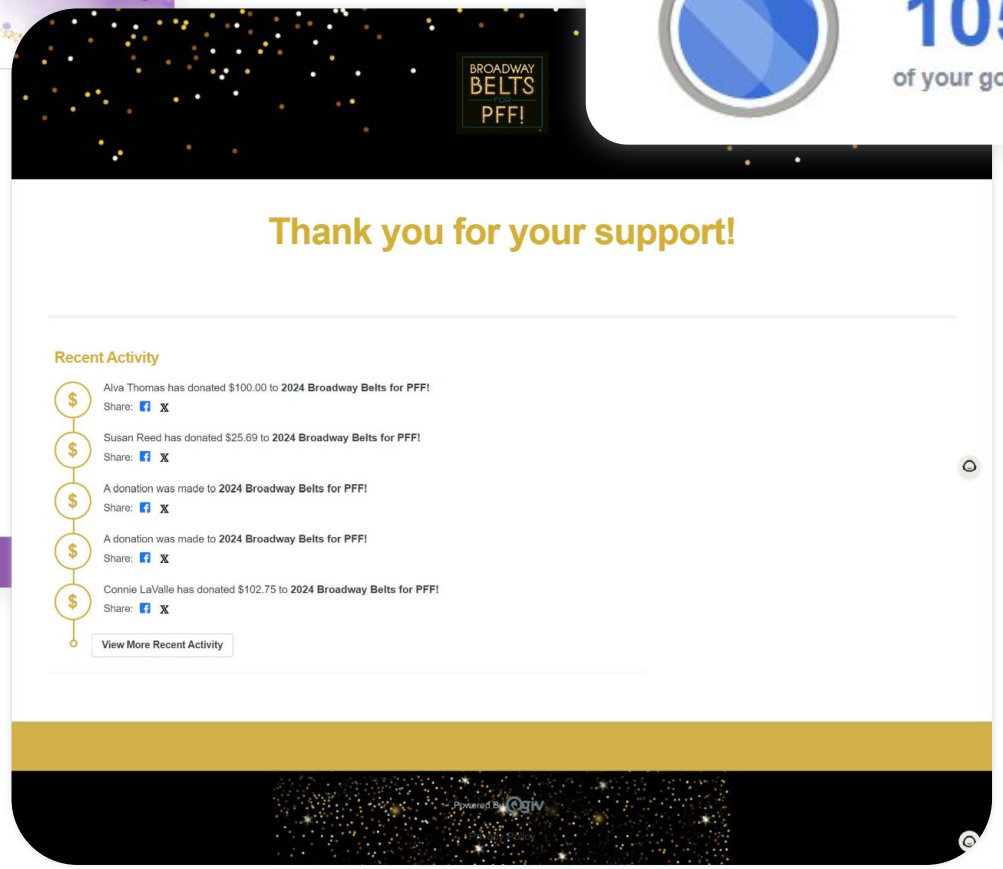
The Text Fundraising package includes:

- 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
- Contact lists
- Pledges
- Automatic reminder messages
- FundHub Live



FundHub Live Examples





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+ Level up your fundraising results and unlock future giving potential by unifying your donor data and tools.
+ Build meaningful relationships with deeper donor insights and time saving tools.

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