



Thumbs Away!

*Next-Level Strategies for Using Text
Messaging to Connect with Donors*



Wait, Who Are You?

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Nonprofit Education Manager

- + Eight years at Qgiv
- + Board member and nonprofit volunteer
- + Passionate about turning research and nonprofit best practices into easy-to-understand resources
- + Also an amateur beekeeper, gardener, and fairy-tale writer





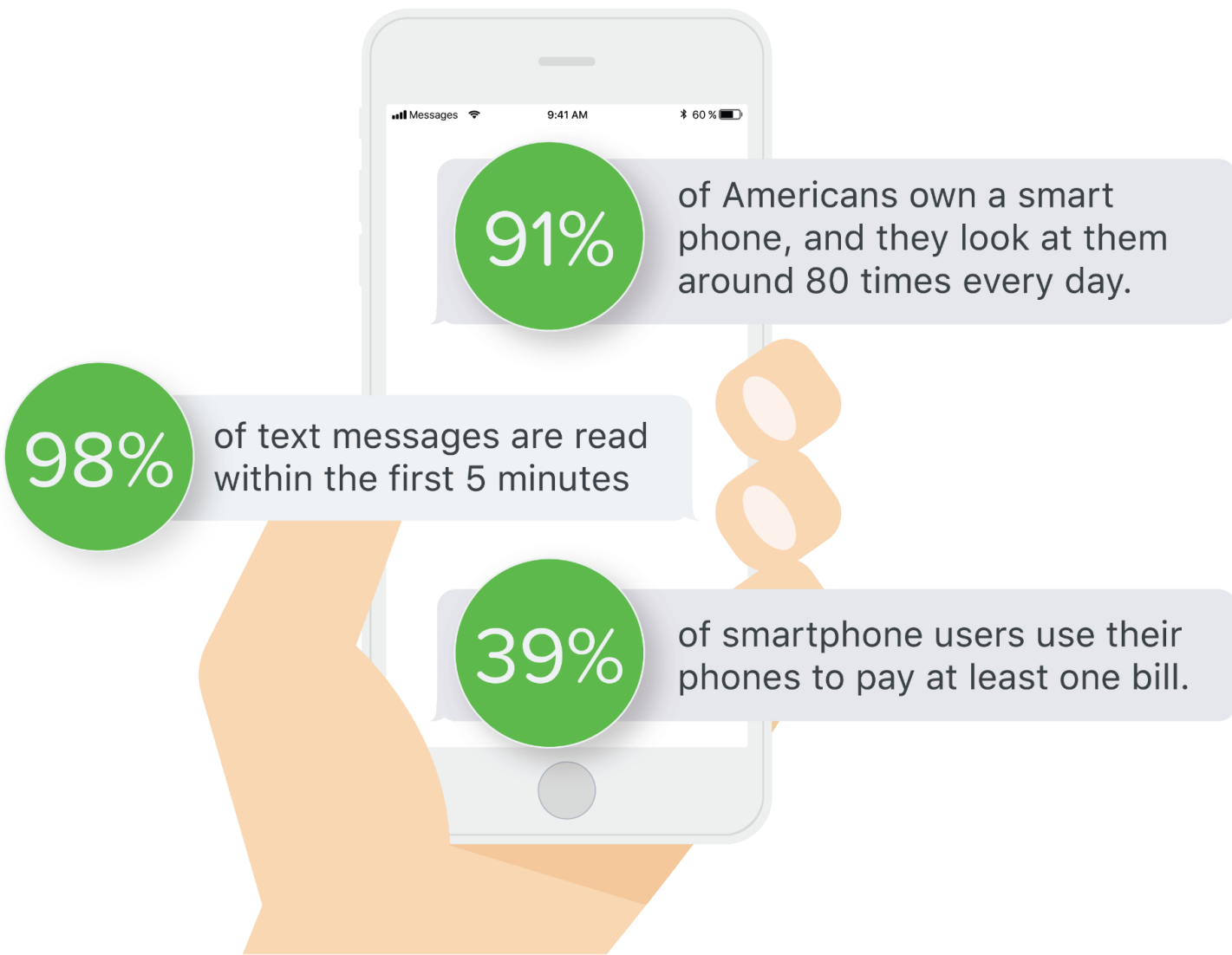
Texting Is Here to Stay

Tips and strategies for using text tools during your next fundraising campaign

Here's What You'll Learn Today:

- + Why texts are so powerful
- + How to get started
- + Styles of text donations
- + Tips for outbound texting

The graphic is a promotional banner for a fundraising campaign. At the top left is the 'abc 7 NEWS' logo. In the center, the text 'Feeding THE DMV' is written in a mix of cursive and bold blue fonts. To the right is the 'CAPITAL AREA FOOD BANK' logo, which includes a stylized building icon. Below the main title, the text '\$20 FEEDS A FAMILY FOR A WEEK' is prominently displayed in large, bold, white letters with a black outline. To the right of this text is a blue silhouette of a family (two adults and two children) standing next to a cardboard box overflowing with various fruits and vegetables. Below the family and box, there is a white equals sign. To the left of the equals sign is a \$20 bill. At the bottom left, a blue banner contains the text 'DONATE @ WJLA.COM/HUNGER OR TEXT: FEEDTHEDMV TO 50155' in white and red. The box of donations at the bottom right has the word 'DONATIONS' written on it in red.



First: Why Try Using Text Fundraising?

10.2%

Prefer to give by text

7%

Baby
Boomers

34%

Gen X

30%

Millennials

30%

Gen Z

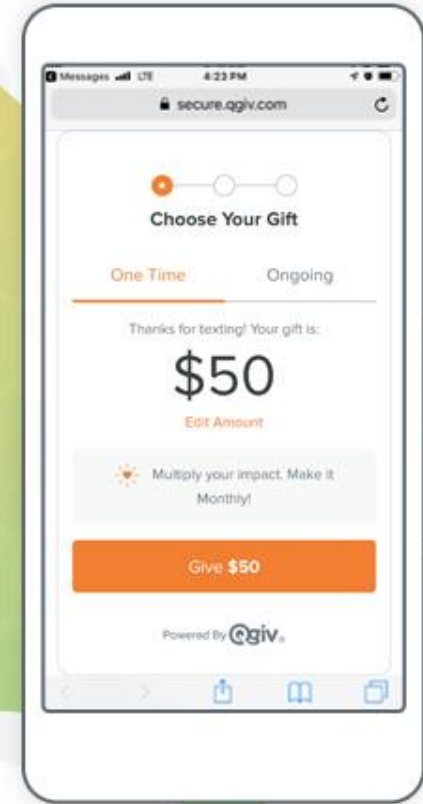
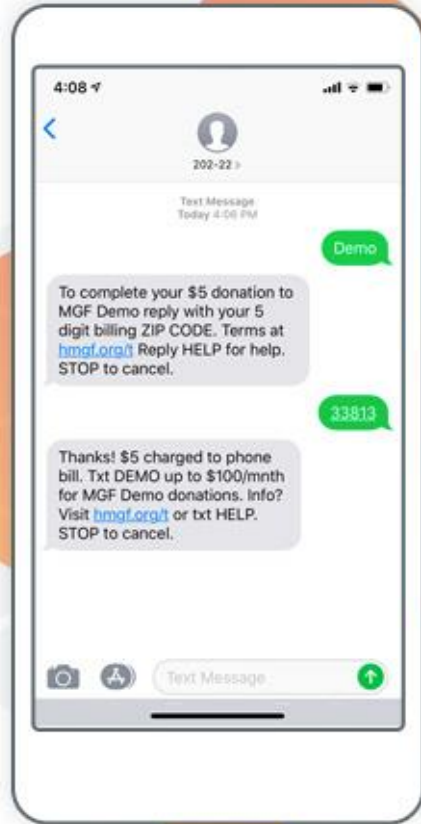
Who Wants Text Messages?



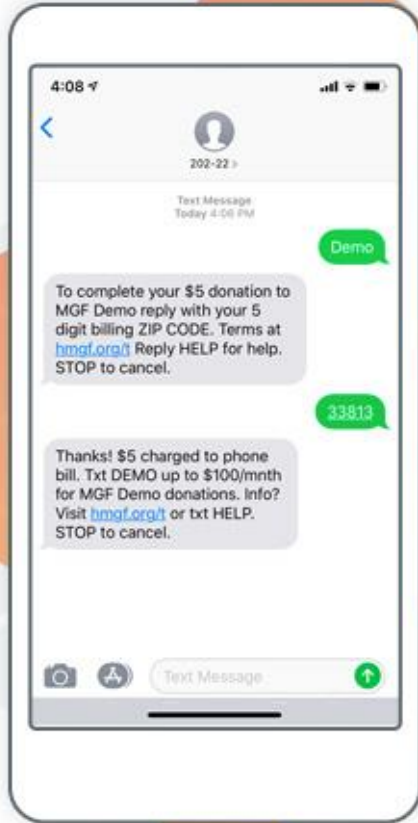
Choosing a Platform

There are two major kinds of text fundraising tools

First, choose the tool that's best for your organization

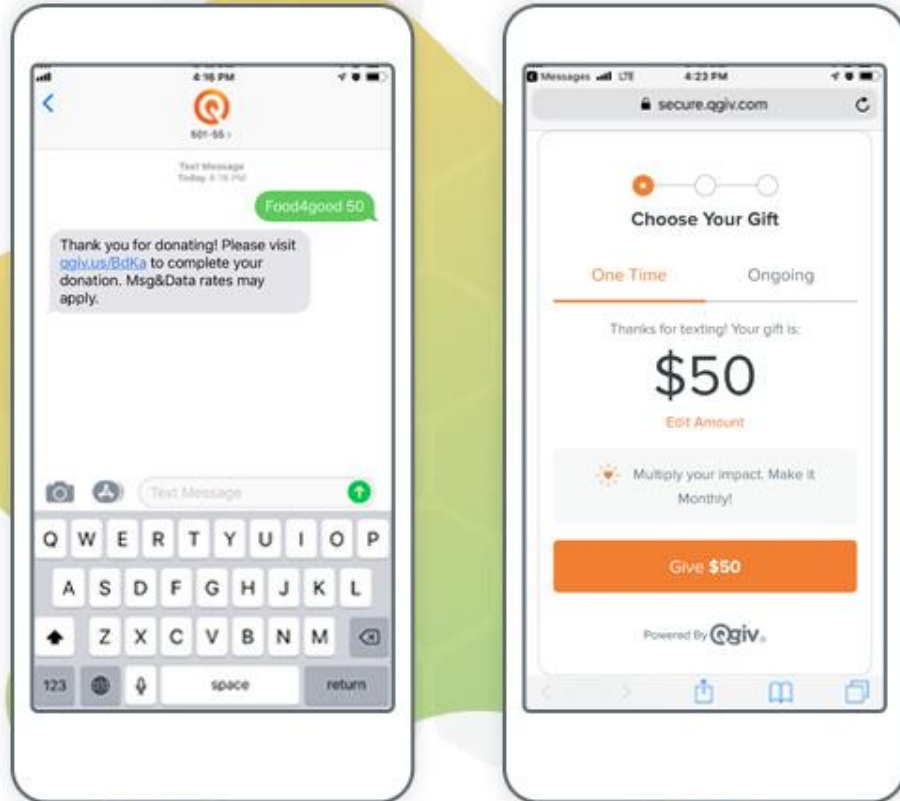


Method One: Text-to-Give



- + Also called “bill-to-carrier”
- + Popularized in campaigns from orgs like The Red Cross
- + Easiest for donors
- + Requires an account with the Mobile Giving Foundation
- + More expensive
- + Takes longer to get disbursements

Method Two: Text-to-Donate



- + Form-based donations
- + Slightly more involved
- + Lower costs makes it more accessible
- + Donations are processed immediately
- + More opportunities to collect donor data
- + Potential ability to follow up with donors who haven't completed their gift

BONUS: Outbound Text Messaging



- + Powerful communication tool
- + Best when used for urgent appeals and important updates
- + Requires supporters to opt into receiving text messages from your organization (more on this later!)



Getting Started

Keep these tips in mind when you're planning a text campaign

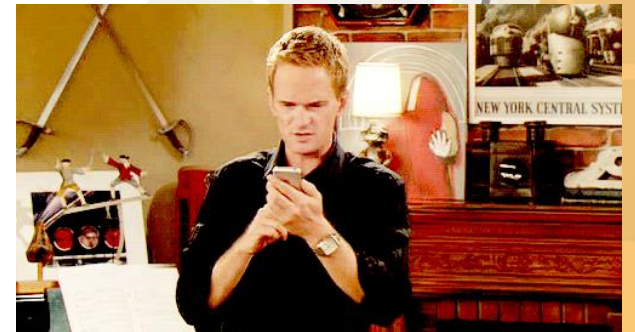
Using text messages is a powerful (and effective!) communication tactic.

Remember these best practices so donors have the best experience!

✔ You need your donors to do this:



✘ And not this:



Choose Simple Keywords

✔ Yes

✔ LRCGala

✔ LklidFood

✔ Eagle21

✔ LKLDSPCA

✔ FeedFL

✘ No

✘ FeedAllTheKidsinLakeland2021

✘ Lklidfdptry

✘ CE2k191stGrade

✘ LKLDNOKLSHLTR

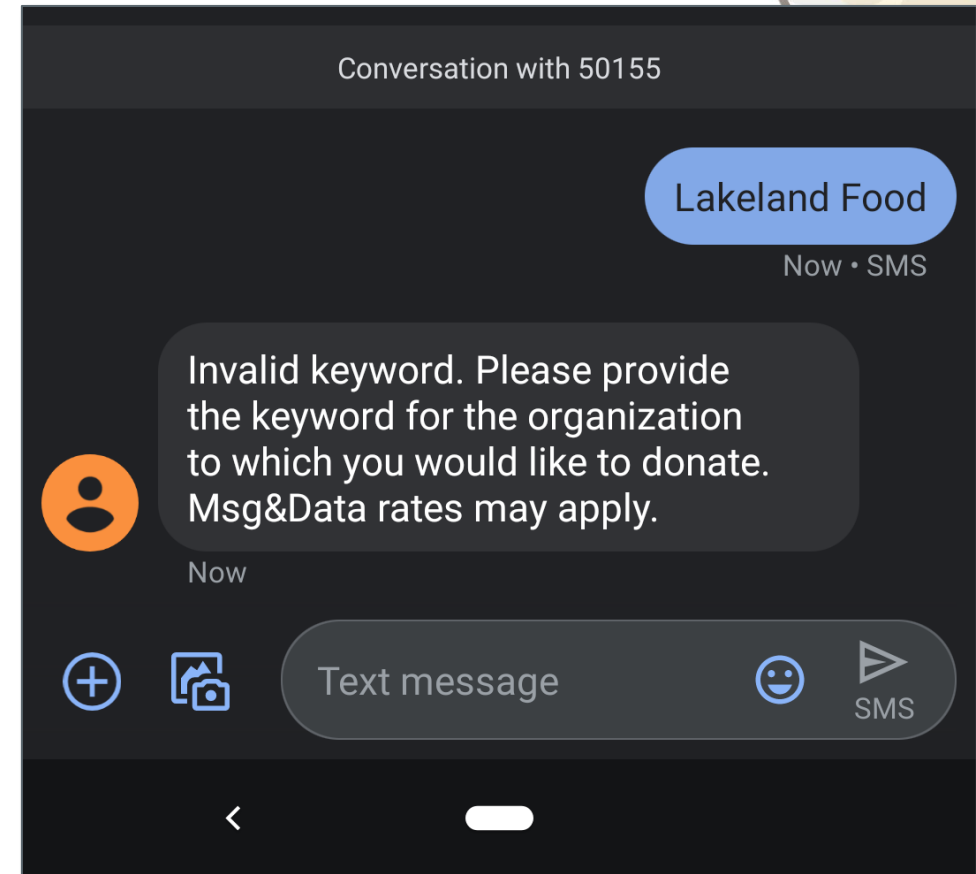
✘ LakelandFood

Then, Test Your Keywords

Want to know if your keyword will work? Test it!

- + Test it on your device
- + Ask others to test it on their phones

Is it too hard? Does autocorrect mess it up? Does anyone keep forgetting your keyword?





Spread the Word

Share your text keyword anywhere your donors hang out

Write It Down!

You could have the simplest keyword of all time, but people will still want to see it written down!

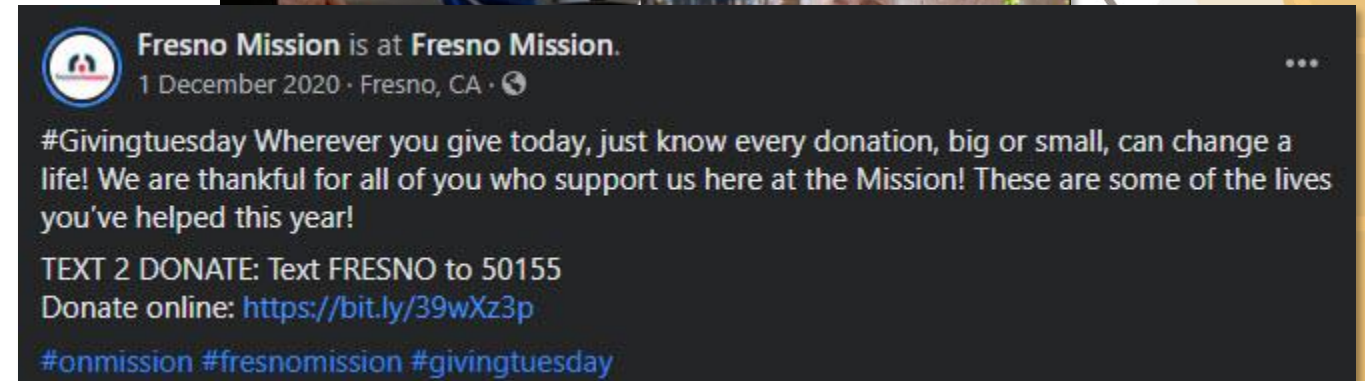
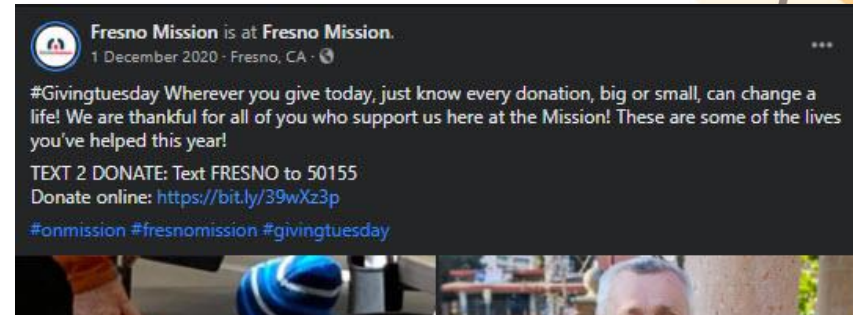
Make sure your donors can see your keyword and the number in case they need them.



Write It Down!

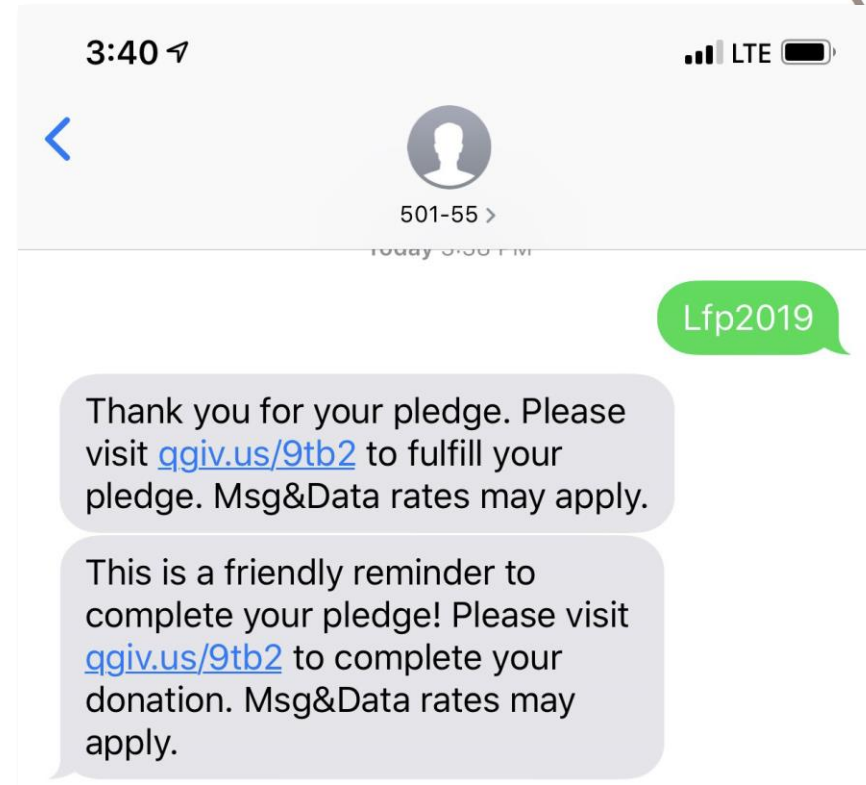
Include your keyword and number:

- + On a screen cast at an event
- + On a brochure
- + On a direct mail appeal
- + On a billboard
- + On event signage
- + Everywhere!



Make the Most of Reminder Messages

Distractions happen! Use reminder messages to encourage donors to finish their gifts.





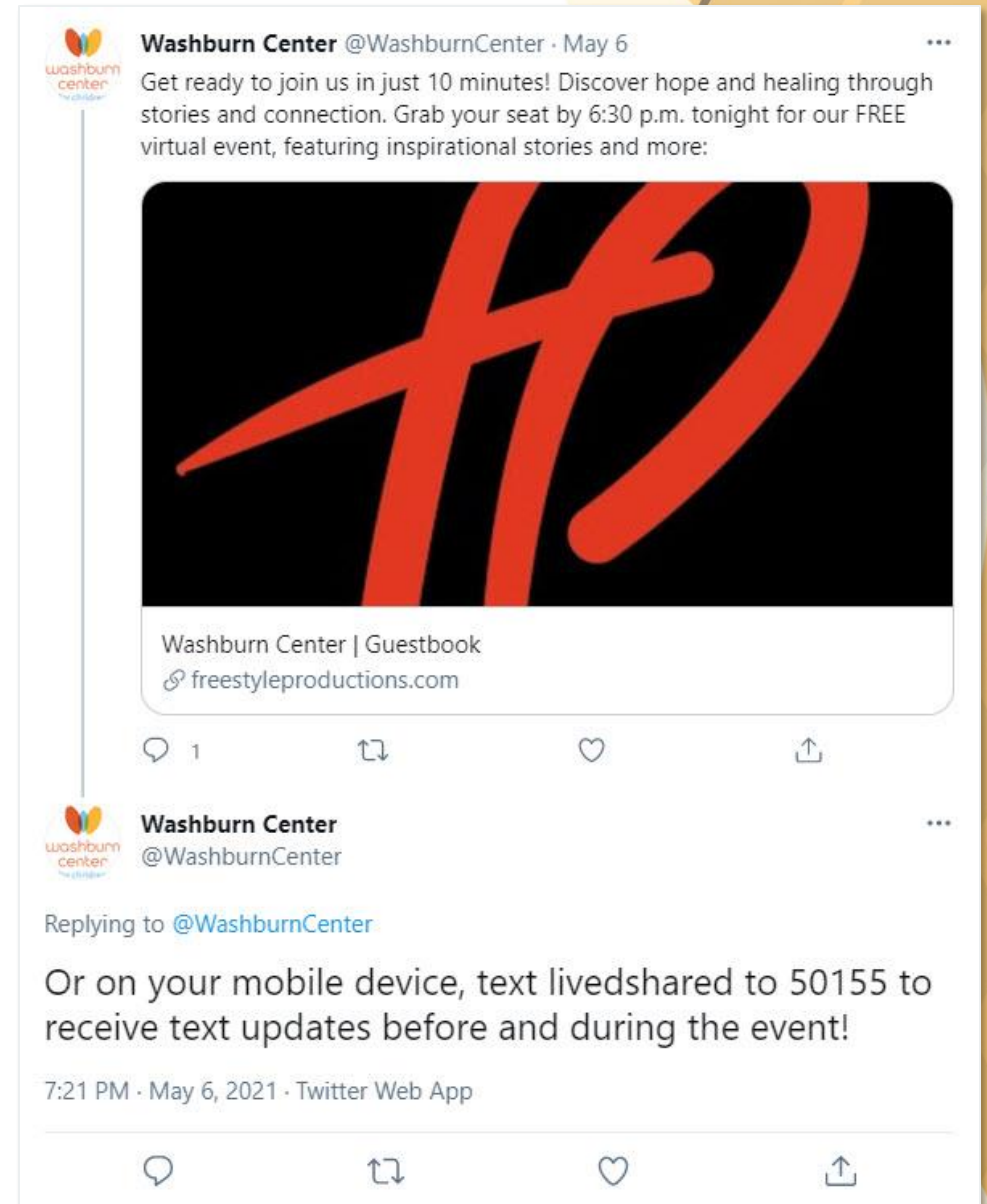
Communicate with Donors

Simple tips for making the most of this communication channel

Build Your List

Your donors must opt into receiving messages from you! Build your list by:

- + Making a good case for opting in
- + Sharing your opt-in keyword on social channels and other outlets
- + Collecting opt-in information during the registration process (with a caveat!)
- + Asking people to opt into receiving updates at in-person events and awareness-raising campaigns

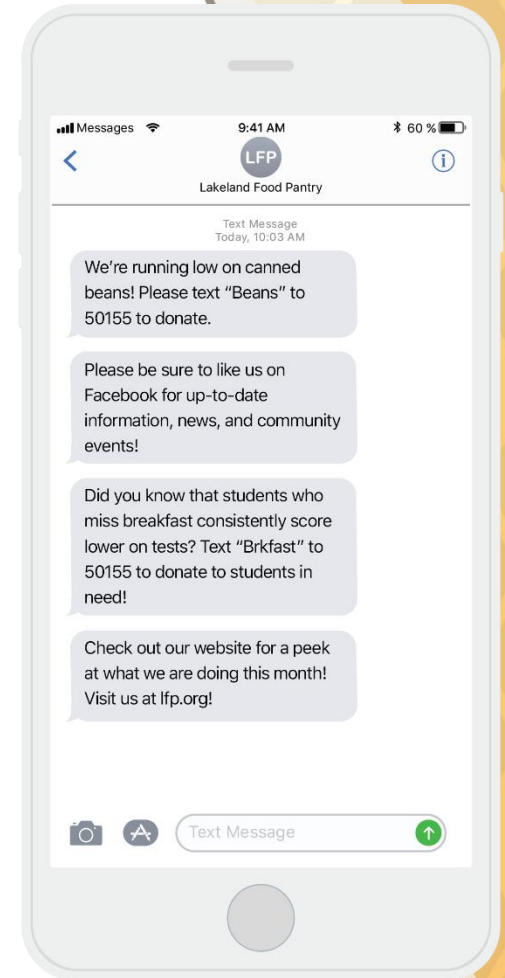
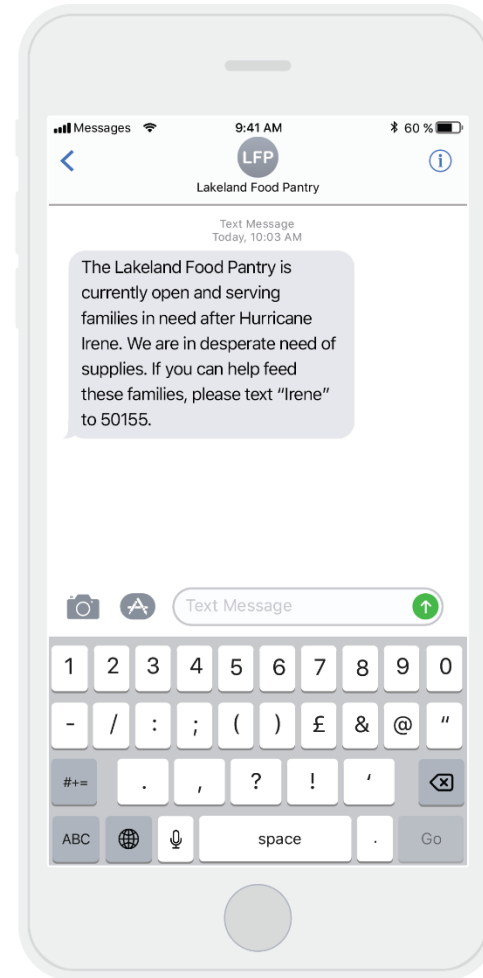


Use Outbound Texts Wisely



Text communication is effective because it's highly personal.

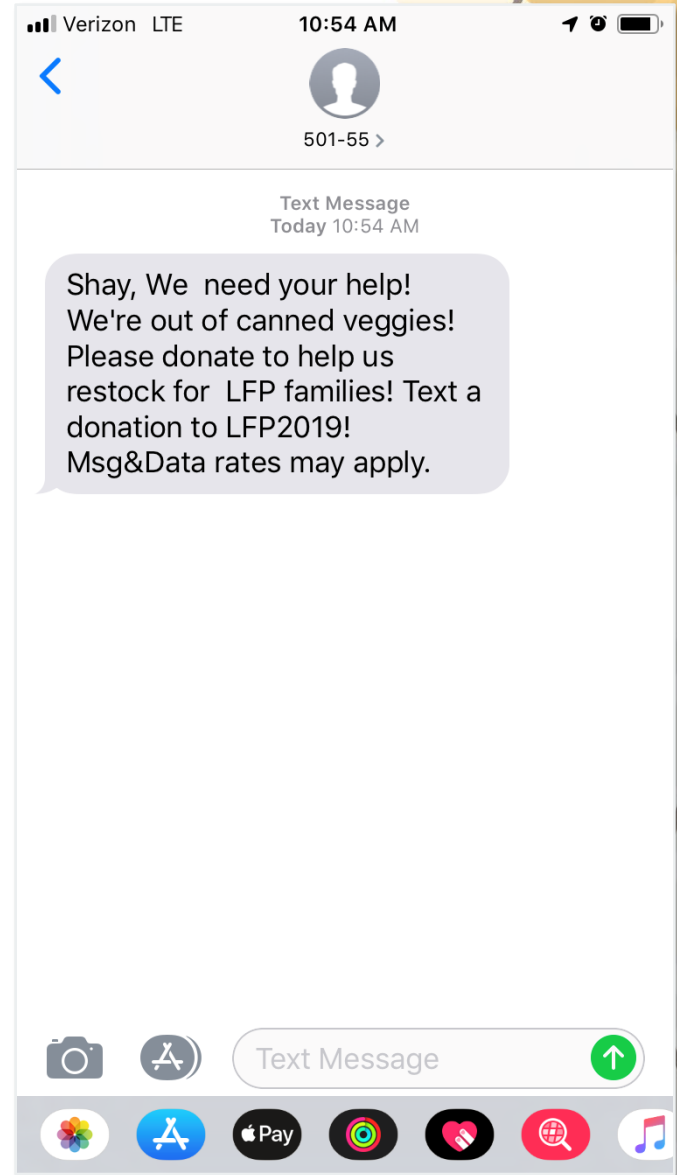
This also makes it extremely easy to over-use. Occasional texts are powerful. Constant texts are intrusive!



Make the Most of It!

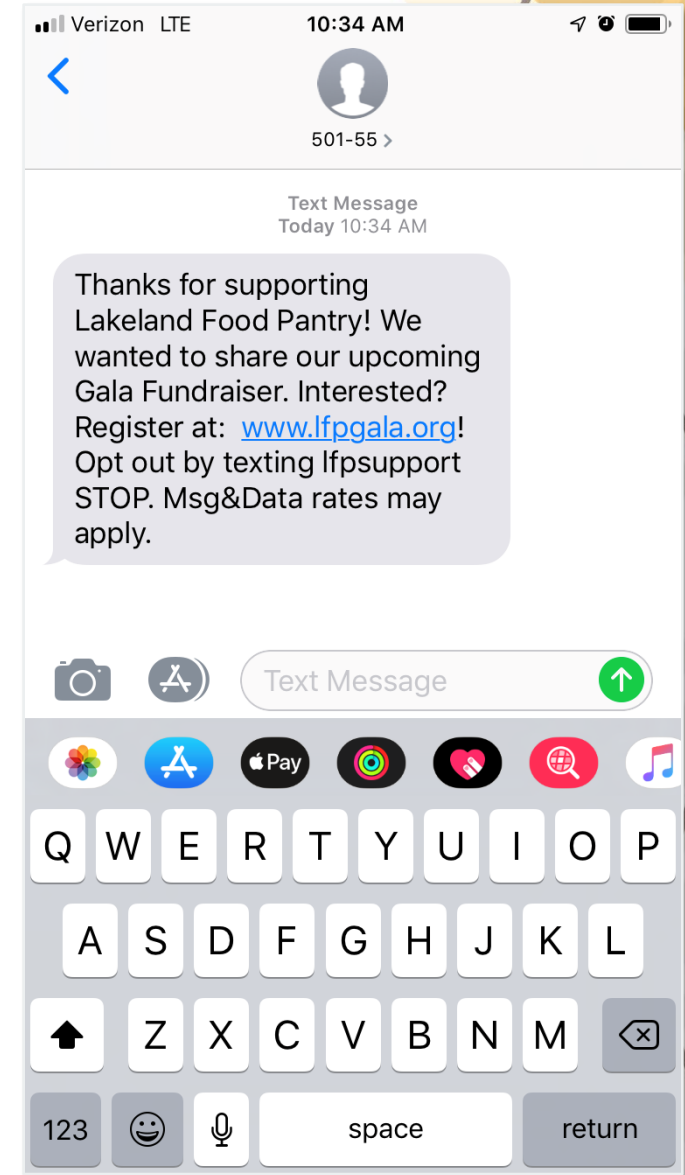
Use text messages strategically when they'll make the biggest impact:

- + Urgent appeals
- + Time-sensitive appeals
- + Calls for specific action or advocacy
- + Important reminders (events, etc)
- + In-event interactions for specific lists



Let People Opt Out

Donors must opt in, and they must also be able to opt out! Give them that option by including opt-out information in your initial text message



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Today's Big Takeaways



- + Text-based fundraising and communication is important!
- + The first step to getting started is to **choose the tools that are right for you**



- + Next, set up your keywords. Keep them **simple and easy to type!**
- + **Share your keywords** anywhere your donors will see and respond to them.
- + **Set up reminder messages** to boost donation completion rates.



- + When sending outbound text messages, **send them strategically** when they will make the biggest difference. Don't forget your opt-out information!



Questions?
