

BEYOND THE BASICS

Taking MobileCause to the Next Level



AGENDA



Scott Couchman

Training Manager

MobileCause

- Going Beyond the Text-to-Donate Activity
- Reusing Keywords, Copying Forms and Elements
- Building a Survey
- Building Two Styles of Sponsorship Forms

POLL



What activities/forms have you created in MobileCause?

1. Nothing Yet, just starting out
2. Text-to-Donate
3. Crowdfunding and Peer-to-Peer Fundraising and/or Event Page
4. Ticketing / Registration
5. Other (Memberships, Sponsorships, Surveys, Signups, etc.)

MOBILECAUSE FUNDAMENTALS

1. Live or Recorded Training
2. Quiz yourself on the topics
3. Earn Certification!

Live Training and Certification

Home » Training

Live Training and Certification

Last Modified on 01/26/2021 11:06 am PST

The **MobileCause Fundamentals** series of live training sessions takes you through the most common usage of a MobileCause account, through four different sessions throughout the week.

After every session, you can take a quick quiz to challenge your skills. If you attend the four Fundamentals classes (or watch the recorded versions), and pass all four quizzes, we will send you a Certificate of completion in your email and you can call yourself a MobileCause Professional.



Mondays

10am PT /
1pm ET

**Navigation and
Reporting**

Fundamental Class: Get to know your MobileCause account! We'll take a tour of the application, discuss ways to use the different functions within your account and how you can see the health of your accounts from the dashboard, within a campaign and through reporting. We will define specific phrases and concepts to get you comfortable using your account.

Register

Quiz

Recording

Tuesdays

10am PT /

**Donation and
Event Activities**

Fundamental Class: As hands on as you want it to be, the Donation and Event Activities class will take you through the design process of the most common activity in MobileCause, and

Register

Quiz

GOING BEYOND THE TEXT-TO-DONATE ACTIVITY



UNDERSTANDING ACTIVITIES

- All Activities start with the Text to Donate Activity
- Understanding the Text to Donate allows you to design anything in MobileCause



THINK SWISS ARMY KNIFE

- More than just Text-to-Donate
- Engage your audience
- Provide options for your supporters



REUSING KEYWORDS, COPYING FORMS and ELEMENTS



RELATED ARTICLES

- Can I reuse, move or reassign my keyword to a new campaign or event?
- Copying Forms
- Copying Form Elements

BALLOONSCCLASSIC on 41444 (Active)

Online Forms

[+ Create New Form](#)

Form Name	Form Type	Public Link	Actions
The Best Text to Donate editing	Text to Donate	igfn.us/form/ve5zXg	...
Survey of Champions	Survey	igfn.us/form/K_ssDQ	...

The Best Text to Donate Text to Donate (default)

[Manage Sections](#)

[Desktop](#)

[Mobile](#)

Copy Element

Choose Destination Form

The Best Text to Donate (BALLOONSCCLASSIC on 41444)

Choose Destination Section

✓ Please select

Personalized Header Section

Suggested Amounts

Recurring Donations

Contact Information

Payment Information

Footer Message

Form Submit

BUILDING A SURVEY



RELATED ARTICLES

- [Survey Activity Design](#)
- [Add Form Elements](#)

12345 67890 12345 67890

Address
123 Address Blvd

City
Your City

State Zip *
Your State 12345

Survey Questions


How do you prefer to donate?
Select Option

What is one other cause you support?
Enter Info

How do we show that your gift is meaningful to us?

255 character limit 0 / 255

☒ I acknowledge that my answers will be used for informational purposes only to help this non-profit organization



Submit Answers

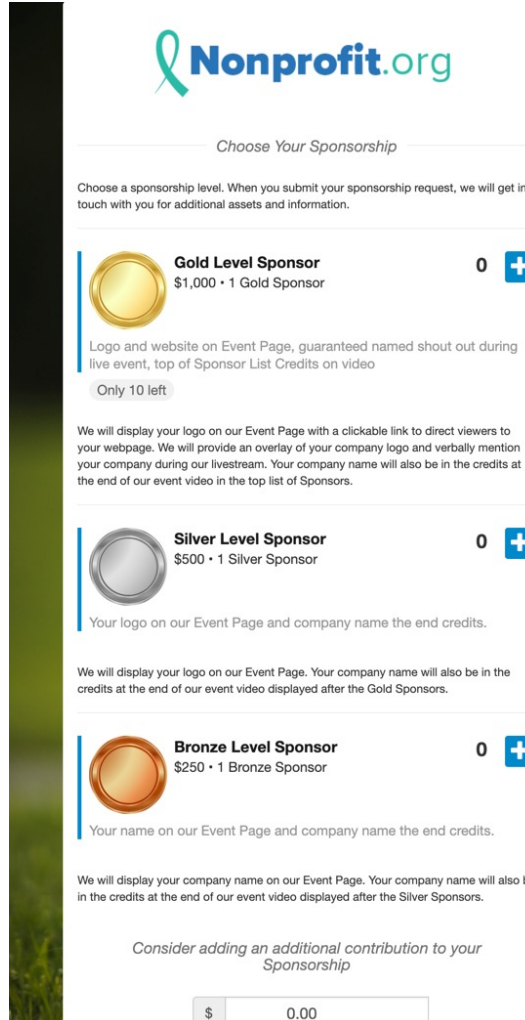


BUILDING TWO STYLES OF SPONSORSHIP FORMS



RELATED ARTICLES

- [Corporate Sponsorship Activity Design](#)
- [Sponsorship Using Item Form Element](#)
- [Sponsorship Using Manual Creation](#)



The screenshot shows the 'Choose Your Sponsorship' section of the Nonprofit.org website. It features three sponsorship levels: Gold Level Sponsor (\$1,000), Silver Level Sponsor (\$500), and Bronze Level Sponsor (\$250). Each level includes a description of the benefits and a '0' with a plus icon to indicate the number of sponsors. At the bottom, there is a text input field for an additional contribution, currently showing '\$ 0.00'.

Nonprofit.org

Choose Your Sponsorship

Choose a sponsorship level. When you submit your sponsorship request, we will get in touch with you for additional assets and information.

Gold Level Sponsor
\$1,000 • 1 Gold Sponsor

Logo and website on Event Page, guaranteed named shout out during live event, top of Sponsor List Credits on video

Only 10 left

We will display your logo on our Event Page with a clickable link to direct viewers to your webpage. We will provide an overlay of your company logo and verbally mention your company during our livestream. Your company name will also be in the credits at the end of our event video in the top list of Sponsors.

Silver Level Sponsor
\$500 • 1 Silver Sponsor

Your logo on our Event Page and company name the end credits.

We will display your logo on our Event Page. Your company name will also be in the credits at the end of our event video displayed after the Gold Sponsors.

Bronze Level Sponsor
\$250 • 1 Bronze Sponsor

Your name on our Event Page and company name the end credits.

We will display your company name on our Event Page. Your company name will also be in the credits at the end of our event video displayed after the Silver Sponsors.

Consider adding an additional contribution to your Sponsorship

\$ 0.00





IN CONCLUSION



SWISS ARMY KNIFE EXAMPLE

Petitions (Hammer version):

- Non-payment form
- Add Acknowledgement / “Digital Signature”

Petitions (Swiss Army Knife version):

- Event Page for video / text testimonials
- Crowdfunding and Peer-to-Peer Fundraising for counting signatures



MobileCause Fundamentals

1. Live or Recorded Training
2. Quiz yourself on the topics
3. Earn Certification!

Live Training and Certification



Advanced Live Certification Training

1. Beyond the Basics
2. Ticketing
3. Event Page
4. Reporting and Analytics

Coming in April

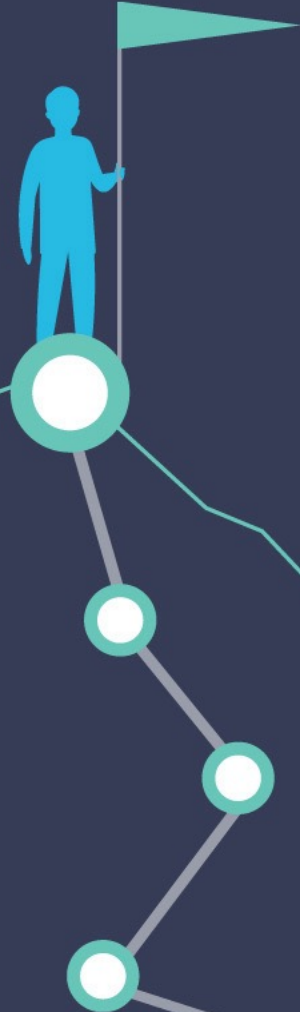


QUESTIONS



Scott Couchman

Training Manager
MobileCause





Work on your campaign with our Digital Fundraising Strategy team: <http://mobilecause.me/dfsinfo>



training@mobilecause.com



Customer Support Team:
support@mobilecause.com

