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MobileCause Academy Training

# **FUNDRAISING EVENT KIT: Everything You Need for Outstanding Galas and Luncheons**

# USING GOTOWEBINAR

Chat with us!

Show/Hide Controls

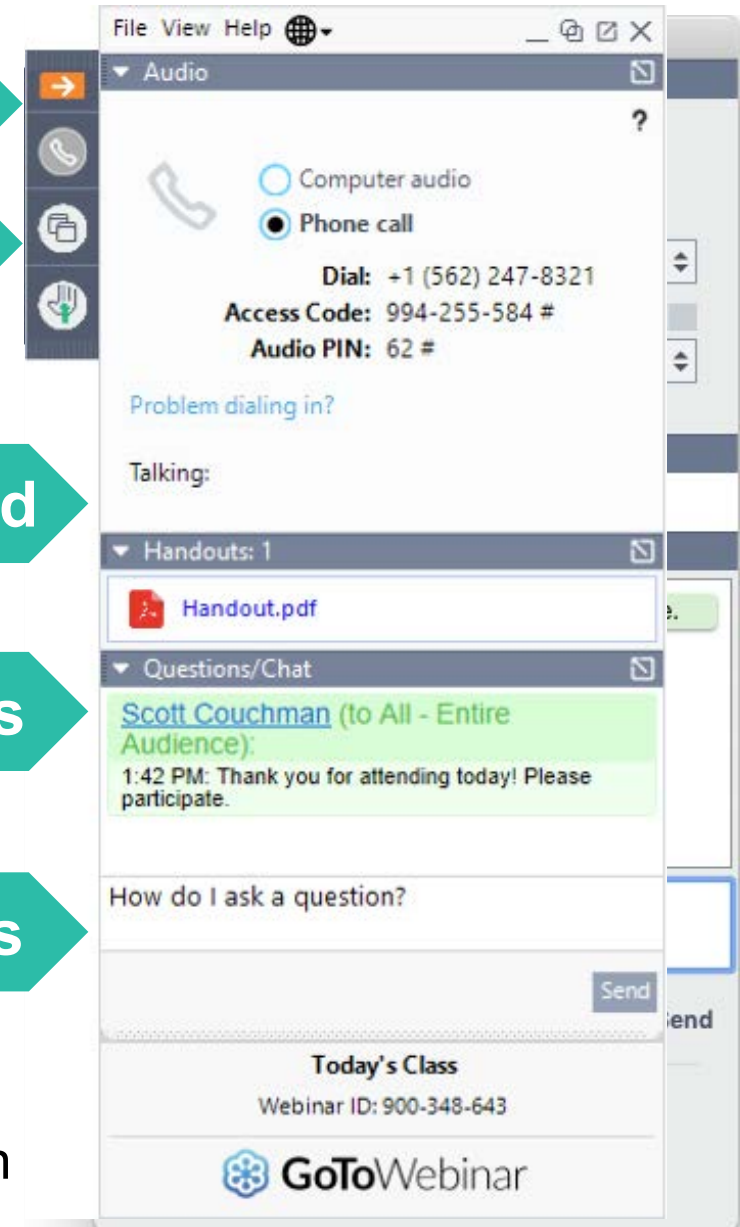
View Full Screen

Handouts available for download

View Responses from Speakers

Ask Your Questions

- Questions not answered in class will be answered by email
- This is being recorded and a link will be sent out after the session



# AGENDA

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- Ticketing & Reservations
- Text-To-Donate & Event Thermometer
- Mobile Messaging
- Essentials

# SPEAKERS



**COREY BLAKE**  
Digital Strategist



**SCOTT COUCHMAN**  
Training Manager

# POLL

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How active is your  
Fundraising Ask at your  
event?

# MOBILECAUSE EVENTWORKS SOFTWARE

Easy-to-use, end-to-end software for fundraising events, enabling you to raise more to do more good:



## TICKETING

Branded and printable tickets



## RSVP & REGISTRATION

Capture guest attendance and information



## ATTENDEE CHECK-IN

Scan tickets to quickly move lines



## EVENT THERMOMETER

Recognizes donors and increases gifts by 35%



## TEXT-TO-DONATE

The easiest way to give from any device, anywhere, anytime



## MOBILE MESSAGING

Email and text before, during and post event



# EVENT KIT

- <http://mobilecause.me/eventkit>

## Event Kit

LAST UPDATED: JUL 24, 2019 06:20AM PDT

Have you set up your Merchant Account yet? This needs to be completed before using most of MobileCause for your event. To set up your merchant account, [click here](#).

For an outline of building your event, download the Event Planner's Worksheet [here](#).

### Event Collateral

- [Interactive Calendar Builder](#)
- [Live Ask Script Templates](#)
- [Table Tent Artwork](#)
- [Powerpoint Instruction Slide](#)
- [Emergency After-Hours Support](#)
- [Android Swiper Quick Reference Guide](#)
- [iOS Swiper Quick Reference Guide](#)

### Design Content

#### *Ticketing and Reservations*

- [Ticketing Activity](#)
- [RSVP Forms](#)

#### *Dynamic Fundraising Event Form & Thermometer*

- [Text to Donate Activity](#)
  - [How do I Reuse a Keyword with a New Thermometer for a New Event or Campaign](#)
- [Fundraising Thermometer](#)
  - [How to Display the Fundraising Thermometer On-Screen](#)

# EVENT PLANNING CALENDAR





# TIMELESS EVENT FUNDRAISING TRUTHS

- Fill a room with generous people
- Captivate the audience with passion and storytelling
- Empower people to make a difference
- Keep supporters connected

*Neglecting any of the truths will often result in fundraising failure.*

A woman with short blonde hair, wearing a dark jacket, is handing a small white card or ticket to a man with grey hair and a mustache, wearing a blue and white checkered shirt. They are standing on a red carpet. In the background, there are yellow and green balloons on the left, and a red velvet rope with gold stanchions on the right. The scene appears to be at a formal event or premiere.

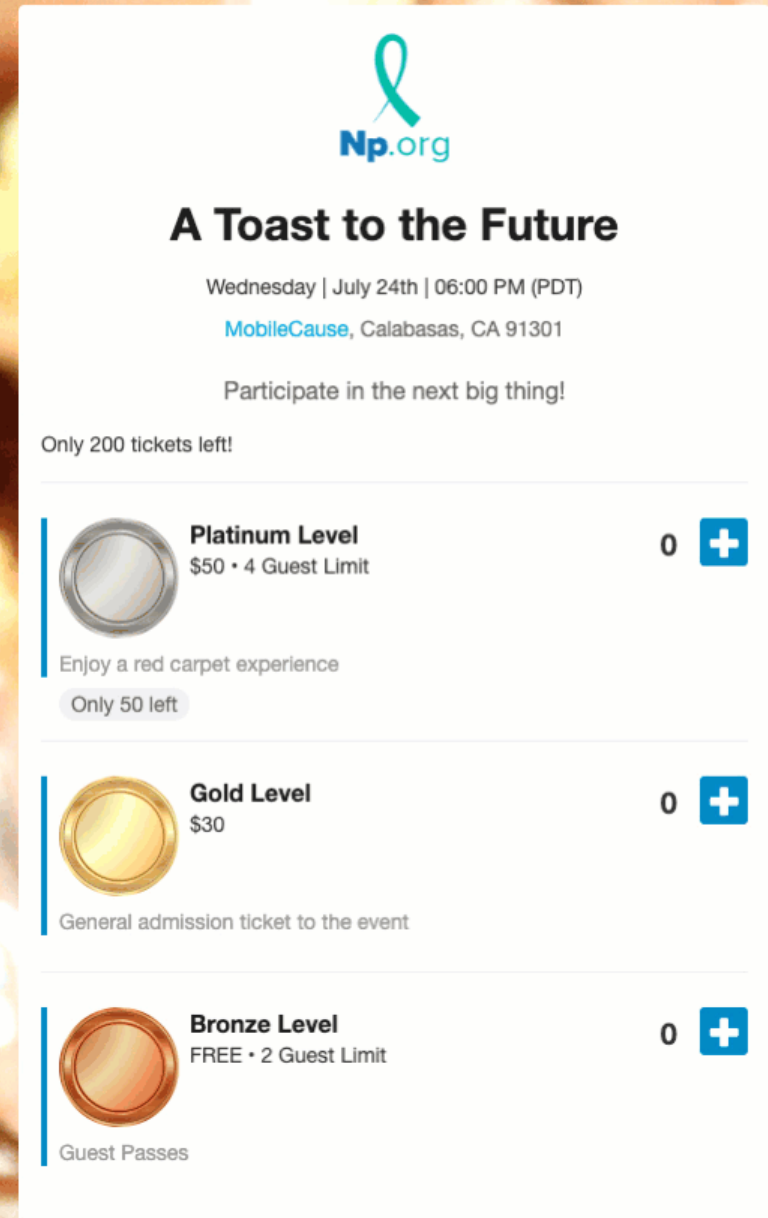
# TICKETING & RESERVATIONS

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# TICKET ORDERING

Provide guests with simple, seamless and secure ticket ordering

- Display event details, images, logos, and address with map link
- Include option to donate with ticket booking










# TICKET ORDERING

Provide guests with simple, seamless and secure ticket ordering

- Offer tiered ticket levels
  - *Example: VIP, General*
  - Paid and Free tickets
- Easily allow guests to order one or multiple tickets
- Set ticket limits by purchaser or for the entire event

Only 200 tickets left!

	<b>Platinum Level</b> \$50 • 4 Guest Limit	 4 
Enjoy a red carpet experience Only 50 left		
	<b>Gold Level</b> \$30	0 
General admission ticket to the event		
	<b>Bronze Level</b> FREE • 2 Guest Limit	0 
Guest Passes		



# TICKET DESIGN

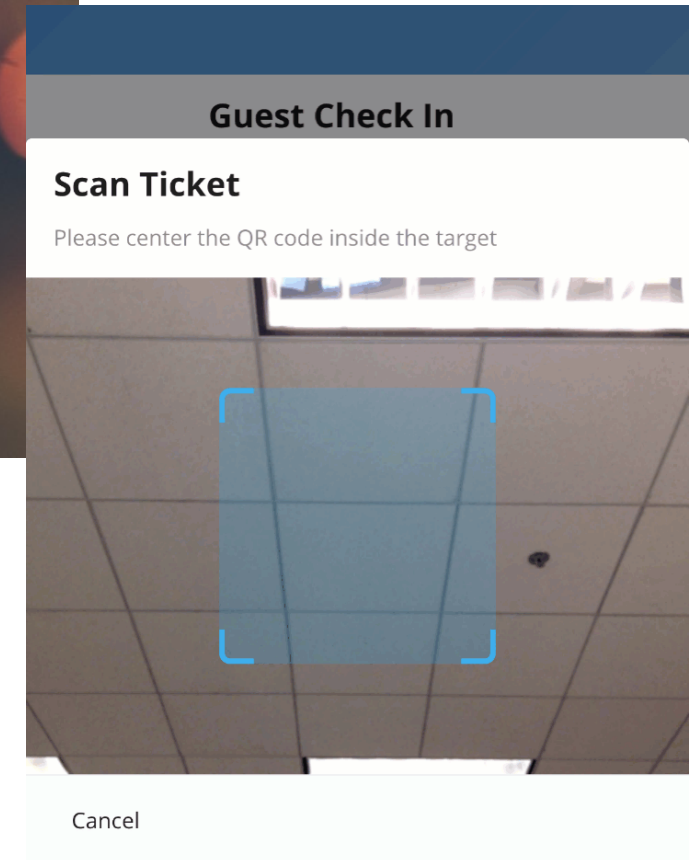
The screenshot displays the MobileCause 'Edit Element - Ticket' interface. The left sidebar contains navigation options: GiveLater Buttons, Enter Offline Donation, Social Media Settings, Display Links (with sub-links for View Online Form and View Fundraising Thermometer), and a Shareable Link to This Form. The main content area is divided into sections: Logo and Branding, Event Details, Tickets, Section Heading, Limit Event Capacity, and a list of ticket levels (Platinum Level, Gold Level, Bronze Level). The 'Platinum Level' ticket is selected, opening a modal with the following settings:

- Display Label:** Platinum Level
- Reporting Label:** Platinum Level (with an edit link)
- Price:** \$ 50.00 (with a 'Set to Free' option)
- Description:** Enjoy a red carpet experience
- Thumbnail:** 3\_Platinum\_Plate.png (75.1 KB, PNG type). Includes 'Remove' and 'Update' buttons.
- Limit Ticket Capacity:** Enabled (toggle)
- Max Tickets:** 50
- Set Purchase Limit:** Enabled (toggle)
- Max Items:** 4

At the bottom of the modal are 'Cancel' and 'Save' buttons. To the right, a mobile preview shows the ticket design on a smartphone screen. The design includes the Np.org logo, the title 'A Toast to the Future', the event date and location (Wednesday | July 24th | 06:00 PM (PDT), MobileCause, Calabasas, CA 91301), a call to action 'Participate in the next big thing!', a countdown 'Only 200 tickets left!', and a ticket card for the 'Platinum Level' (\$50 + 4 Guest Limit, Enjoy a red carpet experience, Only 50 left!).

# TICKET CHECK IN

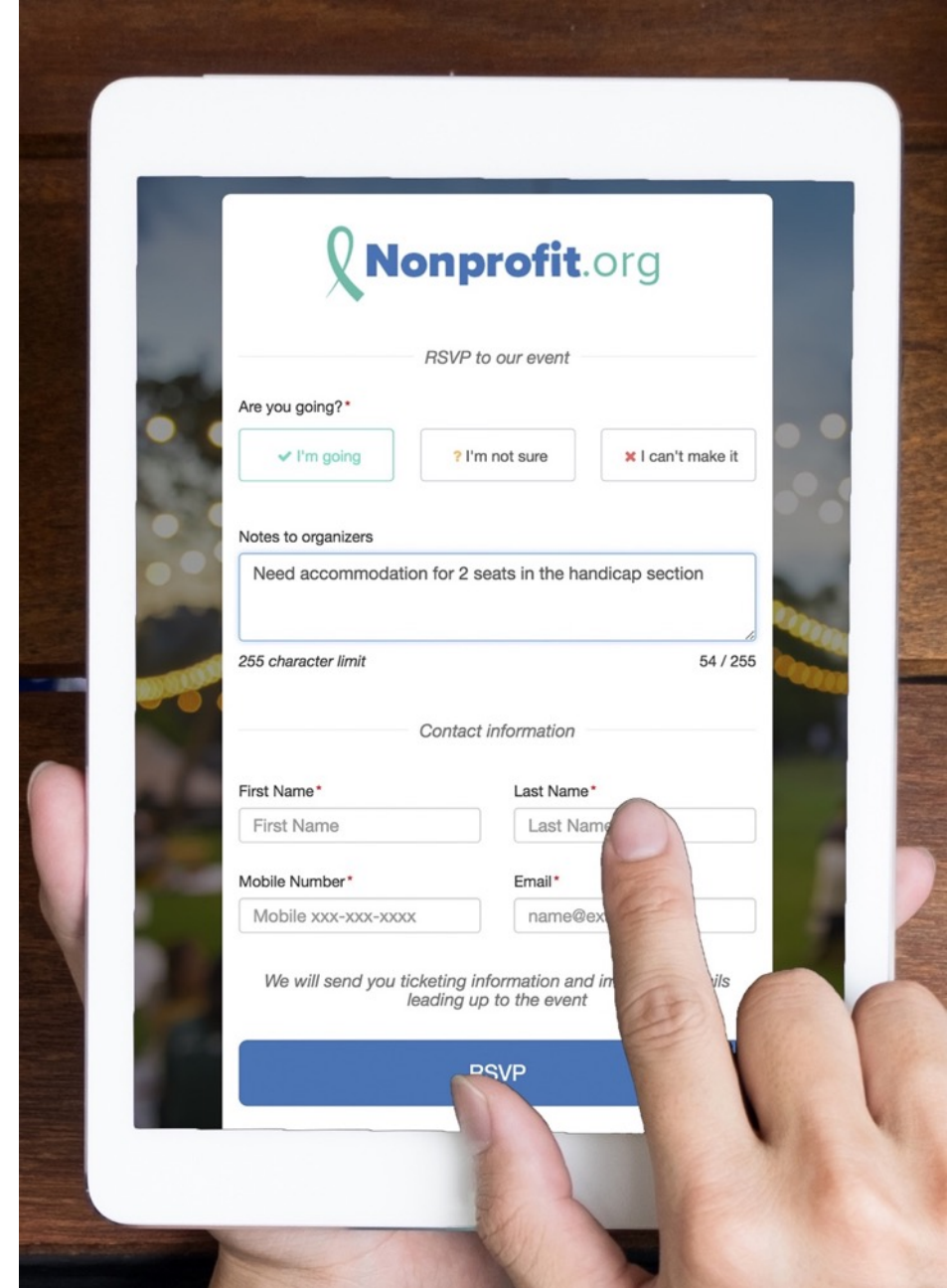
- Printable, mobile-friendly e-tickets via email and text
- Confirmation email includes event details and add to calendar link
- Each ticket includes QR code unique to attendee for check-in





# RSVP & REGISTRATION


- Track number of guest RSVPs
- Capture special requests and any other information you require
- Easily produce a guest list for event planning purposes



# RSVP DESIGN

Manage Sections ▾

Add Custom Section

Add RSVP Section 

Move Section

## RSVP

Section Heading

RSVP

Are you going?

Radio Buttons

Show ☒ Required

Total Guests

Number Text Box

Show ☐ Required

Notes to organizers

Paragraph

Show ☐ Required

+ Add Custom Field ▾

Are you going? \*

☒ I'm going


☐ I'm not sure

☐ I can't make it

# EXAMPLE

## Lulu & Leo Fund

<https://app.mobilecause.com/form/qaSy1g?vid=1do8c>



**THE**  
FIRST ANNUAL  
**CHOOSE**  
**CREATIVITY**  
**AWARDS**

An evening to celebrate and honor the world's most inspiring and impactful creators

*Featuring a special performance by*  
*Grammy and Oscar-winning, multi-platinum artist*  
**Melissa Etheridge**

Proceeds benefit the Lulu & Leo Fund

**Monday, June 3, 2019**  
6:00pm - 9:30pm





**Edison Ballroom**  
240 West 47th Street, NYC

.....

.....

Sponsorships & Tables [Click Here](#)

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<b>VIP</b> \$1,000 One ticket (VIP cocktail reception, awards celebration, dinner)	0	
<b>General Admission</b> \$500 One ticket (cocktail reception, awards celebration, dinner)	0	
<b>General Admission Special</b> \$1,200 Three tickets (cocktail reception, awards celebration, dinner)	0	
<b>Host an Educator</b> \$350 Please consider purchasing a ticket(s) for an educator from one of our community partners	0	

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*I cannot attend, and wish to make a donation*

\$

0.00

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Contact information

# MULTIFACETED EXAMPLE

## Mona Foundation

- Embedded Ticketing Activity
- Dynamic Actions
  - Speaker Information
  - Organization Information with Video
  - Corporate Sponsorships
  - Payment Options

<https://www.monafoundation.org/event/eventsDetails/186>

The screenshot shows the Mona Foundation website header with navigation links: Our Work, Results, About Us, Mona Gift Shop, FUNDRAISE, DONATE, and SIGN IN. The main content area features a large banner for the '20 years mona' anniversary. The text on the banner reads: 'Mona Foundation 20th Anniversary Celebration', 'An inspiring evening with stories of lives changed, music, and comedy', 'Friday | September 6th', 'La Valencia Hotel, La Jolla, CA', 'VIP Reception by invitation: 6 PM', and 'Evening Program: 7 PM - 10 PM'. Below this, it lists 'Featured Guests': MC: Shally Zomorodi, Fox 5 News Anchor; Speaker: Dr. Urvashi Sahni, CEO of Study Hall Foundation, India; and Comedy: Neel Nanda of LA. A photograph of the La Valencia Hotel is shown. At the bottom, there are two dropdown menus: 'Learn more about our featured guest' with 'Select Option' and 'Learn more about Mona Foundation' with 'Watch a video'. A video player at the bottom shows 'Mona Foundation, Our Story' with 'Watch later' and 'Share' buttons.



# SPONSORSHIPS

**INNOCENCE PROJECT OF FLORIDA** *Exonerated Celebration*

Sponsorship Opportunities

SPONSORSHIP BENEFITS	\$10,000	\$7,500	\$5,000	\$2,500	\$1,500
<b>Pre-Event Recognition</b>					
Website Recognition*	✓	✓	✓	✓	✓
Printed Materials Recognition*	✓	✓	✓	✓	✓
Social Media Recognition**	✓	✓	✓	✓	✓
Email Blast Recognition**	✓	✓	✓	✓	✓
<b>On-Site Event Recognition</b>					
Advertisement in program	Inside Cover	Full Page	Half Page	Quarter Page	Eighth Page
Logo Displayed on Sponsor Board	✓	✓	✓	✓	✓
Reserved Table	2 Tables	1 Table	1 Table		
Logo on Sign & Repeat	✓	✓	✓		
Breakfast with Director & Exonerees	For 4 Guests	For 2 Guests			
Presented On Stage at Event	✓				
Byline for Event	✓				
Wine Tasting for 10 at Walle's Wines	✓				
<b>Exclusive Extras</b>					
Complimentary Tickets	16 tickets	12 tickets	10 tickets	8 tickets	6 tickets
Four Featured Wines	6 of each	3 of each	2 of each	1 of each	1 bottle

In addition to my sponsorship I'd like to donate

\$

**Innocence Partner** 0

\$10,000  
Sponsorship includes pre-event and on-site event recognition, 16 complimentary tickets, and 6 bottles of each of the 4 featured wines.

**Innocence Fellow** 0

\$7,500  
Sponsorship includes pre-event and on-site event recognition, 12 complimentary tickets, and 3 bottles of each of the 4 featured wines.



# TEXT-TO-DONATE & EVENT THERMOMETER





# PERSONALIZE YOUR DONATION FORM

Examples to be different from the “standard” form:

- Show what your donation (level) will do
- Drop Down (or other elements) vs. Buttons
- Item elements to “purchase” the needed resources

Examples of donation levels and their corresponding resources:

- \$5,000 - COMPTON DODGERS RBI
- \$2,500 - COLLEGE TOUR SERIES
- \$1,000 - COMMUNITY RESOURCE FAIRS
- \$500 - DODGERS RBI UNIFORMS
- \$250 - SCIENCE OF BASEBALL

Select Giving Level

✓ Select Option

- \$5,000 - Compton Dodgers RBI
- \$2,500 - College Tour Series
- \$1,000 - Community Resource Fairs
- \$500 - Dodgers RBI Uniforms**
- \$250 - Science of Baseball STEM Kit
- Other Donation Amount

Mobile Number \*      Email \*

Mobile xxx-xxx-xxxx      name@example.com

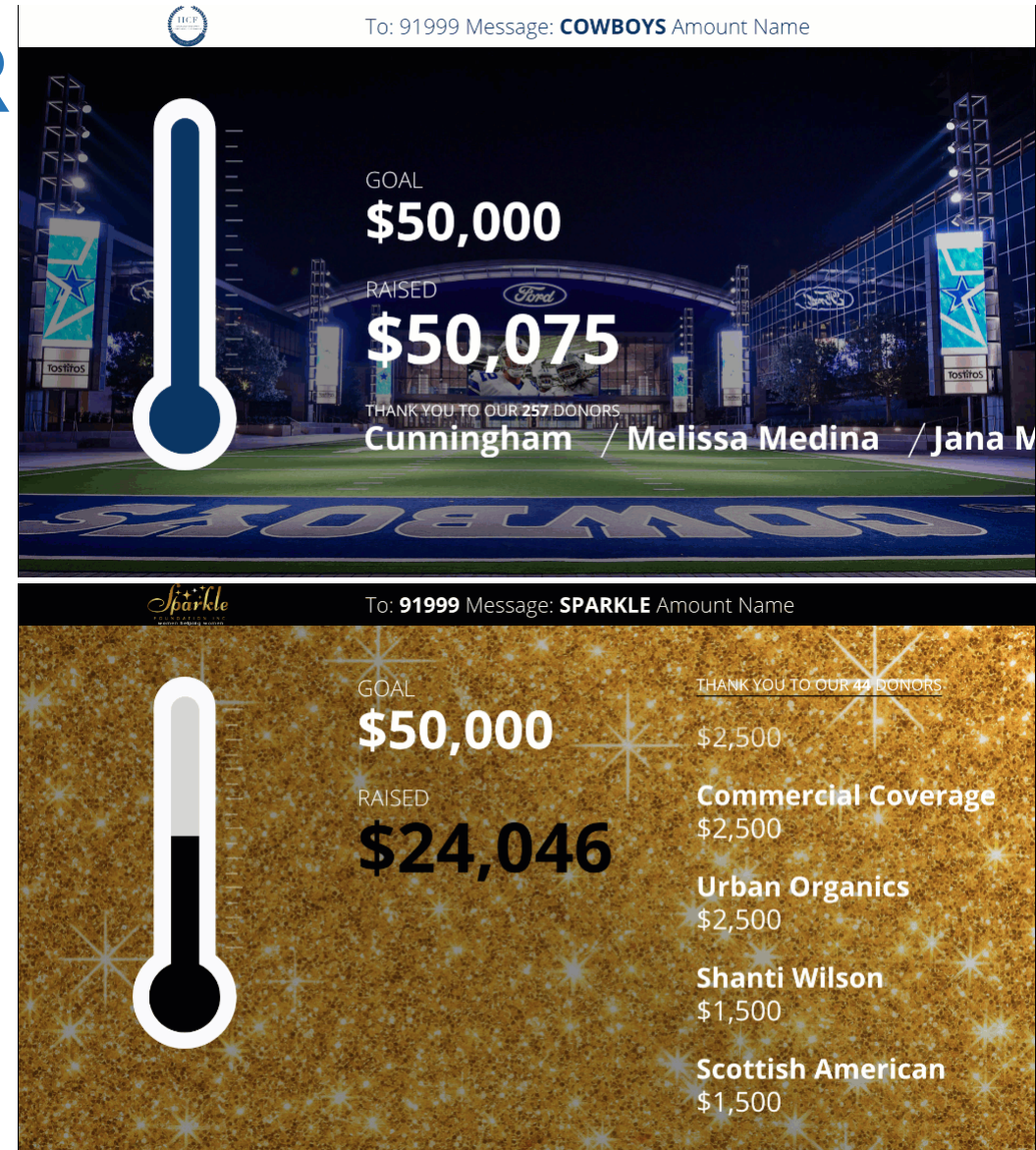
Payment Information

Card Number \*

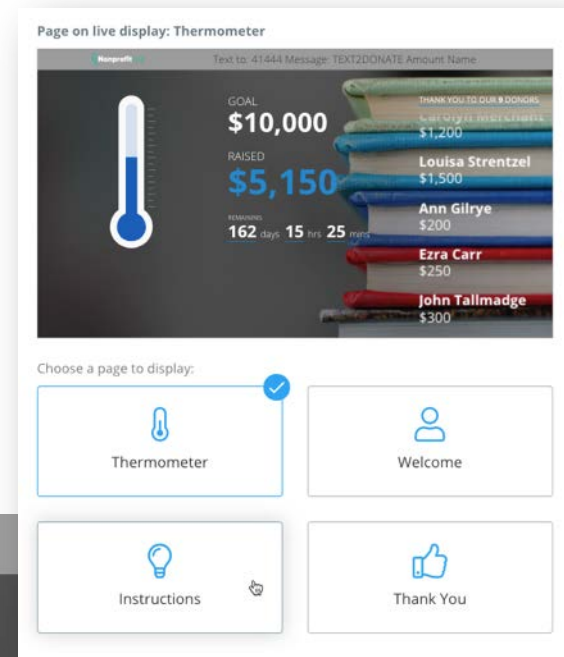
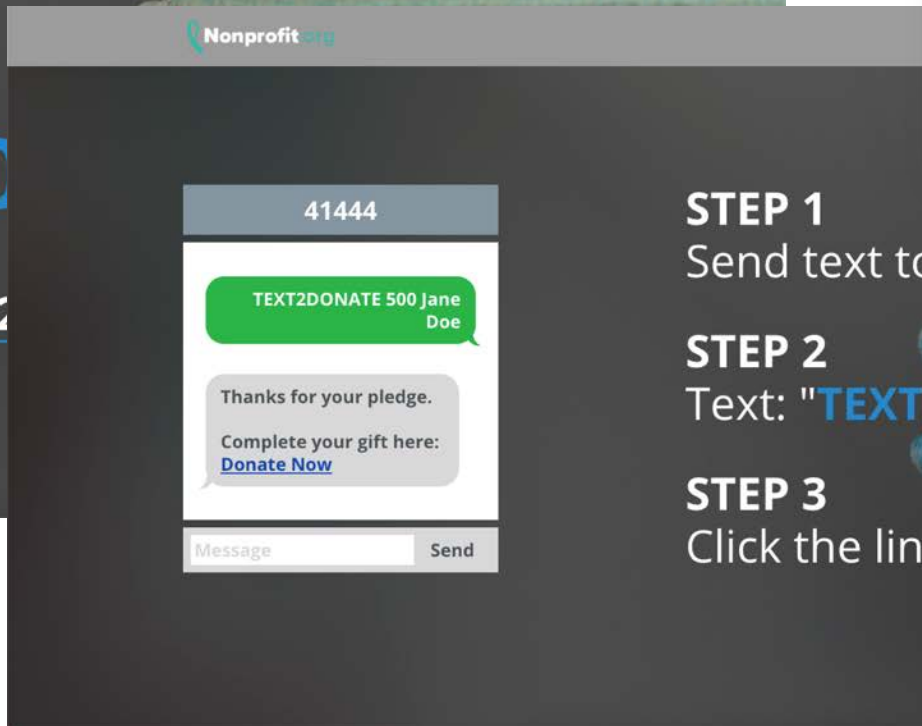
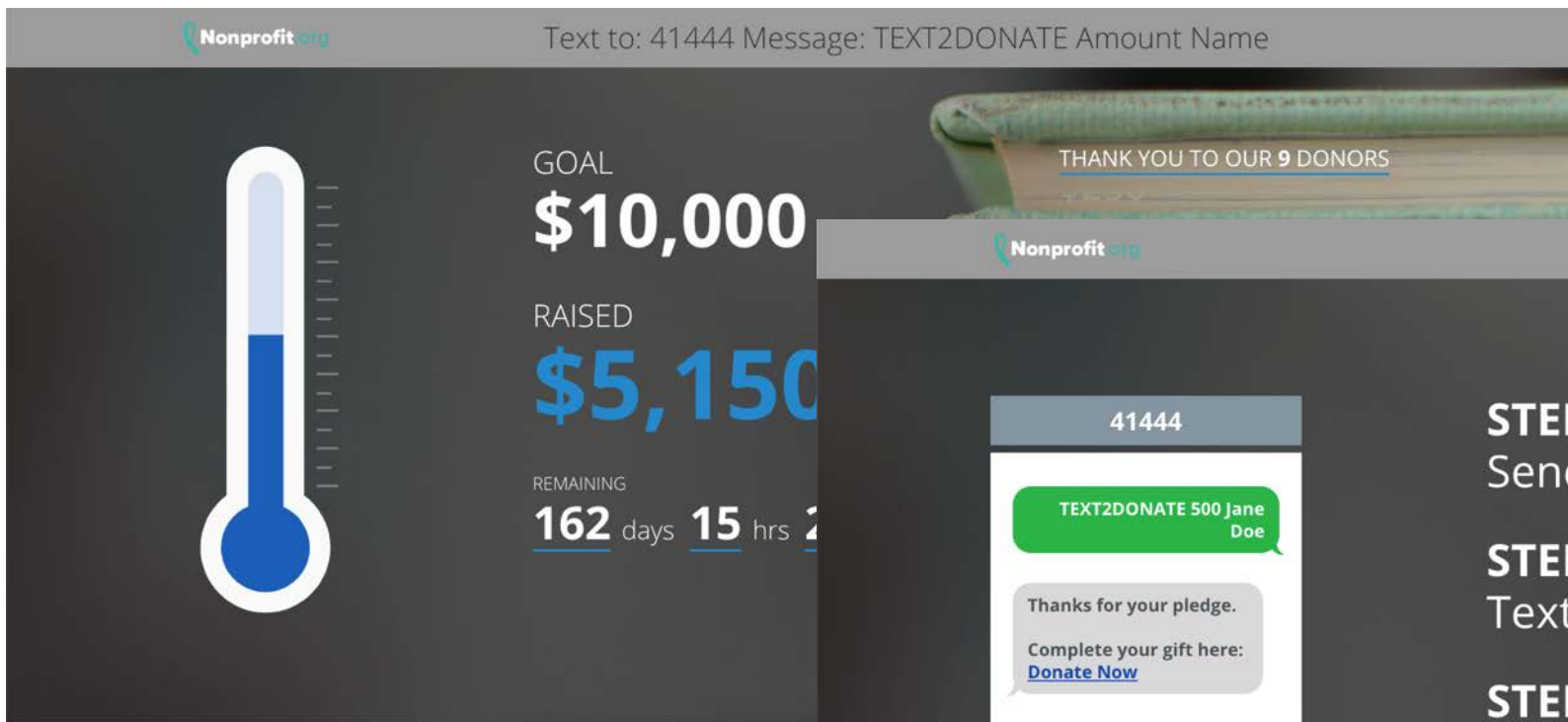
# LIVE EVENT THERMOMETER

*can increase gifts by 35%*

- Text-to-donate and mobile pledging
- Donations displayed in real-time
- Exciting individual recognitions let major donors know how much they are appreciated
- Automatic confirmation emails and tax receipts



# INSTRUCTIONS TO DONATE



## STEP 1

Send text to **41444**

## STEP 2

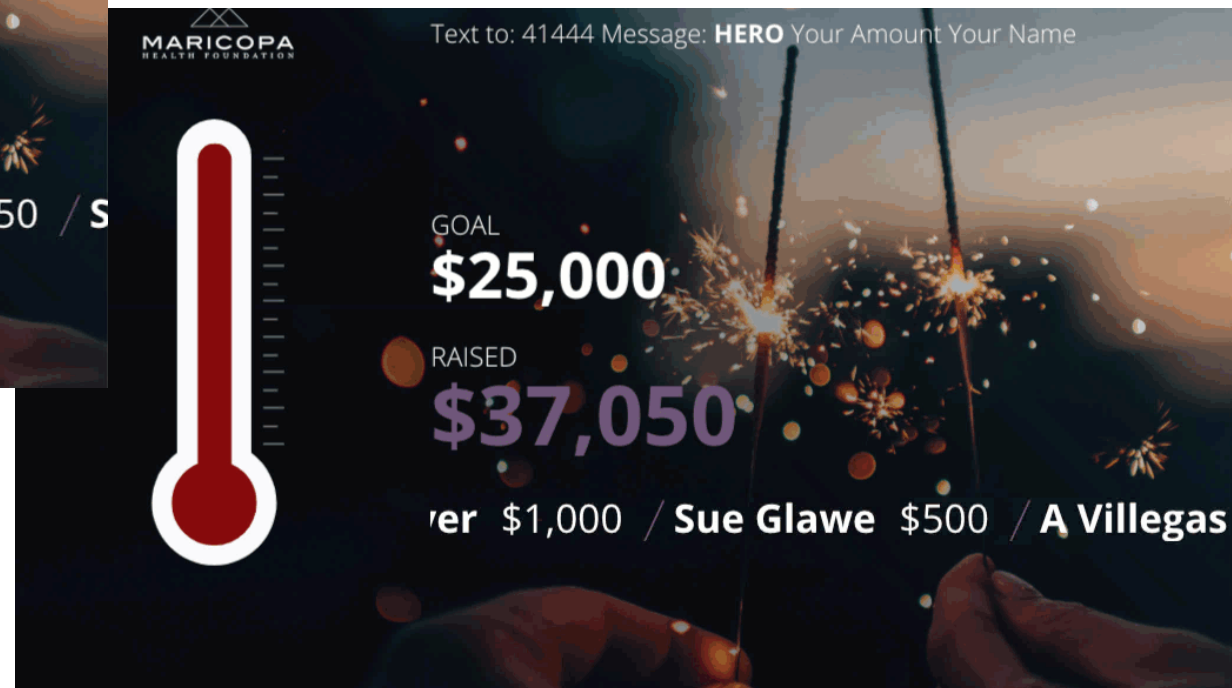
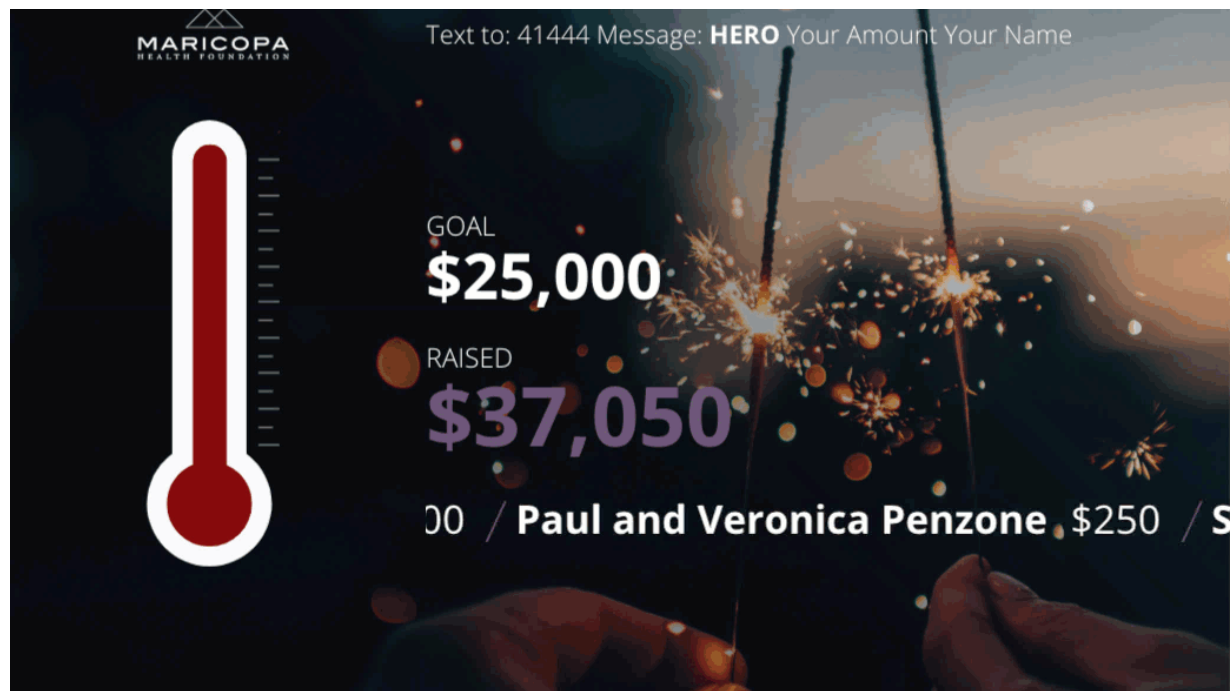
Text: "**TEXT2DONATE** Amount Name"

## STEP 3

Click the link in the reply



# GOAL MILESTONES & DONOR RECOGNITIONS



# THERMOMETER DESIGN

- Milestones & Recognitions
- Vertical or Horizontal Pledge Scroll
- Countdown Timer
- On Screen Instructions

Screen Achievements Shared

Milestones

Recognitions

Recognize donors with exciting animations when their gift meets or exceeds a defined amount. A single gift will trigger only the recognition with the highest threshold met, if more than one is set (up to 3).

Recognition #1 ON ☒

Donation Amount

\$ 1000 Preview

Title

Your support means the world to us!

Layout

Text

Effect

Confetti

Recognition #2 OFF ☐

Recognition #3 OFF ☐

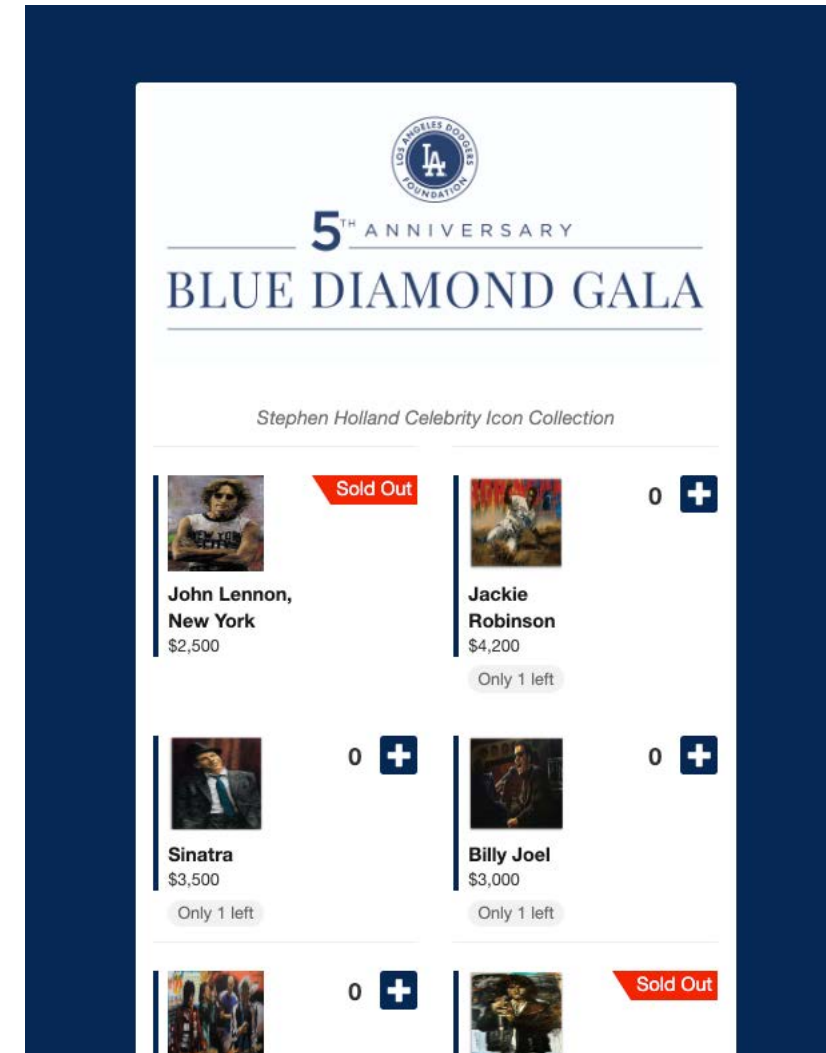
# EXAMPLE





# EXTRAS AT YOUR EVENT

- “Buy Now” Forms
- Silent Auctions
- SMS Signs for:
  - Give Aways
    - “1 Free Drink when you text...”
  - Trivia
    - “Do you know the answer? Text...”
  - Keep in Touch
    - “Get updates from us all year long by texting...”



A woman with long dark hair, wearing a green shirt, is smiling and looking at her white smartphone. She is holding the phone with both hands. In the foreground, there are several branches with white cotton bolls. The background shows a window with a view of a building. The text "MOBILE MESSAGING" is overlaid in white, with a teal underline under the word "MOBILE".

# MOBILE MESSAGING

# AUTOMATED MESSAGING

- Ticketing
- Donation / Form Completion Confirmation
- Fulfilment Reminders

Thanks for your ticket order. Click on the link to access your tickets  
<https://igfn.us/ticket/QADf0b?a=1>

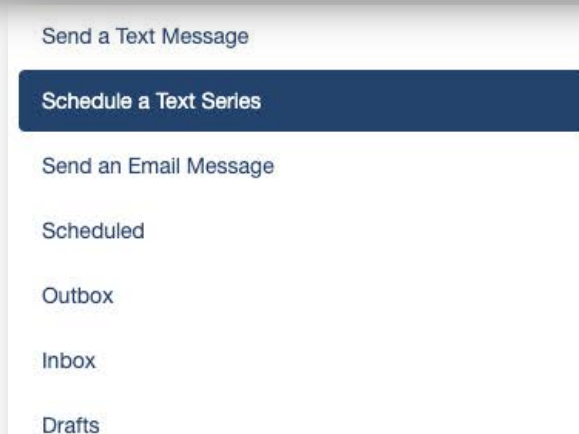
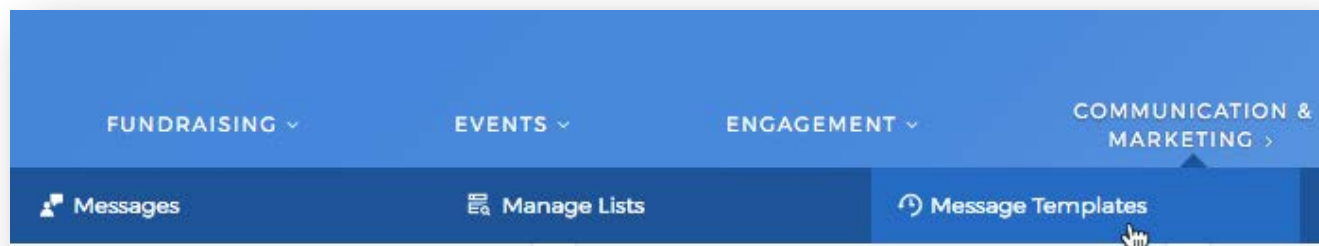
Thank you! Your information has been saved.

Thank you so much for initiating a gift yesterday! To complete your gift now, click  
<http://igfn.us/f/x2l6q>

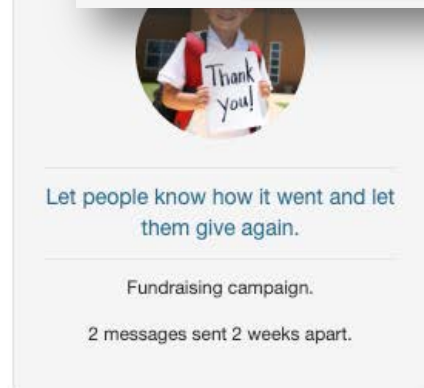
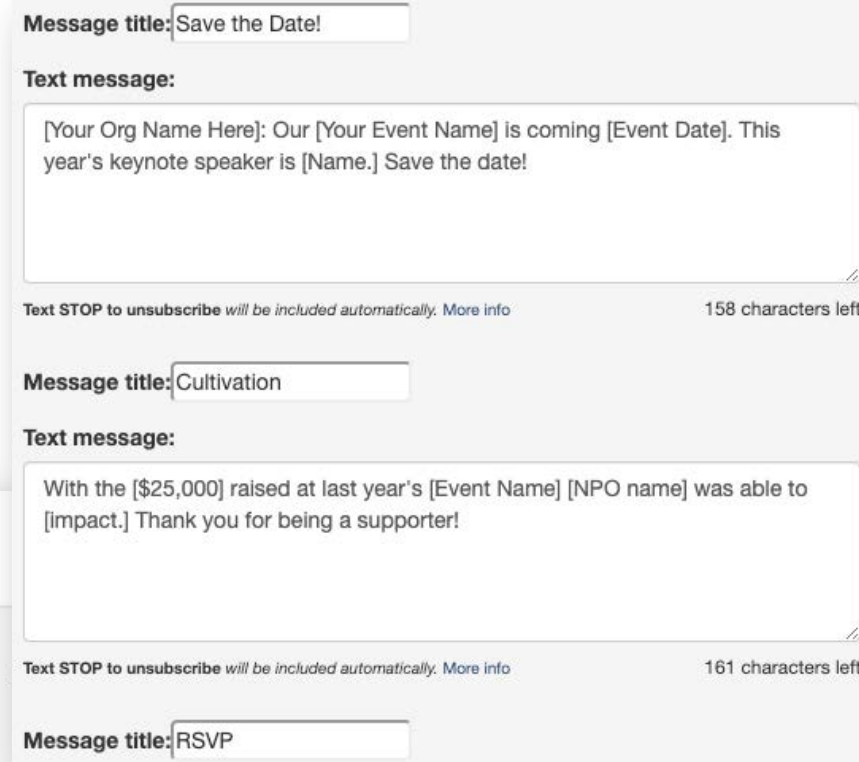
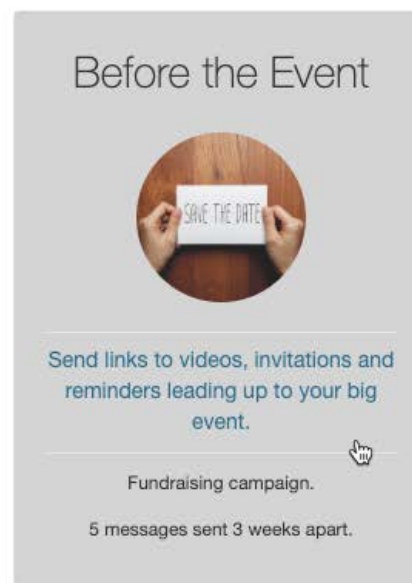
Text STOP to unsubscribe

Reminders increase text-to-donate pledge fulfillment by up to 84% on average

# MESSAGE TEMPLATES



## Schedule a Text Series





# GUEST COMMUNICATION

- Send messages before, during and post event
- Send personalized text message reminders and event updates
- Segment attendees and non-attendees to send targeted messages

BGCA: Register for the Great Futures Gala on [Friday, May 15](#).

Click here to RSVP and buy tickets [igfn.us/f/lfz/n](http://igfn.us/f/lfz/n)

Text STOP to unsubscribe

BGCA: Can't make the Great Futures Gala? Make an out-of-town donation and your gift will appear live on-screen! Give here [igfn.us/f/4sa/n](http://igfn.us/f/4sa/n)

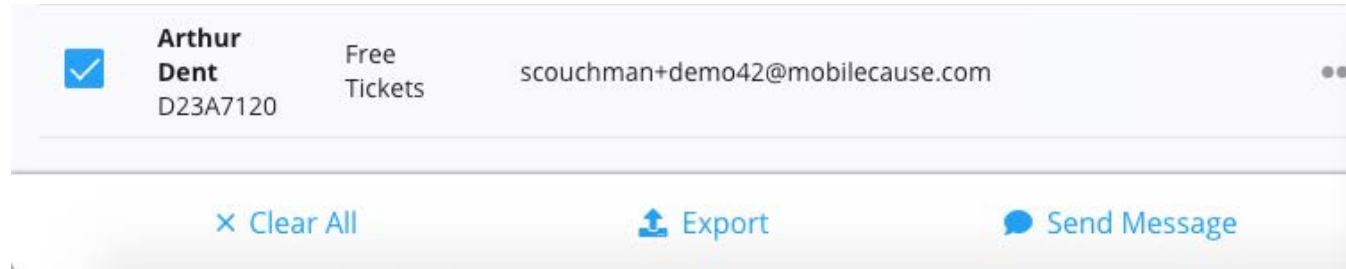
Text STOP to unsubscribe

BGCA: Gala reminder! Doors open [tonight at 6pm](#) for cocktails. Event starts at 7pm

[27040 Malibu Hills Rd](#)  
[Agoura Hills, CA 91301](#)

Text STOP to unsubscribe

# TICKETING AND COMMUNICATION



Arthur Dent  
D23A7120

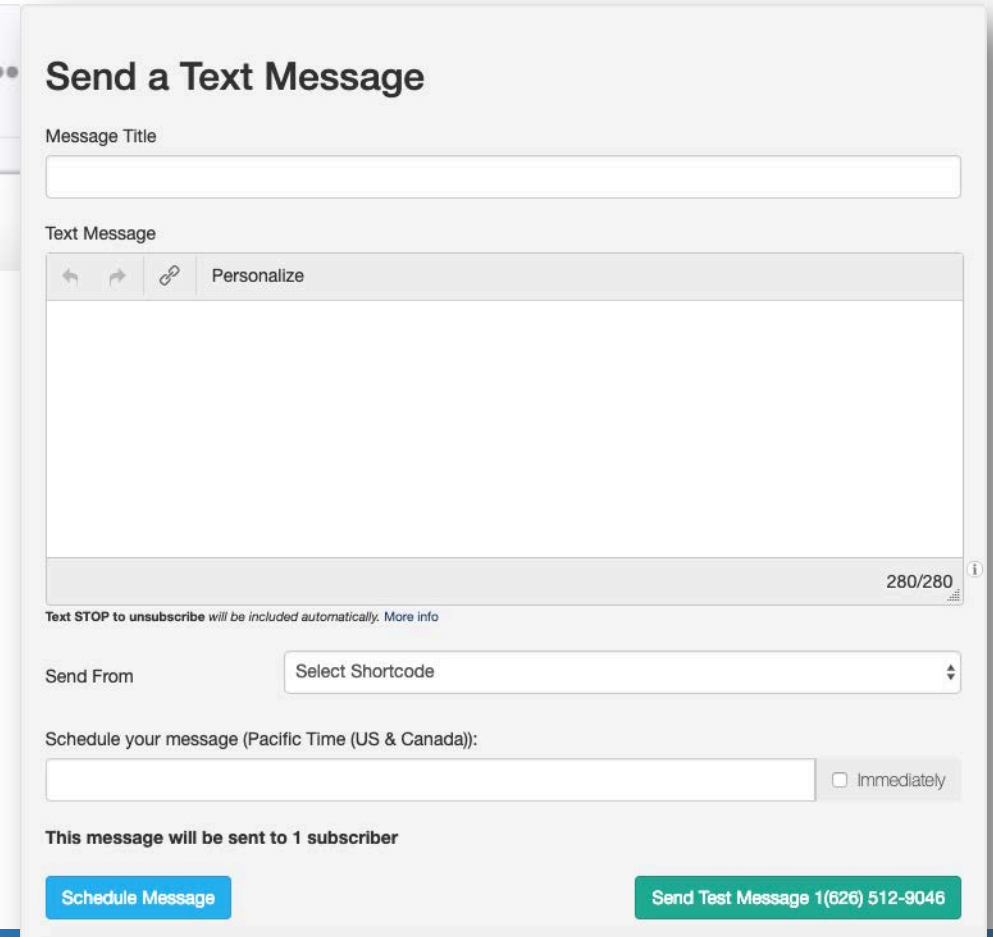
Free Tickets

scouchman+demo42@mobilecause.com

× Clear All    Export    Send Message

In Ticketing's Manage Guests:

- Select Guests
- Send Message



**Send a Text Message**

Message Title

Text Message

Personalize

280/280

Text STOP to unsubscribe will be included automatically. More info

Send From: Select Shortcode

Schedule your message (Pacific Time (US & Canada)):

☐ Immediately

This message will be sent to 1 subscriber

Schedule Message    Send Test Message 1(626) 512-9046



Wednesday 10:00 AM

# GET SUPPORTERS EXCITED

- Tell your story
- Engage your supporters
- Use time limits

*If you can engage them, it's not too many messages*

Time is running out to register for the 2019 International Vasculitis Symposium! Registration ends THIS Saturday, July 13th. Click here to secure your tickets now and learn more about the upcoming event:

<https://bit.ly/2UBwLVc>

Text STOP to unsubscribe

Saturday 10:00 AM

Vasculitis Foundation: Today is the last day to register for the 2019 International Vasculitis Symposium!!! Don't miss the opportunity to learn the latest information and to ask questions of these doctors and researchers.

Register now! <https://bit.ly/2UBwLVc>

Text STOP to unsubscribe

# SEGMENT AND PERSONALIZE MESSAGES

- Use Enhanced Text Messaging to include supporter's name



Hi John. Here is your personal invite to the 2019 International Vasculitis Symposium. Joyce Kullman, Exec. Director of the VF, shares details on featured topics for the weekend. NOW is the time to register! <https://bit.ly/2UBwLVc>

- Use Segmented Lists to target supporters by any demographic:



Wildcat Parents! The awards ceremony is just around the corner. RSVP and show your Wildcat support. [igfn.us/f/2acc/n](http://igfn.us/f/2acc/n)



Wildcats! You can pick up your Gold Wildcat Spirit Cord starting Finals Week from 5/15-5/19 from 8am-5pm at Sapp Hall on campus. Have you signed up for the luncheon? [igfn.us/f/2acc/n](http://igfn.us/f/2acc/n)

# BEFORE, DURING, AFTER

## Morning of the event

Midtown Loft & Terrace is located at 267 Fifth Avenue in NYC. Doors open @ 6PM. Attire is business casual. See you tonight!

## During the event

JSF Texas Hold 'Em begins on rooftop @ 7PM. Mystery Auction, Raffle Tix and Extra Chips available in loft. Thank you for your support!

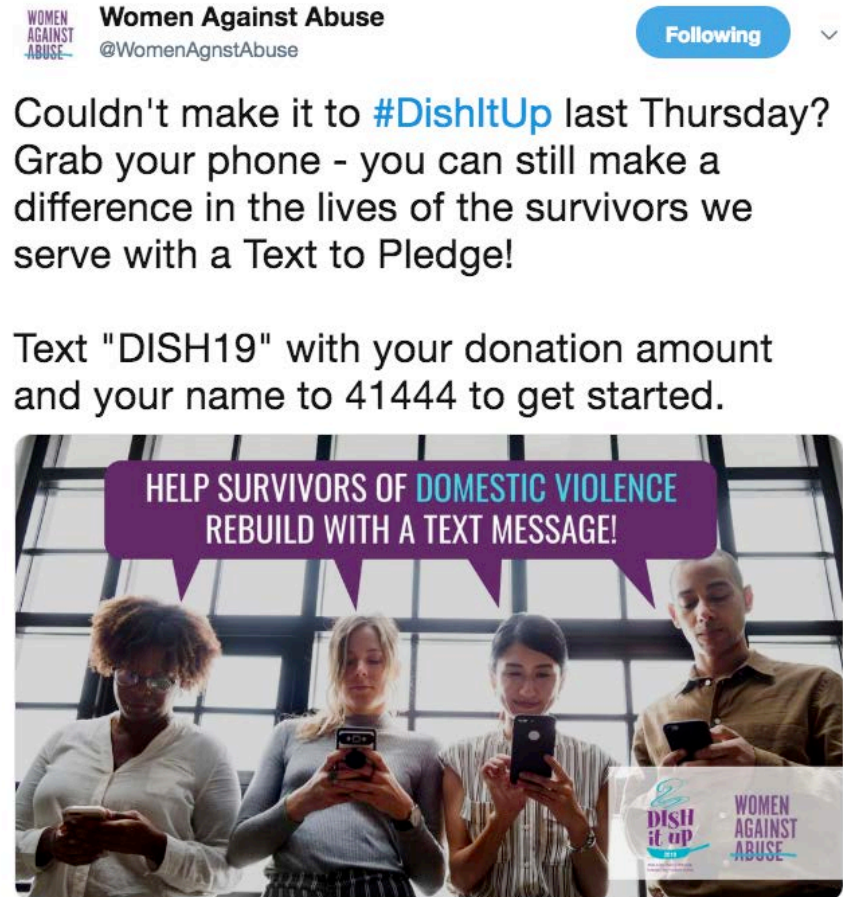
## Day after the event

Thank you for supporting the John Starks Foundation. On behalf of our 3 Point Scholarship Students, we salute YOU!

# USE ALL YOUR COMMUNICATION METHODS

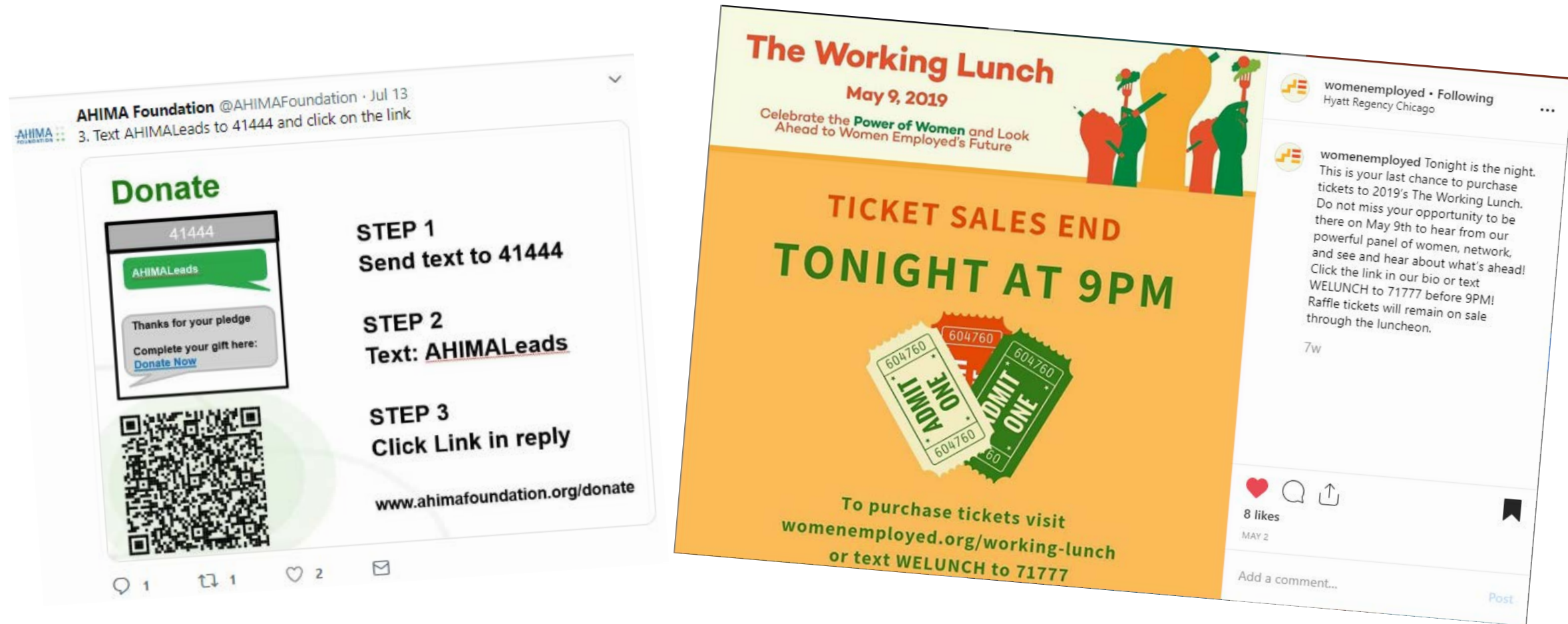
- **Email** – links to forms
- **Social Media** – links and/or text keywords
- **Physical Mail** – links and QR codes
- **Signage** – QR codes and text keywords

*Be where your supporters are*





# KEEP SUPPORTERS CONNECTED



A photograph of two young girls dressed as construction workers. They are wearing hard hats (one orange, one white) and green overalls over plaid shirts. They are looking intently at a blue folder held by the girl on the right. The girl on the left is holding a colorful, textured object. The background is a solid dark purple.

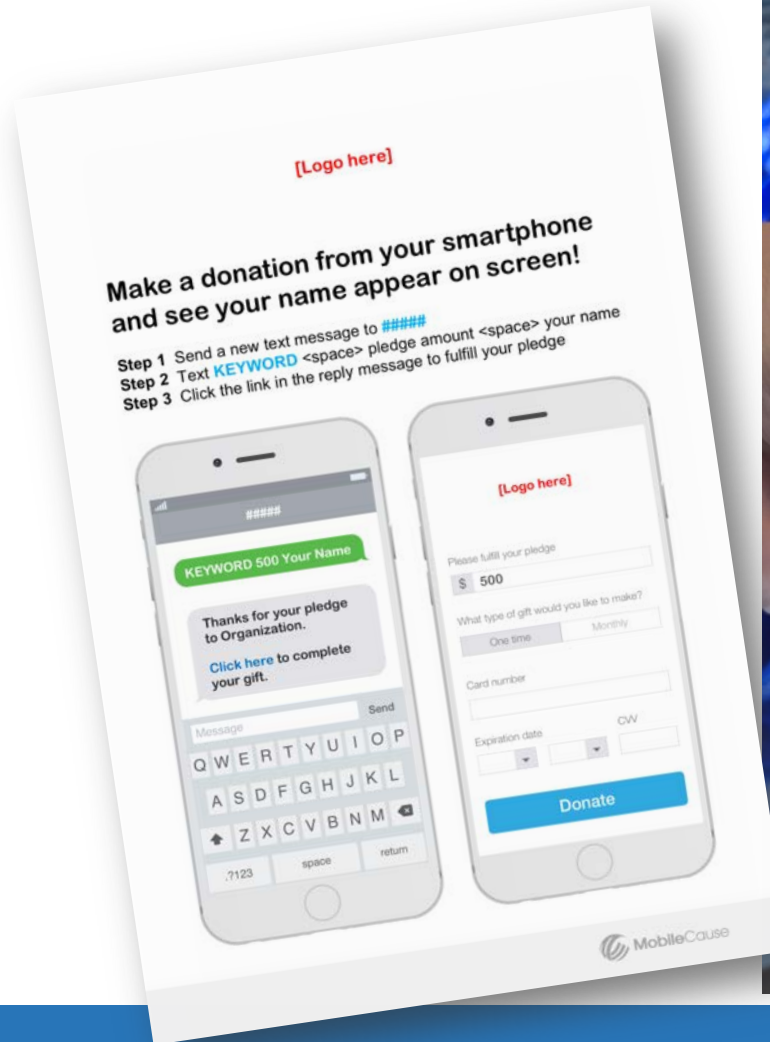
# ESSENTIALS

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# TEXT TO DONATE INSTRUCTIONS EVERYWHERE

- Table Tents
- Signage
- Live Display
- PowerPoint
- Speaker Demonstration
- Etc.



# CALL TO ACTION SCRIPTS

## MOBILE PLEDGING SCRIPTS

### 4 THE BASICS

Tonight we have a very easy way to give right from your mobile phone. You can make a pledge of any amount. So please get out your mobile device and open a new text message to the recipient of the text message will be the number \_\_\_\_\_. Then, in the message, type a space, the amount you want to give, space, and your name. If you want, you can include a short fun, inspiring message after your name and it will display with the screens behind me.

After you hit SEND, you'll get a text message in response, with a link to click to complete your pledge by entering your payment info. It is really that easy and it means no more waiting at the end of the evening! If you need any assistance, we have volunteers that are ready to come help you.

### 5 THE KICK-OFF

I'm gonna kick off tonight's pledging campaign, and we're gonna make sure everyone knows we always tell you to put your phones away at events like this. I want you to take out your phone and text with me. Yes, I want you to text with your phone so I know when you're ready. [Pause and wait for people to take out their phones.]

Ok, I've got my phone here. I'm going to open a new text message to you. In my message I'm going to enter a space, the amount of your pledge, space, and your name. Now I just hit send and you can see my pledge of \_\_\_\_\_. Oh wow! Looks like \_\_\_\_\_. Click the link in the response text message to fulfill your pledge. Look at that! We've already raised \$\_\_\_\_\_. Thank you so much!

### 6 THE SOFT ASK

Thank you all so much for attending our event today. We hope that you all had a great time. \_\_\_\_\_ thus far.

This year, we have incorporated a great, new way for you all to make your pledge. Now give in under 30 seconds using your phone! The instructions are on cards on each table and they are also up here on our monitors.

All you have to do is write a new text message to the number \_\_\_\_\_. In the message section, type in \_\_\_\_\_ space, your donation amount, space, your name.

We will all do this together later, but we wanted to give you some time to practice. But, if you are ready to give now, feel free! After you send the text, you will get a response text with a link to complete your donation. If you have any questions, you may ask one of our volunteers or staff members. Enjoy the rest of the evening!

#### PRO TIPS:

- Showcase your live event thermometer only at key moments for a sense of urgency.
- Encourage audience to send in fun, inspiring and/or motivational messages to be shown on the live donor wall.
- Showcase compelling video storytelling throughout your event.

**\$167**

IS THE AVERAGE DONATION AMOUNT WHEN TEXT-TO-DONATE AND A LIVE THERMOMETER ARE USED?

**3**

IN-THE-ROOM BY A U

### 7 THE HARD ASK

Now is the time that we've all been waiting for! We've heard some great testimonials today from people that we've been able to help through the work of \_\_\_\_\_, but now we need your help in continuing with this work. We can't do it alone. This past year has been very difficult for us, and we know how important the work that we are doing is to the people in our community. In order to do that, we need kind people like you to open your hearts and help us a hand.

Right now, let's do what we practiced earlier. Let's take out our phones and have them out, since I've seen you texting and tweeting, which is great. Take your phone now, and compose a new text message to the number \_\_\_\_\_. In the body of the message, type \_\_\_\_\_ Add a space after \_\_\_\_\_ would like to give. You can also include your name after your pledge. See it on the monitors. I'm going to do it too to get things started.

[Type in your message and look up to read thermometer]

Look at that! Looks like we already have a few that have given. If we make it to \$10,000 or more, we'll be matched with an awesome and supportive board member.

So let's make it happen, folks! Keep texting in your donation cards found at your tables if you'd like. The choice is yours. You can easily complete it with the link sent to you.

[Keep watching screen and reading off names to build momentum as you reach your goal.]

## IMPACT SCRIPTS

### 8 SHOWCASE WHY YOU SHOULD GIVE

They say that a picture is worth a thousand words... and this picture on the screen says it all. Many of us know how huge of an issue \_\_\_\_\_ is. Some of us have friends and family that are affected. We know that \_\_\_\_\_ happens each year. We understand the staggering weight facing this generation.

We've heard all the big statistics... but tonight I want you to hear the small ones:

- \_\_\_\_\_ can \_\_\_\_\_
- \_\_\_\_\_ can \_\_\_\_\_
- \_\_\_\_\_ can \_\_\_\_\_

#### Example #1:

- 1 iPad can add one thousand words to an autistic child's vocabulary
- 1 iPad can host more than 100 apps to help foster learning development and communication
- 1 iPad can help one kid communicate with one parent
- 1 iPad can create a smile like this [gesture to the photo on screen]

#### Example #2:

- \$10 a month can provide one child an hour of individual attention with a course of education
- \$30 a month can provide one child with a nutritious breakfast every day
- \$50 a month can provide a student games and art supplies to boost their creativity and self-esteem

Just 5 years ago, \_\_\_\_\_ Now \_\_\_\_\_ and it's true.

And tonight we have a big goal. We'd like to be able to impact \_\_\_\_\_ with \_\_\_\_\_ But I don't want you to think about that big goal... I want you to think about the one \_\_\_\_\_ and this one step that you can take, right now.

Are you all ready to help someone \_\_\_\_\_ tonight? [Crowd call]

### 9 SHOWCASE VIDEOS

Thank you everyone. What a great time we are having. And it's all to help \_\_\_\_\_ Our organization, \_\_\_\_\_ relies on the dedication and passion of our staff, volunteers and board members to put the rubber to the road in helping our community. We are all in it together, to raise awareness and raise the funds needed to help people like \_\_\_\_\_ It is because of their fight that we continue our hard work. [Lights Dim, Play Video]

### 10 SHOWCASE GOALS

Everyone who donates today/tonight will have their names read here, live, and will appear on our donor wall you can see on the screen. Support \_\_\_\_\_ Our goal is \_\_\_\_\_ Our goal is ambitious, but with your help we know we can achieve, even exceed it. Please give what you can, and then, up it a little more. In these trying times, it's more important than ever to support \_\_\_\_\_ Be a part of the revolution. Support \_\_\_\_\_ by texting \_\_\_\_\_ to \_\_\_\_\_, followed by your donation amount and name.

### 11 SHOWCASE INCENTIVES

We have a very special treat for those in the audience who donate \$\_\_\_\_\_. When you make a generous \$\_\_\_\_\_ donation we will send you: \_\_\_\_\_

#### Examples:

- TWO 64-gig USB drives that contain over 1350 hours of the greatest recordings in our collection including interviews with \_\_\_\_\_ and so many more.
- A \$50 gift Certificate to \_\_\_\_\_ restaurant/spa/hotel.
- An exclusive autographed piece of artwork/sports memorabilia.
- A t-shirt or swag bag

To receive \_\_\_\_\_, simply take your mobile device displaying the confirmation of your gift to the back of your room and show it to one of our volunteers.



# USE ALL THE DONATION OPTIONS

- Text-to-Donate
- QR Codes
- Pledge/Donor Cards (Offline Donations)
- Donation Stations and/or Volunteers
- Swipers/MobileCause App

*Don't lose a gift because your supporter  
"doesn't do" your preferred donation method*



# TEST EVERYTHING BEFORE YOUR EVENT

- ✓ Mobile and WiFi Signals are strong at venue
- ✓ Event computers (preferably) are on wired network connection (Thermometer, Offline Donations, Check-ins, etc.)
- ✓ Event computers have AC connection
- ✓ Thermometer page responds to texts
- ✓ Thermometer page options (Live Display) are changing correctly
- ✓ Swipers are operating correctly
- ✓ Swipers are charged

The background is a soft-focus photograph of a social event, possibly a party or wedding reception. It features warm, golden-yellow lighting and the silhouettes of several people in the foreground and midground. The overall atmosphere is festive and intimate.

# CLOSING

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# 7 TIPS TO HELP REACH YOUR GOAL

1	Make it convenient to RSVP	Direct mail (with QR code), email, social media and text
2	Empower out-of-towners to make donations	They can participate with the Fundraising Thermometer
3	Send mobile alerts before, during and after events	Tell your story, get people excited and engaged!
4	Use video to invite, remind and thank participants	Videos result in 4x click through rate
5	Make a live giving demonstration	Never passively ask for donations
6	Recognize donations in real-time until the goal is reached	Automated and Live
7	Provide multiple ways for people to donate	Donor cards, check/cash, smartphone, swiper



# EVENT KIT

- <http://mobilecause.me/eventkit>

## Event Kit

LAST UPDATED: JUL 24, 2019 06:20AM PDT

Have you set up your Merchant Account yet? This needs to be completed before using most of MobileCause for your event. To set up your merchant account, [click here](#).

For an outline of building your event, download the Event Planner's Worksheet [here](#).

### Event Collateral

- [Interactive Calendar Builder](#)
- [Live Ask Script Templates](#)
- [Table Tent Artwork](#)
- [Powerpoint Instruction Slide](#)
- [Emergency After-Hours Support](#)
- [Android Swiper Quick Reference Guide](#)
- [iOS Swiper Quick Reference Guide](#)

### Design Content

#### *Ticketing and Reservations*

- [Ticketing Activity](#)
- [RSVP Forms](#)

#### *Dynamic Fundraising Event Form & Thermometer*

- [Text to Donate Activity](#)
  - [How do I Reuse a Keyword with a New Thermometer for a New Event or Campaign](#)
- [Fundraising Thermometer](#)
  - [How to Display the Fundraising Thermometer On-Screen](#)

# DIGITAL MARKETING SERVICES

**Our team of fundraising experts can create and execute event strategies and communications for you, so you can focus on connecting with donors:**



## Strategy

Best practices to manage every aspect of a successful event



## Calendar

A campaign calendar that covers the duration of your event



## Donor Wall

Creation of the event thermometer to compliment your theme



## Communications

Messaging for every step pre, during and post the event



## Scripting

Storytelling, program review, and how to text-to-donate script



## Ticketing

Develop registration, RSVP, sponsorship and ticket forms



## Promotion

Strategy to create awareness via social media, email and text



## Materials

Custom printable files for table tents, and signs



## Follow up

Post-event strategy for thanking and cultivating donors



## Reporting

Event reporting and insights

A man in a dark suit is seen from the back, holding a microphone and addressing a group of people. The audience is seated at tables in the background, which is softly blurred. The scene is lit with warm, ambient light, suggesting an indoor event or conference.

# QUESTIONS & ANSWERS

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# THANK YOU FOR JOINING OUR CLASS TODAY.

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Work on your campaign with our Digital Marketing Strategy team: <http://mcause.us/dmsinfo>



[training@mobilecause.com](mailto:training@mobilecause.com)



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