

MobileCause Academy Training

# #GIVINGTUESDAY & YEAR-END GIVING STRATEGIES AND CAMPAIGN PLANNING



# USING GOTOWEBIN

Interact with us!

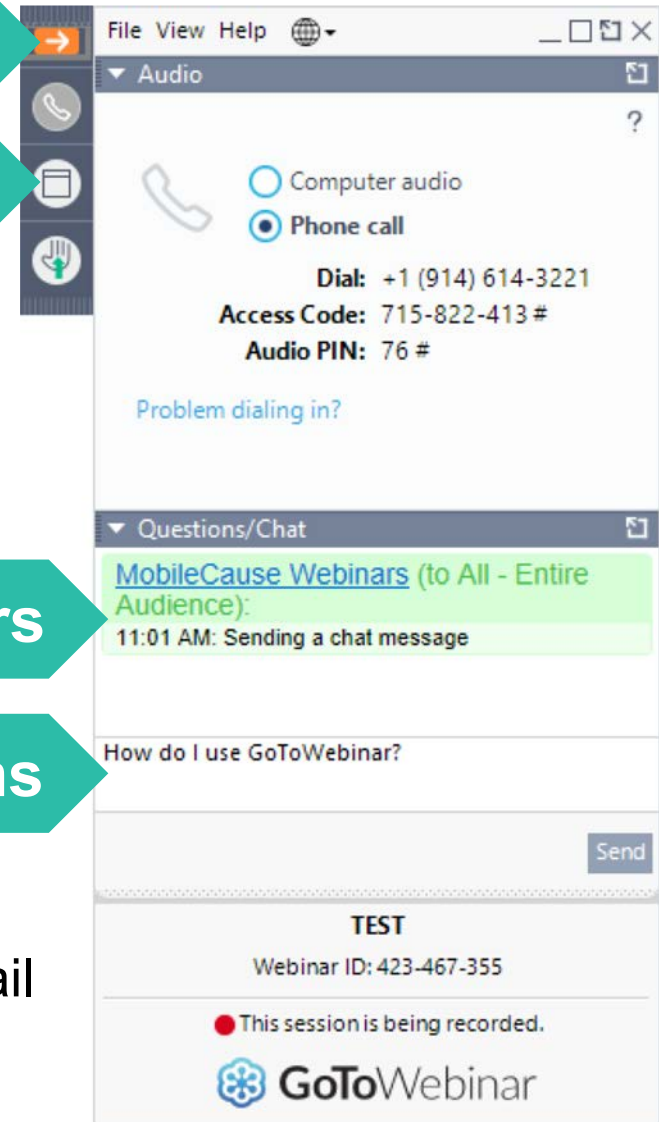
Show/Hide Controls

View Full Screen

View Responses from Speakers

Ask Your Questions

- Handouts available for download
- Questions not answered in session will be answered in follow up email
- This is being recorded and a link will be sent out after the session



# AGENDA

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- Facts and Figures
- Your Multi Channel Strategy
- Communication Methods
- Ideas and Examples

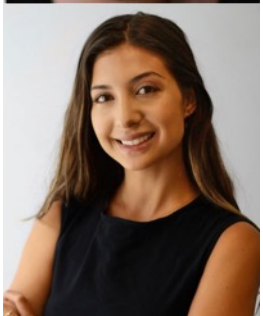
# SPEAKERS



**CHRISTY NOEL**  
VP of Digital Marketing Services



**COREY BLAKE**  
Digital Strategist



**XANIKA COVINGTON**  
Digital Strategist



**SARAH BAKER**  
Digital Strategist



**LINDSEY HIMPHILL**  
Digital Strategist



**SCOTT COUCHMAN**  
Training Manager



# What were the results of your #GivingTuesday campaign last year?

## Registration Poll Results

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**6%** It was a great success!

**17%** We raised more than we expected.

**26%** We did not meet our goal.

**52%** We did not have a #GivingTuesday campaign last year.

## Class Poll

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**How many communications or touch points of any kind did you send for your last Year End Giving Campaign?**



# FACTS AND FIGURES

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LINDSEY HIMPHILL



# WHAT IS #GIVINGTUESDAY?

# 2012

- A global day of giving fueled by the power of social media and collaboration
- Kicks off the charitable season
- *A simple idea to bring together your community and your organization, find a way to give back and then share your idea*



# YEAR END GIVING – WHY SO IMPORTANT?



30% of all annual US donations occur in the month of December

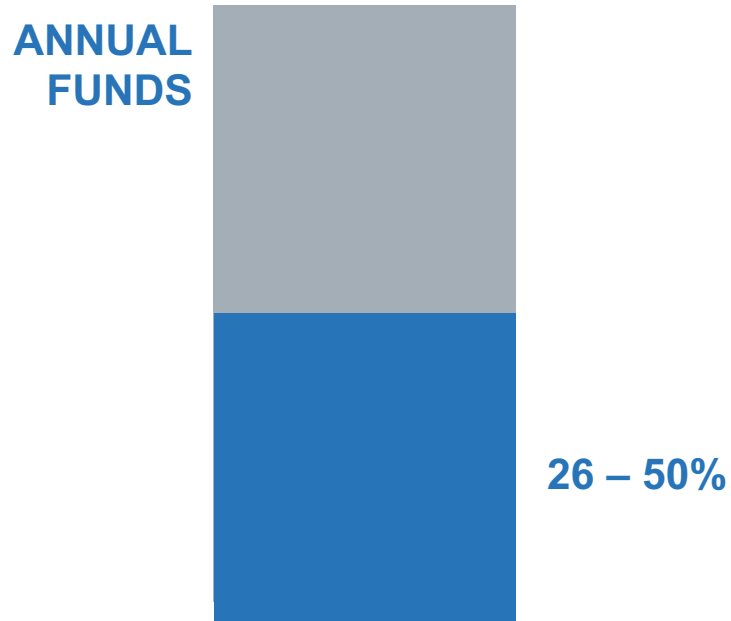


10% of all annual US donations occur on the last 3 days of the year



New Year's Eve is the most generous day of the year

# YEAR END GIVING – STATS



**28%** of nonprofits raise between

**26 - 50%**  
of their annual funds  
from their year-end ask.

*Year-end giving can be a huge boost for your annual fund, with many nonprofits reporting that nearly half their annual funds come from their year-end ask.*

<https://www.neoncrm.com/10-year-end-giving-statistics-every-fundraiser-should-know/>



# LAUNCHING #GT INTO YE

You can have a goal for #GT *the day*, but money raised can be figured into Year-End Giving campaign

Make #GivingTuesday the launch pad of your larger year-end fundraising campaign

#GT is the day you start telling the story you'll be telling for the rest of the season

# KEEP THE MOMENTUM GOING

KEEP

Keep the momentum you've created with #GT going into Year-End

Keep your increased social media posting going too

*"No scaling back after #GivingTuesday, the lead up from #GivingTuesday to Year End should be a steady beat"*  
– Xanika Covington, MobileCause





# YOUR MULTI CHANNEL STRATEGY

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CHRISTY NOEL



**STORYTELLING  
is the best marketing!**





# COMPELLING STORYTELLING WEBINAR



## Training Videos

Find out essential tips for success in your account.

Watch

Fundraising  
Strategy Videos

Compelling  
Storytelling To  
Engage Donors  
And Boost Gifts  
(May 2018)



# MULTI COMMUNICATION STRATEGY



Direct Mail



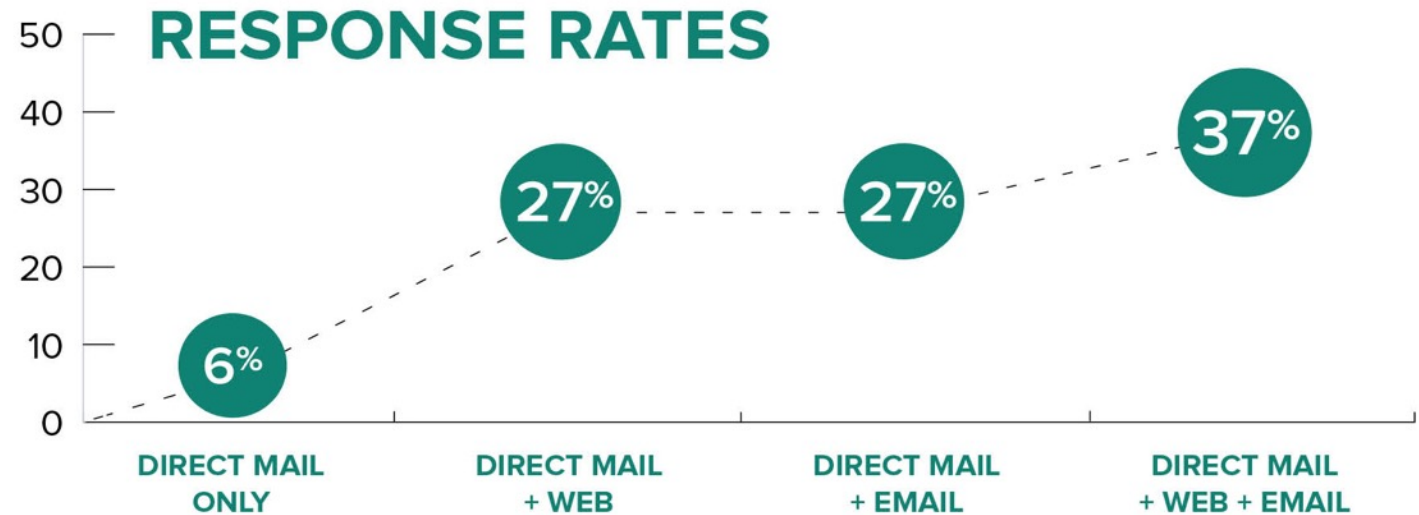
Social Media (Web)



Email



Text



## WHEN TO SEND?

MON	TUE	WED	THU	FRI	SAT
<b>EMAIL</b> 6am	<b>LINKEDIN</b> 7-8am / 10-11am 5-6pm Avoid Mon & Fri	<b>TWITTER</b> 12pm / 6pm Clicks Peak 5pm Send Retweets	<b>FACEBOOK</b> 1pm for Most Shares 3pm for Clicks	<b>TEXT</b> 1-5pm in Afternoon	<b>INSTAGRAM</b> 11am-1pm 7-9pm On Saturday or any Day of the Week

Pro Tip:

For best results, send at least **four** messages **before** you ask for a donation.



# YEAR END GIVING – STATS

59.9%

of nonprofits

make between  
**1-3 donor  
“touches”**

for their year-end campaign.

*27.6% of nonprofits surveyed make **zero** “touches” for their year-end campaign*

<https://www.neoncrm.com/10-year-end-giving-statistics-every-fundraiser-should-know/>

# TYPES OF COMMUNICATION

Communication Campaign	
<b>Exposition</b>	Information on the organization and who/what it benefits
<b>Impact</b>	Detailed explanation of how money raised is used and what it will achieve
<b>Ask</b>	Requesting a donation or gift
<b>Stewardship</b>	Ensuring donors feel appreciated so they continue to be involved in the organization and donate

# #GivingTuesday Campaign Calendar


## KEY

### Channel

**M** Mail  
**S** Social  
**E** Email  
**T** Text

### Type

● Exposition  
 ● Impact  
 ● Ask  
 ● Stewardship

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28 October	29	30	31	1 November	2	3
	<b>M</b>			<b>E</b> Save the Date!	<b>S</b>	
4	5	6	7	8	9	10
		<b>E</b>		<b>S</b>	<b>T</b>	
11	12	13	14	15	16	17
		<b>S</b>		<b>S</b>	<b>T</b>	
18	19	20	21	22 Thanksgiving	23	24
<b>T</b>		<b>E</b>		Morning <b>S / T</b>		<b>E</b>
25	26	27	28	29	30	1 December
	Morning <b>E</b>  Mid-Day <b>S / T</b>	Morning <b>E / S / T</b>  Mid-day <b>S / T</b>   Evening <b>S / T</b>	<b>E1 / E2</b> <b>S / T</b>		<b>S / T</b>	

# Year End Giving Campaign Calendar

## KEY

### Channel

**M** Mail  
**S** Social  
**E** Email  
**T** Text

### Type

● Exposition  
 ● Impact  
 ● Ask  
 ● Stewardship

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
2 December	3	4	5	6	7	8
	<b>M / S</b>		<b>S / T</b>		<b>S</b>	
9	10	11	12	13	14	15
		<b>E</b>		<b>S</b>	<b>T</b>	
16	17	18	19	20	21	22
	<b>S</b>		<b>S</b>		<b>T/S</b>	
23	24	25	26	27	28	29
	Morning <b>T</b>  Mid-day <b>S</b>		<b>E / S</b>		<b>S</b>	
30	31	1 January	2	3	4	5
Morning <b>E</b>  Mid-Day <b>S / T</b>	Morning <b>E / S / T</b>  Mid-day <b>S / T</b>  Evening <b>S</b>			<b>E / S / T</b>	<b>S / T</b>	<b>M</b>



# EASY TO DONATE ON YOUR WEB PAGE



26%

*Email messaging accounted for 26% of all online revenue*



21%

*21% of donations are directly through social media*



51%

*51% of high-wealth donors (\$200k+) prefer to give online*

# EASY TO DONATE ON YOUR WEB PAGE



A group of five people are running away from the camera through a desert landscape at sunset. The scene is dimly lit with warm orange and yellow tones. In the background, a large, semi-transparent graphic of a gift box with a bow is visible. The title 'COMMUNICATION METHODS' is overlaid in large, bold, blue capital letters.

# COMMUNICATION METHODS

SARAH BAKER, XANIKA COVINGTON, COREY BLAKE



# SOCIAL MEDIA STATISTICS

*“I’m afraid I will send too many emails and alienate or overwhelm my supporters.”*

On #GT alone, the top fundraisers posted:

**10** times *per Social Media channel*

+ sent **2** *emails*

+ sent **1 or more** *texts*

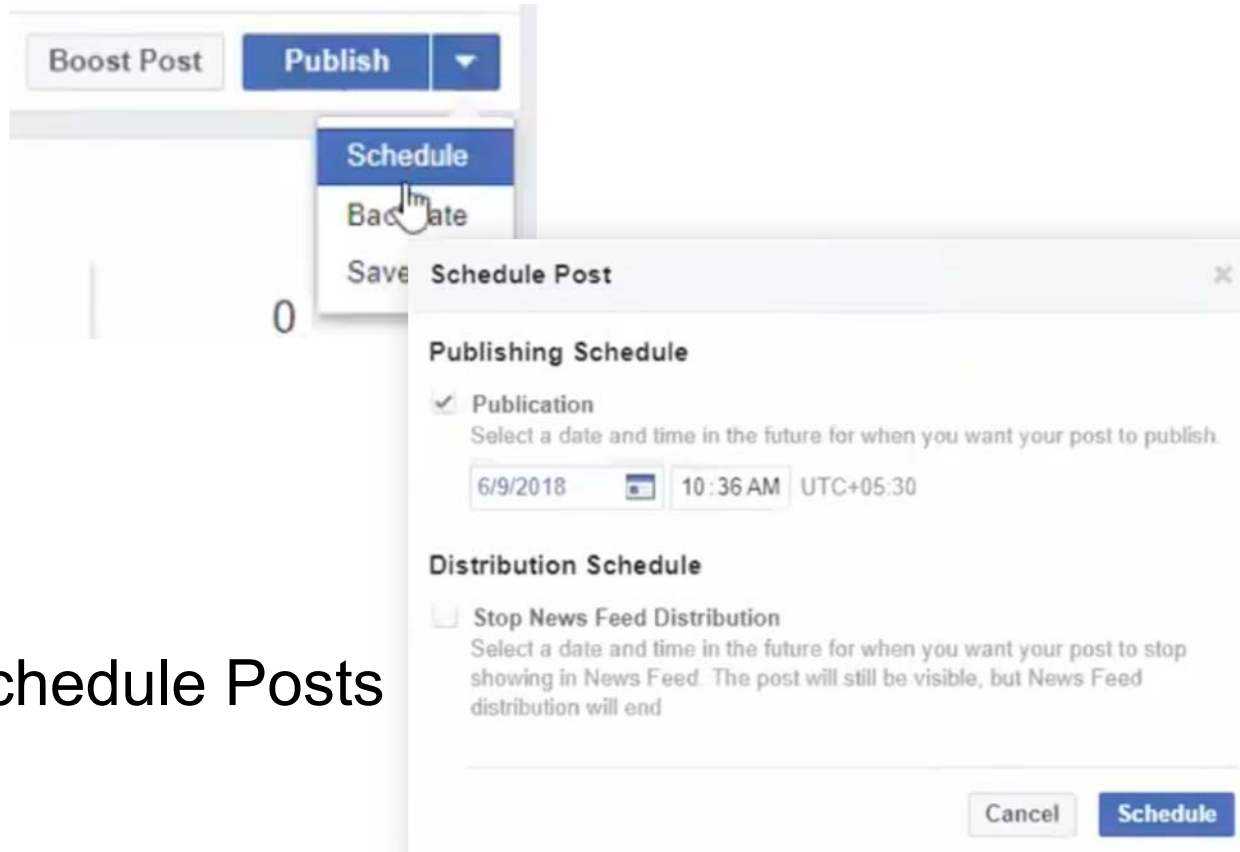
**< 20%**

NOT-SO-FUN FACT:  
Of the 1,500+ stories a  
person might see whenever  
they log onto Facebook, the  
News Feed displays  
approximately 300.

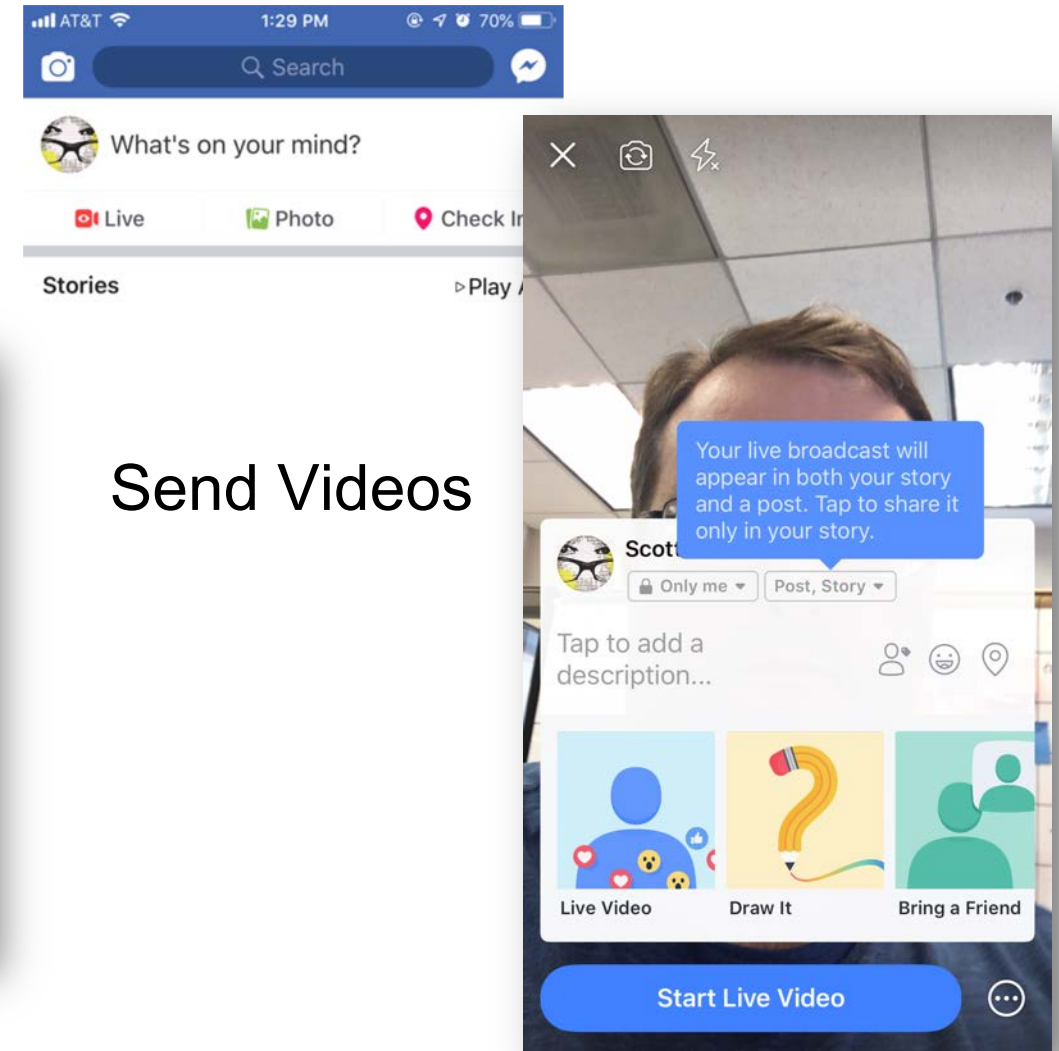


# SOCIAL MEDIA TOOLS

Schedule Posts



Send Videos

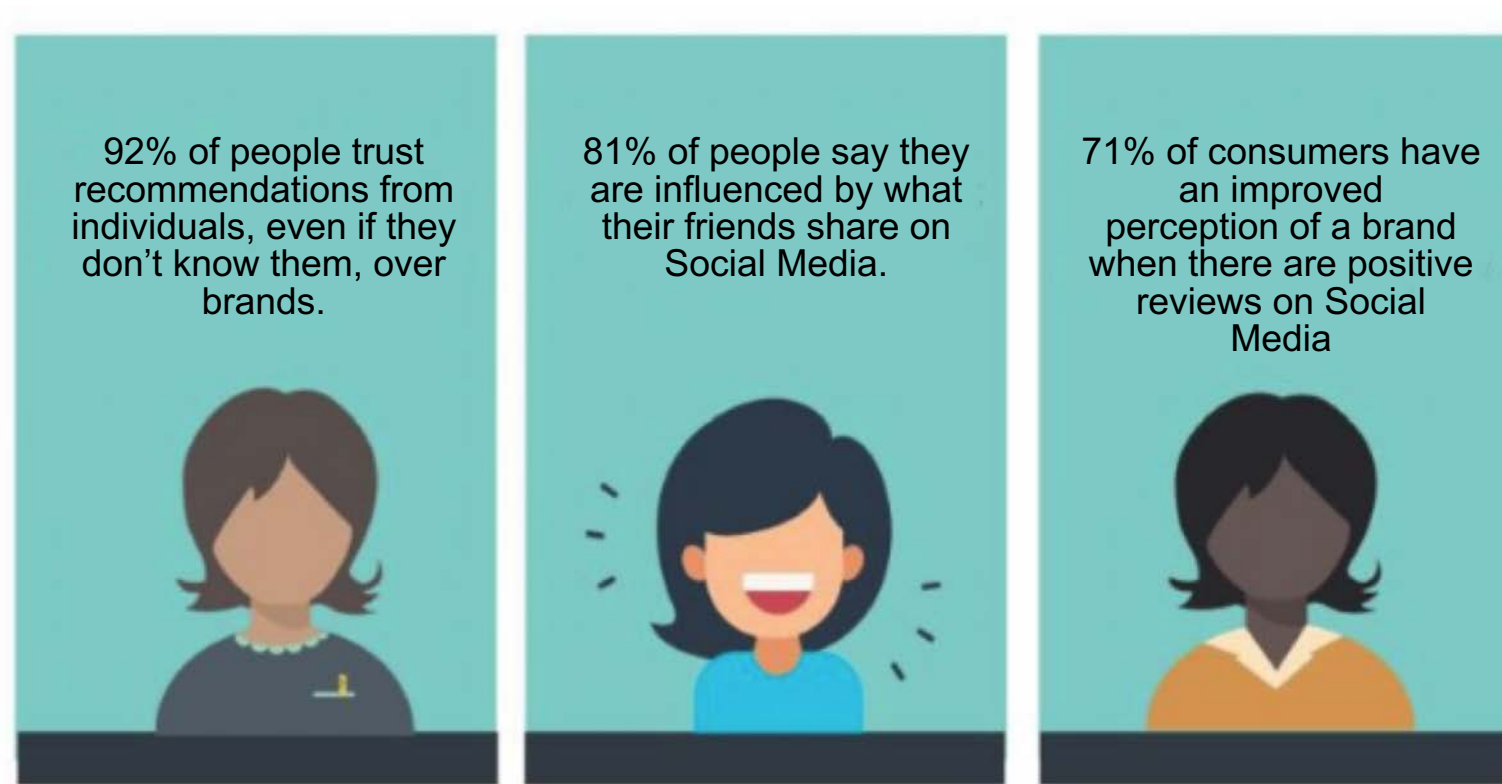


# SOCIAL MEDIA EXAMPLES



# AMBASSADORS

47% of supporters learn about nonprofits from social media

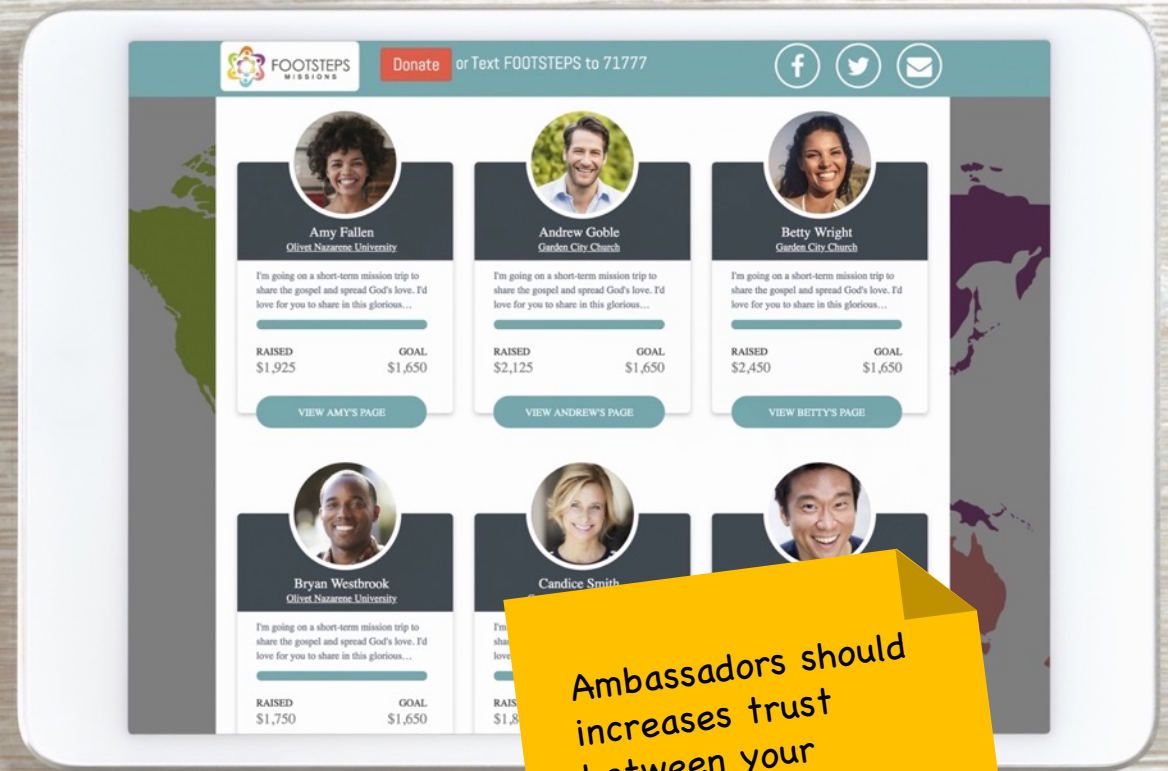


TIP: Include images or video with every message



# AMBASSADORS

- Share content and information about your organization – encourage them to share a personal story!
- Help raise the profile of your organization in the community
- Serve as cheerleader for your organization
- Drive impact and results



Ambassadors should increase trust between your organization and potential new supporters



# AMBASSADORS

**FUN FACT:** The average volunteer fundraiser brings in \$612 from 8 donors, 5 of which are new to the nonprofit

## #LOBEROGiveDay Thursday, February 22

- The theme is “Happy Birthday Lobero!”, celebrating the Lobero’s 145<sup>th</sup> birthday
- The Lobero will do a marketing push beginning with an email to subscribers & social media posts beginning at 8 AM
- As a Digital Ambassador, we ask that you tell your friends about Lobero Give Day by posting on your personal social accounts:
  - Change your profile pic to the the supplied image
  - Post your own Lobero story/stories
  - Make a gift & share the Give Day Donate Link: <http://bit.ly/LoberoGive>
  - Include the #LoberoGiveDay hashtag on all posts, so we can follow & share
    - Remember, what you post should be authentic and appropriate for you and your friends



 **LOBEROTHEATRE**

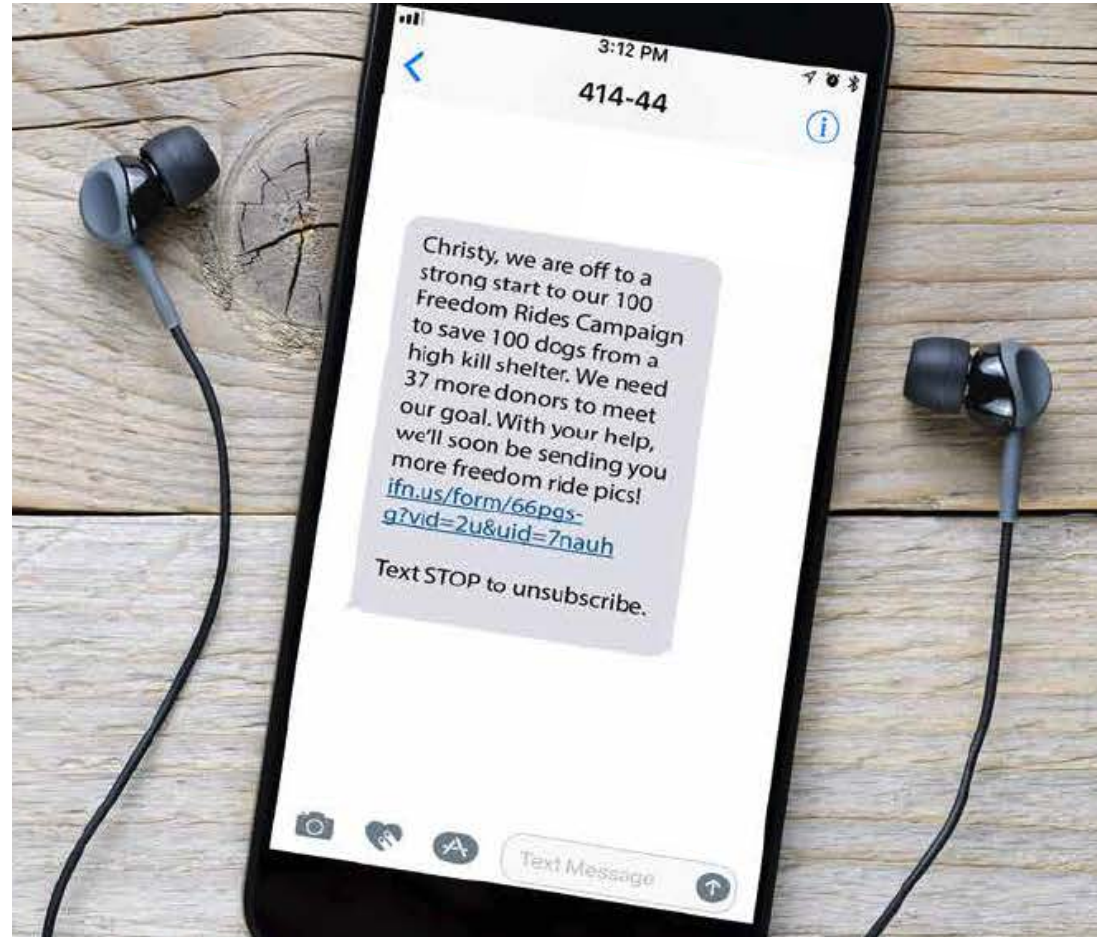
Tag & Follow @LoberoTheatre



# TEXTING INCREASES GIVING

Connect with your supporters:

- ✓ any time
- ✓ anywhere
- ✓ on any device



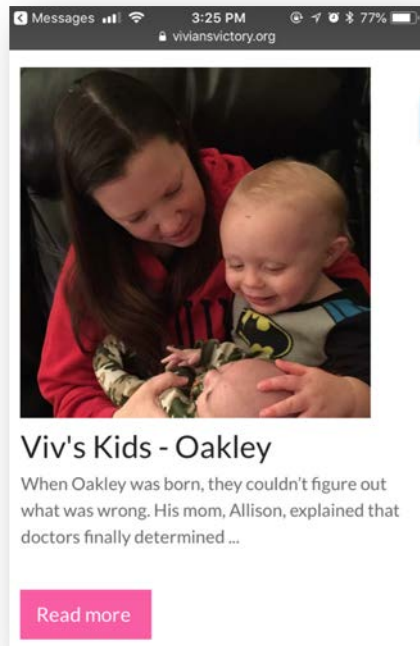
For year-end appeals, texting can:

- ✓ offer a convenient way to give
- ✓ help you increase giving by creating a sense of urgency

# TEXT TO INCREASE ENGAGEMENT

Have you read any stories of our Viv's kids? Check them out here: <https://viviansvictory.org/vivs-kids/>

Text STOP to unsubscribe



How far does \$1 go? On #GivingTuesday the Food Bank can provide \$16 worth of food with a matching gift. Give today! [bit.ly/gtfoodbank](http://bit.ly/gtfoodbank)

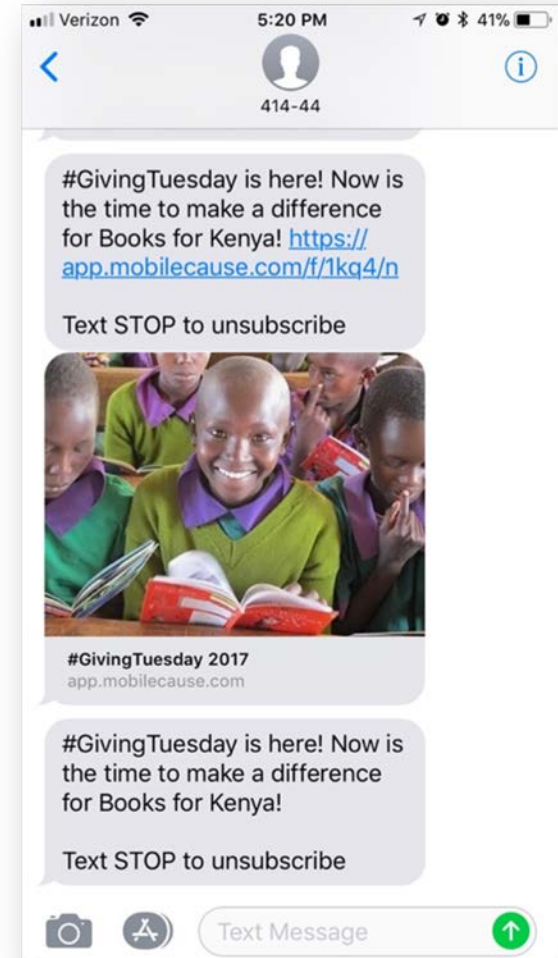
Text STOP to unsubscribe

Please support the Dolores Huerta Foundation #Give2DHF for #GivingTuesday, a global day dedicated to giving back <http://bit.ly/1YG6iSP>

Text STOP to unsubscribe

Today is #Giving Tuesday. Now thru SAT 12/5, 25% off in ReStore. Show this text & get an extra 15% off total purchase. That's 40% off!

Text STOP to unsubscribe





# SCHEDULE TEXTS – SAVE TIME & ENERGY



< Back to Dashboard

## Messages

Send a Text Message

Schedule a Text Series

Send an Email Message

Scheduled

Outbox

Inbox

Drafts

### Send a Text Message

Message Title

Campaign

Select Existing Campaign

+ Add New

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)):

10/16/2018 03:52 pm

Immediately

Send to one or more of your lists:

All lists

### Text Message

December 2018

Su Mo Tu We Th Fr Sa

						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Time

03:52 pm

Hour

Minute

Now

Done

# CULTIVATING SUPPORTERS: POST #GT

## Thanking and Acknowledging Your Donors

Thu, Dec 13, 2018  
11:00AM -  
12:00PM PDT



<http://mcause.us/training>

### • Direct Recognition

- Post with their first names
- Share videos mentioning them
- Tag them

### • General Thank You Messages

- Place a video thank you message on your donation Thank You page
- Create a #GivingTuesday Impact page

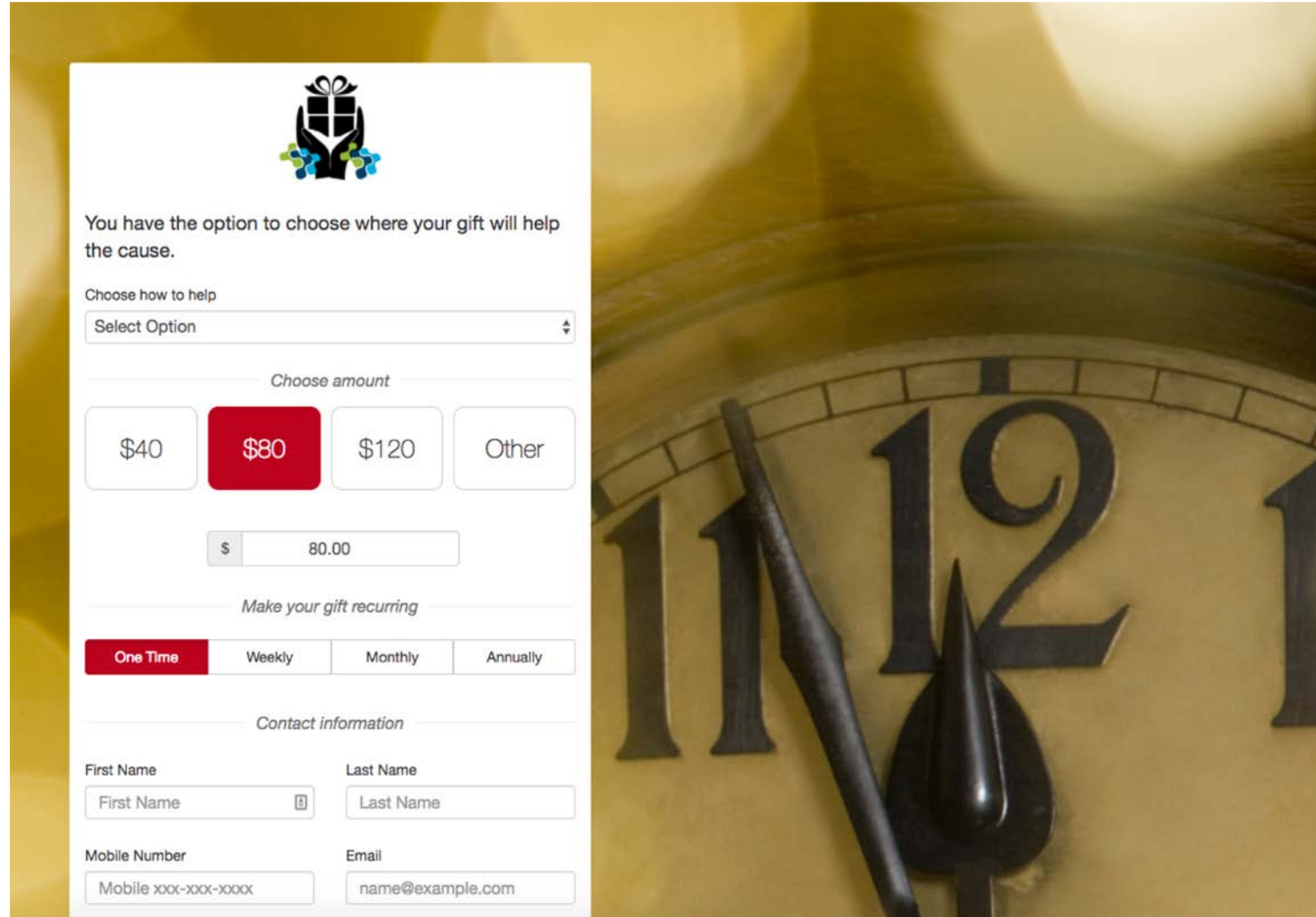
*FUN FACT: 80% of donors say a simple "thank you" would convince them to make a second donation*


The background is a blurred photograph of two people's hands working on a project. One hand holds a pencil, and the other points at a document. A large teal geometric shape, resembling a stylized 'X' or a series of overlapping triangles, is overlaid on the left side. In the top right corner, there is a yellow icon of a gift box with a ribbon bow. The title 'IDEAS AND EXAMPLES' is written in a bold, blue, sans-serif font across the middle of the image.

# IDEAS AND EXAMPLES

SCOTT COUCHMAN, LINDSEY HIMPHILL

# PERSONALIZE YOUR YEAR END DONATION PAGE





You have the option to choose where your gift will help the cause.

Choose how to help

Select Option

Choose amount

\$40 \$80 \$120 Other

\$ 80.00

Make your gift recurring

One Time Weekly Monthly Annually

Contact information

First Name Last Name

First Name Last Name

Mobile Number Email

Mobile xxx-xxx-xxxx name@example.com





You have the option to choose where your gift will help the cause.

Choose how to help

✓ Select Option

Clothing

Food

Medicine

Housing

General

## Manage Sections ▾

Add Custom Section

Add RSVP Section

Move Section

## + Add Custom Field ▾

Calculated

Checkbox

Custom Message

Date

Drop Down Menu

Hidden

Image

Password

Terms & Conditions

Text Box

Video

# IMPACT METRICS AS A DROP DOWN

## Impact

### Section Heading

How would you like your donation to help?

Custom Message

Show ☒ Required



Choose how to help

Drop Down Menu

Show ☒ Required



+ Add Custom Field ▾

# IMPACT METRICS AS AN IMAGE

+ Add Custom Field ▾

Calculated

Checkbox

Custom Message

Date

Drop Down Menu

Hidden


Image

Password

Terms & Conditions

Text Box

Video



You can improve our ability to save the forest throughout the year by becoming a monthly donor.

\$10 a month

Can save one tree from violent deforestation

\$40 a month

Can pay for critical soil testing that improves the life of endangered tree species

\$75 a month

Can fund interventional canopy reduction that increases the biodiversity of the forest


Choose amount

\$10

\$40


\$75

Other



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SCOTT COUCHMAN

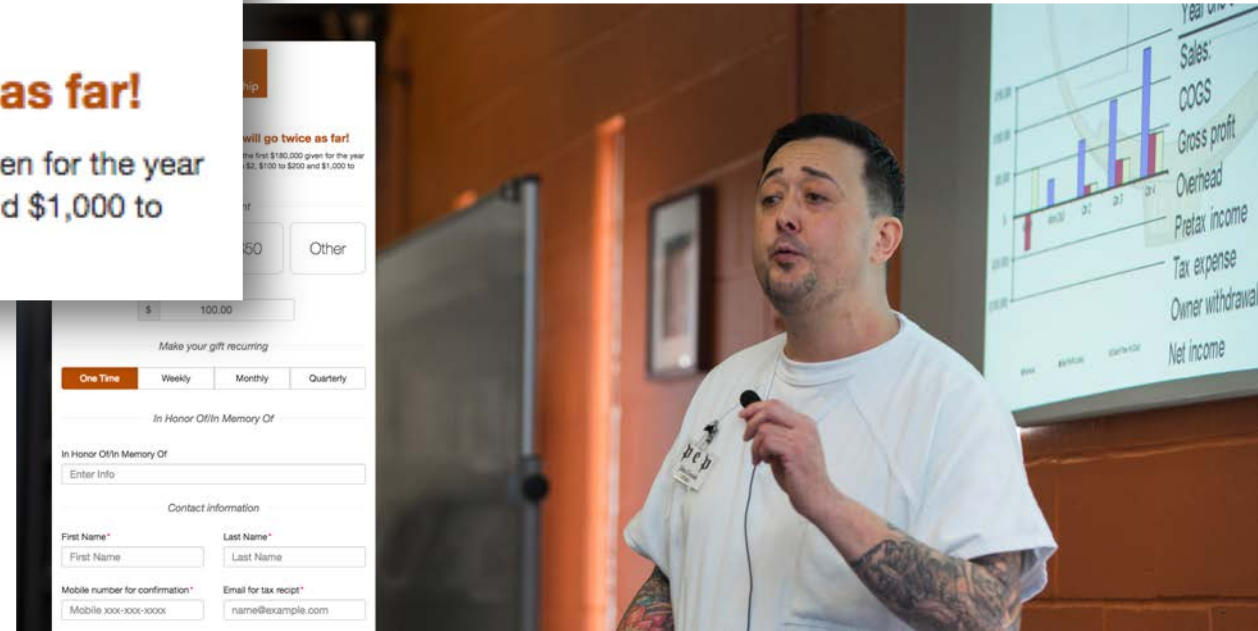
 MobileCause

# MATCHING GIFTS



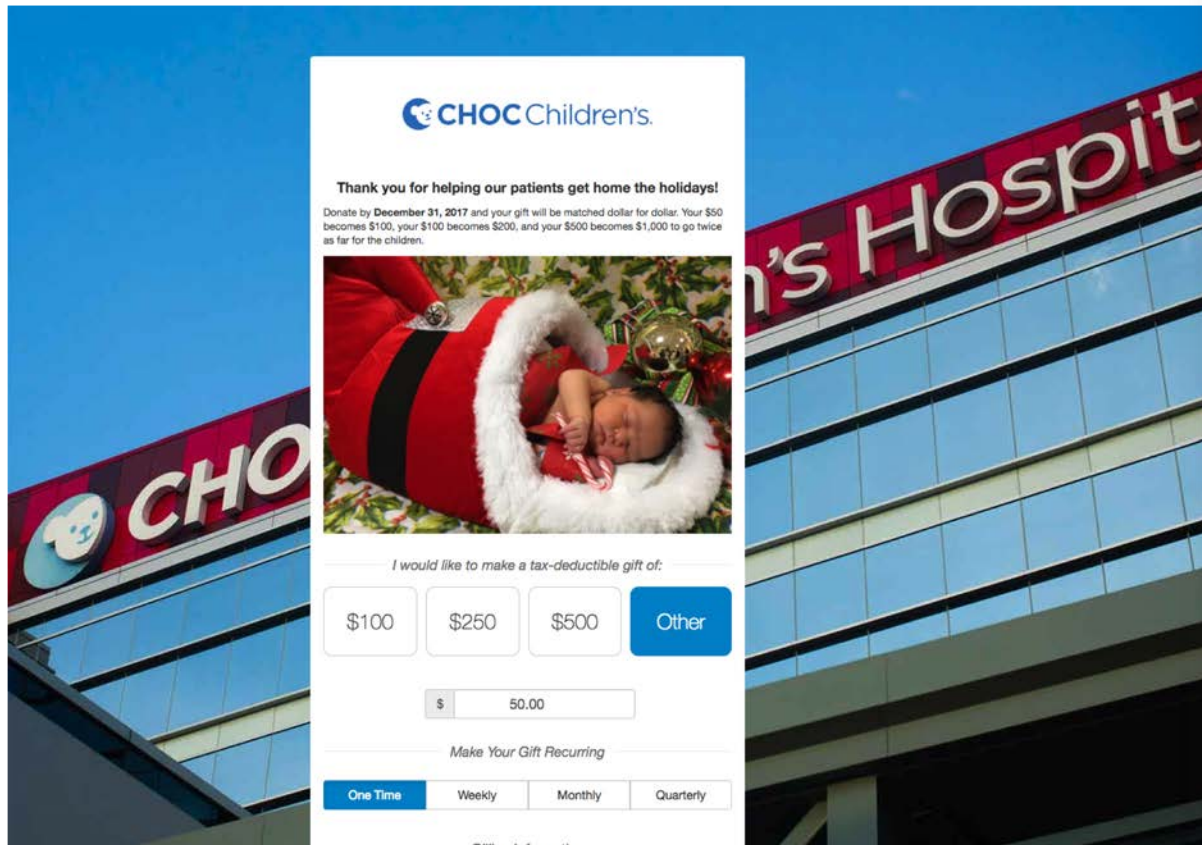
## This December your donation will go twice as far!

With the leadership and commitment of our boards, the first \$180,000 given for the year end campaign will be matched. Turn every \$1 into \$2, \$100 to \$200 and \$1,000 to \$2,000.






# MATCHING GIFTS



CHOC Children's

Thank you for helping our patients get home the holidays!

Donate by **December 31, 2017** and your gift will be matched dollar for dollar. Your \$50 becomes \$100, your \$100 becomes \$200, and your \$500 becomes \$1,000 to go twice as far for the children.



I would like to make a tax-deductible gift of:

\$

Make Your Gift Recurring

Other Information



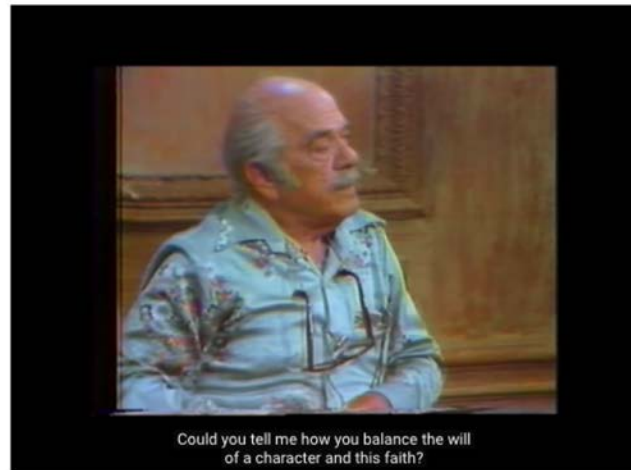
Thank you for helping our patients get home the holidays!

Donate by **December 31, 2017** and your gift will be matched dollar for dollar. Your \$50 becomes \$100, your \$100 becomes \$200, and your \$500 becomes \$1,000 to go twice as far for the children.



I would like to make a tax-deductible gift of:

# ANNUAL MEMBERSHIP RENEWAL



Frank Capra is one of countless film artists whose wisdom lives on in the AFI Archive. We're close to reaching our goal to digitize the final 1,000 hours of rare footage at risk, but need your help. **Renew your AFI membership today to preserve film history for future generations. Thank you!**

## RENEW YOUR MEMBERSHIP

Select your renewal level: \*

Select Option

>> [Explore member benefits](#)

**Interested in making a gift of stock?**  
Contact [membership@afi.com](mailto:membership@afi.com) for details!

### Your contact information

First Name \*


First Name

Last Name \*

Last Name




# COLLECTION DRIVE



New York Cares

COAT DRIVE



PINEBRIDGE

INVESTMENTS

60,000 New Yorkers spend each night in homeless shelters. 23,000 of those New Yorkers are children. With these kinds of numbers, services are stretched thin and resources are limited. Fortunately, there are ways that we can help those struggling to make ends meet.

Pine Bridge Investments is partnering with New York Cares to bring relief to tens of thousands through the 2017 Coat Drive. Your gift of \$20 or more can help keep New Yorkers warm this holiday season. To learn more, please visit [newyorkcares.org/coat-drive](http://newyorkcares.org/coat-drive)

\$20 provides a coat to a New Yorker in need

How many coats would you like to provide?

5 Coats \$100

Or enter any amount of coats if not listed above

Enter Amount

\$100.00

Contact information

First Name

Last Name

First Name

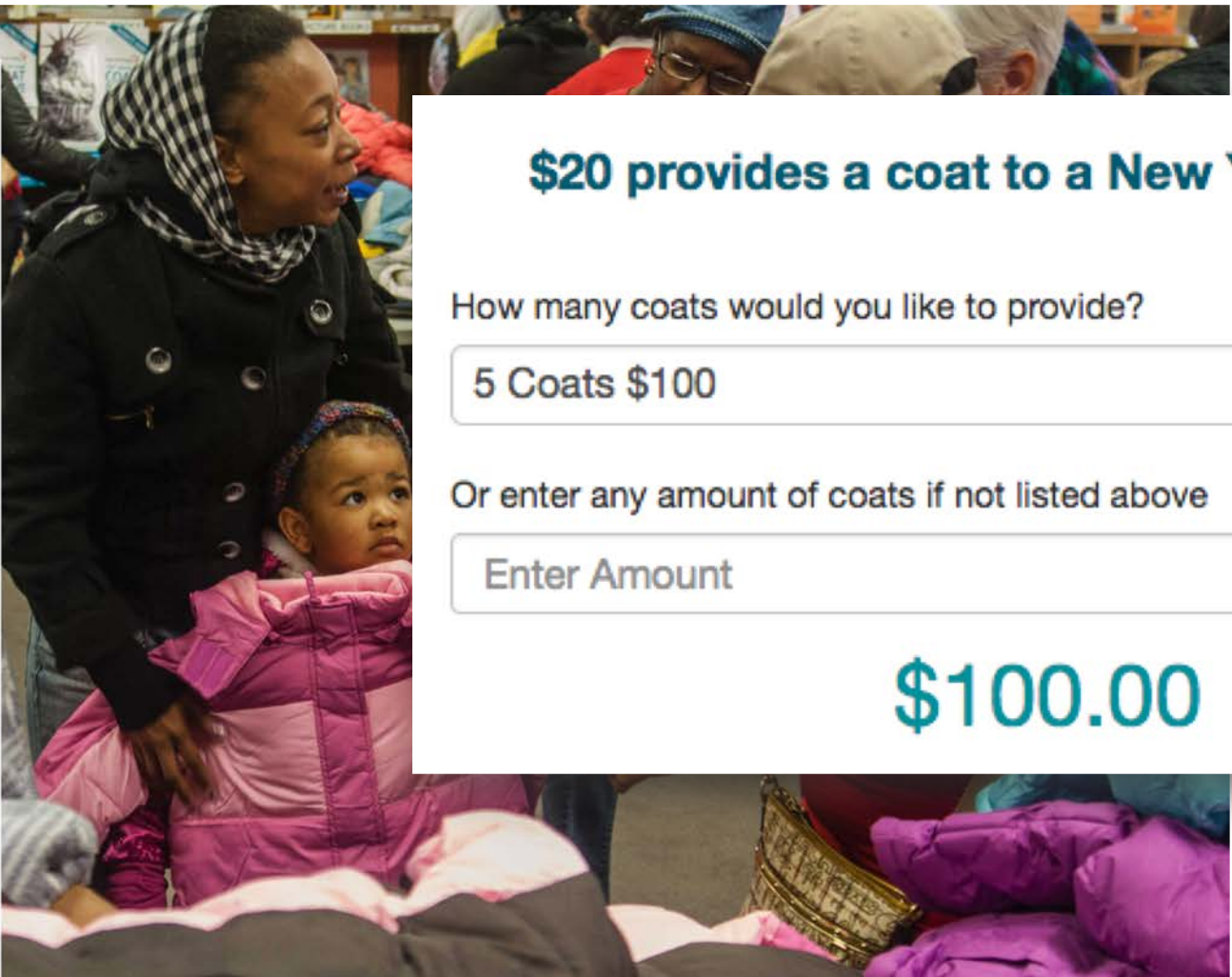
Last Name

Mobile Number

Email


Mobile xxx-xxx-xxxx

name@example.com



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LINDSEY HIMPILL



 MobileCause



# ASK & THANK YOU – ALL IN ONE



Text GiveLove17 to 71777



## #GIVINGTUESDAY™

NOVEMBER 28



save lives. double  
your impact.

all gifts matched by  
 **RUCKER  
PET**

Impact Donors Comments

\$10,610.39 Total  
Raised



\$10,000 Goal

131 Donors 0 Fundraisers

[Make A Donation](#)

*UPDATE: For every person making a \$25+ donation, Rucker Pet will send you a 15% off coupon to use at any of their four store locations throughout December! It's their way of saying "THANK YOU" for saving lives!*

Imagine a world where every dog or cat receives all the love they crave. All the care they need. All the attention they deserve. A world where no animal is neglected. Where healthy animals are not euthanized. Where no animal has to spend one-minute suffering.

***It's a great feeling, isn't it?***

Thanks to supporters like you, this dream became a reality for countless rescues this year at HSNEGA! Because of the generosity of our family of donors, 1500+ at-need animals received life-saving surgery, urgently needed care, and, most importantly, a second chance at happiness.

This Giving Tuesday, and throughout the Season of Saves, please join HSNEGA in celebrating not only the rescues

# GIVING CHALLENGES

## Wilmington Fund

SCHOLARSHIPS, ATHLETICS, PROGRAMS & MORE!

Goal: \$25,000  
Match: \$10,000

MAKE A GIFT! >



Text wcalumni to 71777



### WC Alumni! Break Your Record!

#### CHALLENGE 5

#### ALUMNI - Break a Record!

GOAL: \$25,000

Alumni, today is YOUR day to show your love for Wilmington College! Last year on #GivingTuesday you came through in a BIG way. Breaking all records and providing over 70 gifts totaling in excess of \$20,000! This year we have had several Alumni come forward and make challenge gift that will unlock as we exceed these goals. By making a gift of ANY size, you have the ability to make sure that the College receives an additional \$10,000!

50 Gifts = \$2,000 - Provided by an Alumnus from the Class of 1975  
75 Gifts = \$3,000 -  
100 Gifts = \$5,000 - Provided by an Alumnus from the Class of 1983

## #GIVINGTUESDAY

\$26,822.64 Total Raised

\$25,000 Goal

77 Donors 0 Fundraisers

Make a Gift

Become a Fundraiser

Impact

Teams

Fundraisers

Donors




Comments

Alumni, today is YOUR day to show your love for Wilmington College! Last year on #GivingTuesday you came through in a BIG way. Breaking all records and providing over 70 gifts totaling in excess of \$20,000! This year we have had several Alumni come forward and make challenge gift that will unlock as we exceed these goals. By making a gift of ANY size, you have the ability to make sure that the College receives an additional \$10,000!


- 50 - Gifts = \$2,000 - Provided by an Alumnus from the Class of 1975
- 75 - Gifts = \$3,000 -

# MAKE IT YOUR OWN

I AM THAT GIRL.



#GiveAGirlCommunity



\$22,635.51 Total Raised

\$25,000 Goal

153 Donors30 Fundraisers

Give Now

Become a Fundraiser

ImpactTeamsFundraisersDonorsComments


When you donate to I AM THAT GIRL, you're giving a deeply appreciated gift to all of the girls in our community. A gift for your younger self. For your daughter. For your niece. For a student. For a teacher. For a fighter. For a friend.

When you support I AM THAT GIRL, you are giving girls the tools they need to thrive as leaders and as people in today's world. I AM THAT GIRL is giving girls the tools they need to lead today with confidence + compassion through our peer-led local chapter program, app, and research-backed curriculum.

Give a girl...  
CONFIDENCE  
COMMUNITY  
A SAFE SPACE  
EMPOWERMENT

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LINDSEY HIMPILL

 MobileCause



The image features two women in a forest setting, looking at a smartphone together. The woman on the left is holding the phone. They are both smiling. The background is a dense forest with autumn-colored trees. Overlaid on the image are several abstract geometric shapes: a large teal 'X' on the left, a yellow hand-like shape on the right, and a yellow grid pattern in the upper right. The word 'CLOSING' is written in blue capital letters on the left side, with a teal horizontal line below it.

CLOSING

SCOTT COUCHMAN

# SUMMARY

- Facts and Figures
- Your Multi Channel Strategy
- Communication Methods
- Ideas and Examples

# FURTHER STUDY





## Training Videos

Find out essential tips for success in your account.

Watch

Fundraising Strategy Videos



Enter a search term here. 


Contact UsDashboard


Home > Fundraising Strategies > Fundraising Strategy Videos


### Fundraising Strategy Videos

LAST UPDATED: SEP 24, 2018 08:48AM PDT

MobileCause Academy Classes occur every few weeks and provide you with actionable strategies on various topics. Learn best practices for everything from Ticketing design to Giving Thanks to Days of Giving with experts from our [Digital Marketing Services](#) team and the Training team. For upcoming classes, check the [Training calendar](#).

#GivingTuesday Strategies and Campaign Planning  
(September 2018)  


Growing Your Donor Database  
(August 2018)  


Creative Uses of Text Messaging  
(June 2018)  


Compelling Storytelling To Engage Donors And Boost Gifts  
(May 2018)

Creative Fundraising Campaigns Using Crowdfunding Templates  
(March 2018)

Thanking, Acknowledging & Cultivating Donors  
(February 2018)



## MobileCause Academy

Live training will familiarize you with core elements.


Register

## Season of Giving Classes

LAST UPDATED: OCT 12, 2018 03:21PM PDT

Join us on **Fridays** for sessions to help you design your Giving Tuesday and Year End Giving forms and provide a little strategy along the way.

### Giving Tuesday

Designing your Text to Donate Activity  


Using Crowdfunding and Peer-to-Peer Fundraising with your Ambassadors  


October 19 10am Pacific  
  
Using MobileCause to Communicate with Your Supporters

October 19 12pm Pacific  
  
Using MobileCause to Communicate with Your Supporters

October 26 10am Pacific  
  
Reporting, Metrics and Analytics

October 26 12pm Pacific  
  
Reporting, Metrics and Analytics

Year-End Giving Strategies and Campaign Planning

Wed, Nov 15, 2018  
11:00AM - 12:00PM PDT

Thanking and Acknowledging Your Donors

Wed, Dec 15, 2018  
11:00AM - 12:00PM PDT



QUESTIONS?

A group of eight diverse individuals are shown from the waist up, standing in a row. They are all looking down at electronic devices: a smartphone, a tablet, a laptop, and another tablet. The background is dark and features two large, faint, stylized icons. On the left is a leaf-like shape composed of several parallel diagonal lines. On the right is a hand holding a gift box, with the gift box having a cross pattern. The overall tone is professional and tech-oriented.



# THANK YOU FOR JOINING OUR CLASS TODAY.

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