
MobileCause Academy Training

GROWING YOUR DONOR DATABASE



USING GOTOWEBIN

Interact with us!

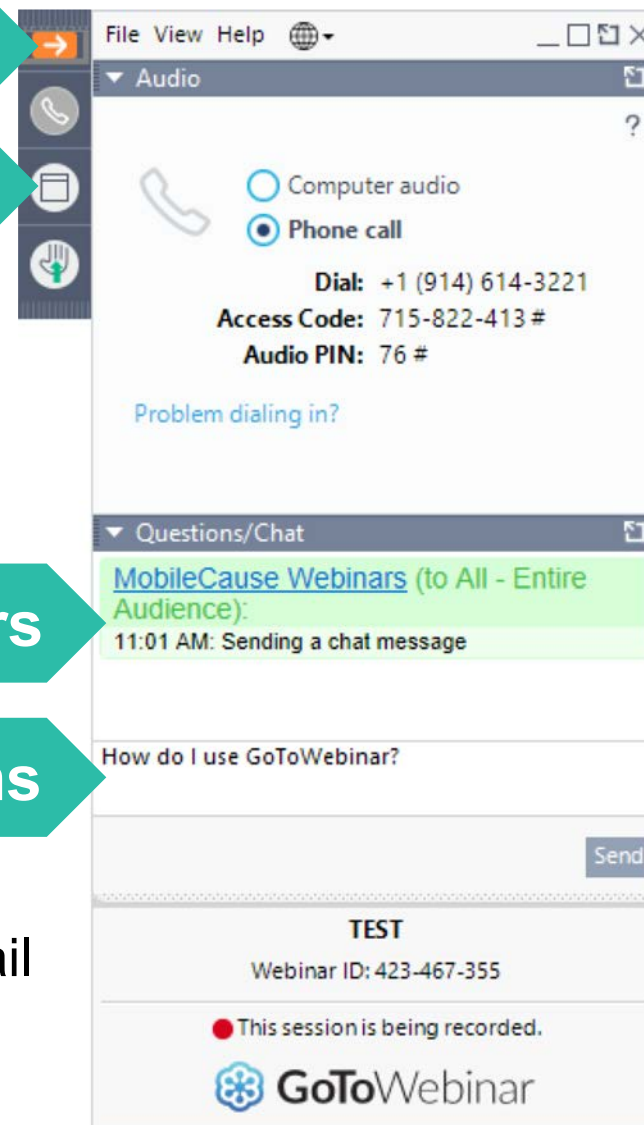
Show/Hide Controls

View Full Screen

View Responses from Speakers

Ask Your Questions

- 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



OBJECTIVES

What do you mean by
“Growing Your Donor Database”?

Capturing contact information:

- Email
- Mobile Numbers
- Address

*To enable you to cultivate them to
become new donors.*



AGENDA

- Setting Expectations
- Outreach
- Contests
- Text-In Trivia
- Social Media

SPEAKERS



LEAH LIBOLT
Senior Digital Strategist



COREY BLAKE
Digital Strategist



XANIKA COVINGTON
Digital Strategist



SARAH BAKER
Digital Strategist



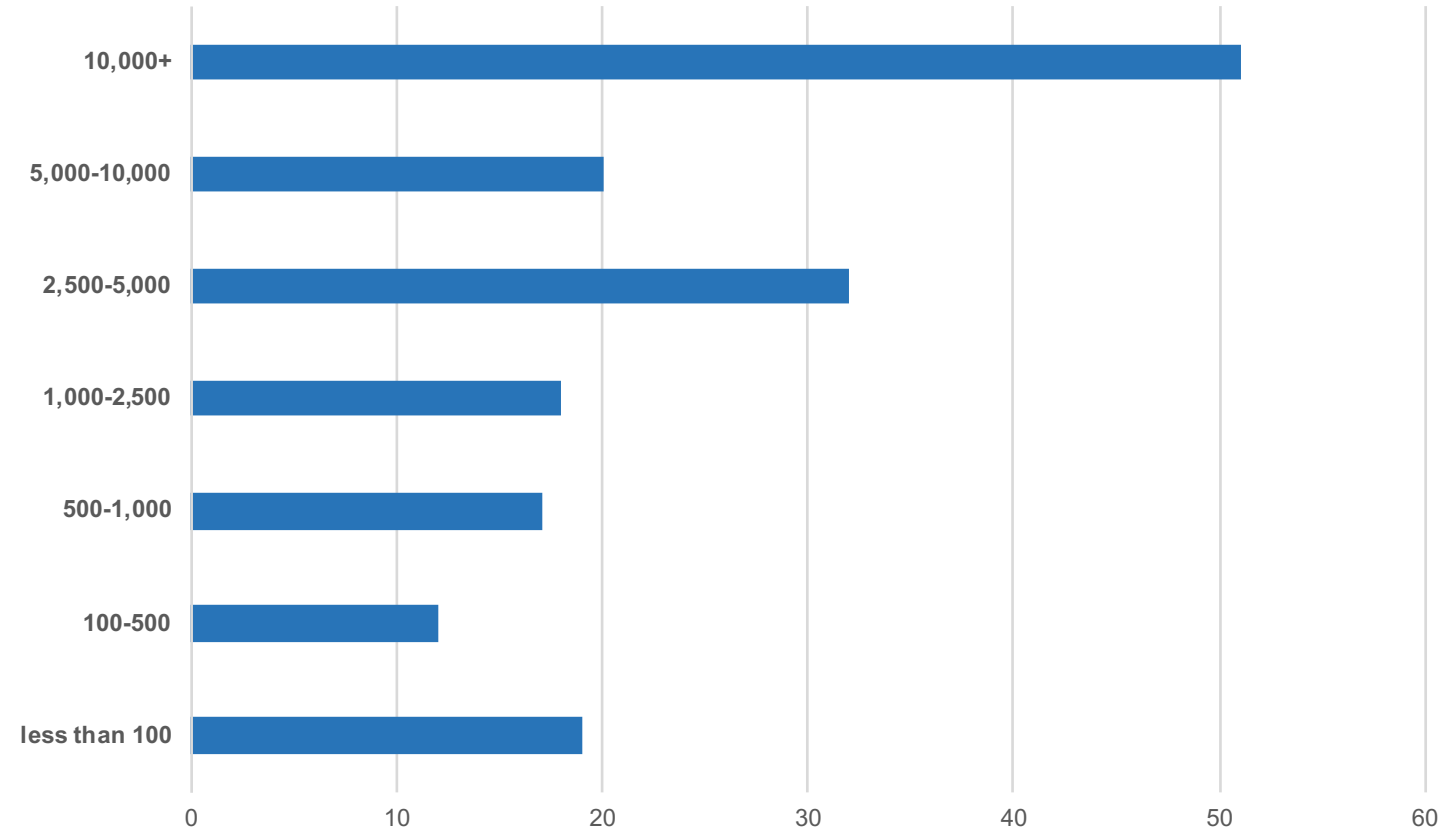
LINDSEY HIMPHILL
Digital Strategist



SCOTT COUCHMAN
Training Manager

What is the current size of your donor database?

Registration Poll Results



Class Poll



What is your current approach to gaining supporters?



SETTING EXPECTATIONS



Importance of Growing Your Database

45%

Is the average nonprofit
donor retention rate

4/5

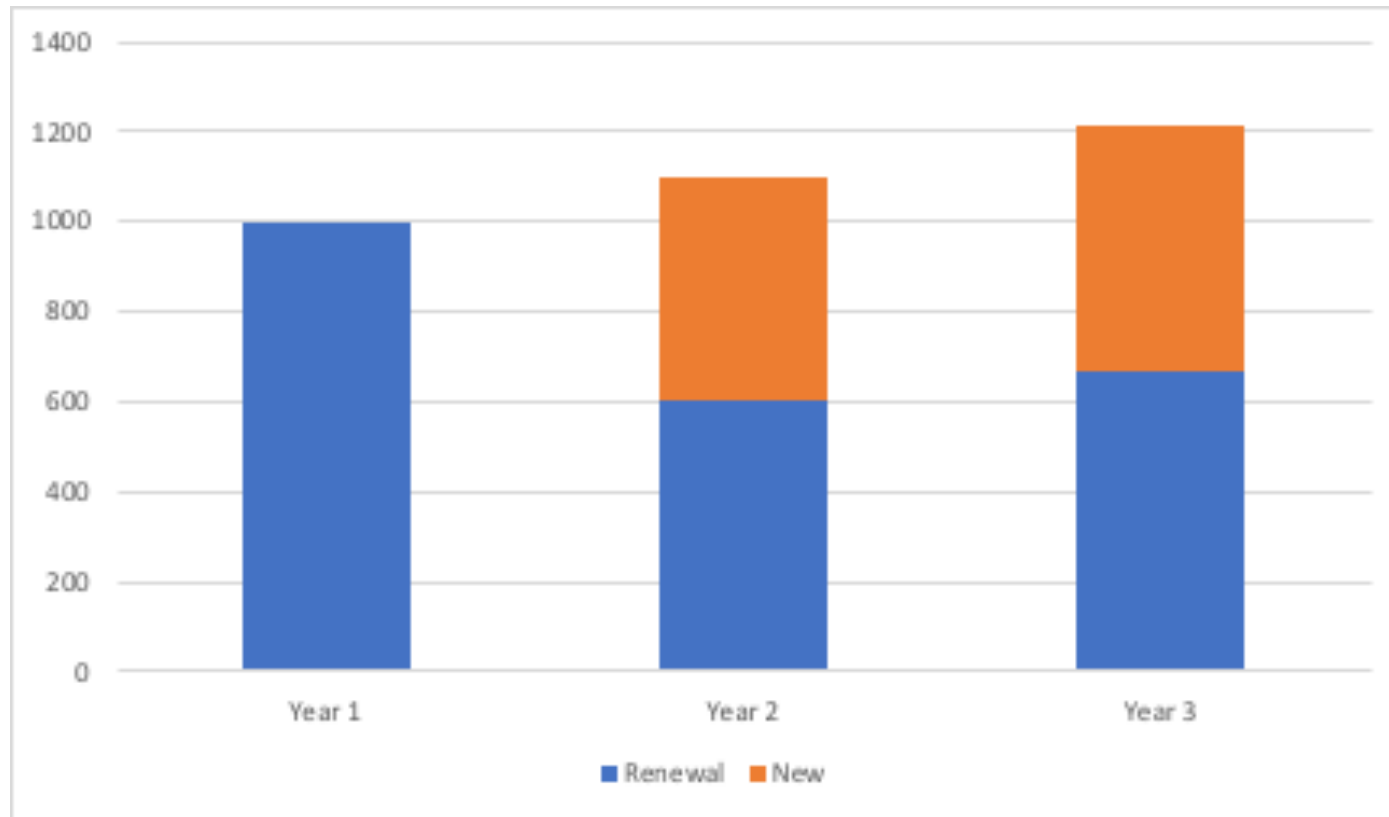
First time donors will not
return to give again

59%

Of annual givers drop off
each year on average

What to Expect

With focus and effort to nurture your leads:



Up to **10%**
annually

Key Components for Donor Growth

- **Storytelling**
 - Connect your cause emotionally
- **Impact**
 - Share the differences you make, so others understand your influence
- **Location, location, location**
 - Be where potential donors may be
- **Psychographic & Demographics**
 - Create compelling call-to-actions for your *target audience*

What Doesn't Work - Passive Advertising!

- Stadiums
- Concerts
- News Shows

...without a story of your organization.

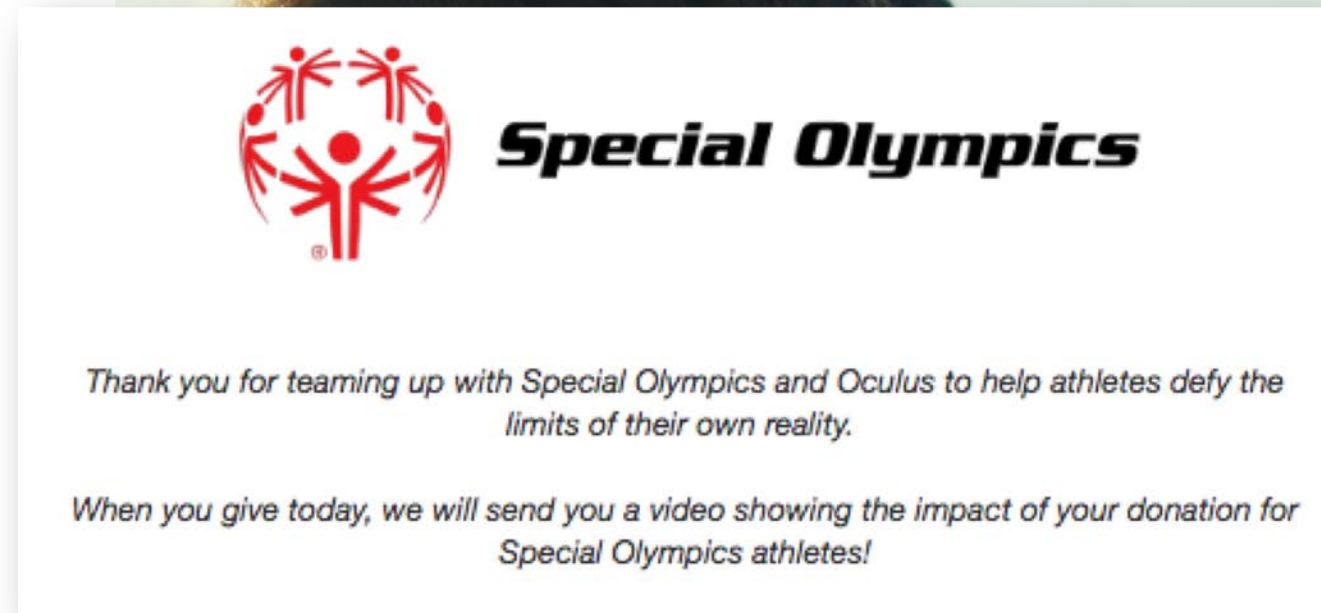
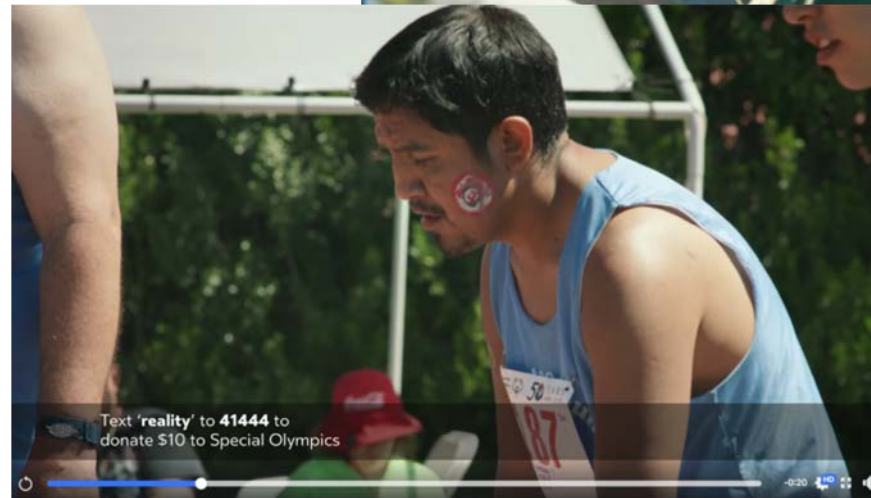
OUTREACH



INCENTIVES

REALITY to 41444

Tip: Incentives do not have to be extravagant. Even a simple “secret” video can make your supporters feel special.



One Time Monthly Annually

Contact information

First Name* Last Name*

First Name Last Name

Mobile Number for Text Confirmation* Email for Tax Receipt*

Mobile xxx-xxx-xxxx name@example.com

Payment information

Card Number*

XXXX XXXX XXXX XXXX VISA MASTERCARD DISCOVER AMERICAN EXPRESS

Expiration Date* CVV* What is this?

MM / YY eg. 123

SURVEYS

YC50 to 41444

Tip: Even the most perfect activity will fail without good promotion



Enter to win a FREE class at Yavapai College

I am celebrating at (campus location/date): *

Select Option

First Name *

First Name

Last Name *

Last Name

Mobile Number *

Mobile xxx-xxx-xxxx

Email *

name@example.com

What type of class are you interested in? *

Select Option

For official drawing rules, go to yc.edu/rules. After submitting below, you may receive messages from Yavapai College Foundation.

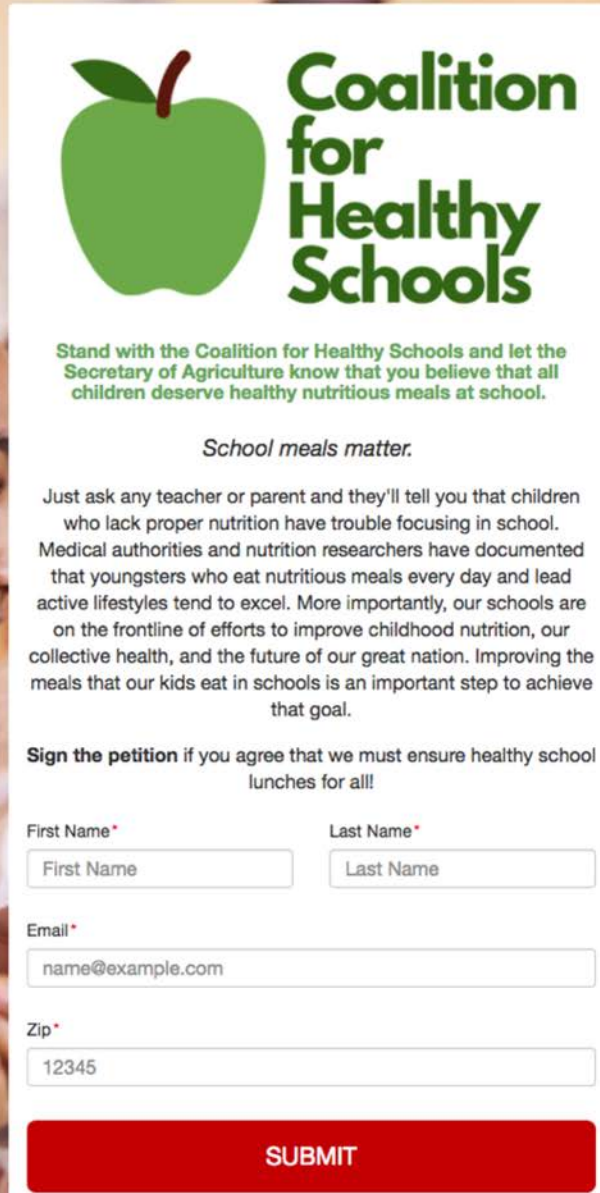
SUBMIT

PETITIONS

HealthyLunch to 41444

Tip: Petitions evoke passion from your supporters.

Link to or embed a donation form in your Petition Thank You page.



The image shows a petition form for the Coalition for Healthy Schools. The form is overlaid on a background image of children eating in a school cafeteria. The form includes the Coalition for Healthy Schools logo (a green apple) and the text "Coalition for Healthy Schools". Below the logo, it says "Stand with the Coalition for Healthy Schools and let the Secretary of Agriculture know that you believe that all children deserve healthy nutritious meals at school." The form also includes a paragraph about the importance of school meals, a "Sign the petition" section, and input fields for "First Name", "Last Name", "Email", and "Zip". A red "SUBMIT" button is at the bottom.

Coalition for Healthy Schools

Stand with the Coalition for Healthy Schools and let the Secretary of Agriculture know that you believe that all children deserve healthy nutritious meals at school.

School meals matter.

Just ask any teacher or parent and they'll tell you that children who lack proper nutrition have trouble focusing in school. Medical authorities and nutrition researchers have documented that youngsters who eat nutritious meals every day and lead active lifestyles tend to excel. More importantly, our schools are on the frontline of efforts to improve childhood nutrition, our collective health, and the future of our great nation. Improving the meals that our kids eat in schools is an important step to achieve that goal.

Sign the petition if you agree that we must ensure healthy school lunches for all!

First Name*

Last Name*

Email*

Zip*

SUBMIT

CONTESTS



CONTESTS



DABO to 41444

TIP: Pictures and videos of prizes cement the idea in people's minds

(and makes the form more exiting!)

The winner of the giveaway will receive:

- (2) Pregame Sideline passes for the Breast Cancer Awareness Game Against Georgia Tech on October 28th
- (2) 2016 National Championship Prints signed by Coach Dabo Swinney
- (2) Fight Like a Tiger t-shirts (sizes: S-3XL)
- (1) Custom Breast Cancer Awareness themed corn hole set (bags included) courtesy of Country Cornhole

The winner will be announced on October 15, 2017!



CONTEST + TRIVIA

BTS to 51555

TIP: Provide your organization's information when directing people to sign up for a contest to get more of your message out.

BTS

Financial abuse often leaves victims vulnerable to violence. We are here to help!
<http://bit.ly/grantsofhope>

btsadv • Follow
Colorado Springs, Colorado


btsadv Feeling lucky? Enter to win some BTS gear in honor of our #birthdayweek .
. . .
#birthday #party #festive #freestuff #giveaway #btsadv #squad #swag #contests #nonprofit #signup #domesticviolencesurvivor #dvaawareness #charity #breakthesilence
kristenthevisionary Yassssss!!
victoriasallie 🥰🥰🥰🥰🥰🥰

ENTER TO WIN FREE BTS GEAR!
Text BTS to 51555

WINNERS WILL BE SELECTED RANDOMLY

81 likes
DECEMBER 4, 2017

Log in to like or comment.

A lightbulb with a face and arms, holding a sign that says "Did You Know". The lightbulb is standing on a small base and has a friendly expression. The sign is tilted and held in its arms.

Did You Know

TEXT-IN TRIVIA

TRIVIA

Ryan's House For Youth Trivia Question

How many youth have been housed through RHFY since Dec. 26, 2016?

Text **ROCK1** to 51555 for the answer

Ryan's House For Youth Trivia Question

How much does it cost per day to serve a RHFY youth?

Text **ROCK2** to 51555 for the answer

ROCK1

30. See the house at:
ryanshouseforyouth.org.

ROCK2

about \$26. A donation of \$182 will provide for a youth for an entire week.
<http://bit.ly/2v1UkfH>



HOME ABOUT US CONTACT US STORIES HELP FOR STUDENTS AND FAMILIES MORE... CART (0)

Ryan's House For Youth Drop-In Center





@TAG: YOU'RE IT!

- Tag to increase eyeballs on social media
- Tag will also increase sharing

BARK to 71777

TIP: Treat people like people - Thank your donors, publicly, by name

TIP: Beat the algorithms! Ask people to like, share and follow.

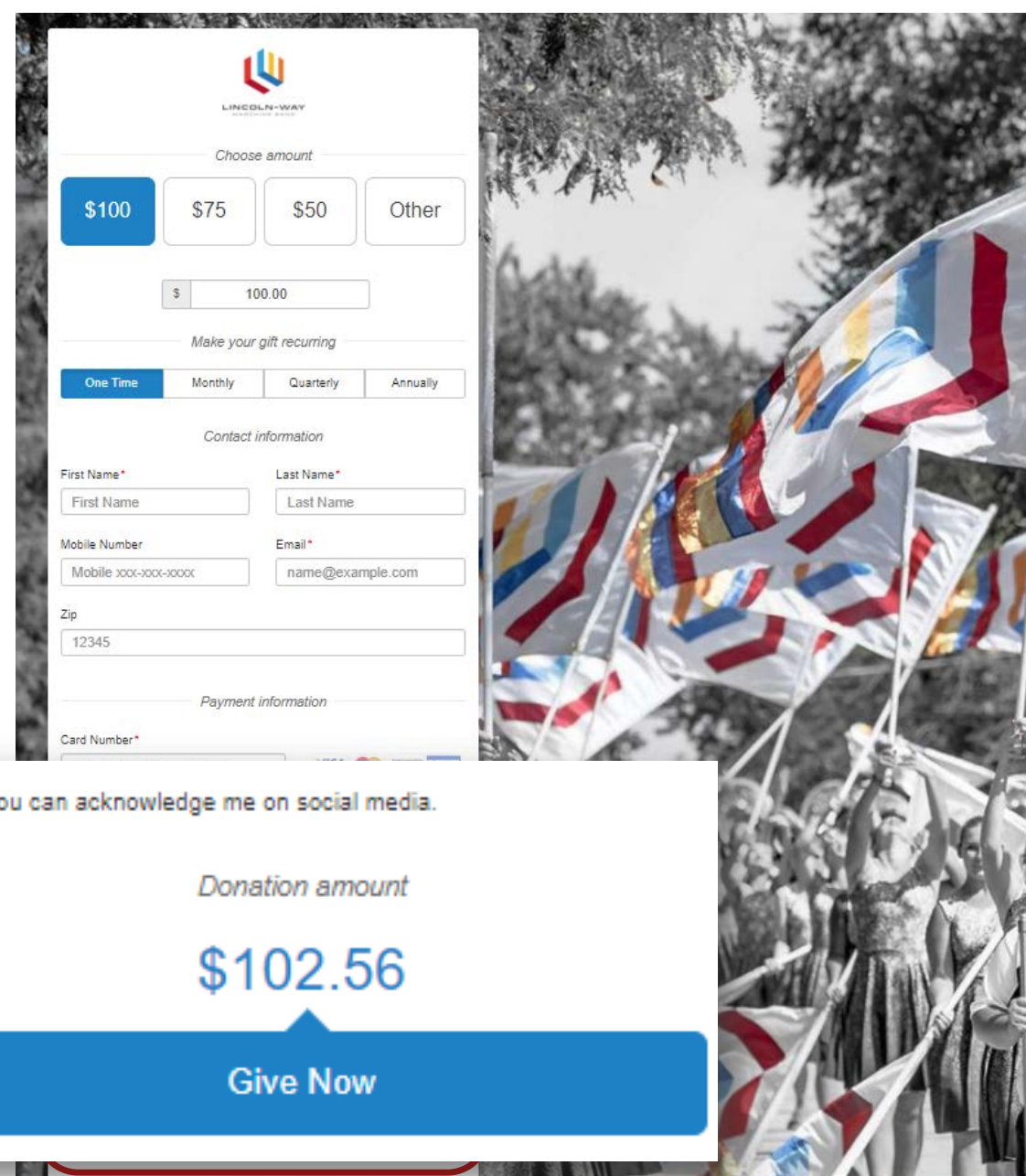


@TAG: YOU'RE IT!

LWMB to 71777

TIP: Add an “Opt-In” acknowledgement on your forms.

1. It let's the donor know you may use their name.
2. It gives the donor something to look for in their social media to share.

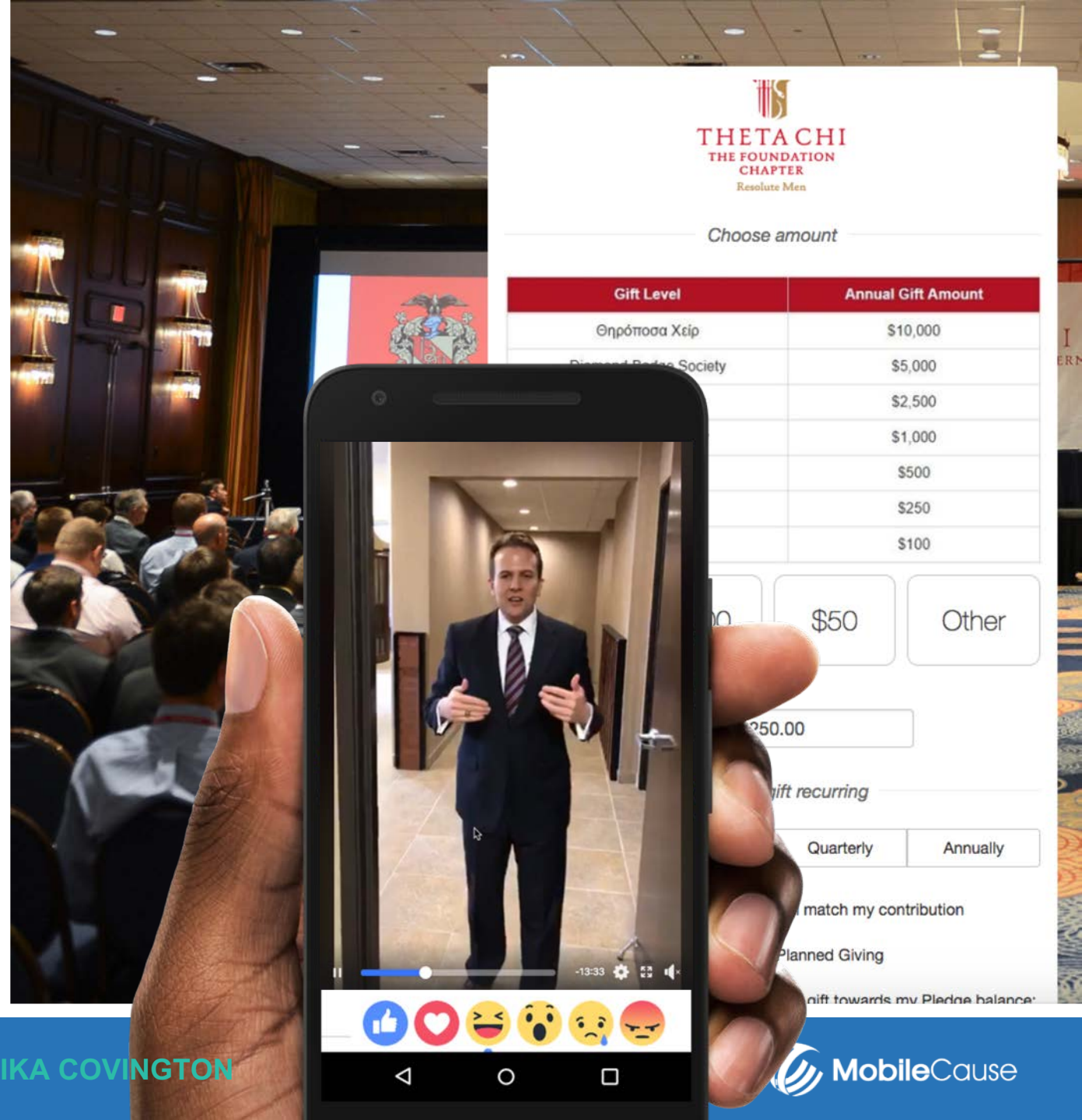


The image is a composite. On the left, a white donation form for 'LINCOLN-WAY' is shown. It includes sections for 'Choose amount' (with buttons for \$100, \$75, \$50, and 'Other', and a text input showing \$100.00), 'Make your gift recurring' (with buttons for 'One Time', 'Monthly', 'Quarterly', and 'Annually'), 'Contact information' (with fields for First Name, Last Name, Mobile Number, Email, and Zip), and 'Payment information' (with a field for Card Number). On the right, a black and white photograph shows a group of people, likely a marching band, holding large flags with red, white, and blue stripes. Overlaid on the bottom right of the form is a white box with a blue border. It contains a checked checkbox and the text 'Yes, you can acknowledge me on social media.' Below this, it says 'Donation amount' followed by '\$102.56' in large blue font. At the bottom of this box is a large blue button with the text 'Give Now' in white.

FACEBOOK LIVE

ThetaChi to 41444

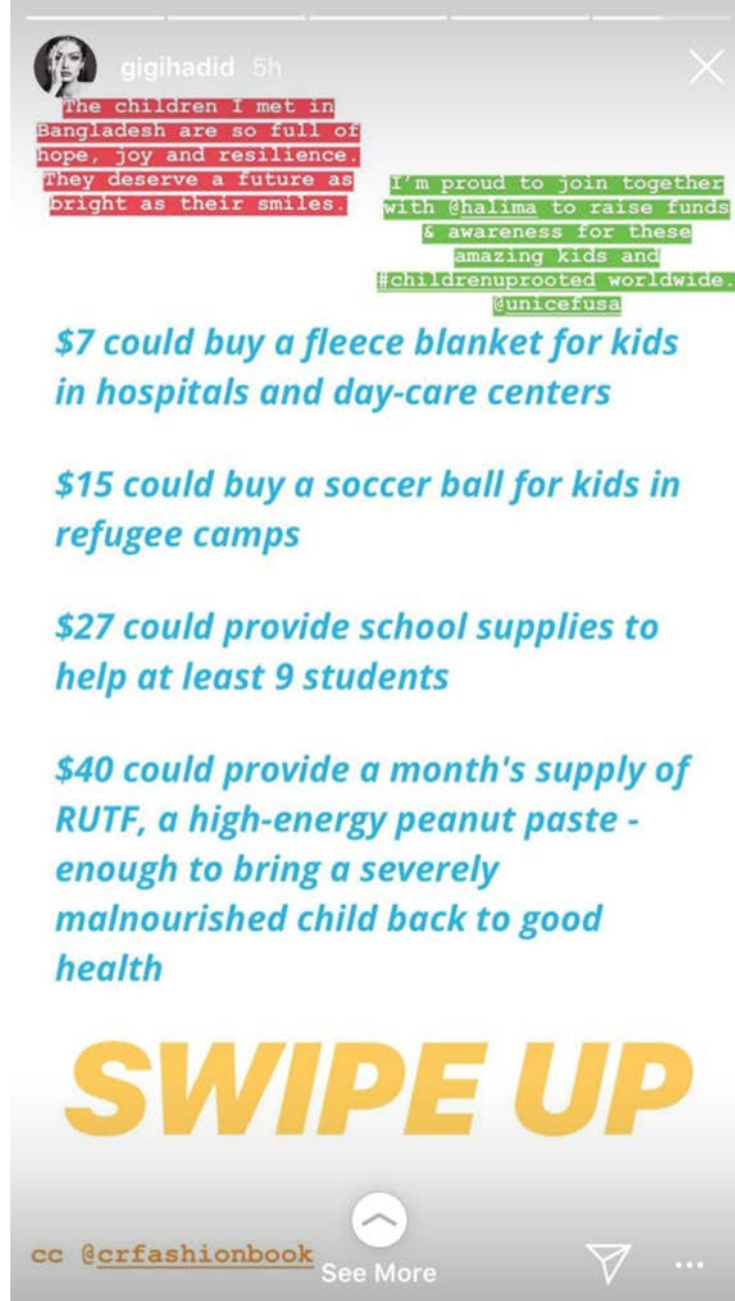
TIP: Live video can be as big as a full production or as simple as recording from your phone. The message is the most important part!



MAKE IT EASY

- Give your audience tangible impact metrics and a reason to participate
- Make the ability to donate or participate as simple as possible:
 - Pictures with Keywords
 - Swipe Links
 - Sharable Links

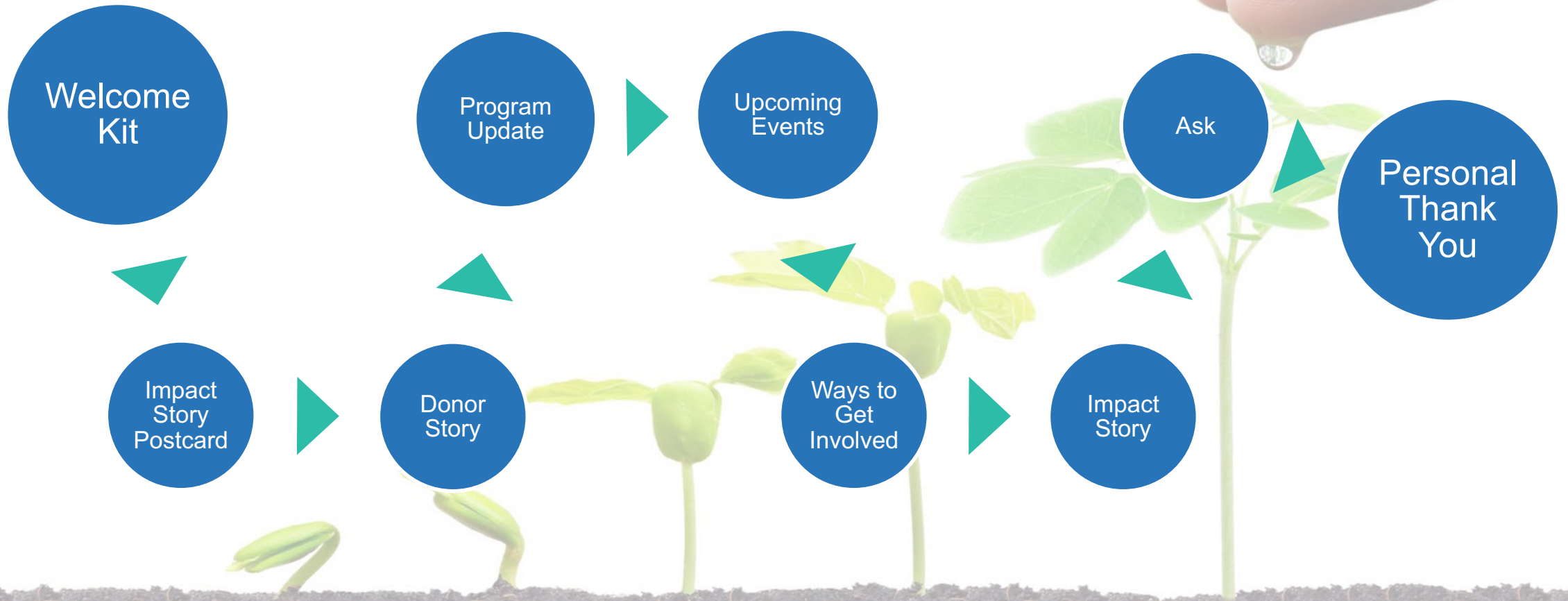
TIP: Find and follow your audience. Don't limit yourself with only Facebook. Maybe you can get better results from Instagram or Pinterest.



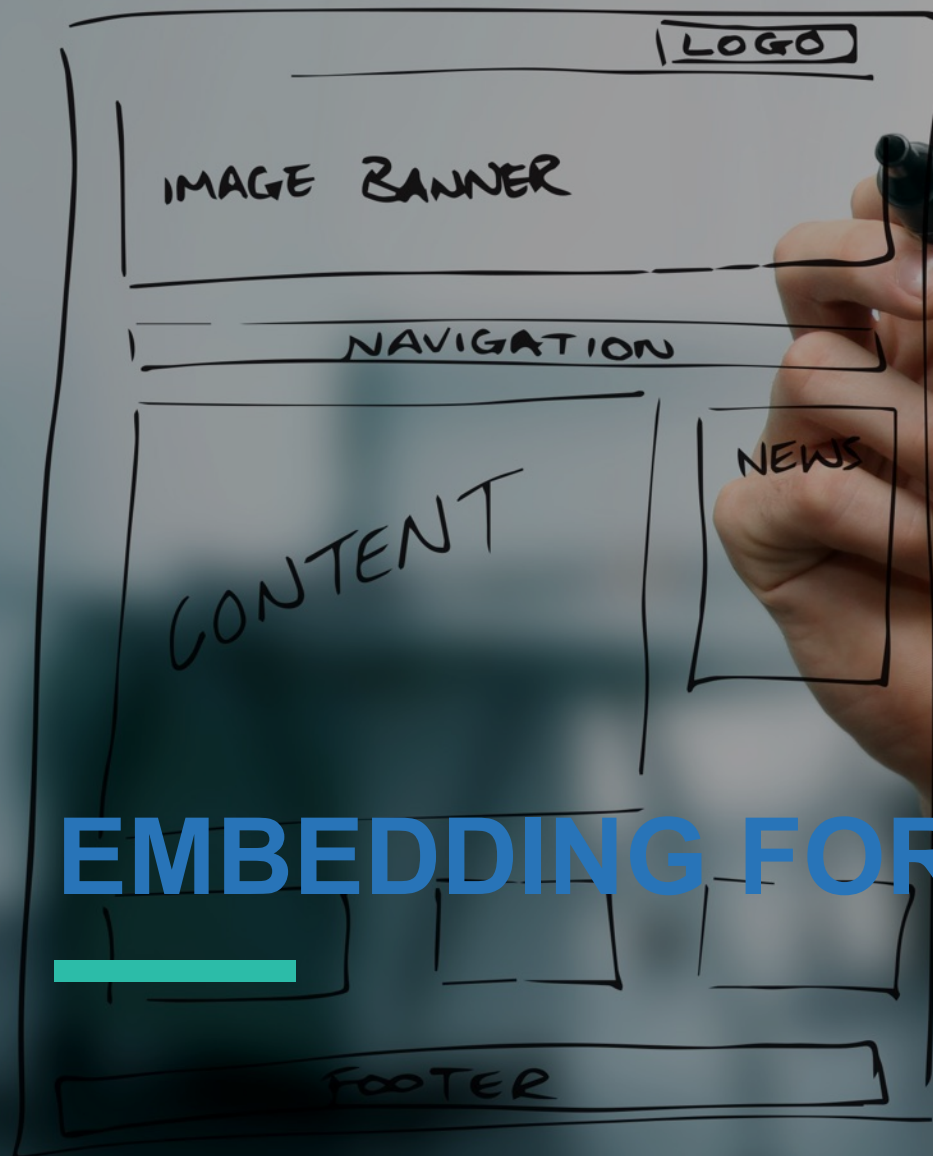


WHAT NEXT?

NURTURING NEW NAMES INTO DONORS



Homepage




EMBEDDING FORMS

CUSTOM THANK YOU PAGE

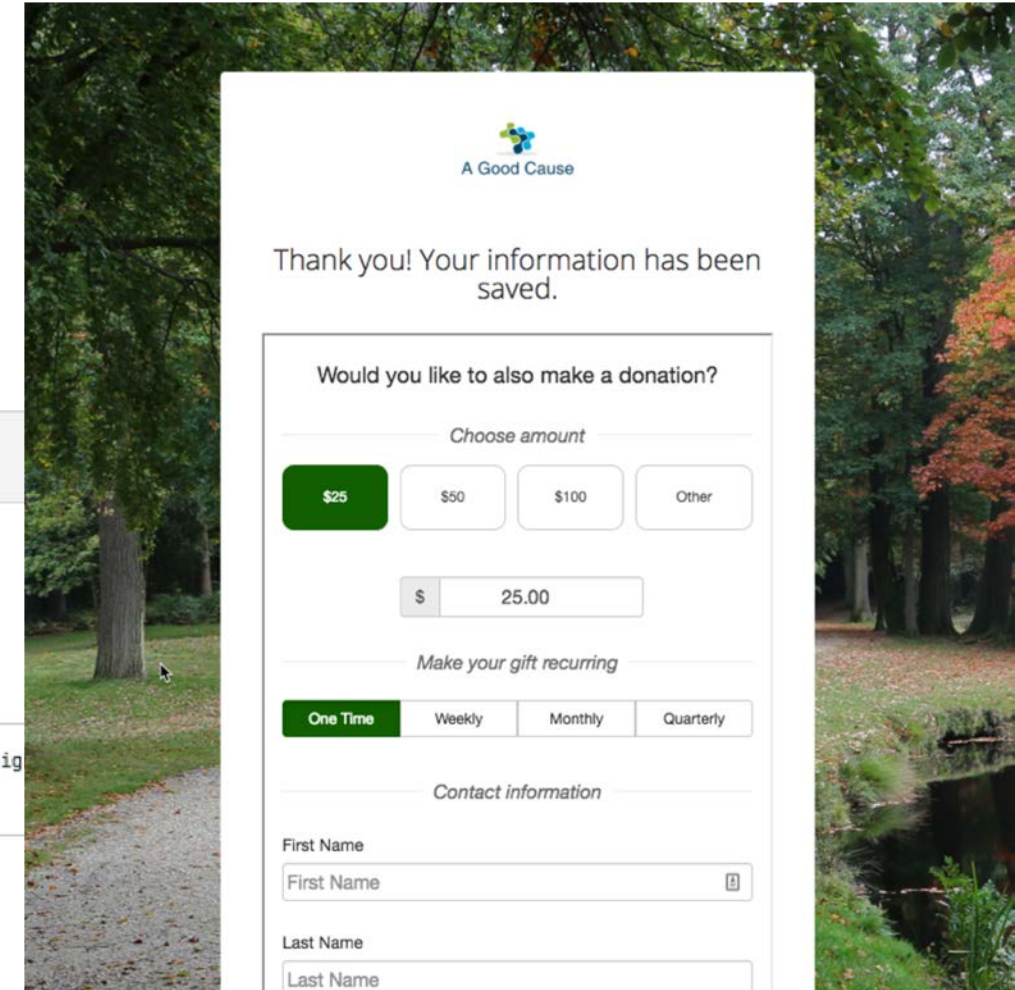
Embed Code

Form Embed

Embed this code to place a secure form on your web site 

```
<iframe id="mc-donation" src="https://app.mobilecause.com/form/sEFjiQ?utm_source=embed&utm_medium=page&utm_campaign=" width="100%" height="1303" overflow="scroll" onLoad="window.scrollTo(0,0);"></iframe>
```

To change the size of this online form, edit the height and width dimensions within the Embed Code.



A Good Cause

Thank you! Your information has been saved.

Would you like to also make a donation?

Choose amount

☒ \$25 ☐ \$50 ☐ \$100 ☐ Other

\$ 25.00

Make your gift recurring

☒ One Time ☐ Weekly ☐ Monthly ☐ Quarterly

Contact information

First Name
First Name

Last Name
Last Name

CLOSING



RESOURCES

Knowledge Center



Training Videos

Find out essential tips for success in your account.

Watch

How To Videos

Fundraising
Strategy Videos



MobileCause
Fundamentals
Videos

Digital Marketing Services

Struggling to find the time, staff and resources to create and launch campaigns? Work with our Digital Marketing Services!

- <http://mcause.us/dmsinfo>

QUESTIONS?



THANK YOU FOR JOINING OUR CLASS TODAY.



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



training@mobilecause.com



Customer Support Team // support@mobilecause.com // 888-661-8804 ext. 2