

PERSONALIZED COMMUNICATIONS

USING GOTOWEBINAR

Chat with us!

Show/Hide Controls

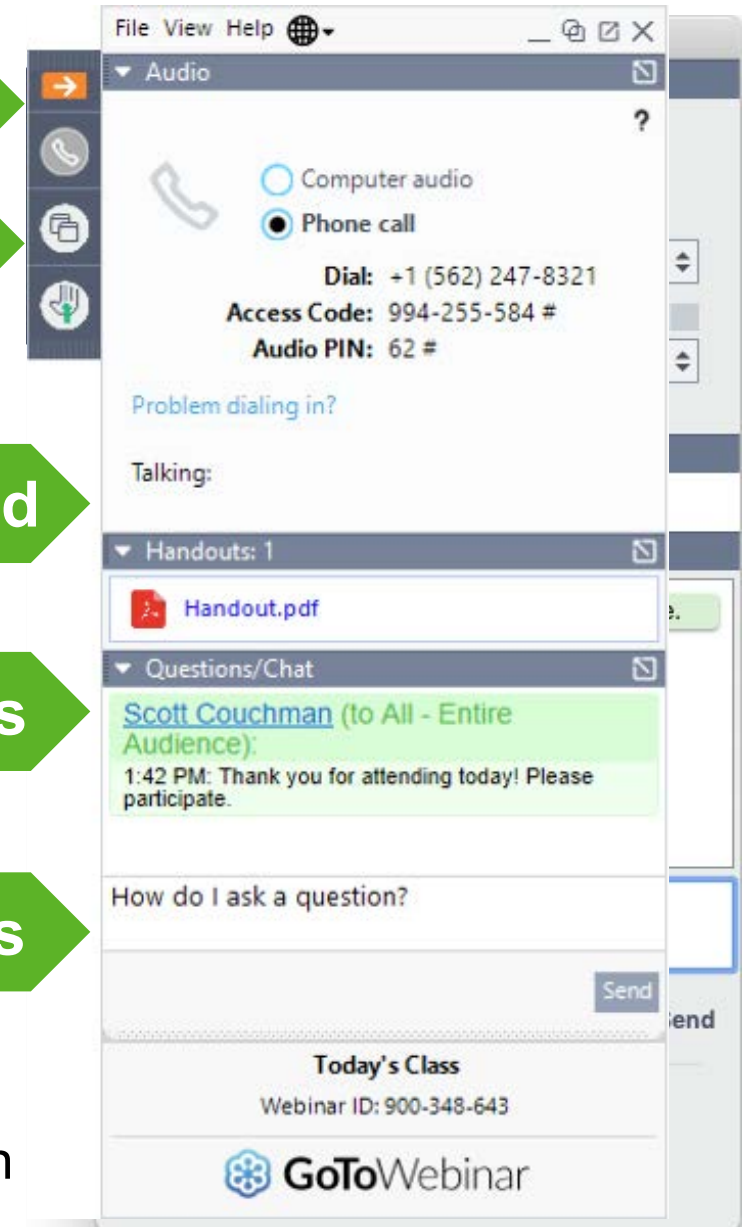
View Full Screen

• 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

- Why should I personalize my communication?
- What ways can I personalize?
- How can I personalize with MobileCause?

SPEAKERS



LEAH LIBOLT
Senior Digital Strategist



SCOTT COUCHMAN
Training Manager

POLL



Do you segment your donor communication?

START WITH YOUR STORY

- Introductions
- Where you want to be
- The obstacles to overcome
- Your solution
- Resolution



<https://support.mobilecause.com/customer/portal/articles/2937495-compelling-storytelling-to-engage-donors-and-boost-gifts>

WORK UP TO IT

- Start Small
- Test and Retest
- Build and Explore



DIVERSIFY YOUR MARKETING



Direct Mail



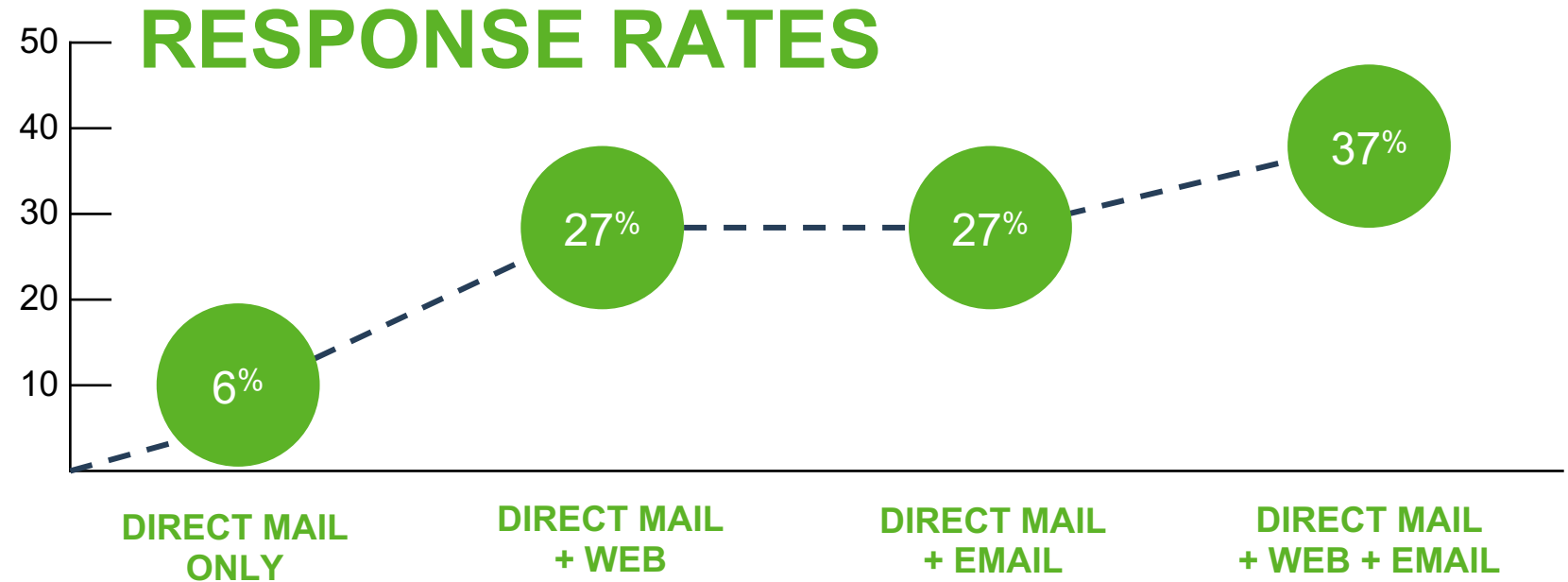
Social Media (Web)



Email



Text



<https://www.mobilecause.com/blog-every-campaign-should-be-multichannel/>

INCLUSIVE STORYTELLING

- What will the donor's contribution actually DO for the organization?
- How can this donor help personally vs. how "anyone" can help?



"49 percent of survey respondents said they were concerned about how nonprofits use their donations."

<https://www.philanthropy.com/article/Charities-Would-Raise-Far-More/232769>

WHAT DONORS WANT

- Prompt, personal gift acknowledgment
- Confirmation that their gifts have been set to work as intended
- Measurable results

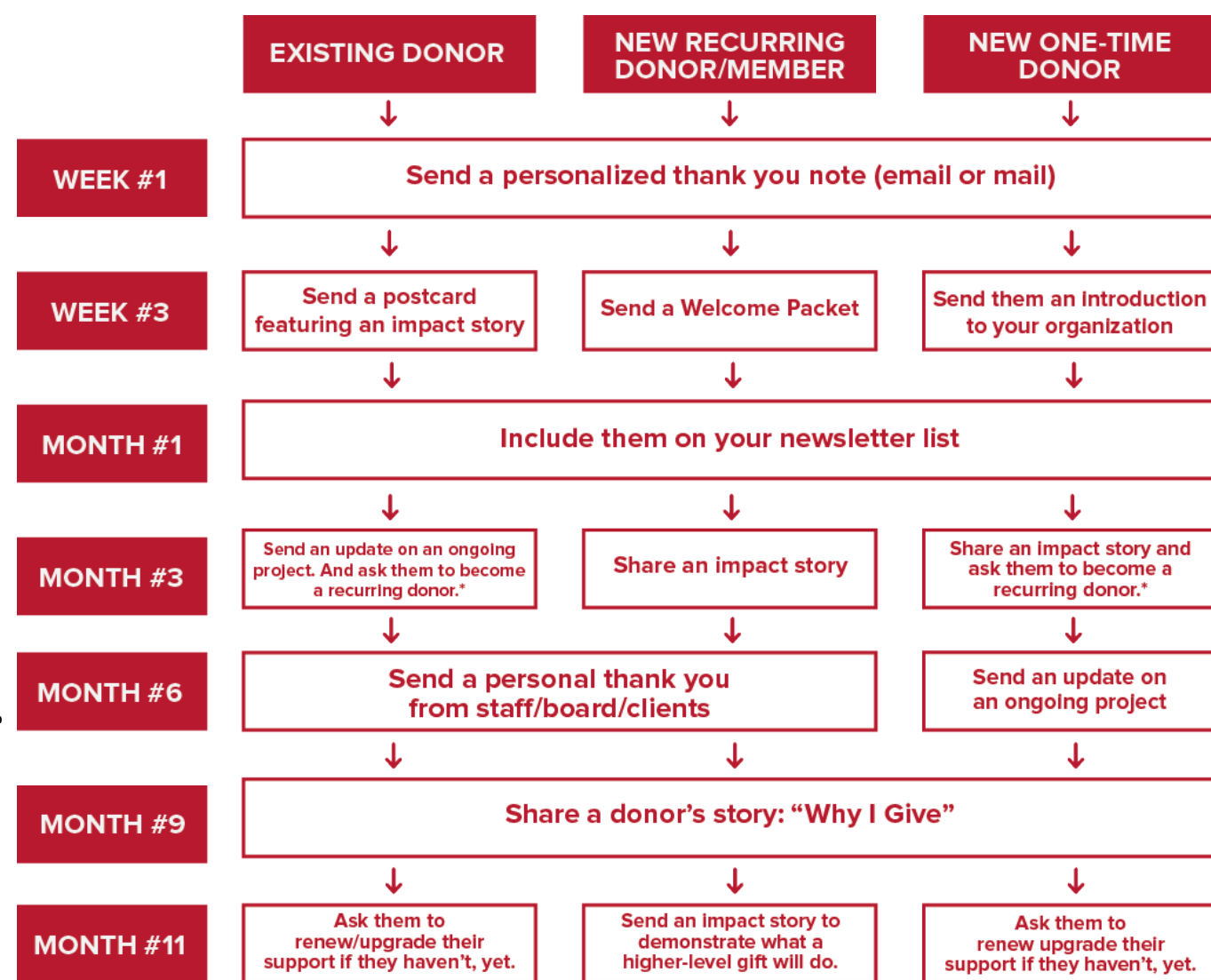


“46% of Study Donors stop giving for reasons that are connected to “a failure to communicate.”

https://www.nonprofnetwork.org/Resources/Documents/Resources/Fundraising/Donor_Centered_Handout2.pdf

COMMUNICATE BY DONOR SEGMENT

Engage each donor segment differently to encourage sustained giving from each one.



*One-time donors that upgrade to become monthly donors tend to do so around four months after their one-time donation (The State of Modern Philanthropy Report).

https://knowledge.mobilecause.com/docs/strategies/Giving_Tuesday_Communication_Plan_One_Sheet_Chart.pdf

SEGMENT TO PERSONALIZE

- Preferred communication method(s)
- Event attendance
- Recurring donations
- Age brackets
- Volunteer history
- Giving capacity
- Matching gift eligibility



<https://www.givinginstitute.org/news/426158/Donor-Management-7-Strategies-to-Segment-Your-Lists.htm>

BE WHERE YOUR SUPPORTERS GATHER

- Expand Your Reach
- Move out of your Comfort Zone
- Pay attention to patterns
- Research where they're engaging with you



KNOW YOUR AUDIENCE

Event Announcements by:

- Location
- Interest
- Giving Capacity



UNDERSTAND AFFINITY & CAPACITY TO GIVE

Research prospects and donors with publicly available information:

- Home ownership
- Car, boat, or plane ownership
- SEC holdings



100%

PERSONALIZE YOUR MESSAGES

Current Volunteer Fundraisers

It's time to start fundraising for CABI & the Achieve Golf Tournament Sasha! We recommend you:
Text 10 friends & ask for \$10
Make a \$25 donation yourself & ask 3 colleagues to match
Record & share a video why you support CABI

Previous Fundraisers

CABI: The 2nd Annual Achieve Golf Tournament is quickly approaching on August 19th! Will you be joining us again this year? There's still time to register as an individual or foursome: <http://igfn.us/vf/ACHIEVE>



ACHIEVE THE POSSIBLE

PERSONALIZE YOUR MESSAGES

Parents



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

Graduates



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



PERSONALIZE YOUR MESSAGES

Donors


@salvationarmyny: We are greatly anticipating this year's 72nd Gala Fundraiser on Nov 22 with Grammy Award winner Gloria Gaynor ("I Will Survive"). Get your tickets now before they run out - we are grateful to you for helping us to transform lives!
www.salvationarmyny.org/gala

Officers

We are greatly anticipating this year's Gala on Nov 22 with Grammy Award winner Gloria Gaynor ("I Will Survive"). Get out into the community and get people excited for this! Individual tickets, sponsorships, and advertising space available - info:
www.salvationarmyny.org/gala



PERSONALIZE YOUR FORMS



Unshaken
Psalm 16:8

Unshaken Southeast
March 4, 2017
Metro Life Church
Casselberry, FL

Online registration is now closed. However, walk-ins are welcome but lunch will not be provided. The registration fee of \$49 still applies.

To read in Spanish, please click [here](#)

Event Overview

Do you want to stand unshaken in this troubled world? With Jesus you can live victoriously in any circumstance. Join us for the Unshaken Southeast Conference where you will meet a sisterhood of prayer warriors impacting the next generation for Christ.

With great insight and real-life stories, Moms in Prayer President Sally Burke and author and speaker, Jennifer Kennedy Dean will equip you to stand firm when your world seems to be spinning out of control. With her beautiful voice, Sisaundra Lewis, will lead us into God's throne room with joy as we worship Him.

Event Information

Saturday, March 4, 2017
Metro Life Church, 910 South Winter Park Drive, Casselberry, FL 32707
\$49 registration fee will include all sessions, printed program and lunch.



Unshaken
Psalm 16:8

Unshaken Southeast
March 4, 2017
Metro Life Church
Casselberry, FL

El registro en línea ahora está cerrado. Sin embargo, sin cita son bienvenidos, pero no se proporcionará almuerzo. La tarifa de registro de \$ 49 todavía se aplica.

Para leer en español, haga clic [aquí](#).

Resumen del evento

¿Quieres estar firme en este mundo problemático? Con Jesús puedes vivir victoriosamente en cualquier circunstancia. Únase a nosotros para la Conferencia del Sureste Inquebrantable donde se encontrará con una hermandad de guerreros de oración que impactarán a la próxima generación para Cristo.

Con una gran comprensión e historias de la vida real, la presidenta de Moms in Prayer, Sally Burke, y la autora y oradora, Jennifer Kennedy Dean lo equiparán para mantenerse firme cuando su mundo parece estar fuera de control. Con su hermosa voz, Sisaundra Lewis, nos llevará al trono de Dios con alegría mientras lo adoramos.

Información del Evento

Sábado 4 de marzo de 2017
Metro Life Church, 910 South Winter Park Drive, Casselberry, FL 32707
La tarifa de inscripción de \$ 49 incluirá todas las sesiones, programa impreso y almuerzo.

Calendario

EVENT COMMUNICATION

- 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/ifz/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

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

PROMPT FOR COMMUNICATION

- Engage with your supporters
- Inquire about engagement methods
- “One Question Surveys”

☒ **May we text you in the future?**

Moms in Prayer INTERNATIONAL

WHO WE ARE ▼ GET INVOLVED ▼ RESOURCES ▼ EVENTS GIVE SHOP

State* Zip*

Your State 12345

☒ May we text you in the future?

Payment information

Pay with Card Pay with PayPal

Card Number* XXXX XXXX XXXX XXXX

Expiration Date* MM / YY CVV eg

Total amount \$0.00

Give Now

Note: Per the TCPA, as a nonprofit, if you have a donor's phone number, or a donor supplies it, it is implied permission to text them any future messages

<https://support.mobilecause.com/customer/en/portal/articles/2444012-what-are-the-tcpa-and-cell-phone-carrier-requirements-for-compliance->

TARGET BY INCOME / PREVIOUS DONATIONS

- Research donor trends
- Create unique forms

Jewish Family and Children's Services
OF SAN FRANCISCO, THE PENINSULA, MARIN AND SONOMA COUNTIES

Choose amount

\$180 \$90 \$36 Other

\$ 90.00

Select gift frequency

One Time Monthly

Contact information

First Name* Last Name*

First Name Last Name

Mobile number for confirmation* Email for tax receipt*

Mobile xxx-xxx-xxxx name@example.com

Address

\$54
average donation on the low-level donation form

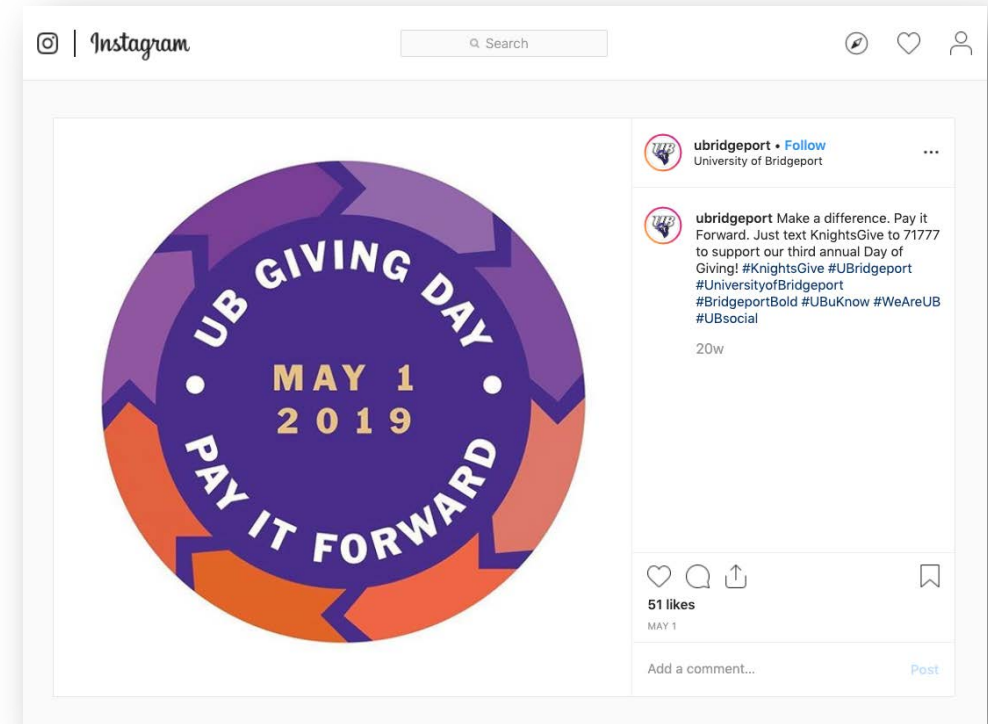
40%
of donations came from the mid-level donation form

\$190
average donation on the mid- and high-level donation forms

https://www.mobilecause.com/jewish_family_and_childrens_services/

MAXIMIZE THE MEDIUM

- How do people use/view each type of Social Media?
- Format your message and images to fit the media's design.



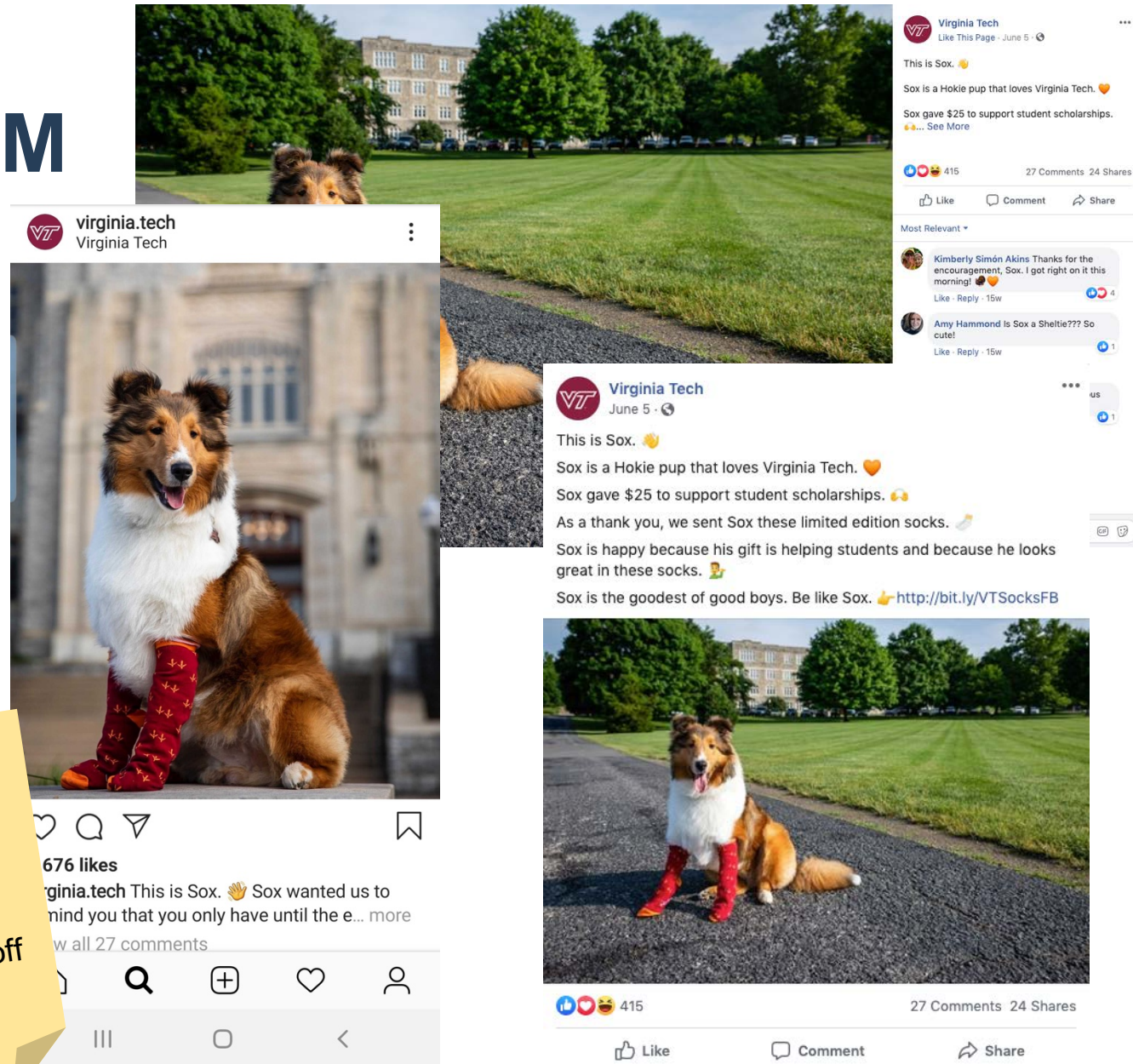
MAXIMIZE THE MEDIUM

- How does Social Media format their posts?
- Use the “...more” option in social media to your advantage

Instagram
< 125 characters for the more cut off

Facebook
< 250 characters for engagement
< 470 characters for the more cut off

Twitter
< 100 characters for engagement



GIVING LEVELS



Fly your balloons and join us for a Toast to the Future with your generous contribution.

Choose amount

\$100

\$50

\$25

Other

\$

100.00

Make your gift recurring

One Time

Weekly

Monthly

Quarterly

Contact information



Fly your balloons and join us for a Toast to the Future with your generous contribution.

Choose amount

\$500

\$250

\$100

Other

\$

500.00

Make your gift recurring

One Time

Weekly

Monthly

Quarterly

Contact information

Activity	Keyword
Fundraising	BALLOONS (on 41444)
Normal Donations	-
Fundraising	BigBalloon (on 41444)
Big Donors	-
Fundraising	BALLOONTIME (on 41444)
Recurring	-



Title

Fly your balloons and join us for a Toast to the Future with your generous recurring contribution.

Choose amount

\$100

\$50

\$25

Other

\$

100.00

Make your gift recurring

One Time

Monthly

☒ I have read and agreed to the [terms and conditions](#).

Contact information

COMMUNICATION POLLS

- Checkboxes + Short Answers + Dynamic Actions

Acknowledgements			
Section Heading			
Acknowledgements			
Acknowledge Text	Text	Show <input checked="" type="checkbox"/> Required	
Facebook	Checkbox	Show <input checked="" type="checkbox"/> Required	
Facebook Name	Short Answer	Show <input checked="" type="checkbox"/> Required	
Twitter	Checkbox	Show <input checked="" type="checkbox"/> Required	
Twitter Name	Short Answer	Show <input checked="" type="checkbox"/> Required	
Instagram	Checkbox	Show <input checked="" type="checkbox"/> Required	
Instagram Name	Short Answer	Show <input checked="" type="checkbox"/> Required	
+ Add Form Element			

Acknowledgements

We would love to acknowledge you on Social Media. Which are your preferred platforms?

☐ Facebook

☐ Twitter

☐ Instagram

Donation amount

\$120.00

Give Now!

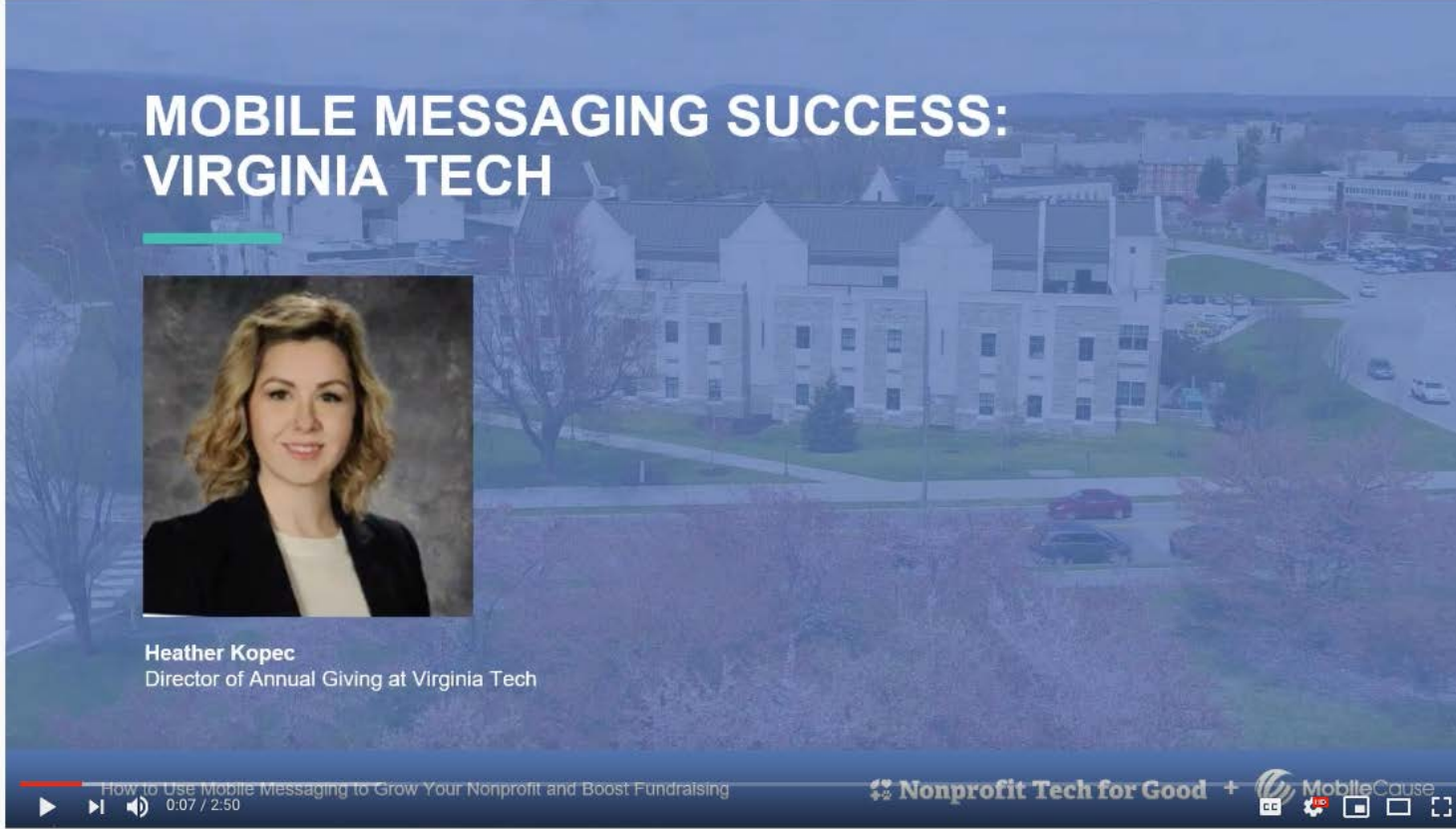
SEGMENTS

Crowdfunding and Peer-to-Peer Fundraising	Teams, Volunteer Fundraisers, Donors
Ticketing	Attendees, Absentees, Purchase levels
Segment Lists	Donation Levels, Location, Recurring/One Time

SUMMARY

- Why should I personalize my communication?
- What ways can I personalize?
- How can I personalize with MobileCause?

SUCCESS STORY



**MOBILE MESSAGING SUCCESS:
VIRGINIA TECH**

Heather Kopec
Director of Annual Giving at Virginia Tech

How to Use Mobile Messaging to Grow Your Nonprofit and Boost Fundraising
0:07 / 2:50

Nonprofit Tech for Good + MobileCause

Virginia Tech - #GivingTuesday Success Story

40 views • Published on Jul 1, 2019

1 0 SHARE SAVE ...

<https://youtu.be/d6qwVMEI0Go>

Reference Material

- [Copying Forms](#)
- [Dynamic Actions](#)
- [Crowdfunding and Peer-to-Peer Fundraising Reporting](#)
- [Ticketing](#)
- [Create Segments](#)
- [Create Lists](#)

MobileCause Academy: #GIVINGTUESDAY CASE STUDIES

Wednesday, October 23, 2019 11am to 12pm Pacific / 2pm to 3pm Eastern

51555

CLASS

To register for the next MobileCause Academy Strategy class, click here: <http://mcause.us/class>

Message Send

Text **CLASS** to 51555



<https://www.mobilecause.me/class>



MobileCause Academy

Live training will familiarize you with core elements.

[Register](#)

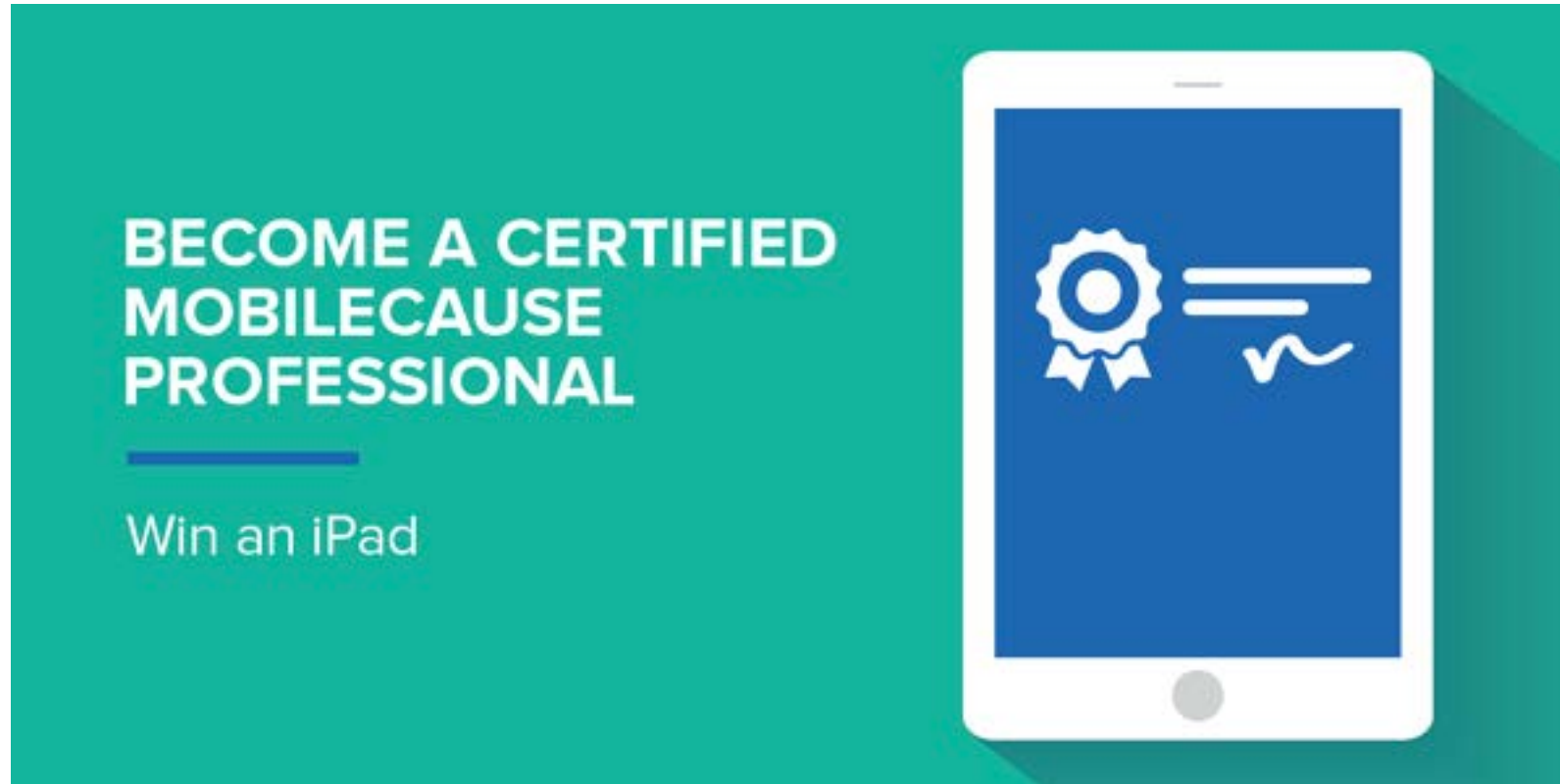
**#GivingTuesday
Case Studies**

Strategy Class

Wed, Oct 23, 2019

11:00AM -
12:00PM Pacific

SEPTEMBER CERTIFICATION



- Navigation and Reporting
- Donation and Event Activities
- Crowdfunding and Peer-to-Peer Fundraising
- Texting and Communications

<http://mobilecause.me/certify>

THANK YOU FOR JOINING OUR CLASS TODAY.



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



training@mobilecause.com



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