



MobileCause Academy Training

**RECRUIT AND SUPPORT VOLUNTEER
FUNDRAISERS TO BOOST GIVING**

USING GOTOWEBINAR

Chat with us!

Show/Hide Controls

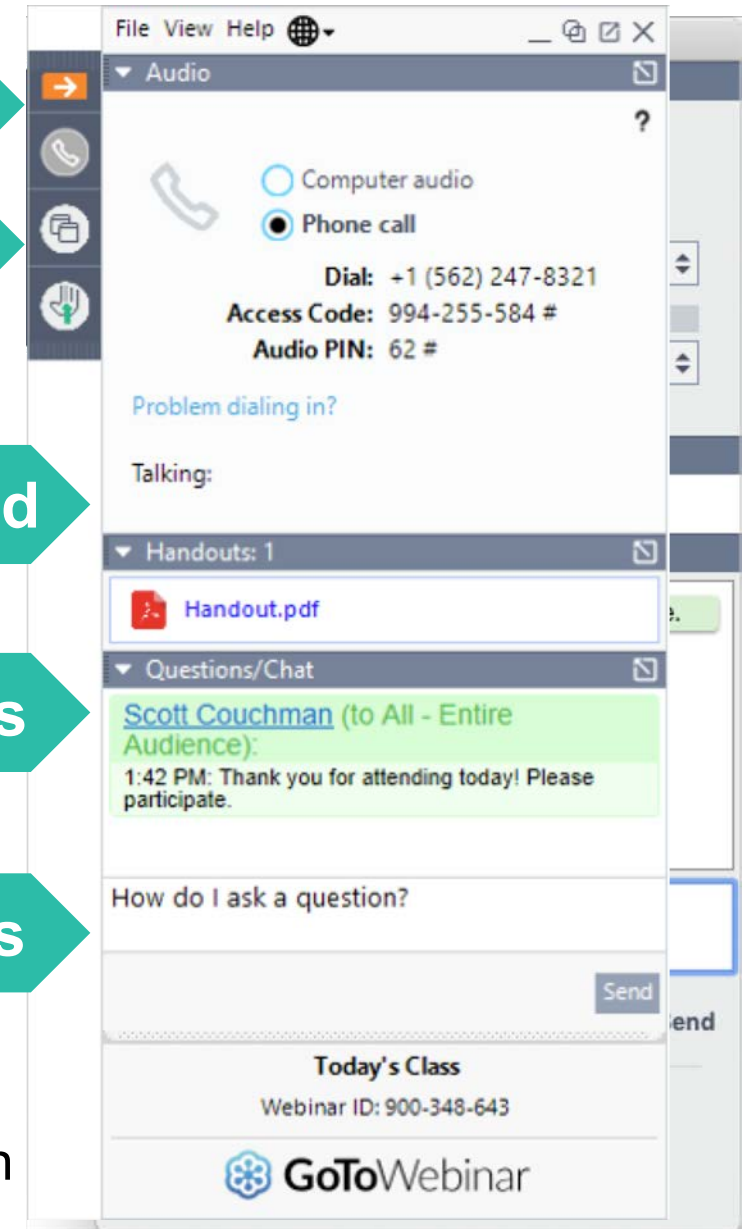
View Full Screen

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

- Building Your Championship Team
- Pre-Season Training
- During the Game
- We are the Champions

SPEAKERS



COREY BLAKE
Digital Strategist



LEAH LIBOLT
Senior Digital Strategist



SCOTT COUCHMAN
Training Manager

REGISTRATION POLL RESULTS

What is the primary take-away you'd like to receive from this training?



POLL



What methods have you used to get more volunteer fundraisers?



BUILDING YOUR CHAMPIONSHIP TEAM

COREY BLAKE

SCOUT THE TALENT – EXISTING ADVOCATES

Who are your most passionate people?

- Board of Directors
- Volunteers



Your most enthusiastic supporters probably already work for or with you!

SCOUT THE TALENT – DONOR HISTORY

- Who donates the most?
- Who are the recurring donors?
- Who are the donors who stopped increasing their giving (year over year)?
- Who are the donors who have lapsed?



New way for them
to help and
participate

SCOUT THE TALENT – SOCIAL MEDIA

Who are your most passionate people?

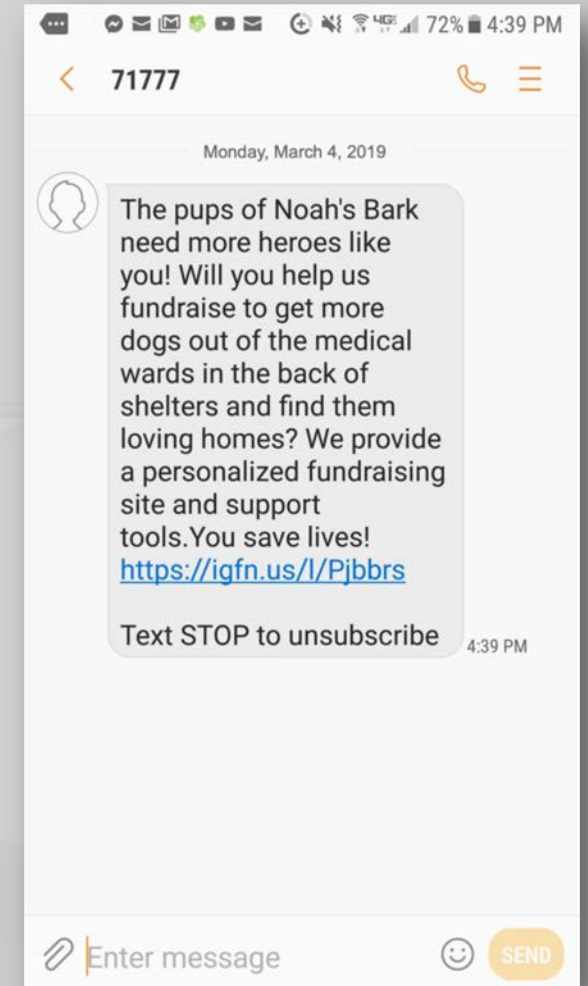
Identify social media influencers on major platforms



CONTACT THE PLAYERS

The Personal Touch

- Personal invitation
- One-on-one Conversation
- Script for email / phone call / direct message on social media (if no other contact info)



CAST YOUR NETS

Meetups

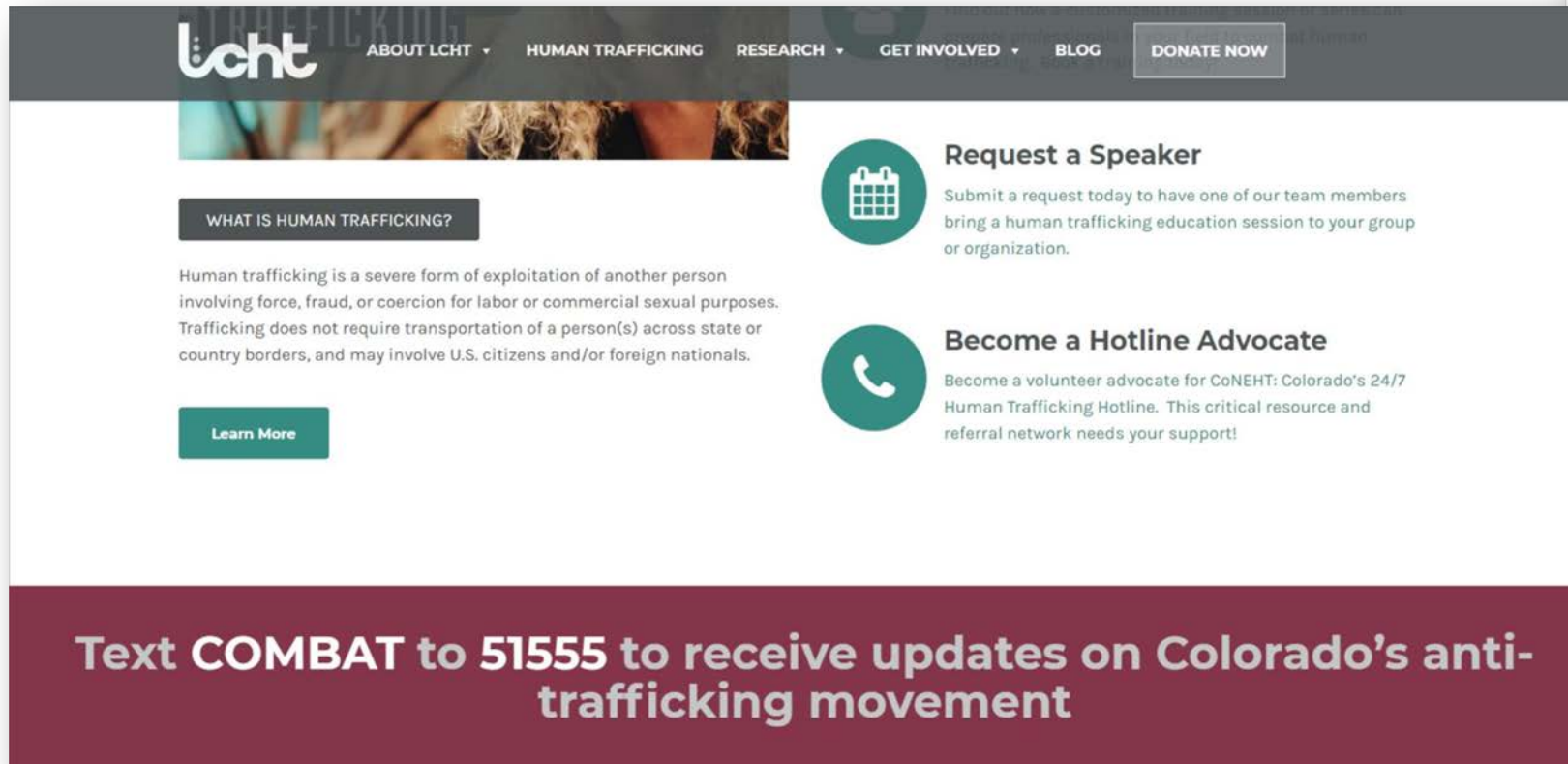
*Text to 51555 to opt in
for special content*

Educate
Engage
Convert

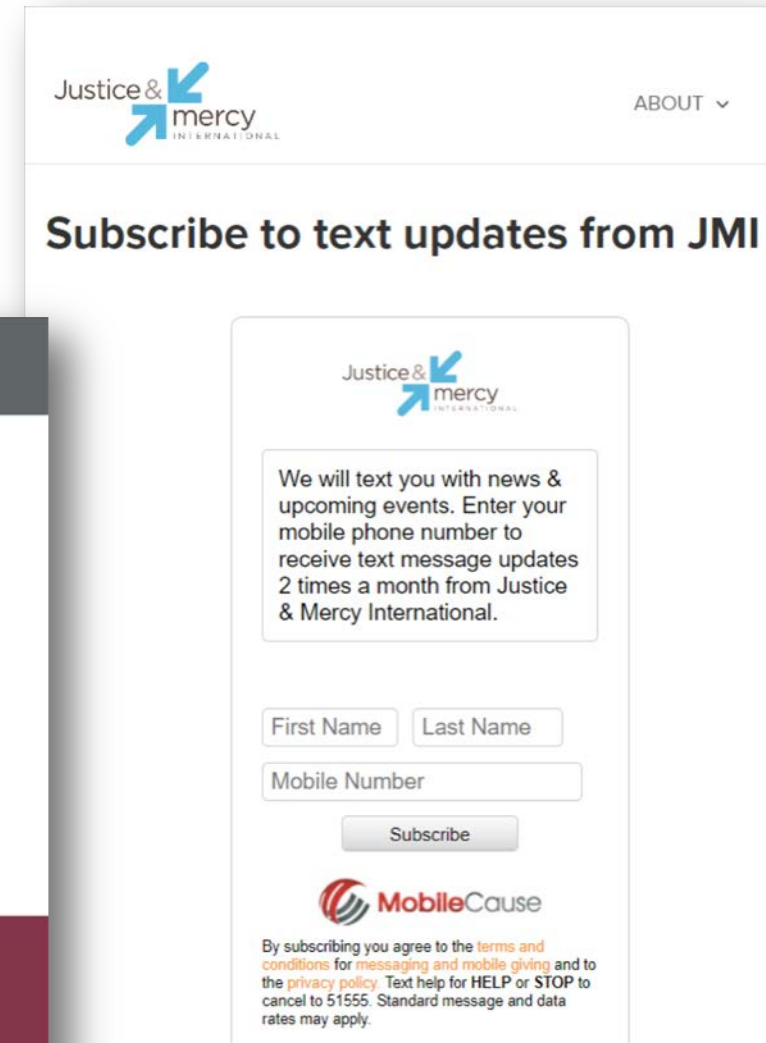


CAST YOUR NETS

Website Volunteers



The screenshot shows the LCHT (Let's Change Human Trafficking) website. The header includes the LCHT logo and navigation links: ABOUT LCHT, HUMAN TRAFFICKING, RESEARCH, GET INVOLVED, BLOG, and a DONATE NOW button. The main content area features a section titled "WHAT IS HUMAN TRAFFICKING?" with a brief definition and a "Learn More" button. To the right, there are two call-to-action boxes: "Request a Speaker" (with a calendar icon) and "Become a Hotline Advocate" (with a phone icon). A large maroon banner at the bottom contains the text: "Text COMBAT to 51555 to receive updates on Colorado's anti-trafficking movement".



The screenshot shows the Justice & Mercy International website's text subscription form. The header includes the Justice & Mercy International logo and an ABOUT link. The main heading is "Subscribe to text updates from JMI". Below this, there is a text box explaining the subscription: "We will text you with news & upcoming events. Enter your mobile phone number to receive text message updates 2 times a month from Justice & Mercy International." The form includes input fields for "First Name", "Last Name", and "Mobile Number", followed by a "Subscribe" button. At the bottom, the MobileCause logo is displayed, along with a disclaimer: "By subscribing you agree to the terms and conditions for messaging and mobile giving and to the privacy policy. Text help for HELP or STOP to cancel to 51555. Standard message and data rates may apply."

CAST YOUR NETS

Learn about us


Take Action: 6 Ways YOU Can Combat Human Trafficking and Modern Day Slavery

1. **Raise awareness** about human trafficking and encourage your networks to get involved on social media. Use hashtag #endslavery and #LIVEUNITED.
2. **Learn the Signs** that are red flags or indicators of potential human trafficking and contact the [National Human Trafficking Resource Center](#).
3. **Join us** in calling on President Trump to commit just two cents for every dollar in profits traffickers make to fight human trafficking. [Sign the petition to the President today!](#)
4. **Volunteer or get involved** with a [local anti-trafficking organization in your area](#).
5. **Sign Up** to join the United Way movement to end human trafficking. Text ENDSLAVERY to 51555 to learn how you can be a champion for the cause.
6. **Know your slavery footprint:** Whether it is the clothes we wear, the coffee we drink, or the phones we use to communicate, products that we use or consume every day may have been produced with trafficked or slave labor. Learn how slavery may be touching your everyday life.



Houston Food Bank
August 29, 2017 · 🌐

Houston, we are touched by the all messages and posts from many of you who are ready and willing to volunteer. As you know, we are waiting for road conditions around our warehouse to become safe before we can welcome volunteers to the Food Bank. If you'd like to be notified to when volunteers are needed, please text DisasterVol to 51555. We'll let you know immediately when it's time to start helping!



Text DisasterVol to 51555 to be notified when Houston Food Bank is ready for volunteers

👍❤️👤 338 32 Comments 521 Shares

👍 Like 💬 Comment ➦ Share



PRE-SEASON TRAINING

LEAH LIBOLT

PRE-GAME STRATEGY

Role of Fundraisers

- Share content and information about Women Employed
- Help raise the profile of Women Employed in the community
 - Introduce Women Employed to new people and increase trust between the organization and potential supporters
- Serve as cheerleader for Women Employed
- Make a difference for women

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

4 | Peer-to-Peer Fundraising



 MobileCause

VOLUNTEER KIT

Create resources for your fundraisers

E-Campaigner Resource Packet:



Online Giving Platform

Online Campaigning Best Practices

FIRST – Conduct personal visits with your top prospects first.

SECOND – Carefully select your list of prospects for electronic solicitation.

THIRD – Keep your message short (Link or direct them to more information – (Website/Campaigner Page or Facebook)).

FOURTH – If possible, send personal messages to each prospect (Don't mass email).


FIFTH – Conduct a follow up email a couple of weeks after the original message (Highlight progress and/or denote urgency)

SIXTH – Thank those that contribute with personal notes.

SEVENTH – Prioritize donors for future cultivation. (If they donate \$100+, call or visit in the future)



Peer to Peer Set up Guide




Peer-to-Peer Quick Set-up Guide

Quickly and easily setup and share your peer-to-peer fundraising page to begin raising money and making a difference

STEP 1


eCampaigner link



1. Type www.ymcainc.org into your browser, then click enter.
2. Click on the "Become an E-Campaigner" tab to start registration.

STEP 2


Choose your branch



1. Scroll down on the page and find your branch.
2. Click on your branch box.


STEP 3

Join branch team



1. At your branch page, click on "Join This Team"

For a video of these steps: <http://mcause.us/fundraiser>



Click Images to be taken to the guides

PRE-SEASON TRAINING

Social Media Kit
#CampbellGivingDay

Show your support for #CampbellGivingDay by sharing on social media.

Use these images on social media

Show your support for #CampbellGivingDay by using and uploading these profile pictures and cover images to your social media profiles!



The Social Media Kit section displays three orange-themed images for social media use. On the left is a square profile picture featuring the Campbell University logo, the text '#CampbellGivingDay 2.6.2019', and the slogan 'Give. Share. Lead.' at the bottom. In the middle is a larger square cover photo with the same elements. On the right is a rectangular cover photo showing a building, with the text 'Cover Photo' and a 'DOWNLOAD COVER PHOTO' button below it.

Click Images to be taken to the page

Provide collateral like images and videos for your fundraisers to easily share



Use a Facebook Frame

Update your Facebook profile picture with an "I Gave Today" frame!

Search "Campbell Giving Day" on Facebook to find it under frames or update your Facebook profile picture with an "I Gave Today" frame. Click to update your profile picture, select "Add Frame" and search Campbell Giving Day to find it.



Download the "I Give" sign

Fill out this "I give because..." sign and snap a photo with it to share on social media.

DOWNLOAD SIGN

A family of six is playing soccer on a grassy field. A woman in a light orange shirt and dark shorts is running towards the left. A young girl in a white shirt and grey shorts is running towards the right. A young girl in a teal dress is running towards the right. A man in a light blue shirt and white shorts is running towards the right. A woman in a light green shirt and denim shorts is running towards the right. A young boy in a dark shirt and grey shorts is running towards the right. A soccer ball is on the grass in the foreground. The background is a lush green field with trees and a clear sky.

DURING THE GAME

LEAH LIBOLT

SHARE TEAM SPIRIT

- ✓ Tag volunteers in social media posts
- ✓ Share individual fundraising efforts
- ✓ Like, Favorite, Retweet mentions and hashtags



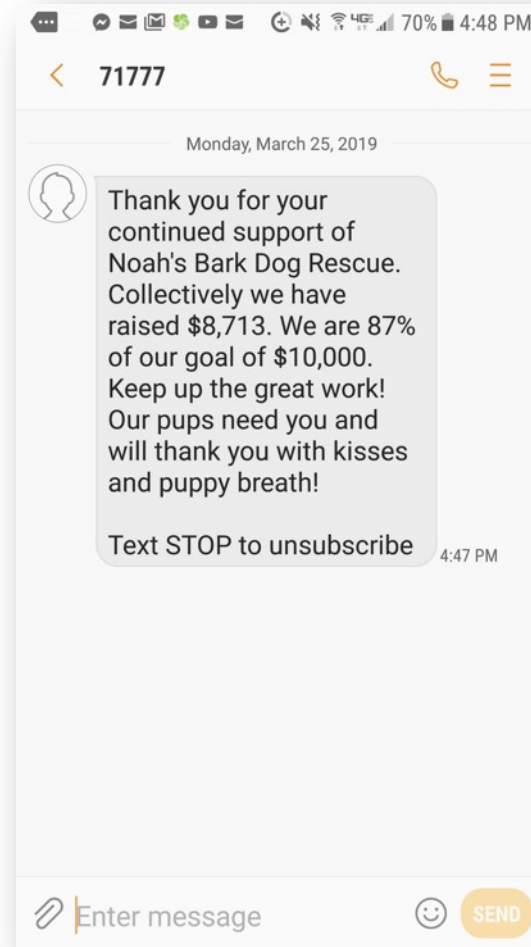
GIVE THANKS DURING CAMPAIGN



Thank you for volunteering at The Midnight Mission. We hope you find your time with us valuable and inspiring.
igfn.us/form/RV4zhg

HALF-TIME PEP-TALK

- Tell inspirational success stories
- Celebrate wins
- Encourage the push toward the goals
- Recruit More!




PLAYER INCENTIVES

Use any time!

"Hello Edger! Raise \$250 or more between now and Monday at noon and get entered into a contest for 2 Red Sox Tix on 8/3! Ready... go!"

For EVERY \$100 you raise between right now and 5 pm Monday, you will get a chance at winning 2 Sox Tix on 9/29! Go big, Edgers!"

**Zambezi
ELEPHANT
FUND**

By signing up to become a fundraiser, you can be sponsored by your friends, family and your company and have the chance to win a once-in-lifetime safari to some of Zimbabwe's top wildlife destinations.

Zimbabwe is home to the world's second largest population of African Elephant but between 2002 to 2014 there was a 40% loss of elephants in the Lower Zambezi Valley.

Zambezi Elephant Fund is leading the charge in the fight to save elephants and we need your help in raising \$150,000 towards our budget for 2019.

These funds will go directly towards the anti-poaching operations of rangers on the frontline of the war against poaching.

If you can raise over USD\$5,000 for Zimbabwe's elephants you will automatically be entered into a draw to stand a chance to win one of three safaris for two people in Zimbabwe valued at over USD\$8,000 each. Winners to be announced in November.

Start your crowdfunding page today and help towards saving the elephants.

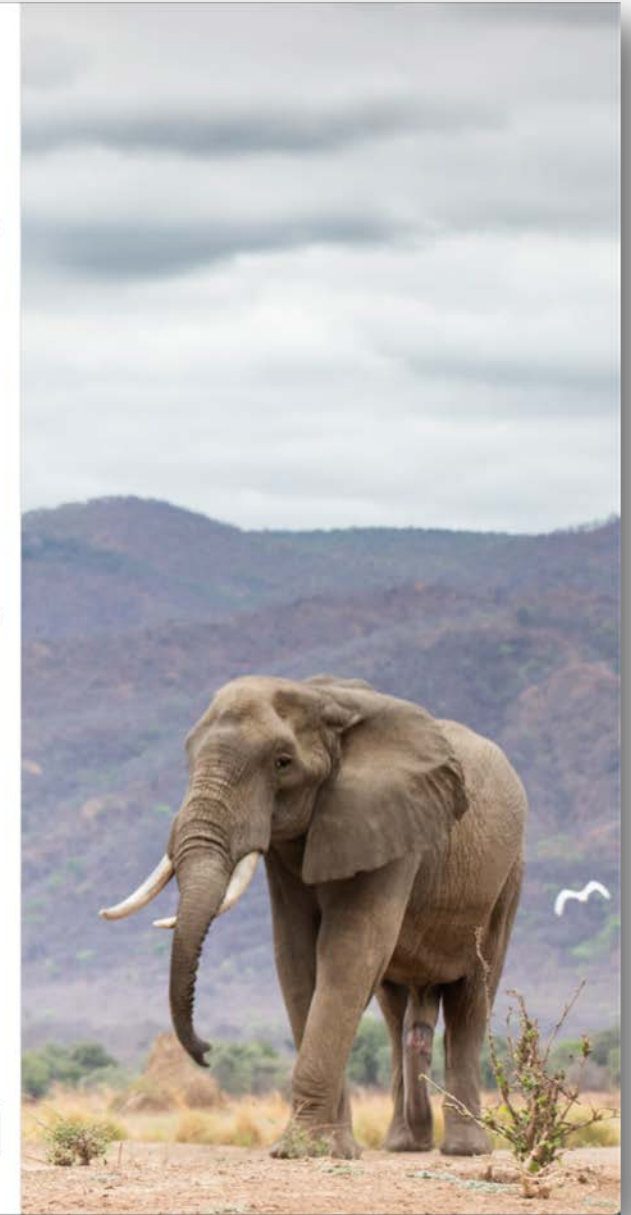
*Please note that prizes do not include flights to Zimbabwe, visa fees or internal flights and transfers. All details will be listed on the prize-winning vouchers.

First Name

Last Name

Mobile Number

Email *



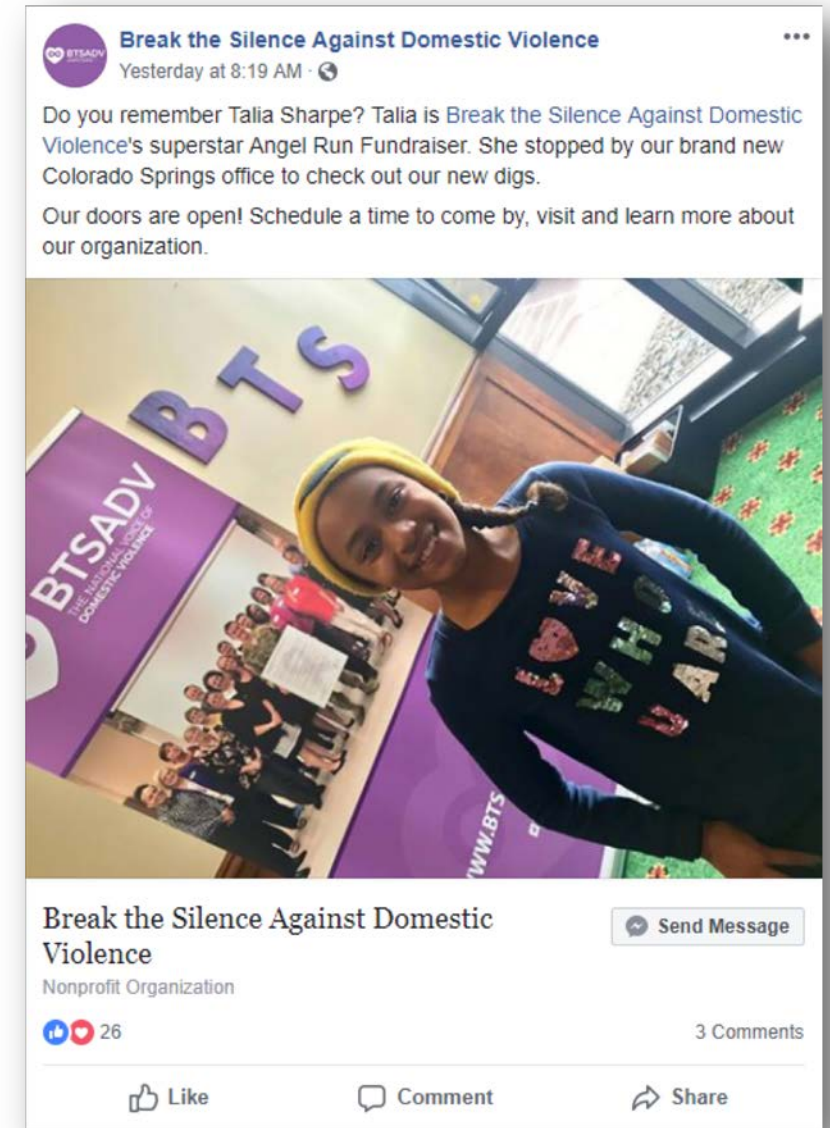
A vibrant, high-energy photograph of a diverse group of young adults celebrating. They are wearing red and white clothing, and the scene is filled with falling white confetti. In the foreground, a man with a red afro wig and glasses is cheering. Next to him, a woman with bangs is smiling. In the center, a man with sunglasses and a red headband is shouting with his mouth open, holding drumsticks. To his right, a woman is holding a large megaphone. In the bottom right, a woman with blonde hair and sunglasses is also cheering. The background shows more people, including a man with sunglasses and a woman with long hair, all appearing to be part of a large celebration or event.

WE ARE THE CHAMPIONS

COREY BLAKE

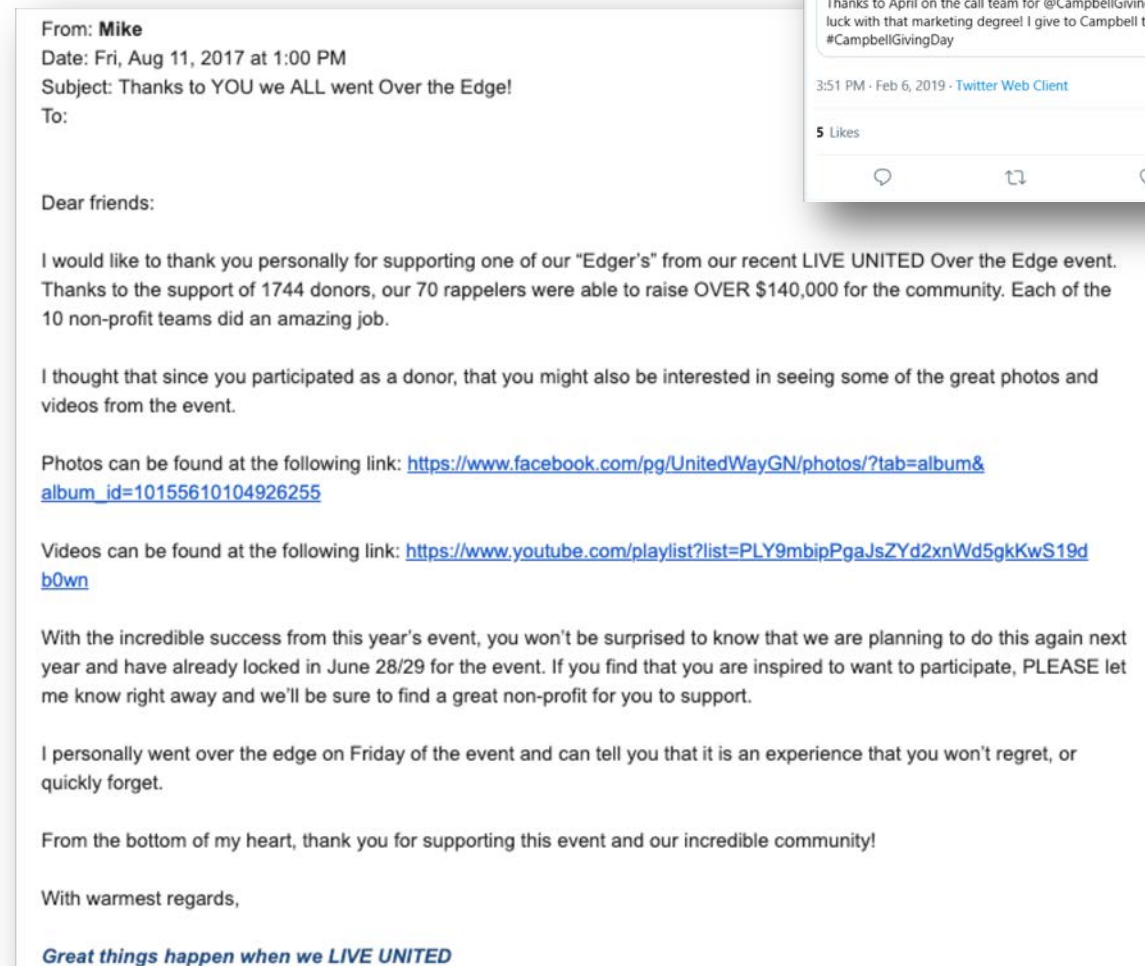
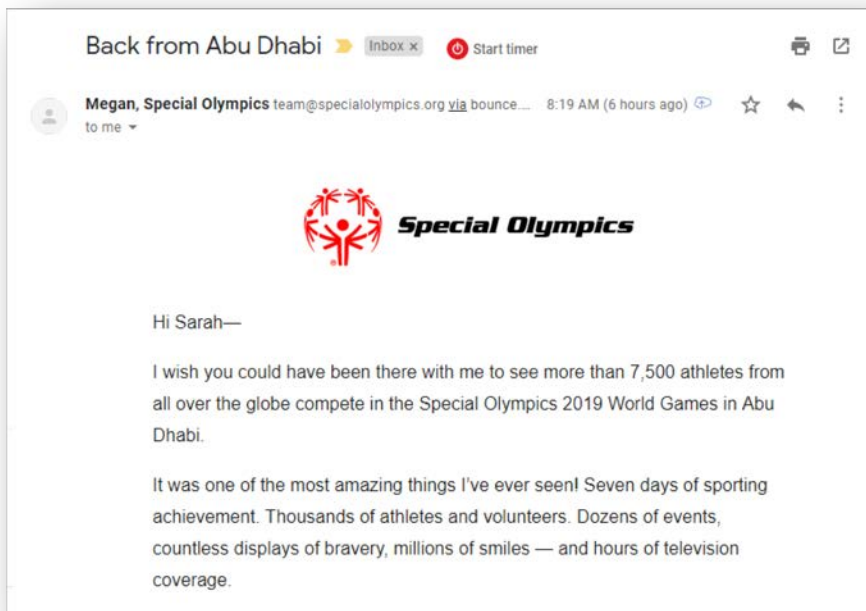
HALL OF FAME

Don't forget to
THANK and **RECOGNIZE**
your **STAR** supporters



STEWARDSHIP

Follow-up with new donors to make sure they understand your mission



A collection of various sports and fitness equipment is arranged on a light-colored wooden floor against a plain, light gray wall. The items include a large orange basketball, a black and white soccer ball, two tennis rackets with black and blue frames, a wooden baseball bat, a large black backpack, a red football, a red football helmet with a white face mask, a white football helmet, a pair of white boxing gloves, a pair of white athletic gloves, a pair of silver dumbbells, a baseball in a brown glove, a blue and white bicycle helmet, a yellow and black life preserver, and a pair of red boxing gloves. The text "MOBILECAUSE TOOLS" is overlaid in white, bold, sans-serif capital letters, with a teal horizontal line underneath the word "MOBILE".

MOBILECAUSE TOOLS

SCOTT COUCHMAN

CREATE SEGMENT

MobileCause

FUNDRAISING ▾EVENTS ▾ENGAGEMENT ▾COMMUNICATION & MARKETING ▾REPORTING ▾

MessagesCreate SegmentManage ListsMessage Templates

Scott Couchman
MobileCause Academy (Training) ▾

Create Segment

Search by fields and/or activities to build a new segmented list. For example, search for all major donors (gave a gift above \$500)

Report Builder

☒ Contact Information

First Name

First Name

Last Name

Last Name

Email

Email

Phone

Phone

☐ Show only contacts with a verified mobile number

☒ Activities

Campaign

Keyword

Form

Select a campaign to filter by its keywords

Select a campaign and/or keyword to filter by its forms

☒ Individual Gift Amount

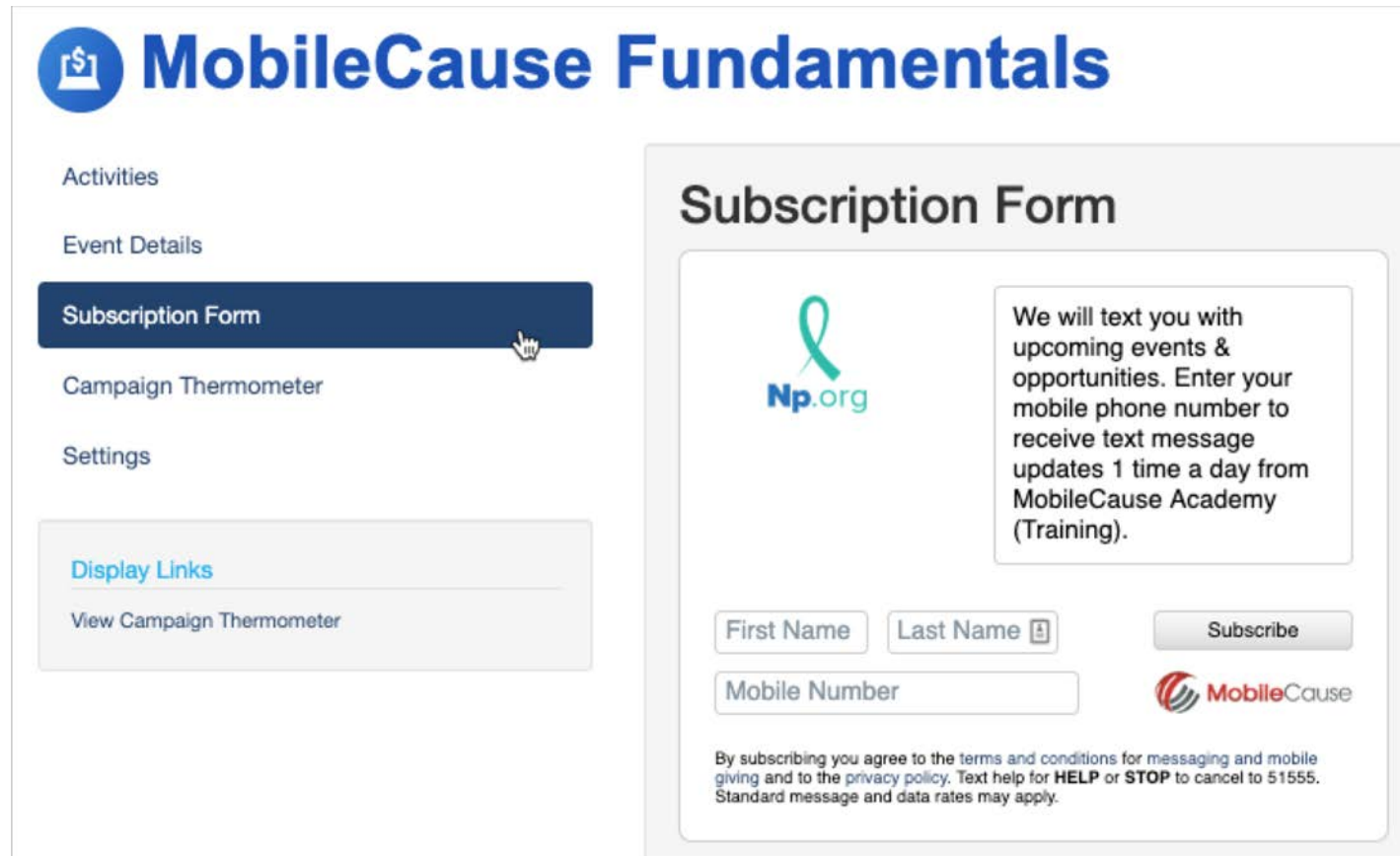
Amount Min

Amount Max

?

Click Image to be taken to the article

SUBSCRIPTION FORMS



The screenshot displays the 'MobileCause Fundamentals' website interface. On the left, a sidebar menu includes links for 'Activities', 'Event Details', 'Subscription Form' (which is highlighted with a dark blue bar and a mouse cursor), 'Campaign Thermometer', and 'Settings'. Below the menu is a 'Display Links' section with a 'View Campaign Thermometer' link. The main content area is titled 'Subscription Form' and features the Np.org logo (a green ribbon with 'Np.org' text). A text box explains: 'We will text you with upcoming events & opportunities. Enter your mobile phone number to receive text message updates 1 time a day from MobileCause Academy (Training)'. Below this, there are input fields for 'First Name', 'Last Name' (with a person icon), and 'Mobile Number', followed by a 'Subscribe' button. The MobileCause logo is also present. At the bottom, a disclaimer states: 'By subscribing you agree to the terms and conditions for messaging and mobile giving and to the privacy policy. Text help for **HELP** or **STOP** to cancel to 51555. Standard message and data rates may apply.'

Click Image to be taken to the article

A group of four runners are captured in motion, crossing a finish line marked by a white ribbon banner. The lead runner is a woman with brown hair tied back, wearing a red t-shirt and black leggings, with a bib number 328. She has her arms raised in celebration. Behind her are three other runners: a man in a blue t-shirt and black shorts, a woman in a black tank top and yellow shorts, and a man in a light blue t-shirt and black shorts. The background is a lush green park with trees.

CLOSING

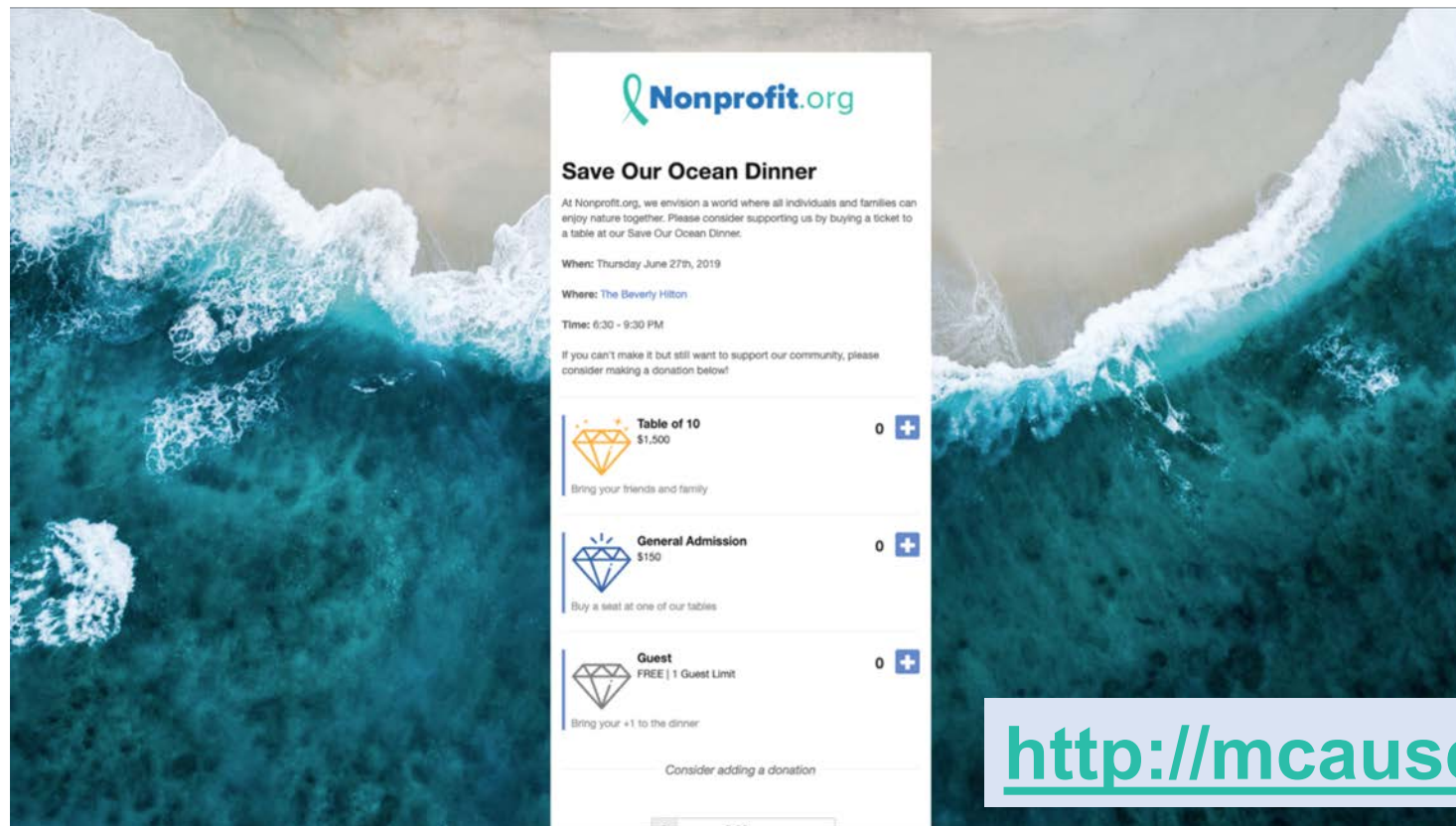
SCOTT COUCHMAN

SUMMARY

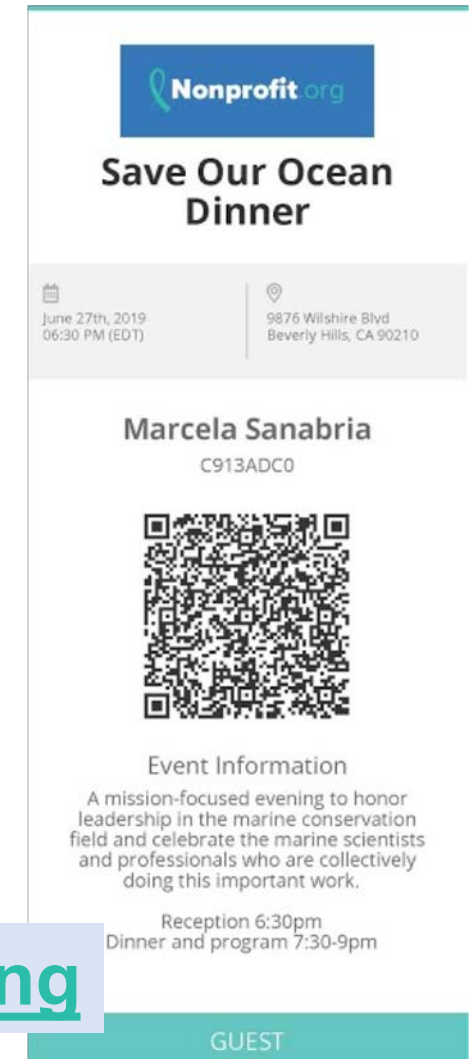
- Building Your Championship Team
- Pre-Season Training
- During the Game
- We are the Champions

NEW FEATURE FRIDAYS IN APRIL: *All New TICKETING ACTIVITY*

Fridays, 10am to 11am Pacific / 1pm to 2pm Eastern



<http://mcause.us/training>



NEXT STRATEGY CLASS: *Storytelling and Influencers*


Wednesday, April 24, 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>

Text **CLASS** to 51555



<http://mcause.us/class>



MobileCause Academy

Live training will familiarize you with core elements.

[Register](#)

Storytelling and Influencers

Strategy Class

Wed, Apr 24, 2019

11:00AM -

12:00PM Pacific

A group of children are on a golf course. In the foreground, a girl in a white shirt and pink pants is preparing to putt a pink ball. Behind her, a girl in a pink shirt and cap is kneeling. To the right, a boy in a white shirt and cap is kneeling, and a girl in a striped dress and hat is standing. Further back, a boy in a yellow shirt and cap is kneeling, and a girl in a white shirt and hat is standing. The background shows a line of trees under a clear sky.

QUESTIONS & ANSWERS

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