

MobileCause Academy Training

RUNS, WALKS, SWIMS, RIDES AND TOURNAMENTS

USING GOTOWEBINAR

Interact with us!

Show/Hide Controls

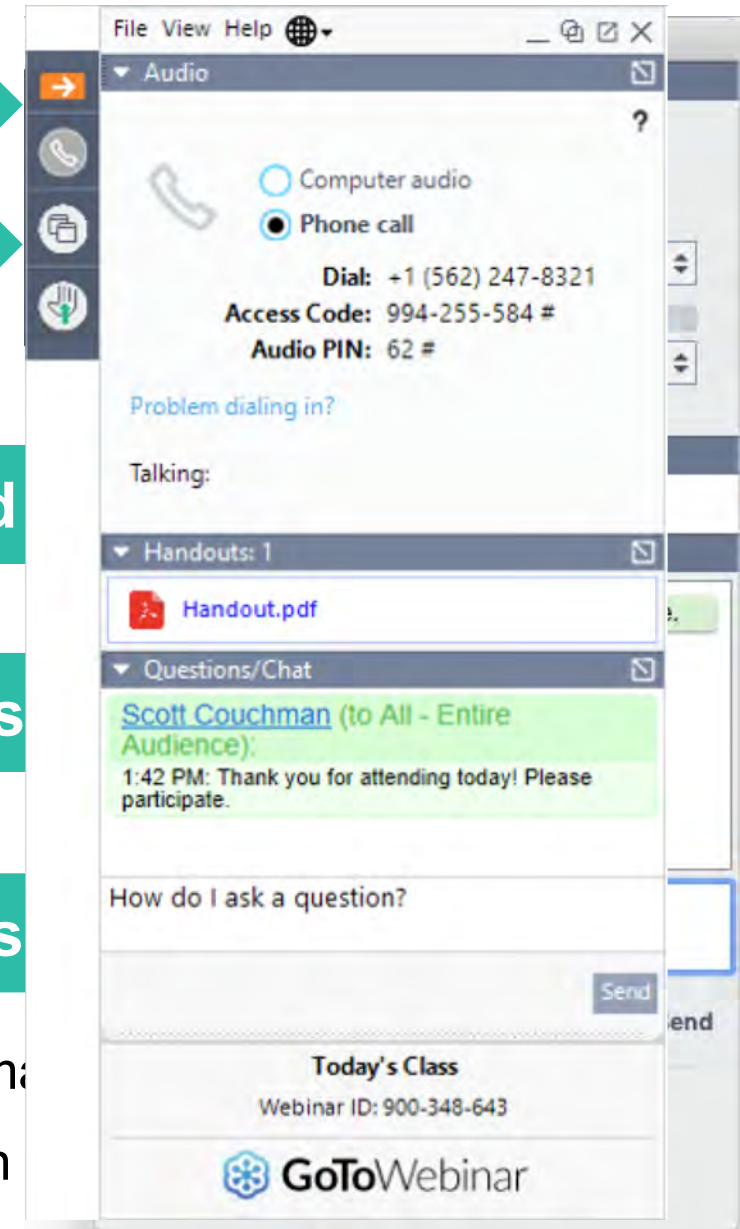
View Full Screen

Handouts available for download

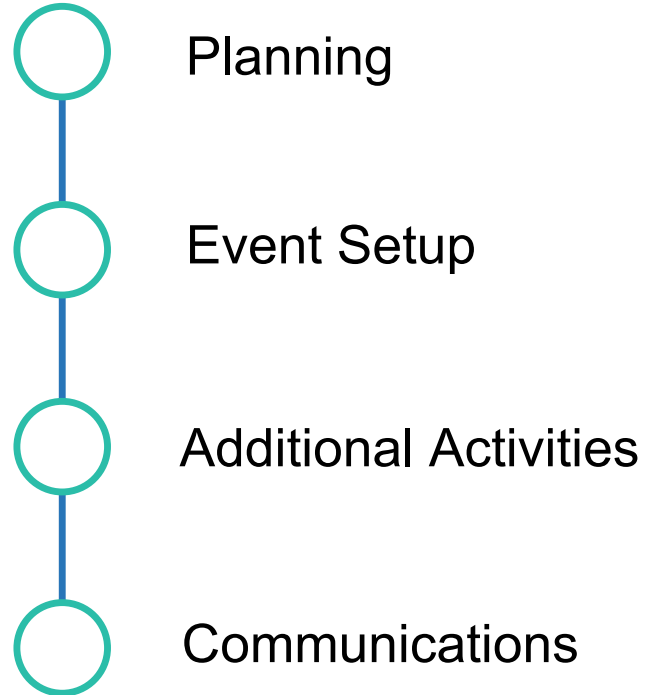
View Responses from Speakers

Ask Your Questions

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



AGENDA



SPEAKERS



LINDSEY HIMPILL
Digital Strategist



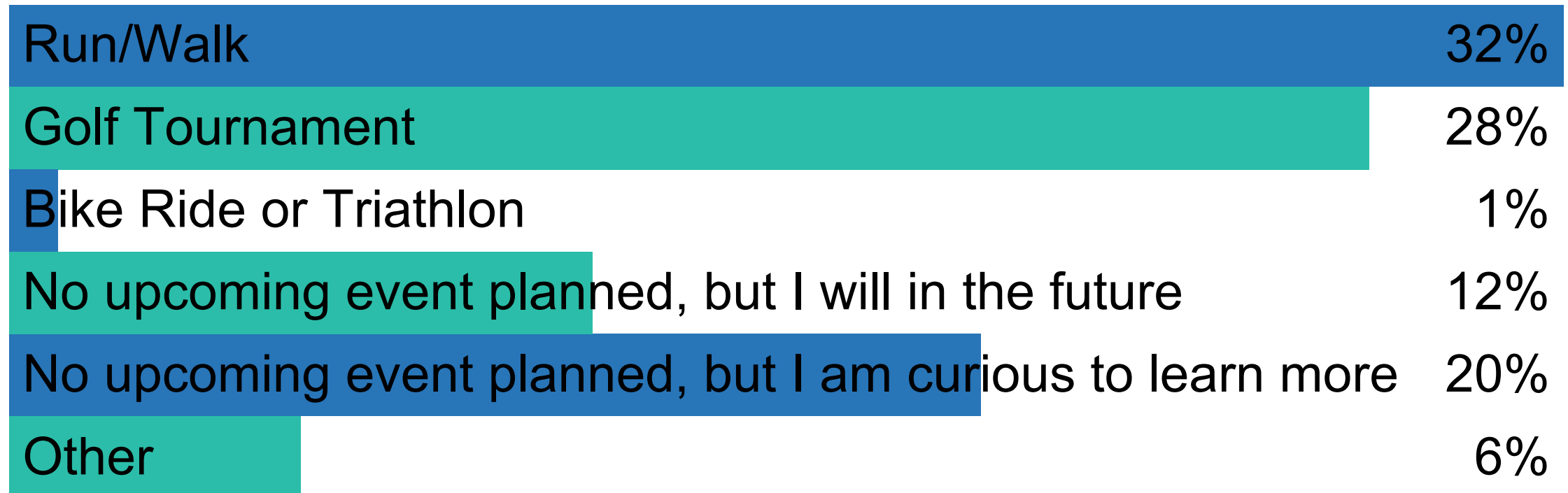
SARAH BAKER
Digital Strategist



SCOTT COUCHMAN
Training Manager

REGISTRATION POLL RESULTS

What type of upcoming athletic fundraising event do you have planned?



POLL



What is your biggest concern or struggle when designing your event?

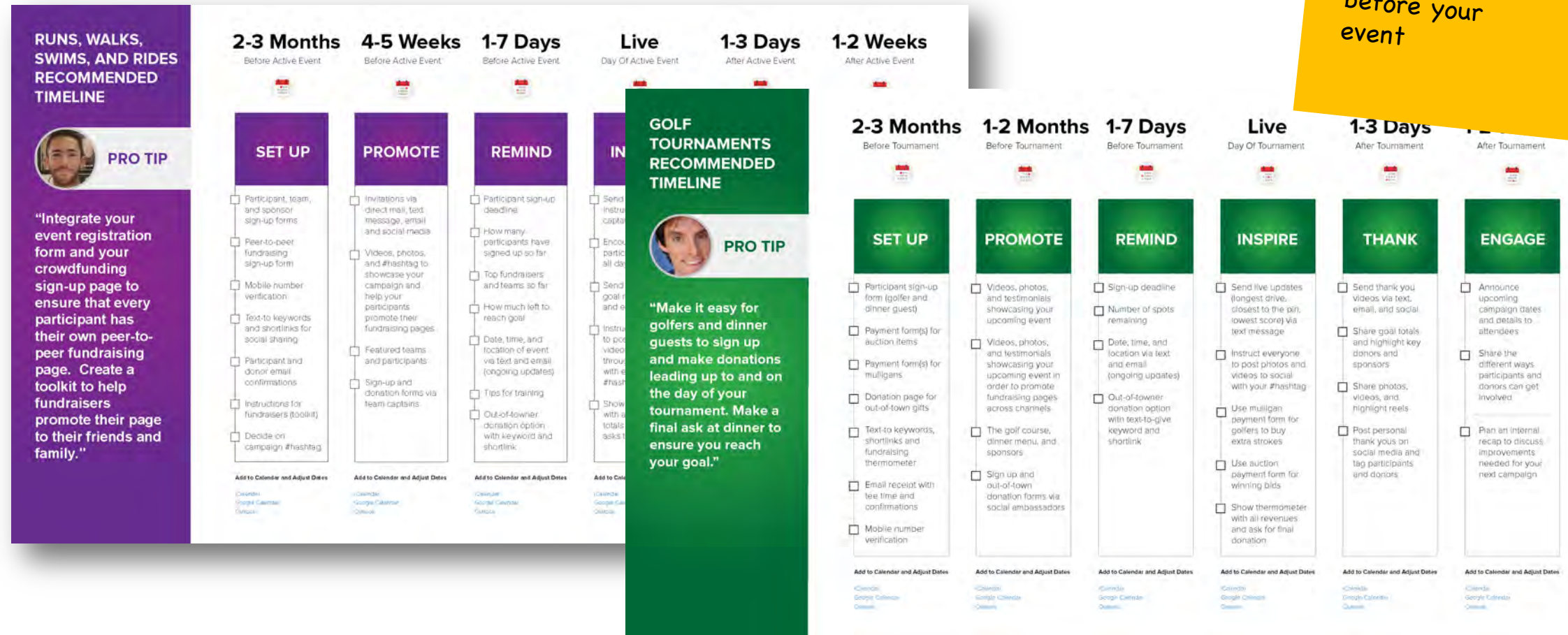
A collection of items including white sneakers, a white towel, a purple mat, and a notebook on a wooden floor. The sneakers are white with white laces and a black sole. The towel is white and folded. The mat is purple and has a grid of small circles. The notebook is open and shows a calendar page with dates from 9 to 17. The text "PLANNING YOUR EVENT" is overlaid on the image in white, with a teal underline.

PLANNING YOUR EVENT

LINDSEY HIMPHILL

INTERACTIVE CALENDAR BUILDER

TIP: Ideally start 2-3 months before your event



<https://support.mobilecause.com/customer/portal/articles/2731569>

CREATE YOUR CHECKLIST

SET UP IN MOBILECAUSE	COLLATERAL NEEDED
<ul style="list-style-type: none">• Registration• Sponsor Sign Up• Volunteer Sign Up• Peer to Peer Fundraisers• Event Communication	<ul style="list-style-type: none">• Event Logo• Sponsor Logos• Promotional Event Videos• Fundraiser Toolkits• Event #Hashtag

<https://support.mobilecause.com/customer/portal/articles/2731569>



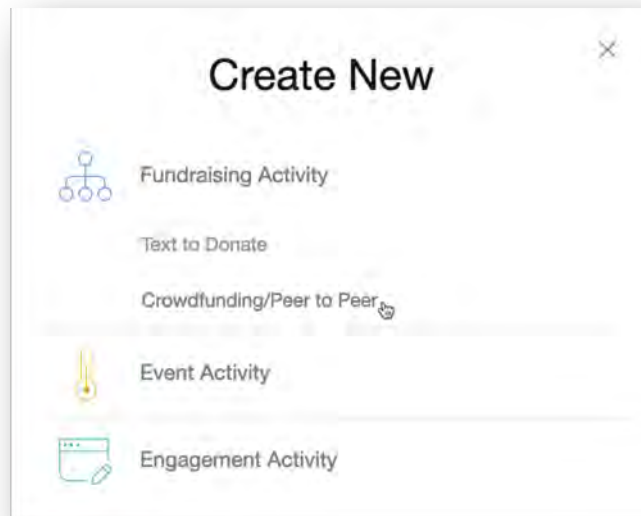
EVENT SETUP

SARAH BAKER

SET UP LANDING PAGE

to house all components

Use **Crowdfunding/Peer to Peer Fundraising page** to create a landing page for your event



OPTIONS TO CONSIDER


Hide **Become a Fundraiser** button and **Teams** and **Fundraisers** tabs




Add photos and videos from previous year's event in **Media Carousel**



Incorporate Sponsor Logos on **Impact** tab

IMPORTANT NOTE: Use options to show or hide various elements so each event can look different


WITH NO FUNDRAISERS

Rescue Mission of El Paso, Inc.





Join us out on the green!



\$10,641.78

Total

Raised

15

Donors

0

Fundraisers

Register to Play!

Become a Sponsor

Join Us

Donors

Comments

Rescue Mission of El Paso, Inc. kindly invites you to join us for our annual Fairways To Hope Golf Tournament!

Butterfield Trail Golf Course

September 28, 2018

Registration: 11:30 am
Shotgun: 1:00 pm

By taking a few hours out of your day, **you are helping hundreds of men, women and children find a safe, nurturing place to call home.**

Join us for a Brisket Lunch, an afternoon of fun, and learn more about your community. The Rescue Mission provides more than housing; we also provide drug and alcohol recovery programs, job training and much more.

FUNDRAISERS

BrightStone

Text BSTGOLF18 to 71777

\$154,915.72 Total Raised

Presented By KIRKLAND'S

\$150,000 Goal

306 Donors 68 Fundraisers

Make a Donation

Become a Fundraiser

Thank you Kirkland's

Impact Teams Fundraisers Donors Comments

The Jim Hinton Memorial Golf Benefit is a true fundraising event (not a pay to play) that benefits BrightStone. Donations from this event will fund programs and services that provide a great life for all the adults with special needs at BrightStone!

Thank you for helping us reach our \$150,000 goal this year!

Every golfer made a commitment to raise \$3,000 from family, friends, co-workers and organizations by simply sharing a link to their personal web page.

Anyone can sign up to be a fundraising support partner! Just click on the "become a fundraiser" and start sharing your web page link!

Thanks for your support!

The mission of BrightStone is to provide a comprehensive work, social support, and future residential community for adults with special needs, expanding their potential and helping them develop mentally, physically, socially, emotionally and spiritually.

Create Opportunity for Registrants to Participate as Fundraisers

EMBED YOUR LANDING PAGE

source
hope & opportunity in the city

HOME ABOUT ANTI-TRAFFICKING URBAN OUTREACH GET INVOLVED EVENTS DONATE

21ST ANNUAL GOLF BENEFIT

Text SOURCEMN to 71777

21st Annual Source Golf Benefit

\$29,905 Total Raised

\$50,000 Goal

34 Donors

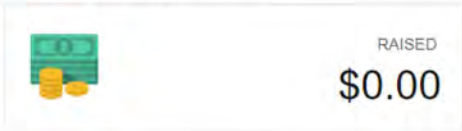
[Make a Donation](#)

PEER-TO-PEER FUNDRAISING

Personalize Communications:

- Fundraiser Settings
- Communication Settings

BE2LIVE on 71777 (Active)

 RAISED \$0.00

Fundraisers Fundraiser Settings Communication Settings

Volunteer Fundraising Goal
This is the default goal for volunteers

Default Message for Your Supporters
This message will appear on fundraiser pages by default. [fundraiser_name] is a reserved placeholder that will get replaced with the fundraiser's name on creation.

Keyword

Display Links

- Fundraiser Form
- Donation Form
- Sign-up Form
- Facebook page Share View
- Facebook Debug View

Configure Email

Email subject

You have a new donation!

Email body

Someone donated to your Teddy Bedrossian Ski-A-Thon campaign! Here are the details:
Name: [donor_name]
Amount: \$[amount]

Great job, keep up the good work!
[npo_name]

Characters: 162 Words: 26

Cancel Save

\$ 200

READY, SET, LET'S BUILD!

My name is [fundraiser_name] and this summer, I'll be building houses in Mexico. I'm excited and know I will learn a lot from the experience. I'll be participating with a non-profit called Be2Live. They've been working in and around LaMision, MX over the last ten years and know and love the community there very much! We've been asked to raise \$200 dollars toward construction materials so we

p » span

Characters: 699 Words: 128

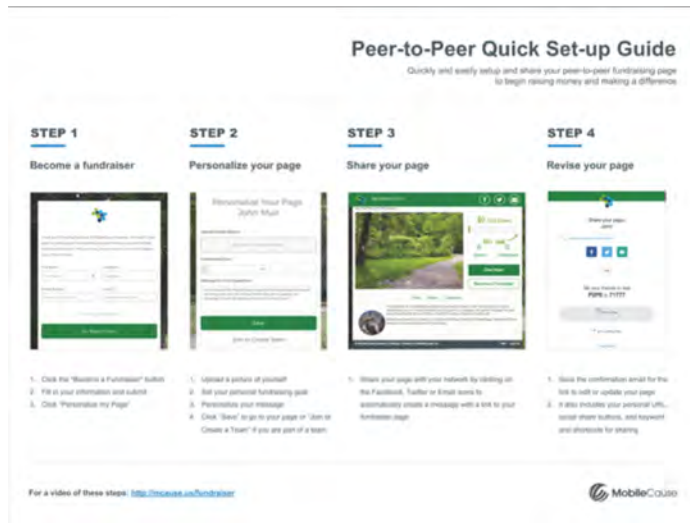
PEER-TO-PEER FUNDRAISING

Make it as easy as possible

Create your
Fundraiser Toolkit

RESOURCES

- Fundraiser Walkthrough Video
<http://mcause.us/fundraiser>



- [Peer-to-Peer Quick Set-up Guide](#)

FUNDRAISER SIGN UP




PEER-TO-PEER

Text TEDDY to 71777

[f](#) [t](#) [e](#)

Join the 2019 Ski-A-Thon in Memory of Teddy Bedrossian



\$14,591.21 Total
Raised

\$50,000 Goal ↗


80 Donors **13** Fundraisers

[Donate](#)

[Register](#)


[Impact](#) [Teams](#) [Participants](#) [Donors](#)

Sort ▾ [List](#) [Grid](#) Search by Name [Go](#)




Dany Najjar
SNOW15

I am participating in the Teddy Bedrossian Ski-A-Thon on Sunday, March 10, 2019 at Blue Mountain Reso...



Iryna Bedrossian

This is the event we are waiting for !!! I am participating in the Teddy Bedrossian Ski-A-Thon on Sunday...



J. Michael Spencer
Blue-shak-a-lack!

I am participating in the Teddy Bedrossian Ski-A-Thon on Sunday, March 10, 2019 at Blue Mountain Reso...



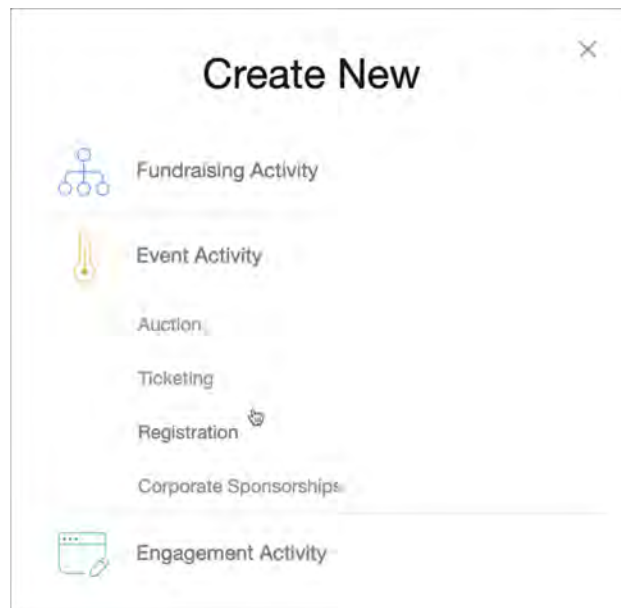
ADDITIONAL ACTIVITIES

LINDSEY HIMPHILL

COLLECT INFORMATION FROM REGISTRANTS

with Paid or Nonpayment Registration Forms

- Ticketing (Pay/Non-pay)
- Reservations (Non-pay)



PERSONALIZE

Use Form Elements and Custom Sections to personalize your forms

NOTE: Make mobile number a required field so you can communicate via text

A screenshot of a 'Waiver' form in the MobileCause system. The form is titled 'Waiver' and contains the following elements: a heading 'I am executing this waiver for: myself, my minor child (choose one)', two radio button options labeled 'Myself' and 'My minor child', a text input field labeled 'Enter name of minor if applicable:' with the placeholder text 'Enter Info', and a 'Submit' button at the bottom right.

PAID REGISTRATION



ACHIEVE THE POSSIBLE

Individual Golfer - \$125.00
Foursome - \$500.00
Golf Clinic & Dinner with Club Pro Matthew Stephens - \$125.00
Participate in a clinic with Blackstone's very own, Pro Matthew Stephens, for a two-hour instructor-led group lesson that includes contests followed by admittance to the tournament reception and dinner in the afternoon.
Dinner Sponsor - \$5,000.00
*1 Foursome with carts
 Full page ad in program
 Ad displayed in cart GPS
 Recognition at the Reception
 Logo displayed on every dinner table
 Logo on website and mention on social media*
Breakfast Sponsor - \$2,500.00
*1 foursome with carts
 Full page ad in program
 Ad displayed in cart GPS
 Recognition at the Reception
 Logo displayed at breakfast buffet
 Logo on website and mention on social media*
Margarita Hole Sponsor - \$1,500.00
*2 free golfers
 Half page ad in program
 Company banner at hole #11
 Recognition at the Reception
 Logo on website and mention on social media*
Community Supporter Sponsor - \$1,000.00
1 free golfer

<https://app.mobilecause.com/form/4VJLFg>

The Arc X Anabel Golf Classic
Registration

Choose Sponsorship Level
 Select Option

Corporate Foursome (\$2000 for 4 Players & Pin Flag) - How many Corporate Foursomes are you registering?
 Enter Amount

Individual Players (\$395 each) - How many Individual Players would you like to register?
 Enter Amount

☐ I'd like to reserve a forecaddie for \$25 (Pay at Event)

Additional Dinner Guests (\$125 each) - How many Dinner Guests plan to attend? (Golfer registration includes dinner automatically)
 Enter Amount

Please accept this additional donation to support The Arc of Monmouth's Recreation program.
 Enter Amount

Player Information

If you know the names/contact info for the players who plan to attend, please complete the fields below to register up to four individual golfers.
 If you do not yet know who will attend, you can submit payment now, and contact The Arc of Monmouth Development Office later. (732) 493-1919 ext 120.

Player 1: Name/Company or Organization
 Enter Info

Player 2: Name/Company or Organization

<https://app.mobilecause.com/form/P7UTlg>

Lyman Museum and Mission House

The Fred Koehnen Memorial Golf Tournament
Hualalai golf course at Ka'upulehu
(two person scramble - limited to 72 players)
SUNDAY, October 21, 2018
 7:00 am Registration - 8:00 am Shotgun Start
 Lunch at the Grill at 1:00 pm
 Awards - Whitey Rose Perpetual Trophy
 All proceeds benefit the Lyman Museum & Mission House

Choose Your Sponsorship Level

Platinum Sponsorship
 \$1,500 (4 players)
 3 mulligans per player
 4 Family Memberships to Lyman Museum

Gold Sponsorship
 \$750 (2 players)
 3 mulligans per player
 2 Family Memberships to Lyman Museum

Silver Sponsorship
 \$600 (2 players)

Choose your sponsorship level:
 Select Option

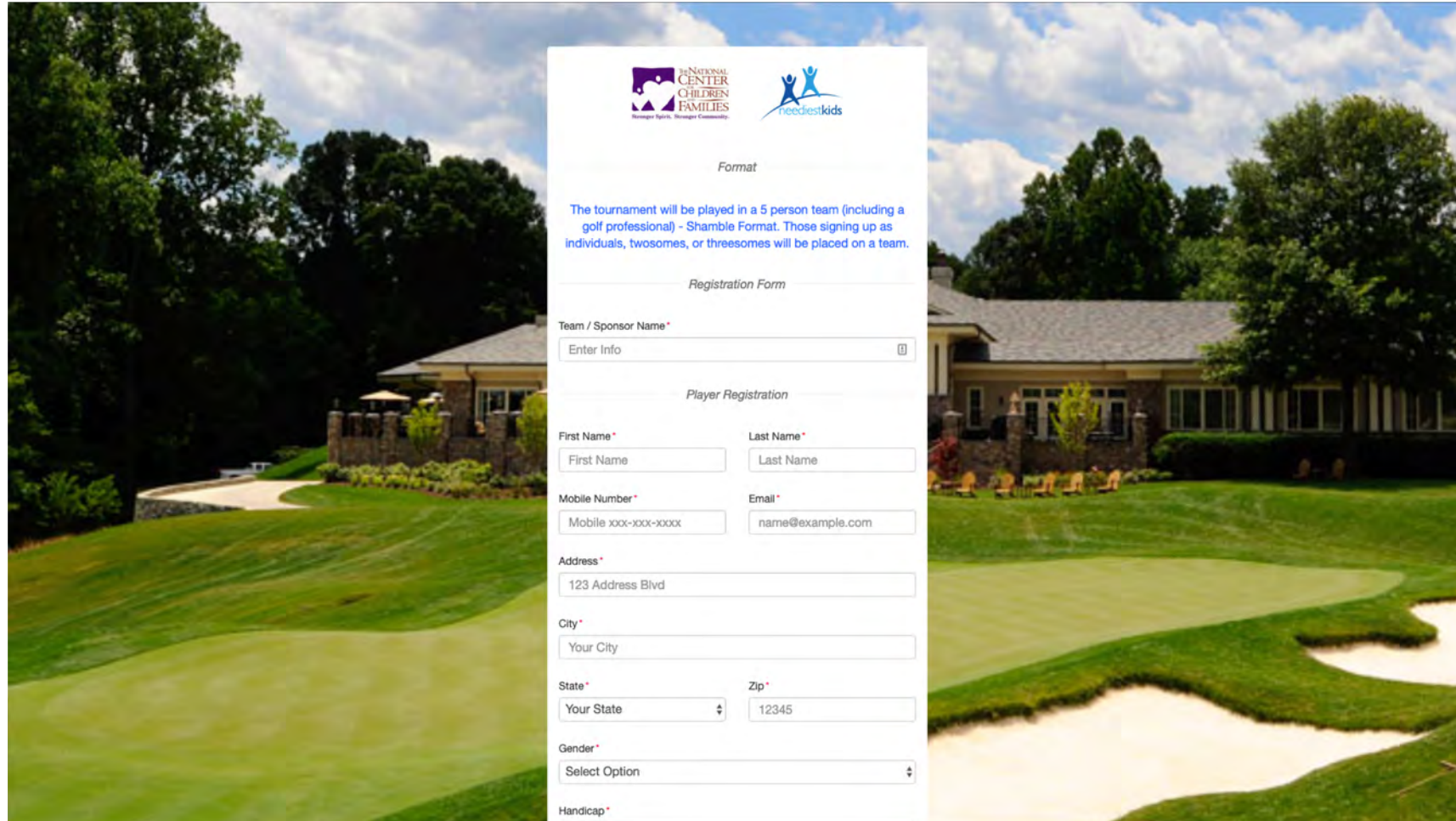
You can purchase an additional 3 mulligans, per player, at \$20 each. How many mulligan packs would you like?
 Select Option

Make A Donation

I am unable to attend, but would like to make a tax deductible donation (enter amount below):
 Enter Amount

<https://app.mobilecause.com/f/20yu/n?vid=a1te>

NON-PAYMENT REGISTRATION



The form is titled "NON-PAYMENT REGISTRATION" and features logos for "The National Center for Children, Families, & Communities" and "neediestkids".

Format

The tournament will be played in a 5 person team (including a golf professional) - Shamble Format. Those signing up as individuals, twosomes, or threesomes will be placed on a team.

Registration Form

Team / Sponsor Name *

Enter Info

Player Registration

First Name * Last Name *

First Name Last Name

Mobile Number * Email *

Mobile xxx-xxx-xxxx name@example.com

Address *

123 Address Blvd

City *

Your City

State * Zip *

Your State 12345

Gender *

Select Option

Handicap *

<https://app.mobilecause.com/form/gf1Ekw>

VOLUNTEER SIGN UP

Collect Volunteer contact information

Provide Shift Options


Collect T-Shirt Size

Turn enthusiastic
Volunteers into
Fundraising
Ambassadors
for your Event

VOLUNTEER SIGN UP

NEVEL MEADE

GOLF COURSE



CAPTAIN'S QUARTER

2018 GOLF SCRAMBLE

APRIL 24th

BENEFITING

TRUSTED FINK

LEUKEMIA & LYMPHOMA SOCIETY

Volunteer Shifts

CQ Golf Scramble

Tuesday, April 24, 2018

Nevel Meade Golf Course

3123 Nevel Meade Dr, Prospect, KY 40059

Registration & Check In Table, 8:00 am - 9:30 am (4 needed)

Welcome golfers. Check golfers in and provide them a shirt. Direct golfers to the putting green and sales tables.

Sell Mulligans/Raffle Tickets, 8:00 a.m. - 9:30 a.m.

Sell Mulligans & Raffle Tickets to checked-in golfers

✓ Select Option

Registration Table - #1

Registration Table - #2

Registration Table - #3

Registration Table - #4

Ticket Sales #1

Ticket Sales #2


Cart Rider #1

Cart Driver #2

Cart Rider #2

Hole-In-One Witness #2

Select Option



ENHANCE YOUR FUNDRAISING

by providing more options for giving

Raffles

Merchandise Sales (shirts, hats, etc.)


Add/Remove Strokes from Golf Score



RAFFLES

The screenshot shows a mobile app interface for purchasing raffle tickets. At the top is the logo for "A CHILD'S HOPE FOUNDATION" in blue and orange text. Below the logo, the heading "Raffle Tickets" is displayed in a smaller, italicized font. A bold section titled "Avoid the lines!" is followed by the text: "Purchase your raffle tickets early so you can focus on your swing the day of the event." Below this, it states: "Pre-purchased raffle tickets will be handed out at check-in." The ticket prices are listed as follows: "Raffle ticket prices:", "1 for \$5", "Set of 5 for \$20", and "Set of 35 for \$100". A question "How many tickets would you like?" is followed by three input sections. The first section is for "Individual tickets (\$5 each - up to 3)" with a text input field labeled "Enter Amount" and a small icon of a ticket. The second section is for "Sets of 5 tickets (\$20 per set - up to 4)" with a similar "Enter Amount" input field. The third section, partially visible at the bottom, is for "Sets of 35 tickets (\$100 per set)".

CHALLENGES / COMPETITION / RIVALRY



source

Add a Stroke to another players score

✓ Select Option

1 Stroke - \$25

2 Strokes - \$50

3 Strokes - \$75

4 Strokes - \$100

Remove a Stroke from your score

Select Option

Contact information

First Name *

First Name

Last Name *

Last Name

Mobile Number *

Mobile xxx-xxx-xxxx

Email *

name@example.com

Payment information

MIX AND MATCH

CDW Fun Drive **Children's Miracle Network Hospitals**
Helping Local Kids

Raffles, Mulligans, and More!

Purchase raffle tickets, mulligans, and putting contest entries on behalf of yourself or your 4-some!

I am purchasing on behalf of: *

Select Option

Golden Ticket

For the best deal, purchase a Golden Ticket.

~ \$50 ~

Includes: 1 Putting Contest Entry (2 putts), 5 Raffle Tickets, and 2 Mulligans

Would you like to purchase a Golden Ticket for yourself for \$50?

Select Option



COMMUNICATIONS

SARAH BAKER

USE TEXT MESSAGES TO ENGAGE

Start to Finish

Use Complementary Text Messages	Send text messages to complement email and social media messages
Use Concise Text Messages	Use short links (bit.ly , etc.) in text messages
Track Successful Text Messages	With advanced text messaging, send longer messages and trackable links to see click through and conversion

Text messages have a
98% read rate
90% in the first three
minutes

TEXT MESSAGES ANALYTICS

Enhanced Text Messaging

Messages

Send a Text Message

Schedule a Text Series

Scheduled

Outbox

Inbox

Drafts

View by Campaign:

All Campaigns

Sent

Campaign	Type	Title	Sent	Stats	Date & Time	Status
Golf Tournament	Sms	Message to Golfers	151	Custom Form Click-through rate: 37.7% (57) Conversion rate: 52.6% (30) Collected: \$3,275	08/19/2018 11:00 am	Sent

Text Message

Personalize

Hey [First Name|CABI Golfer]! There's still time to improve your score at the Achieve Golf Tournament before you even hit the course! Take a stroke off your score or add a stroke to your opponent's score: [Form Link|https://gfn.us/VHR1nbj] Prices have been lowered to \$10 per stroke!

13/280

Text STOP to unsubscribe will be included automatically; More info

CREATE A COMMUNICATION CALENDAR

with Key Dates for Text Messages

Plan:

- Important parts of your event to communicate with your audience
- Frequency and timing

Schedule your text messages ahead of time

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2
					Text: Reminder to everyone who didn't buy tickets – it's not too late!
4	5	6	7	8	9
11	12	13	14	15	16
	Text: Send an update to all confirmed attendees that they can buy raffle tickets early!				
18	19	20	21	22	23
			Text: Event information for confirmed attendees Text: For those unable to attend, opportunity to donate	EVENT DAY	Text: Thanks to everyone who donated Text: Thank you all for a success event! If you didn't contribute, you can still give.

TEXTING CAMPAIGN

Topic	Example	Character Count
Save the Date	Forget snow, think summer, and save the date! The 2nd Annual Achieve Golf Tournament will be Monday 08/19/19 at Blackstone National.	132
Registration Reminders	[First Name Folks], Sign-up for Sofia's Hope Reason to Run 5K [Form Link https://igfn.us//BH1q78] on Oct 27th @ Deering Estate. Run, walk & raise funds 4 service hours & great prizes like movie passes & Zoo Miami membership. Join the fight against childhood cancer. What's ur reason to run?	279
	http://safedonate.us/yw3ca Race Against Racism in YW3CA's 2nd color run! Find out more and register at the link above	130
	Race Against Racism is one week from today! Join YW3CA for fun, COLOR & a great cause! Register today! safedonate.us/yw3ca	134

TEXTING CAMPAIGN

Topic	Example	Character Count
Share Fundraising Incentives	Hey [First Name CABI Golfer]! There's still time to improve your score at the Achieve Golf Tournament before you even hit the course! Take a stroke off your score or add a stroke to your opponent's score: [Form Link https://igfn.us//HR1nbi] Prices have been lowered to \$10 per stroke!	279
	T5K Fundraisers! Win an IFLY Experience for 2! Be the first to raise \$1K in the final week to win! https://app.mobilecause.com/vf/T5k	145
	http://safedonate.us/yw3ca Race Against Racism in YW3CA's 2nd color run! Find out more and register at the link above	119
	Race Against Racism is one week from today! Join YW3CA for fun, COLOR & a great cause! Register today! safedonate.us/yw3ca	122
Last Minute Notices	Hey Texana Trotters! A Reminder - PACKET PICK-UP starts tomorrow!! See link below for hours & locations. ALSO, this just in! We will have 2 food trucks -YUM- a huge inflatable slide for the kiddos plus several other vendors to visit!! SEE U SOON!! http://bit.ly/TROTPacketPU	279

TEXTING CAMPAIGN

Topic	Example	Character Count
Event Schedule	Rise & Shine! It's TEXANA TROT DAY!! TODAY'S Schedule: 7:00am Last Call Packet Pick-Up & Registration 7:30am Welcome & Warm-Up 8:00am Race START 8:30am Post-Race Party with food trucks Jordan Ranch - The Shed 30757 Jordan Ranch Blvd, Brookshire, TX 77423 SEE U SOON!	276
Event Follow Up	Thank you for supporting our runners to help Build A HOME FOR HEROES. For updates, check https://app.mobilecause.com/vf/T5k	123
	Thanks for supporting our runners & honoring our Angels for this year's Angel Run! Check out photos from the 5K https://bit.ly/2VnbizE	134

PROMOTE YOUR KEYWORD IN ALL CHANNELS

Use Text Keyword to Promote Event on:

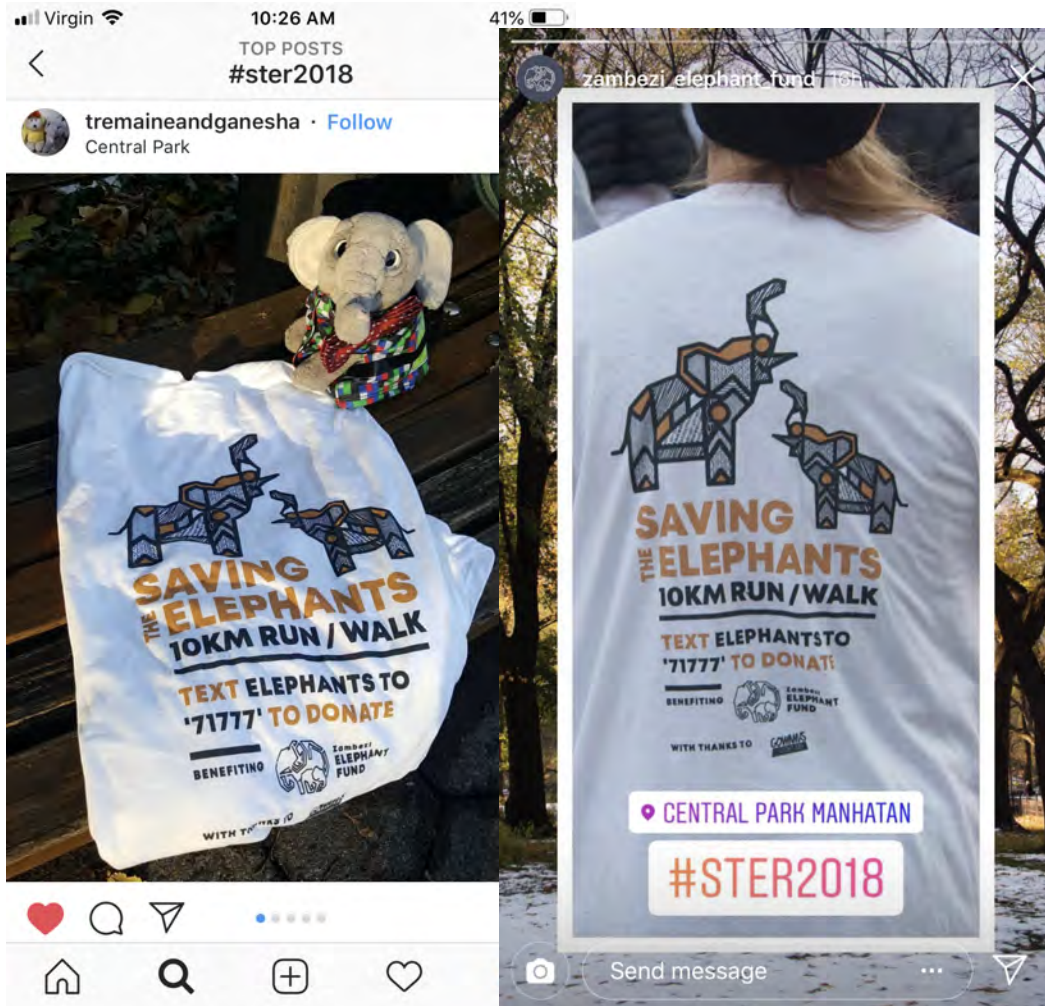
- Social Media
- Television
- Radio
- Direct Mail



Promotion Examples to include Text Keyword:

- Share Campaign Progress
- Highlight Top Fundraisers and Teams
- T-Shirts and Giveaways
- Etc.

YOUR KEYWORD IN SOCIAL MEDIA AND MORE



YOUR KEYWORD ANYWHERE



A 5K IN THE HEART OF WEST GREENVILLE!



5K HEART AND SOLE

**MARCH 10
8 AM
REGISTER:
TEXT
"HEART5"
TO 51555**

LEGACY EARLY COLLEGE
900 WOODSIDE AVENUE
GREENVILLE, SC
\$25 RACE FEE
ALL RUNNERS WELCOME
USATF CERTIFIED
FLAT COURSE
WALKER & STROLLER
FRIENDLY
LEGACYEARLYCOLLEGE.US/HEART-SOLE-5K
FACEBOOK: HEART AND SOLE 5K
LEGACY EARLY COLLEGE



7TH ANNUAL
DOUBLE TROUBLE 5K

HOSTED BY MHS **DECA** BENEFITING **MDA**
MAY 5, 2018 MABANK HS: PANTHER STADIUM
REGISTRATION: 7:30AM RACE BEGINS: 8:00AM

TO REGISTER
**TEXT: DECA5K
TO: 41444**



FREE TSHIRT: REGISTER BY APRIL 24TH

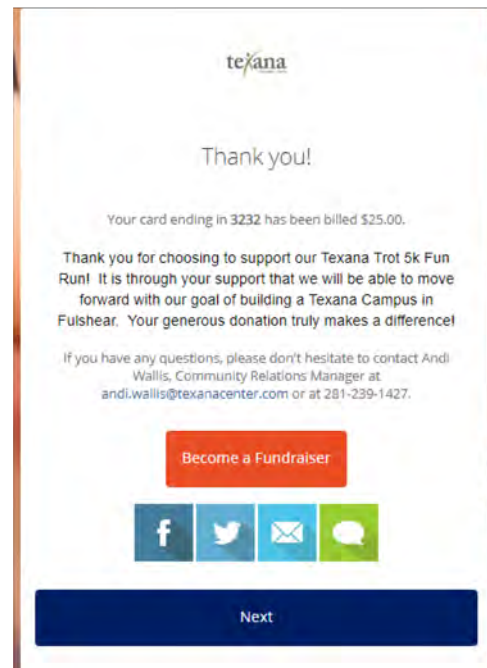
THANK YOUR DONORS

Immediate Thank You:

- Thank You Page
- Email Receipt

Dear [Donor's Name]:


Personalize the Email receipt with fields from the form






After Event Thank You:

- Update Landing page with thank you message, video, photos from event, etc.
- Texts and Emails with Results
- Thank You Notes
- YouTube Videos
- Facebook Videos / Photo Albums
- Instagram Videos / Stories


UPDATED CROWDFUNDING PAGE




Text SOURCEMN to 71777



21st Annual Source Golf Benefit



\$29,905 Total Raised

\$50,000 Goal 

34 Donors

Make a Donation

[About](#) [Donors](#) [Comments](#)

Thank you for joining us for the 21st Annual Source Golf Benefit on May 15th! It was a great day to be out on the Links at Northfork.

Your donations go directly to supporting our urban outreach and anti-trafficking efforts. With your help, we were able to get SO close to our goal! You can still help

FOLLOW UP EMAIL



Congratulations to all our runners/walkers!

Here are our top 3!

1st Place- John Walsh
2nd Place- Tom Long
3rd Place- Zac Cleric

[Check Race Results Here!](#)





CLOSING

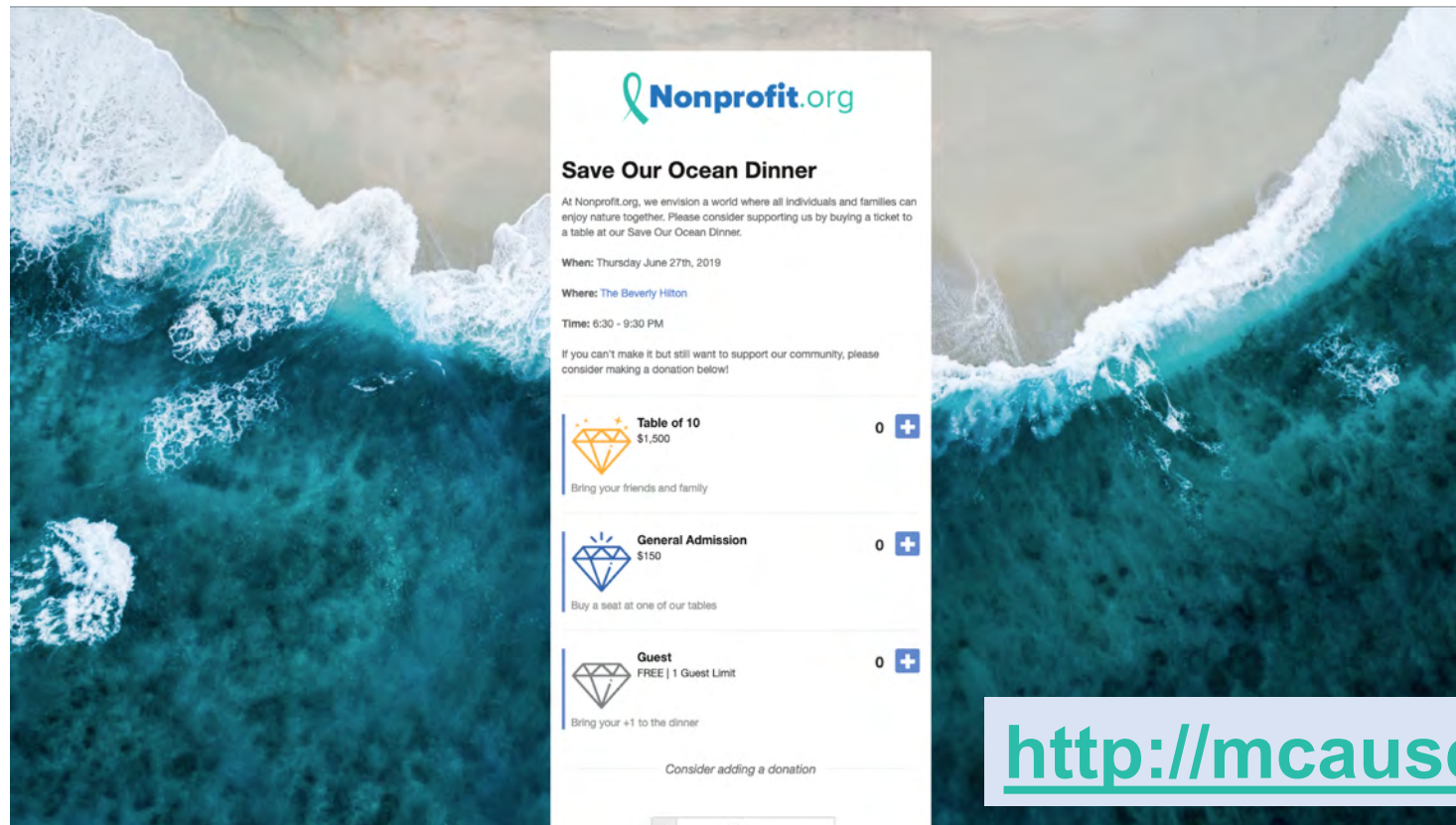
SCOTT COUCHMAN

SUMMARY



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

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



<http://mcause.us/training>



NEXT STRATEGY CLASS:

How to Recruit and Support an Army of Digital Fundraisers that Boost Your Giving

Wednesday, March 27, 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


←

→

↺

🏠

 <http://mcause.us/class>



MobileCause Academy

Live training will familiarize you with core elements.

Register

How to Recruit and Support an Army of Digital Fundraisers that Boost Your Giving

Strategy Class

Wed, Mar 27, 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 in a putting stance, preparing to hit a pink golf 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