
MobileCause Academy Training

STRATEGIES FOR YOUR BEST YEAR-END GIVING CAMPAIGN

USING GOTOWEBINAR

Chat with us!

Show/Hide Controls

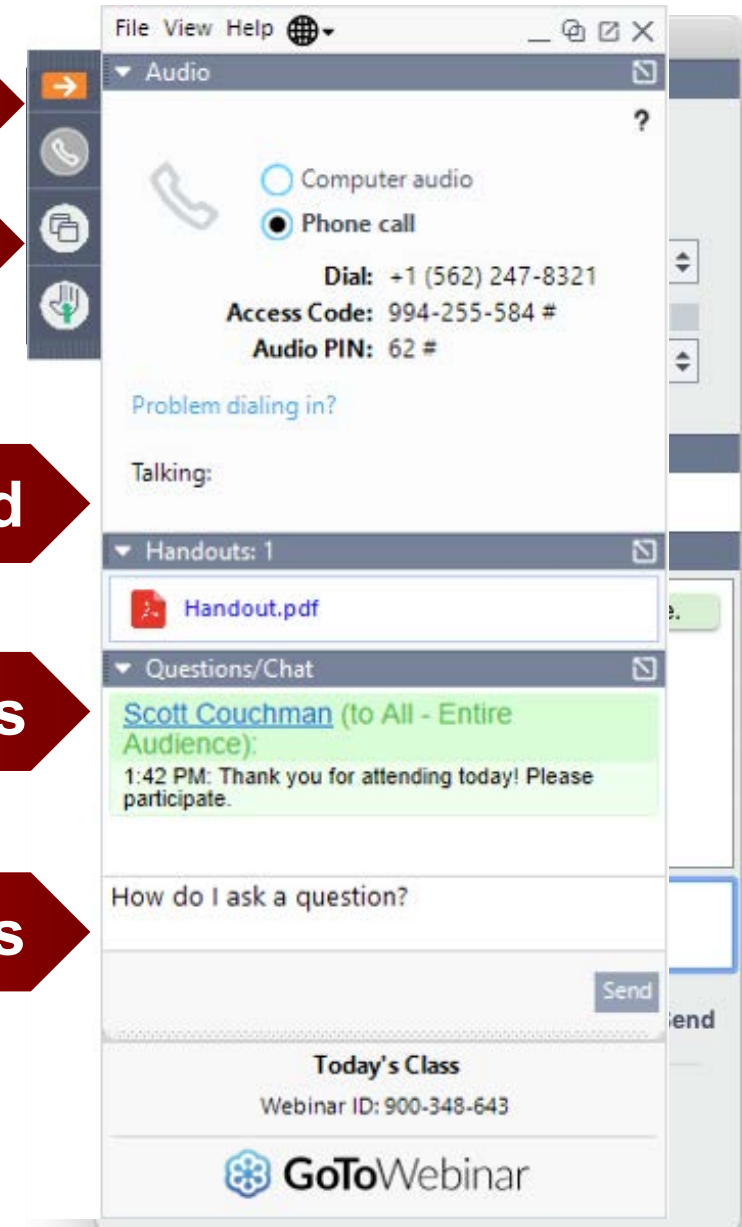
View Full Screen

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

- Facts and Figures
- Your Multi Channel Strategy
- Communication Methods
- Ideas with your MobileCause Account

SPEAKERS



COREY BLAKE
Digital Strategist



SCOTT COUCHMAN
Training Manager

Registration Poll Results

What were the results of your Year-End Giving campaign last year?

15%

It was a great success!

25%

We raised more than we expected.

28%

We did not meet our goal.

32%

We did not have a Year-End Giving campaign last year.

Class Poll



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



FACTS AND FIGURES

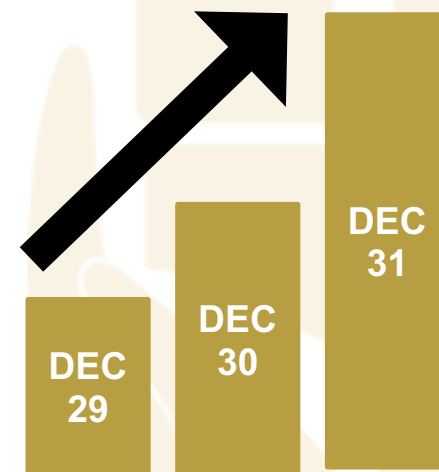
YEAR END GIVING – WHY SO IMPORTANT?



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

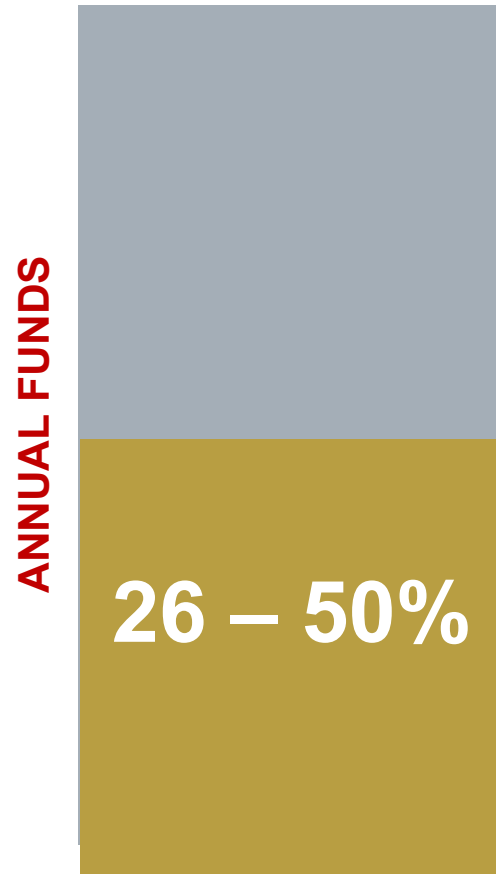


10% of all annual US donations occur on the last 3 days of the year



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.

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

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/>

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

A man in a plaid shirt is seen from behind, addressing a group of people seated at tables in an outdoor restaurant or cafe. The scene is dimly lit, suggesting evening or indoor lighting. A large, stylized yellow logo is visible in the upper right corner. The text "YOUR MULTI CHANNEL STRATEGY" is overlaid in white, bold, sans-serif font, with a yellow horizontal line underneath the first few words.

YOUR MULTI CHANNEL STRATEGY

STORYTELLING
is the best marketing!



COMPELLING STORYTELLING



Training

 Fundraising Strategy Videos



PERSONALIZED COMMUNICATIONS



Training

Fundraising Strategy Videos

MobileCause
Training

PERSONALIZED COMMUNICATIONS

DIVERSIFY YOUR MARKETING



Direct Mail



Social Media (Web)



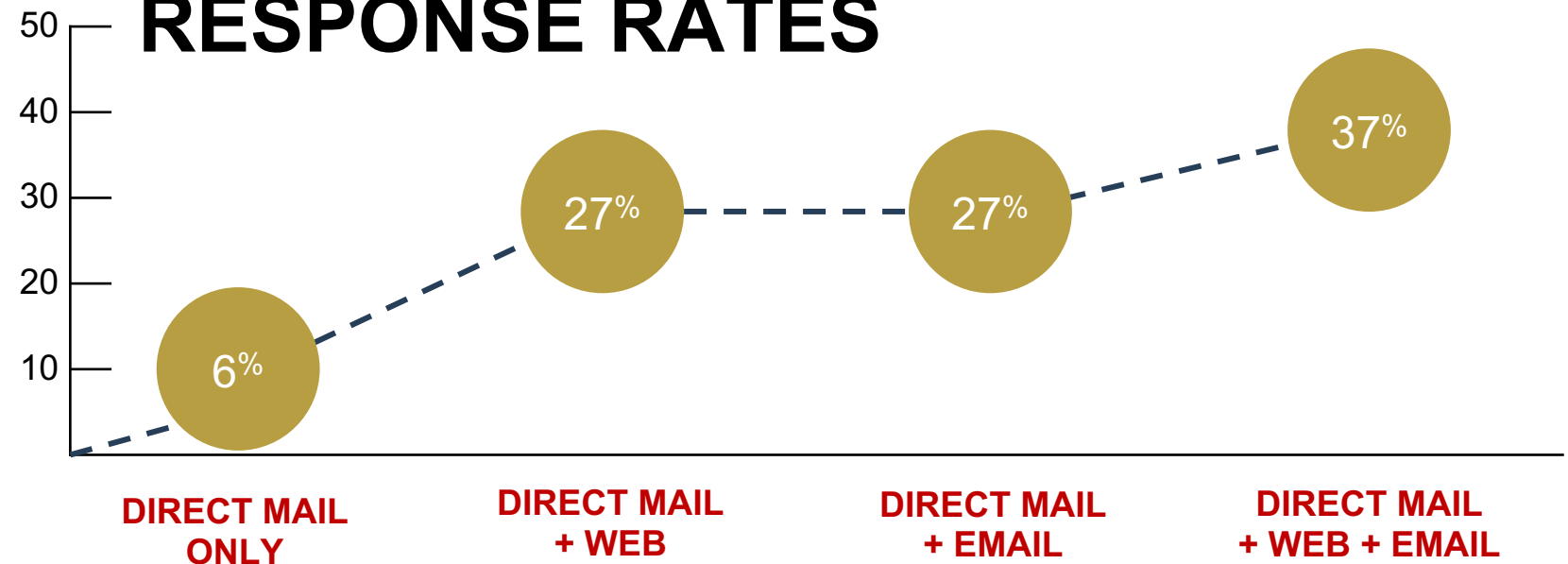
Email



Text

29% of donors
say social media
shares convinced
them to give

RESPONSE RATES



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

TYPES OF COMMUNICATION

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

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
1 December	2	3 #GivingTuesday	4	5	6	7
				M	S	
8	9	10	11	12	13	14
		E1 / E2		S	T	
15	16	17	18	19	20	21
					T1 / T2	
22	23	24	25 Christmas	26	27	28
		Morning T Mid-day T / S		E / S	S	
29	30	31	1 January	2	3	4
	Morning E Mid-Day S / T	Morning E / S / T Mid-day S / T Evening S		E / S / T	M / S / T	

EASY TO DONATE ON YOUR WEB PAGE



26%

Email messaging accounted for 26% of all online revenue



21%

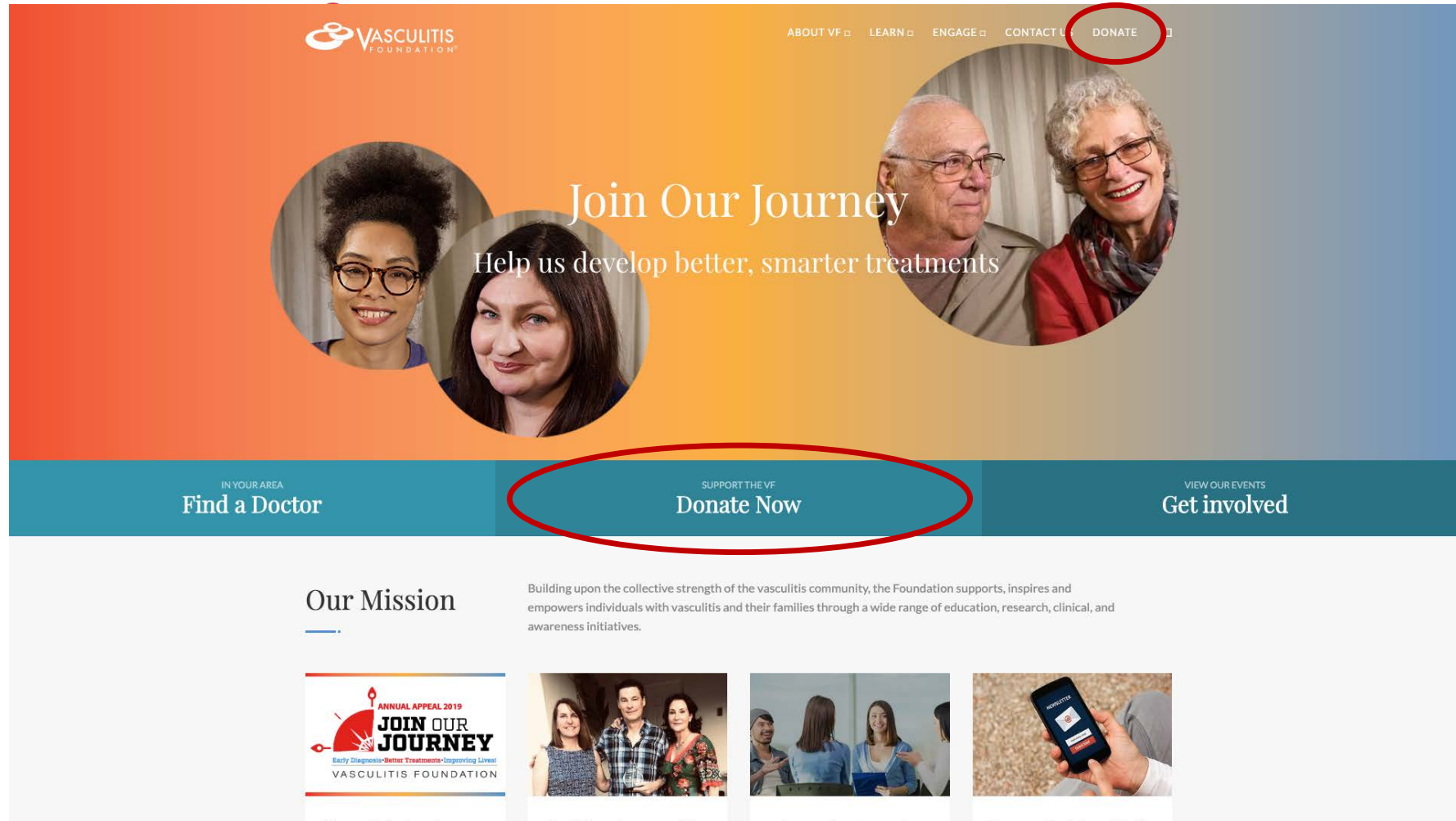
21% of donations are directly through social media



51%

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

EASY TO DONATE ON YOUR WEB PAGE



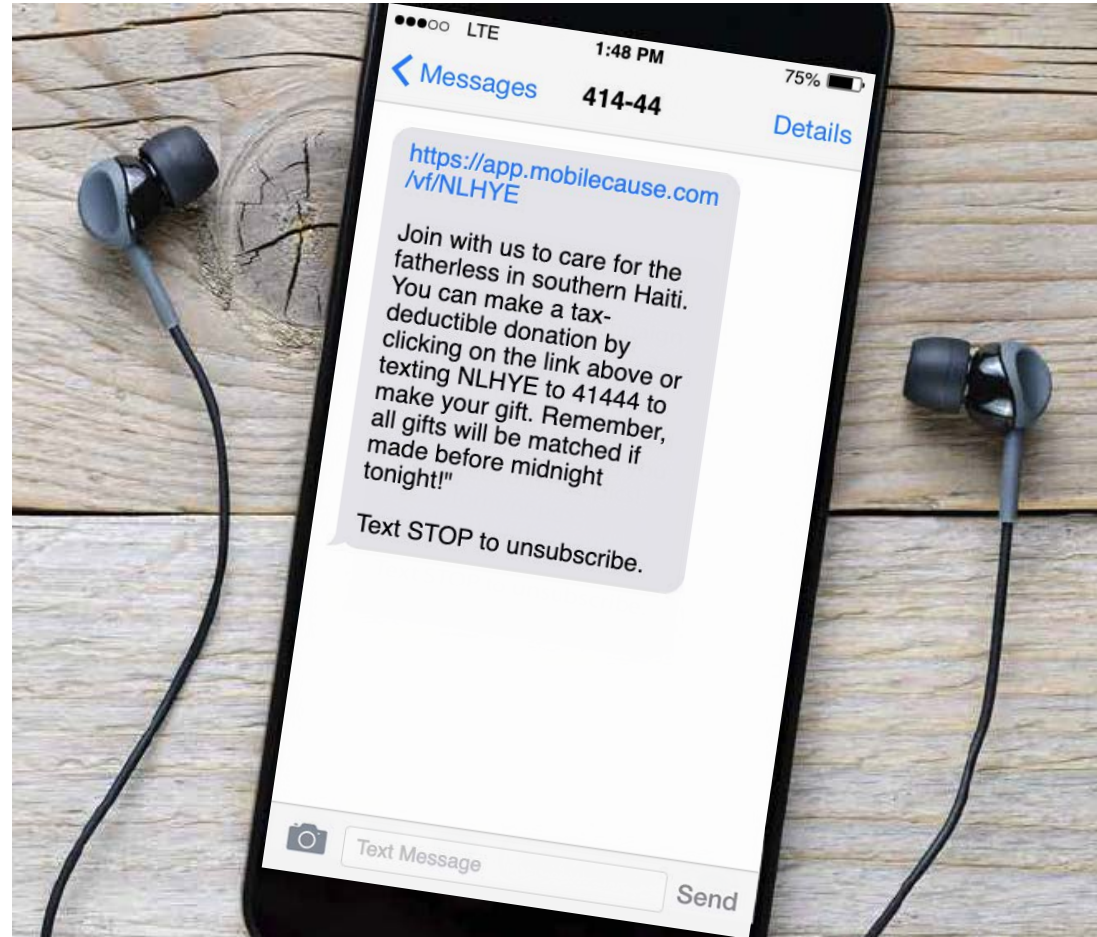


COMMUNICATION METHODS

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



TEXT TO INCREASE ENGAGEMENT

As we look to 2019, our students are top of mind for Catholic Schools of Broome County. Click here to read about a recent student success:

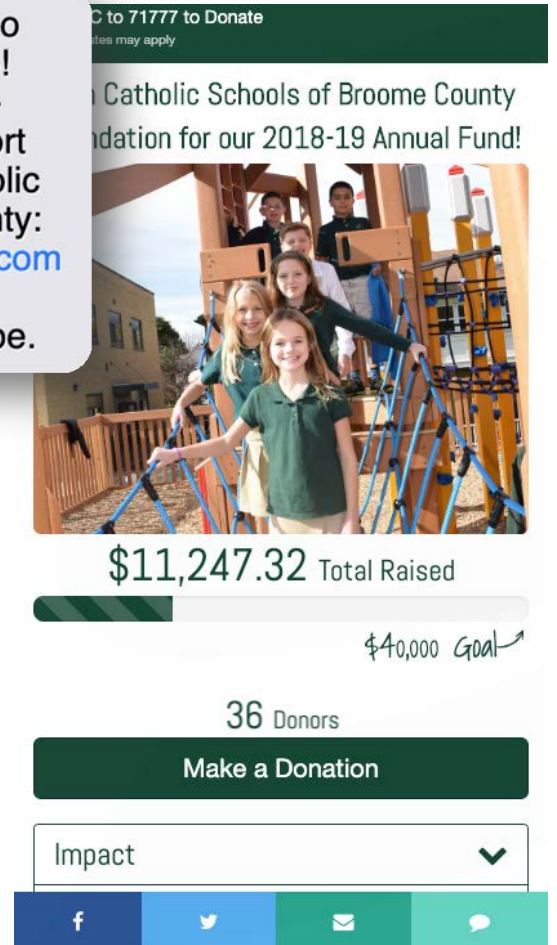
<https://csbcsaints.org/advancement/annual-fund/>

Text STOP to Unsubscribe.

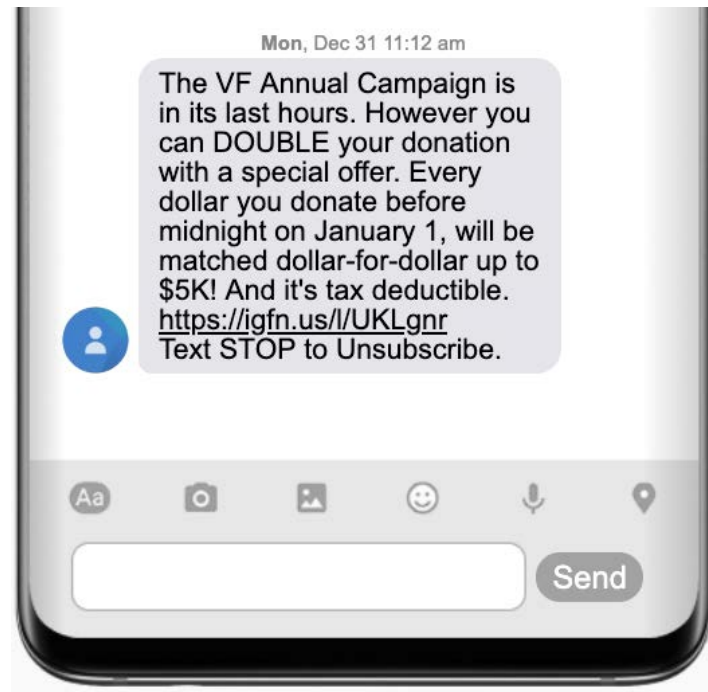


Seven elementary students had one goal in mind when they started their 2017-18 Odyssey of the Mind season: a trip to the national competition in Ames, Iowa. The All Saints Elementary team made up of: Isabella O'Brien, 11, Christian Taber, 11, Giada Circensi, 10, Nader Sabawi, 11, Mack Patterson, 9, Lincoln Patterson, 10 and Olivia O'Brien, 7 and coaches Michele Patterson and Amy O'Brien, knew they wanted another shot to compete for the national title at Iowa State University. The team made it to nationals two years ago and placed twentieth. They knew they could do better.

This is your last chance to leave your mark on 2018! Click here to make a tax-deductible gift and support the students of the Catholic Schools of Broome County: <https://app.mobilecause.com/vf/CSBC> Text STOP to Unsubscribe.



TEXT TO INCREASE ENGAGEMENT

A screenshot of a web form for the Vasculitis Foundation. At the top is the logo and the text "Support Awareness Research" and "www.VasculitisFoundation.org". Below is a thank you message: "Thank you for joining us as a lifetime member. The lifetime membership fee is \$500.00". There is a dropdown menu for the dollar sign and a text box containing "500.00". Below this is a section titled "Contact information" with fields for First Name, Last Name, Mobile Number, Email, Address, City, State, and Zip. The fields are labeled with their respective names and contain placeholder text.

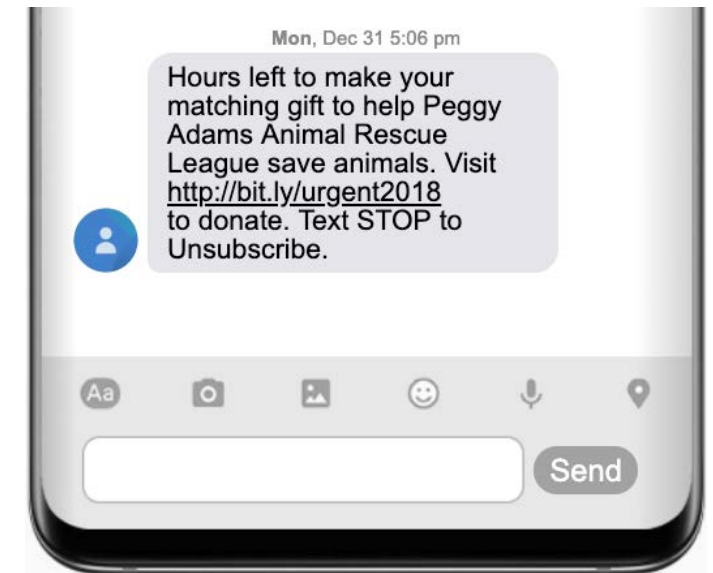
TEXT TO INCREASE ENGAGEMENT



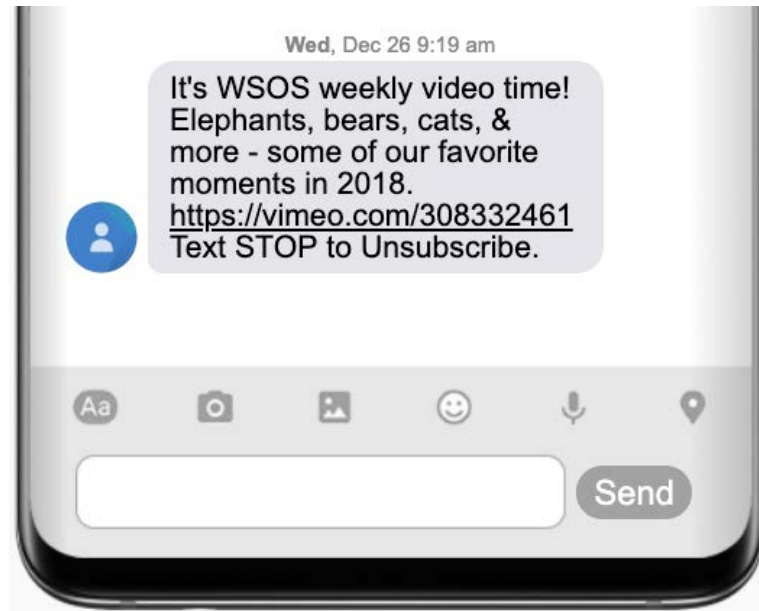
LABORATORY TO COMBAT
HUMAN TRAFFICKING



Peggy Adams
ANIMAL RESCUE LEAGUE



TEXT TO INCREASE ENGAGEMENT



EMAIL ENGAGEMENT



Patient Story.

One of our patients set down with one of our staff members today. She is in her mid-20s and appears to be doing fine in terms of health and the health of the baby. She has entered her fifth month of the pregnancy and has been with us since the very beginning. She found the Morning Center online and tried us out. She lives about 30 minutes away. When asked about the Morning Center she said, "I've had friends tell me to get doctors closer to where I live, but I just can't. Everyone here is so wonderful I don't want to go anywhere else."

Does Your Company Have a Matching Gifts Program?

Each medium has its own advantages.
Understand and use them!



It's the last day of 2018. What better time to say yes to joy and make a 100% tax-deductible gift to CCA?

Your gift creates joy for sick kids and their families by helping CCA sustain and grow programs of music, friendship, nature, and resources.

Choose joy for the new year. Make a difference. Thank you.

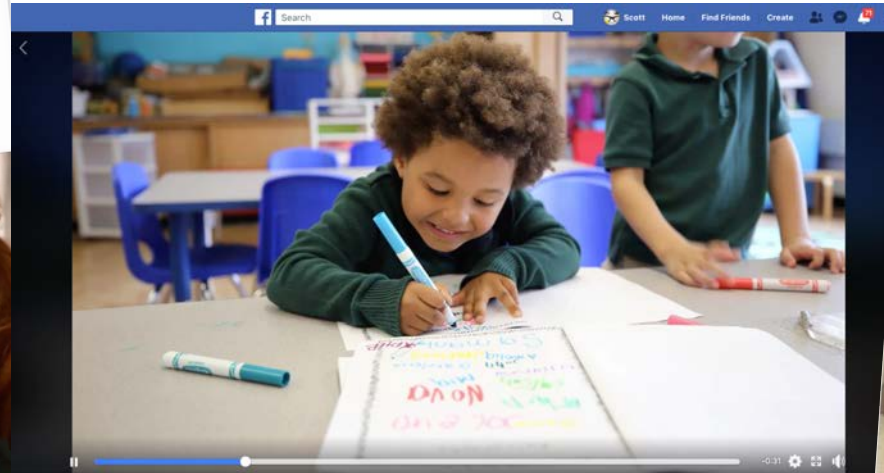
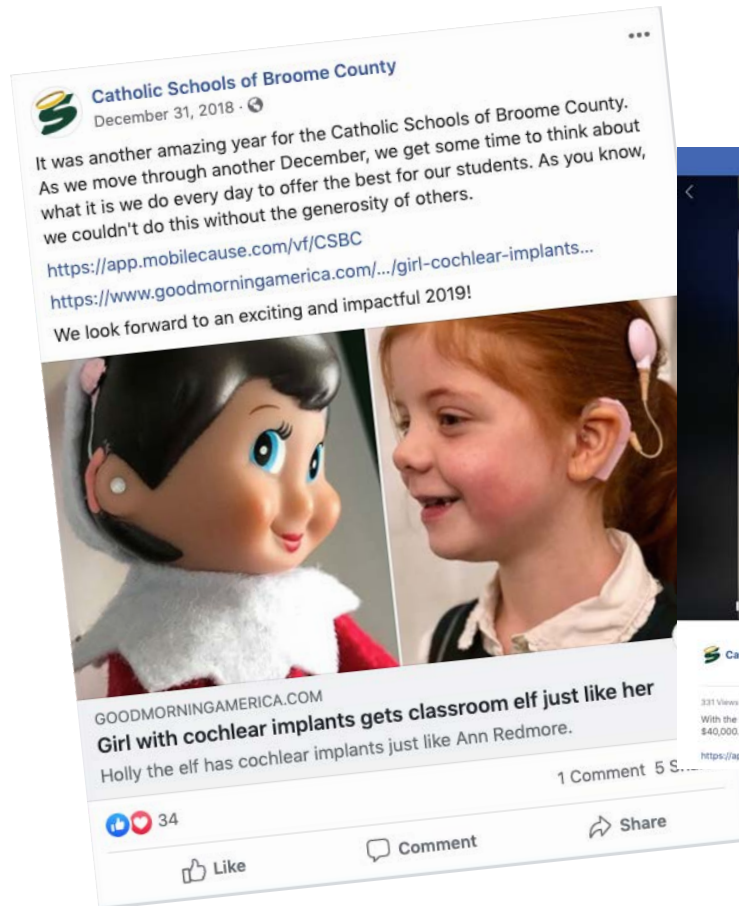
GIVE YOUR TAX-DEDUCTIBLE GIFT

If you've given to CCA recently, we sincerely appreciate your support.

SOCIAL MEDIA ENGAGEMENT



SOCIAL MEDIA ENGAGEMENT



Catholic Schools of Broome County · Follow

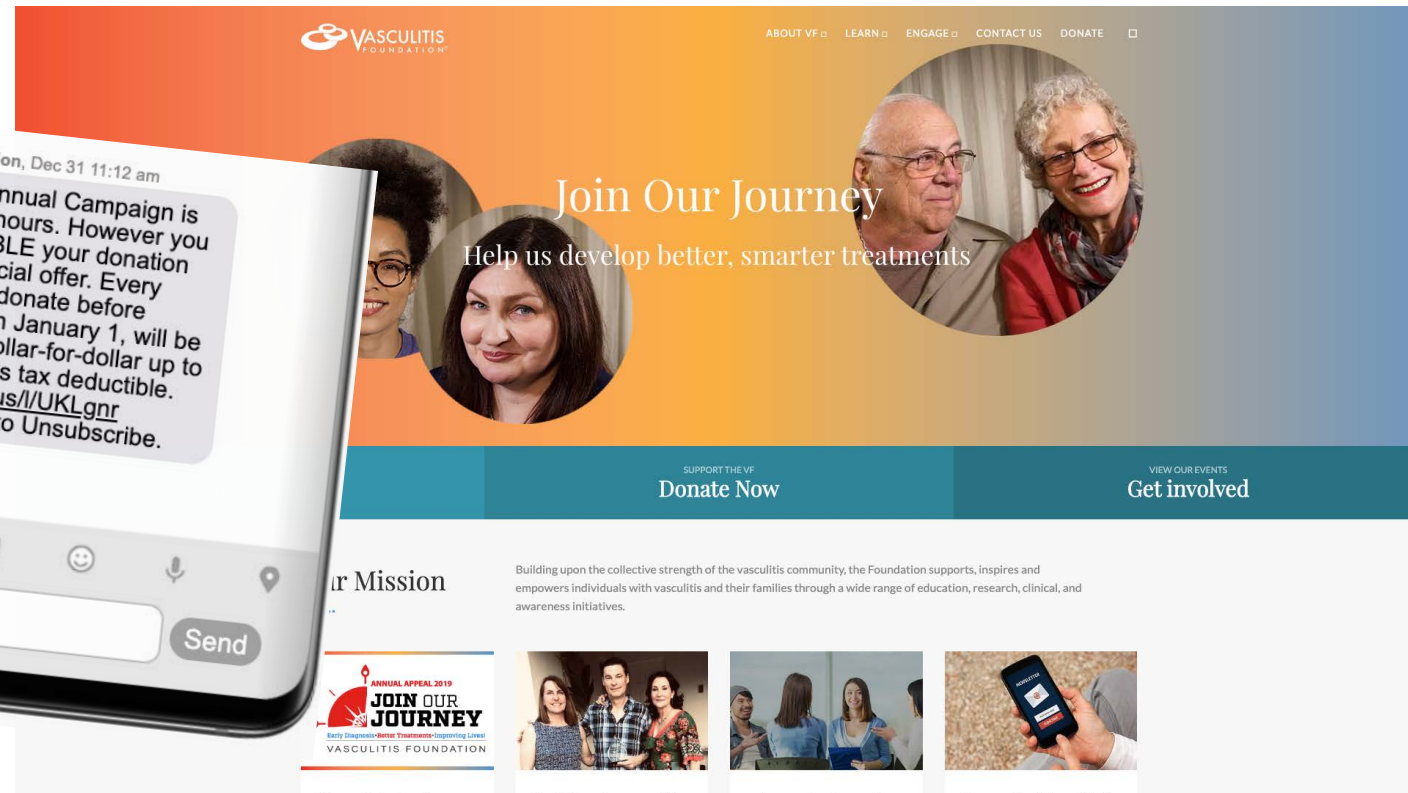
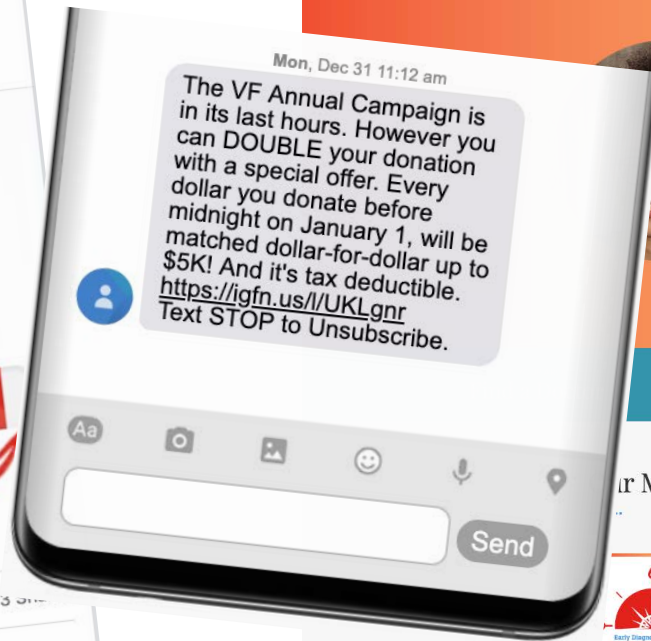
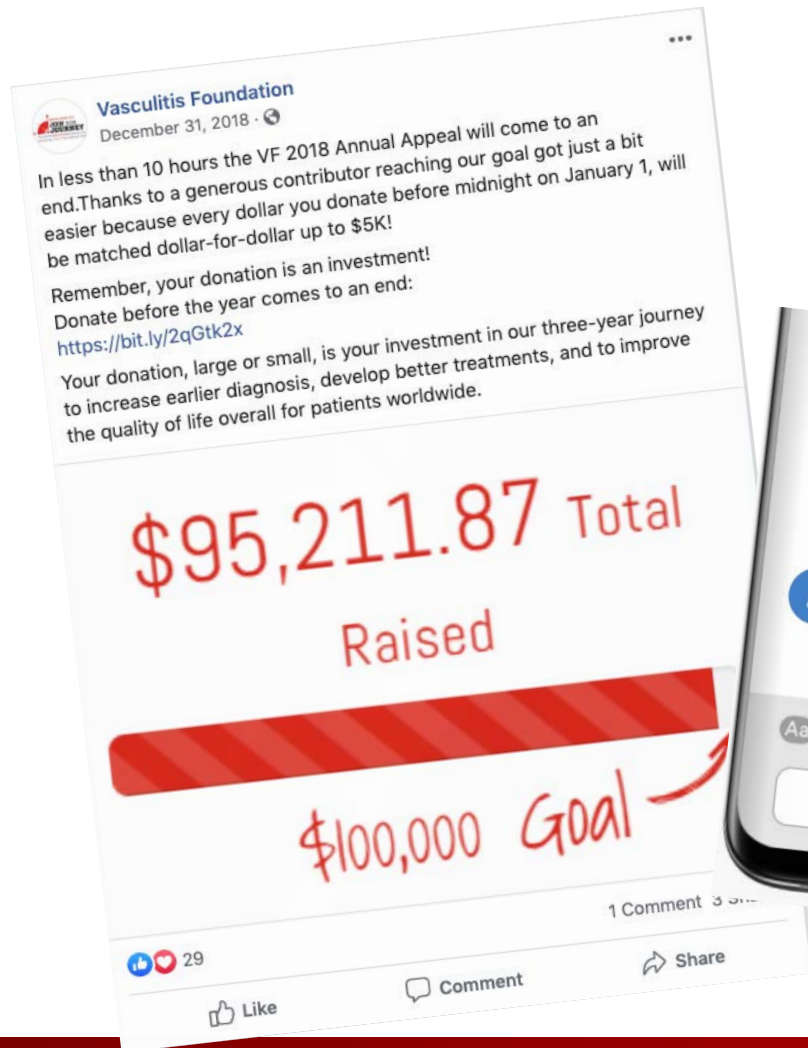
331 Views · about 11 months ago · 🌐

With the total collected so far in our year end campaign, we will be able to provide deserving students with much needed financial support in 2019-20. We still have a ways to go to meet our goal of \$40,000. Help us get there and help to prepare the leaders of tomorrow!

<https://app.mobilecause.com/vf/CSBC>




MULTICHANNEL ENGAGEMENT



A person's hands are shown in a dimly lit setting, one holding a pencil and the other a tablet. The background is dark with a large, semi-transparent yellow gift icon. The text "IDEAS WITH YOUR MOBILECAUSE ACCOUNT" is overlaid in white, bold, sans-serif font. A small yellow horizontal line is positioned below the word "ACCOUNT".

IDEAS WITH YOUR MOBILECAUSE ACCOUNT

PERSONALIZE YOUR DONATION PAGE



Choose amount

\$25 \$50 \$100 Other

\$ 25.00

Make your gift recurring

One Time Monthly Quarterly Annually

Designate Your Gift

Select Option

Contact information

Make your gift recurring

One Time Monthly Quarterly Annually

Designate Your Gift

- ✓ Select Option
- Instructional Technology & Support**
- Classroom Library
- Development Fund

GIVE DONORS AGENCY

+ Add Form Element ▾

Collect Information

📄 Agree to Terms

📊 Calculated

☑️ Checkbox

📅 Date

☑️ Drop-Down

👁️ Hidden

➕ Item

☰ Long Answer

🔒 Password

— Short Answer

Design Form

🖼️ Image

📄 Text

🎥 Video

Add Form Element - Drop-Down

Display Label ⓘ
Designate Your Gift

Reporting Label ⓘ
Designation

Option Label *	Option Value *		
Instructional Technology & Supp	Instructional Technology & Supp	+	-
Classroom Library	Classroom Library	+	-
Development Fund	Development Fund	+	-

+ Add new option

⬆️ Load options

— Delete all options

☐ Limit? This will allow you to set a max limit for this keyword

Cancel

Save

Make your gift recurring

One Time

Monthly

Quarterly

Annually

Designate Your Gift


✓ Select Option

Instructional Technology & Support




Classroom Library

Development Fund


DONOR HONORS



Text LIVES to 71777
Msg & data rates may apply



Sav-A-Life this Year-End!



\$184,560.34 Total Raised

\$120,000 Goal


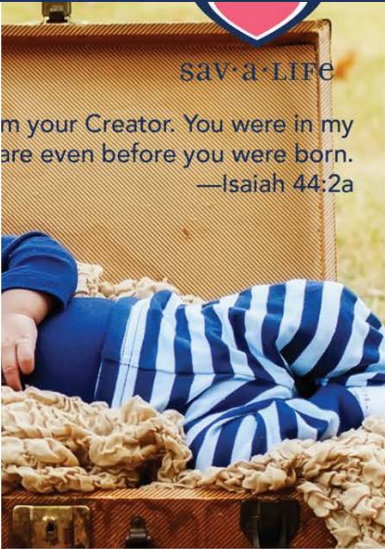
196 Donors

[Make a Donation](#)

Impact Donors Comments

Join us this Year-End and help Sav-A-Life!

Every day at Sav-A-Life, we provide free and confidential services, counseling, education, and support to empower women to carry their babies to term and to put an end to abortion by supporting one woman at a time. With our programs, we aim to teach men and women skills to help them through their challenges and better equip them to become great parents.



Payment information

Card Number*
XXXX XXXX XXXX XXXX

Expiration Date*
MM / YY

CVV* What is this?
eg. 123

☒ I would like to cover the payment processing fee.

☐ Please make anonymous


Donation amount
\$102.56

[Sav-A-Life Now](#)

MobileCause PCI


DONOR HONORS


Create New

 Fundraising Activity

Text to Donate


Crowdfunding/Peer to Peer


 Event Activity


 Engagement Activity


+ Add Form Element


Collect Information


 Agree to Terms


 Calculated


 Checkbox


 Date


 Drop-Down

 Hidden


 Item


 Long Answer


 Password

 Short Answer

Design Form

 Image

 Text

 Video

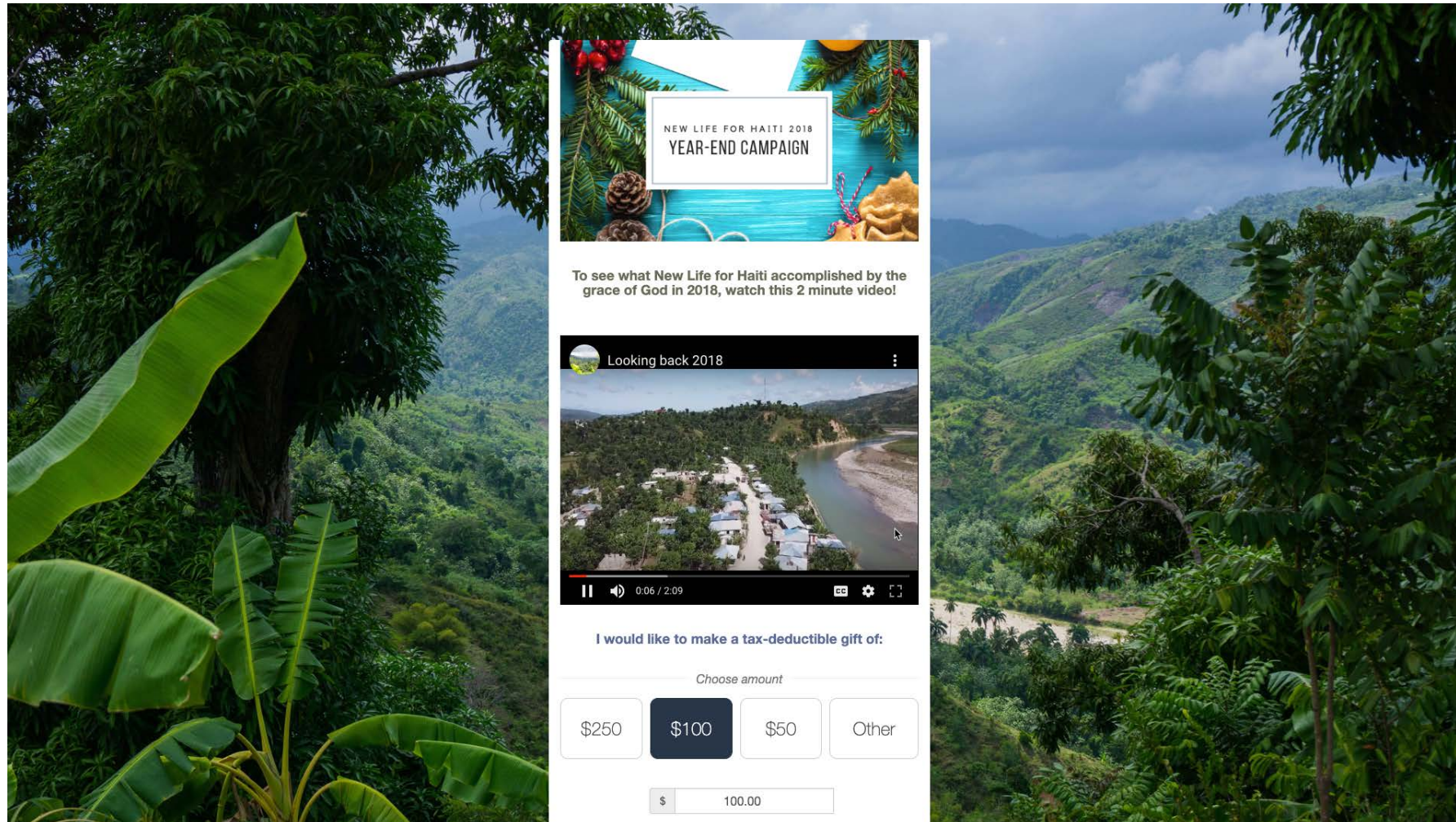
This gift is in honor of or in memory of:

255 character limit0 / 255

Please send acknowledgment of memorial gift to:

255 character limit0 / 255

VIDEO



+ Add Form Element ▾

Collect Information

- 📄 Agree to Terms
- 📊 Calculated
- ☑️ Checkbox
- 📅 Date
- 📄 Drop-Down
- 👁️ Hidden
- ⊕ Item
- ☰ Long Answer
- 🔒 Password
- Short Answer

Design Form

- 🖼️ Image
- 📄 Text
- 🎥 Video

DONOR INVOLVEMENT



The Morning Center

December 7, 2018 · 🌐

Be on the look out for the Morning Center Winter newsletter (originally it was our fall newsletter, but December sort of crept up on us).

How is the year end goal progressing?

<https://www.morningcenter.org/donation-thermometer>



MORNINGCENTER.ORG

Donation Thermometer



2



Like



Comment



Share



MEMBERSHIP – RECURRING OPTIONS



Support Awareness Research
www.VasculitisFoundation.org

Thank you for joining us as a lifetime member. The lifetime membership fee is \$500.00

\$ 500.00

Recurring Donations

Section Heading
Make your gift recurring

Accept Recurring Payments Enable ☒

Set Recurring Payment Type

☐ Ongoing
e.g. \$100 / monthly

☒ Fixed Term
e.g. \$100 / monthly for 12 months

☐ Pay Over Time
e.g. \$100 / 4 installments of \$25

Set Max Number of Allowed Payments
10

Frequency
One Time Weekly Monthly Quarterly Annually

Select up to 4

Default Frequency
Annually

Encourage Recurring Donations Disable ☐
Prompt donors to become recurring donors

+ Add Form Element

Make your gift recurring

One Time Annually

How many years would you like to pay?

✓ Select

2

3

4

5

6

7

8

9

10

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December 2019

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

09:35 am

Hour

Minute

Now

Done

SCHEDULE EMAILS

MobileCause

SC Scott Couchman MobileCause Academy (Training)

Setup Recipients Compose Schedule

Select Message Type Select Recipient List Edit Email Content Review & Schedule Cancel Save & Quit Schedule

Message Label

Something memorat

The message name will h

Add a Campaign

Select a campaign

Setup Recipients

Select Message Type Select Recipient L

Search List

List Na

New Su

Compose your email

Enter your text here. Double-click to edit.

You can drag and drop elements from the rig

customize the elements on the screen.

Don't forget to set your email subject and fro

Enter your text here. Double-click to edit.

Enter y Double

Button with link

With many thanks,

MCAcademy

Email

Nonprofit.org

Compose your email

Enter your text here. Double-click to edit.

You can drag and drop elements from the right sidebar in the Elements tab. Use the Design tab to customize the elements on the screen.

Don't forget to set your email subject and from address in the Settings tab!

Enter your text here. Double-click to edit.

Enter your text here. Double-click to edit.

Enter your text here. Double-click to edit.

Button with link

With many thanks,

MCAcademy

Edit

Send Now


Schedule for later

12/31/2018

10:09 AM Pacific Time (US & Canada)

f i in

GIVE DIFFERENTLY – DYNAMIC ACTIONS



Choose Donation amount

\$120

\$60

\$30

Other

\$

120.00

☐ Check here to make this gift in honor of someone.

Choose Your College

Would you like to donate to a specific college? Choose here.

Select Option

Contact information

First Name

Last Name

Mobile Number

Email

Payment information

Card Number*

XXXX XXXX XXXX XXXX

VISA

MasterCard

DISCOVER

AMERICAN EXPRESS

Expiration Date*

CVV* What is this?

Acknowledgements

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

f

Twitter

Instagram

in

☐ Facebook

☐ Twitter

☐ Instagram

Donation amount

\$120.00

GIVE MORE – CONFIRMATION

Keyword

Online Forms

Confirmation Page

Mobile Experience

Fulfillment

Fundraising Thermometer

Enter Offline Donation

Display Links

View Online Form

View Fundraising Thermometer

Shareable Link to This Form: [igfn.us/f/2kbg/n](#)

Confirmation Page

Manage Sections

Content

Actions

Primary Action Button

Button

Show

Secondary Action Button

Button

Hide

Follow On Social Media


Show

Mailing List Subscription

Subscribers will be added to GIVEDIFFERENT keyword list


Show

+ Add Element



Thanks Jane!

Your card ending in 1234 has been billed \$120.00.







We truly appreciate your support. To learn more about how you can get involved and see your support in action please visit our website, follow us on social media, or join our mailing list.

We're always looking for help. If you would like to be contacted about ways you can volunteer with the organization, select the Volunteer button below and we'll contact you soon!

Volunteer

Follow us



Stay connected

Join

☒ Mobile ☐ Email

By joining I agree to all [terms and conditions](#)

CLOSING



SUMMARY

- Facts and Figures
- Your Multi Channel Strategy
- Communication Methods
- Ideas with your MobileCause Account

QUESTIONS?



THANK YOU FOR JOINING OUR CLASS TODAY.



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



training@mobilecause.com



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