
MobileCause Academy Training

THANKING AND ACKNOWLEDGING YOUR DONORS

TIMELY THANKING – 48 HOURS!

“If you don’t thank donors promptly, you’re destroying all the rest of your hard work.”

- Penelope Burke, Donor-Centered Fundraising

USING GOTOWEBIN

Interact with us!

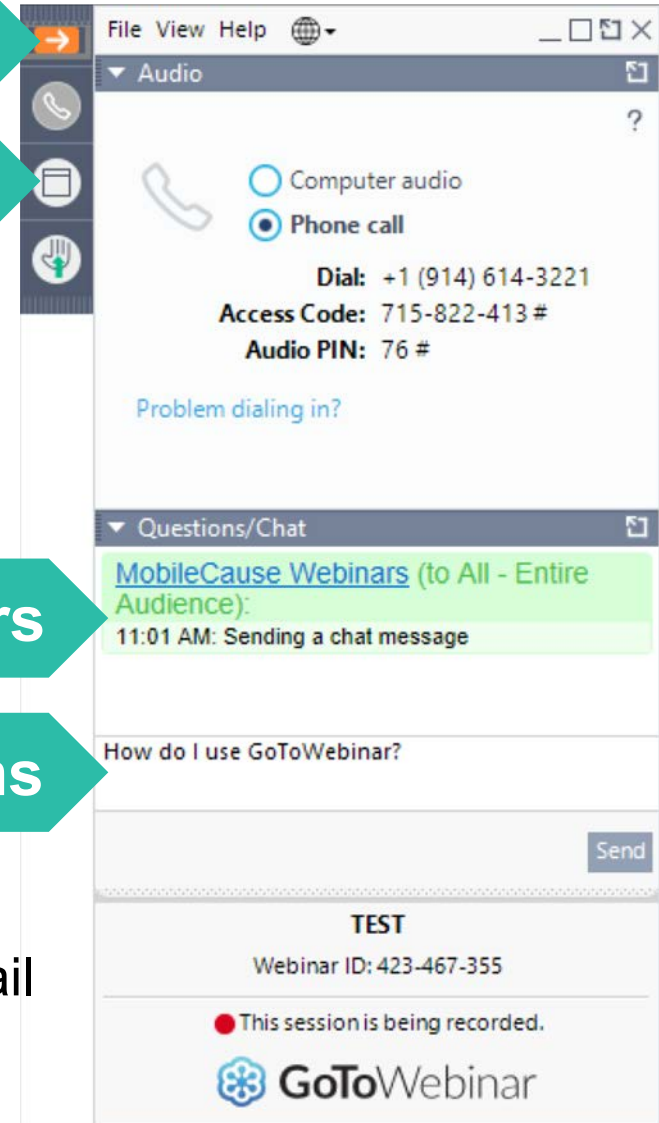
Show/Hide Controls

View Full Screen

View Responses from Speakers

Ask Your Questions

- Handouts available for download
- 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



AGENDA

- Importance
- Thanking donors
- Acknowledging donors
- Cultivating donors
- Application

SPEAKERS



LEAH LIBOLT
Senior Digital Strategist



LINDSEY HIMPILL
Digital Strategist



SCOTT COUCHMAN
Training Manager

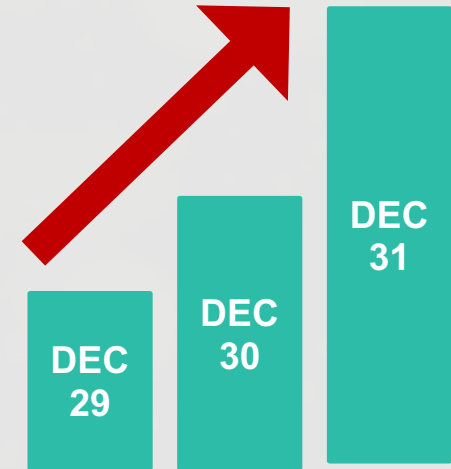
WHY IS THANKING IMPORTANT NOW?



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

POLL



Have you thanked or planned your Thank You's for your #GivingTuesday and/or Year End Giving Donors?



THANKING DONORS: ITS IMPACT

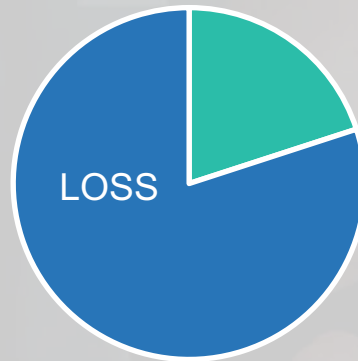
LINDSEY HIMPILL

WHY IT'S IMPORTANT TO THANK YOUR DONORS



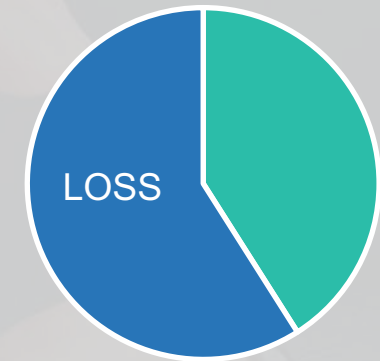
45%

Is the average nonprofit donor retention rate



4/5

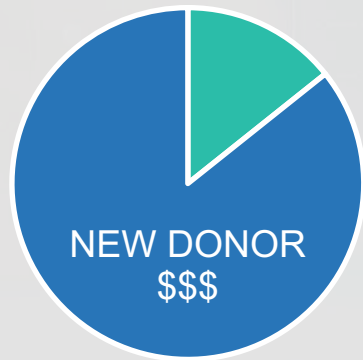
First time donors will not return to give again



59%

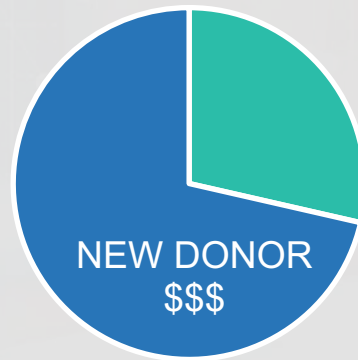
Of annual givers drop off each year on average

MORE COST EFFECTIVE TO KEEP DONORS THAN CREATE NEW ONES



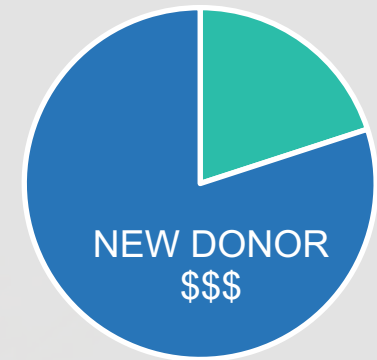
6-7X

More expensive to acquire a new donor than to retain one



2-3X

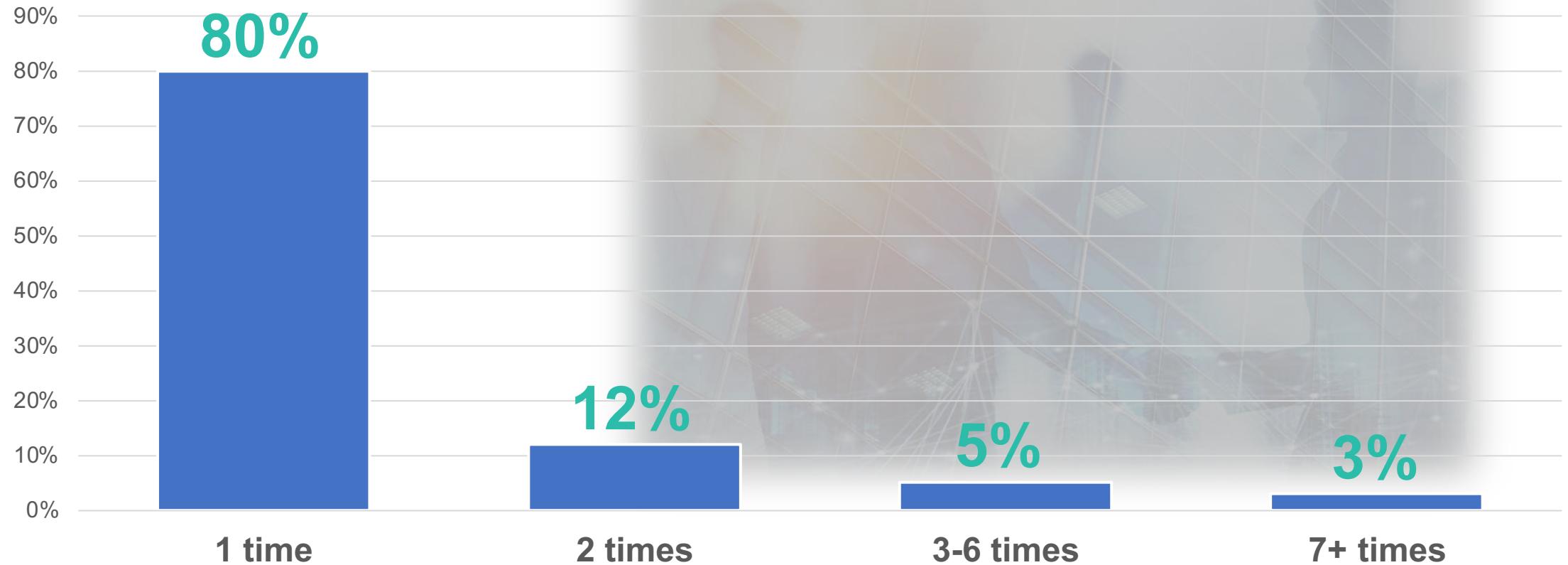
More is spent by NPOs recruiting donor than he/she will give on first (and likely) only donation



20%

The cost to retain a donor than to acquire a new one

AVERAGE NUMBER OF GIFTS TO AN ORGANIZATION BY A DONOR



Source: MobileCause platform performance, 2017

WHY DONORS DON'T GIVE AGAIN



Not acknowledged/thanked for previous gift

Not asked to donate again

Lack of communication about results



THANKING

LINDSEY HIMPHILL

HOW TO RETAIN YOUR DONORS

They must:



Receive a
**timely and meaningful
acknowledgement** of their gift



Trust your organization
to be a good steward
of their funds



Understand the impact
of their gift and
what it helped accomplish

SHARING APPRECIATION

- Follow-up emails
- Handwritten notes
- Thank-A-Thon
- “We are counting on you”





TIMING YOUR THANK YOU



Thank you!

Thank You Page
(Immediate)

E-Mail
(Deferred)

Your card ending in 8766 has been billed \$1.03.

We just emailed you a tax receipt for your donation. Check out the short video below to learn more about The Karibu Centre from our director Luke Kincaid or visit thekaribucentre.com.

Follow us on facebook.com/karibucentre and instagram.com/karibu_centre to see your donation in action!



Text
(Fast Response)

Because of you, The Salvation Army was able to provide 1,600 families in NE Florida with a Holiday Ham and fixings. Thank you!

Reply STOP to unsubscribe



Dear Jeremy,

Giving Tuesday is over, and we just want to say one thing:



Whether you donated, shared our social media posts, or even ran your own fundraiser on our behalf, **you were instrumental** in helping make Giving Tuesday a "wild" success for wildlife!

You helped us raise about \$65,000! So we're officially celebrating today as Thank You Wednesday.

Thank you again — and again. You are amazing.

Sincerely,

All of us here at Wildlife SOS

A photograph of a group of people at a party or concert. In the foreground, a woman with long dark hair is smiling and looking upwards. Behind her, a man in a blue and white striped shirt is also looking up with his arm raised. To the right, another woman is smiling. The background is filled with out-of-focus lights, creating a bokeh effect. The overall mood is joyful and celebratory.

ACKNOWLEDGING

LEAH LIBOLT

@TAG: YOU'RE IT!

- Donation page with acknowledgement opt in
- Tag to increase eyeballs on social media
- Tag will also increase sharing

☒ Yes, you can acknowledge me on social media.

Donation amount

\$124.35

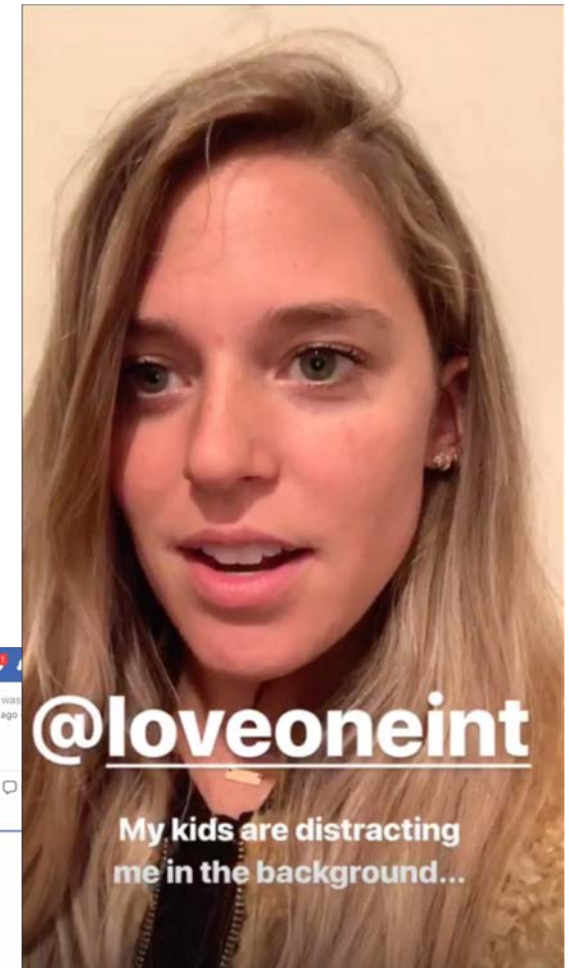
Give Now!



VIDEO

Increase Your Visibility

- People are more inclined to press a play button than they are to read a paragraph or two relaying the same message
- Videos are favored by Facebook and Instagram's algorithm
- Live videos get the most visibility!



VIDEO IDEAS



Search



Stroke Testimonial: Kristin's Story

6,775 views



American Heart Association
Published

This American Heart Association video features Kristin, who shares her stroke recovery journey.

LIKE DISLIKE SHARE SAVE

SUBSCRIBE



DONOR SPOTLIGHTS

- Create a multichannel campaign once per month or more, spotlighting a donor.
- Lots of ideas for content creation – video interview which can then be embedded on the blog and added to the website, uploaded to social media, screen shot included in an email blast.
- Tell it like a story: “Jane was always passionate about the environment. But when she found our local organization, she could experience it first hand.”
- Create sense of community and show diversity of donor base



A photograph of three people in a cafe setting. A man in a plaid shirt is seated at a wooden table, smiling and looking at a laptop. A woman in a grey blazer and a man in a blue denim shirt and a fedora are leaning over him, also smiling and looking at the laptop. A white cup of coffee sits on the table. The background is a blurred cafe interior with warm lighting.

CULTIVATING

LEAH LIBOLT

WHY SURVEY YOUR DONORS?

- Find out if your messaging is resonating with them.
- Learn their motivations for giving.
- Discover their preferred methods of communications.
- Help them feel invested in the organization.

Example: <https://app.mobilecause.com/form/UiTsYw>



Community Cares has a broad mission that touches many people in our community, ultimately, our goal is to enhance the lives of the people we serve. As we enter 2018, we want to make sure that we can continue to fulfil our commitment to our members and community.

To do this we need the participation of community members, like you. That is why we hope that you will take **10 minutes** of your time to take this survey and share your feedback about Community Cares and its outreach. Going forward, we want to make sure that you continue find value in the information we share with you.

This survey is anonymous, and we thank you in advance for helping us in this very important aspect of our planning.

About You

What originally inspired you to connect with Community Cares?

Select Option ▼

How often do you hear from Community Cares?

Select Option ▼

Are you satisfied with the frequency of communication?

Select Option ▼

Which of the following is your preferred way receive information from Community Cares?

Select Option ▼

SEGMENT TO PERSONALIZE MESSAGES

MobileCause

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

Scott Couchman
MobileCause Academy (Training) ▾

← Back to Dashboard

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: Last Name: Email:

Phone:

☐ Show only contacts with a verified mobile number

☒ Activities

Campaign:

Keyword:

Select a campaign to filter by its keywords

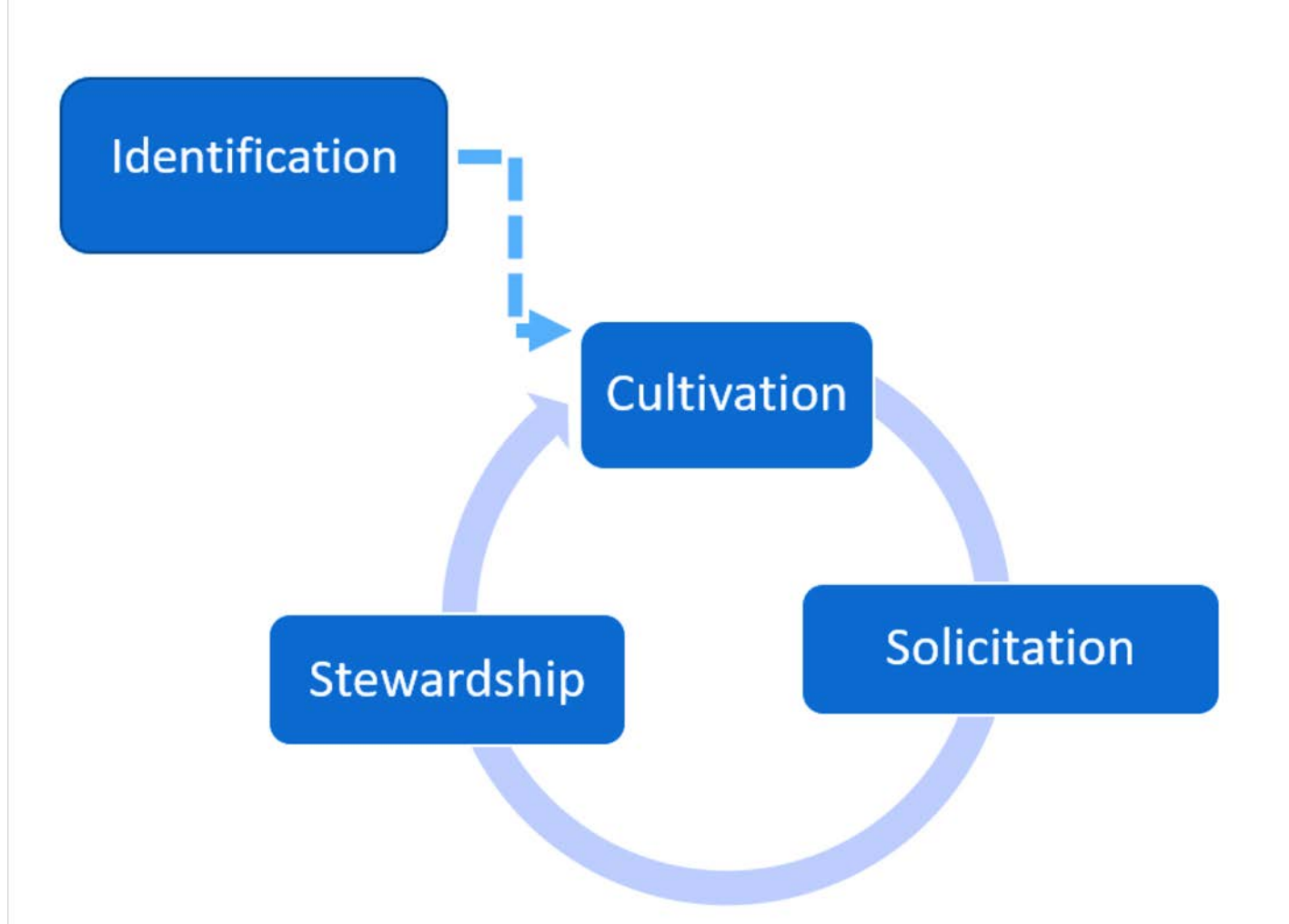
Search Criteria (click to toggle)

Search Options

Minimum Amount: \$500.00

Segment size: 17

DONOR ENGAGEMENT CYCLE



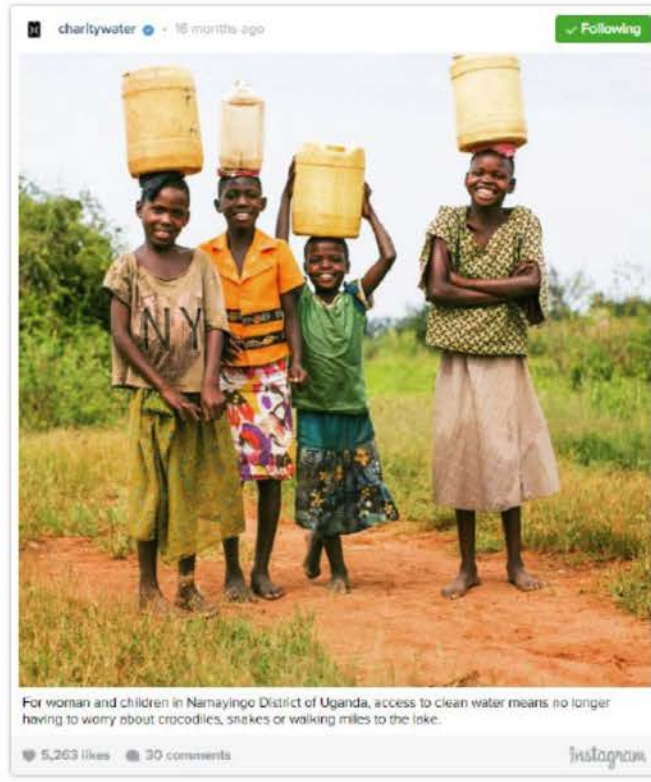
DONOR ENGAGEMENT CYCLE



Geoffrey's surgery was a success!

Geoffrey, the father of two from Kenya whose healthcare you funded on Watsi, successfully received ankle fusion surgery to help him walk without pain. Geoffrey says, "I am very happy because I can go back to work after I have recovered. Thank you Watsi for the support!"

Showcase results



For women and children in Namayingo District of Uganda, access to clean water means no longer having to worry about crocodiles, snakes or walking miles to the lake.

Demonstrate impact



Encourage giving again



APPLICATION

SCOTT COUCHMAN

CREATE SEGMENTS

MobileCause

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

Messages Create Segment Manage Lists Message Templates

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: Last Name: Email:

Phone:

☐ Show only contacts with a verified mobile number

☒ Activities

Campaign:

Keyword:

Select a campaign to filter by its keyword

Search Criteria (click to toggle)

Search Options

Minimum Amount: \$500.00

Segment size: 17

PERSONALIZED TEXT & EMAIL

The image displays two screenshots from the MobileCause platform. The left screenshot, titled "Send a Text Message", shows a form with fields for "Message Title", "Campaign" (set to "Year End Giving 2018"), and "Text Message". An "Insert Contact Info" modal is open, showing a "Contact Field" dropdown with "First Name" selected. Below it, a list of options includes "Please select a field", "First Name" (highlighted with a cursor), and "Last Name". The right screenshot, titled "Compose your email", shows an email composition interface. A "Custom Fields" dropdown menu is open, listing "First Name", "Last Name", "Email Address", "Phone Number", and "Address". The "First Name" option is highlighted with a cursor. The email body contains placeholder text: "You can d... the right sidebar in the Elements tab. Use the Design tab to customize...", "Don't forge...", "With many thanks,", and "MobileCause Academy (Training)".

PERSONALIZED EMAIL RECEIPT

Form Submit

Section Heading

Donation amount

Button Text

SUBMIT

14 character limit 6 / 14

Enable Re-Captcha Disable

Confirm before submitting

[Configure Email Receipt](#)

Configure Email Receipt

Thank You Message

Dear ,

Thank you for your support to MobileCause Academy (Training)

Configure Email Receipt

Thank You Message

Dear ,

Thank you for your support to MobileCause Academy (Training)

Contact Email

Emails will send from this address

scouchman@mobilecause.com

Cancel Save

Insert Contact Info

Contact Field

If missing info use

Please select a custom field

Please select a custom field

First Name

Last Name

Mobile Number

Email

Address

City

State

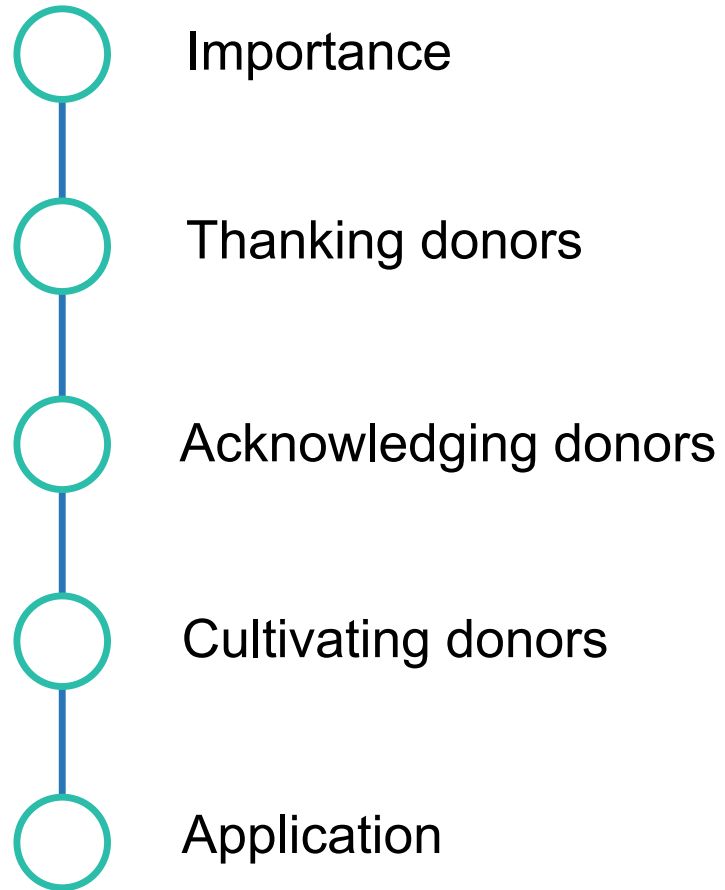
Zip

Gender



CLOSING

SUMMARY



RESOURCES

Knowledge Center Articles

- [How do I export a report of donations and donor information?](#)
- [How to Upload and Validate Mobile Numbers](#)
- [Where can I find my lists of mobile subscribers?](#)
- [How can I add a custom message to my Thank You page?](#)

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>

NEXT STRATEGY CLASS: DAY OF GIVING

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



MobileCause Academy

Live training will familiarize you with core elements.


[Register](#)

51555

CLASS

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

Message Send

 <http://mcause.us/class>

Text **CLASS** to **51555**

Day of Giving

Wed, Jan 23, 2019
11:00AM -
12:00PM Pacific



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