

# How to Engage Virtual Donors with Text Fundraising

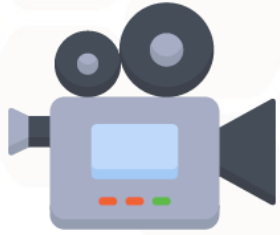
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# Learn to raise more online

Want to learn how to raise more money online? We'd love to show you!

Visit us at [www.qgiv.com](http://www.qgiv.com)





**We're recording this webinar!** We'll send you a copy after the webinar is complete.



**Feel free to ask questions!** Use the chat box for general discussion and the Q&A option below to ask your questions: we'll answer them in a Q&A section at the end of the presentation.



Share your highlights and takeaways with the **#qgivwebinar** hashtag, and make sure you follow **@Qgiv!**

# Who's Talking Today?

- + With Qgiv for two and a half years
- + Digital marketing and optimizing the user journey are my areas of expertise
- + I enjoy volunteering at different nonprofits
- + I have 5 animals: 3 dogs and 2 cats



**Justin Cook**  
*Product Marketing Manager*



# Donors in the Virtual Environment

- + They're at home
  - Working
  - Taking care of the kids
  - Doing chores
  - Diving into hobbies
- + Not attending in-person events
- + Text fundraising is a great way to capture donor attention and engage them with your nonprofit





# Text Fundraising

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# Why Try Text Fundraising

**98%**

of text messages are read within the first 5 minutes

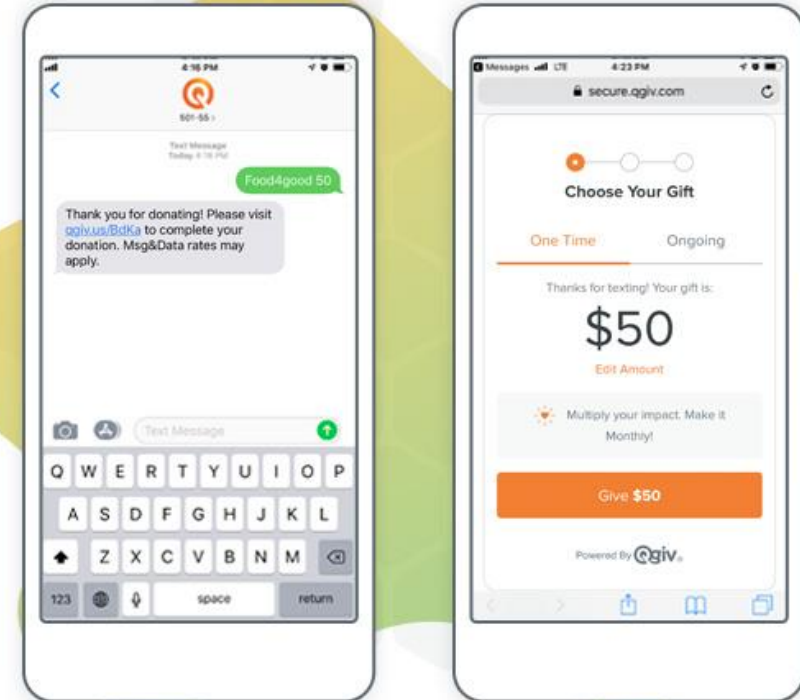
**91%**

of Americans own a smart phone, and they look at them around 80 times a day

**\$102.65**

average text donation amount on Qgiv platform

Source: Qgiv



# Who Prefers to Give by Text?

**10%**

of donors prefer to  
give by text

Gen X (34%)

Millennials (30%)

Gen Z (30%)

**7%**

Baby Boomers



Source: Qgiv, Generational Giving Report

Donation Forms ■ Event Registration ■ Text Fundraising ■ Peer-to-Peer ■ Auctions





# Use Text Fundraising in All Your Campaigns

- + Year-round fundraising
- + Year-end and giving days
- + Events such as galas and races
- + Peer-to-peer events
- + Silent auctions
- + And more



# What We'll Cover Today

We'll take a look at utilizing text fundraising to raise more during year-round campaigns, giving days, and events.

- + How to use text fundraising to engage virtual donors
- + Text fundraising best practices
- + How Qgiv can help



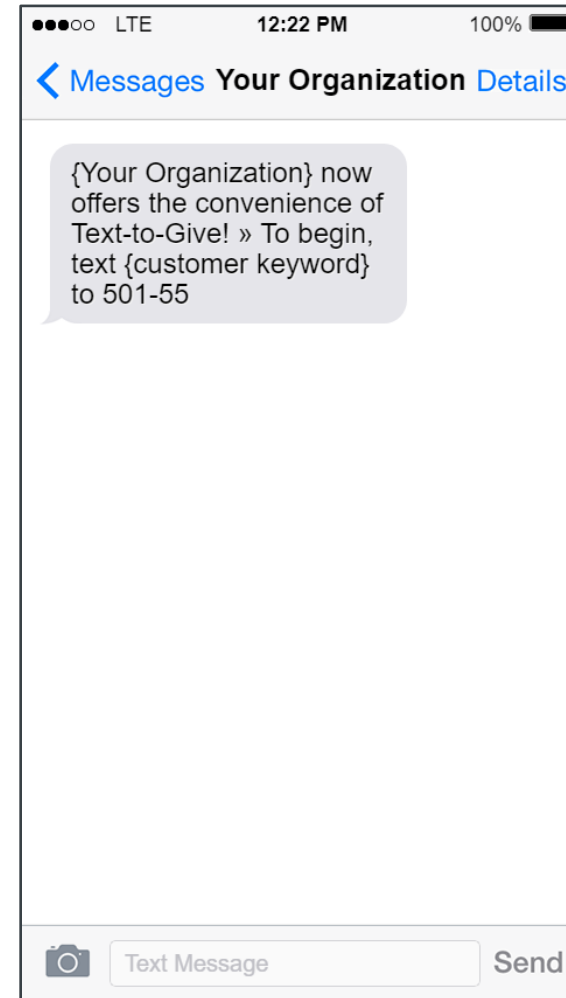
# How to Use Text Fundraising to Engage Virtual Donors

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# Use Text Fundraising for Year-Round Campaigns

Boost year-round donations when you use text fundraising!

- + It's a great way to keep donors updated on campaign progress, company news, or invites to upcoming events
- + Send appeals to raise additional funds
- + Communicate with recurring donors encouraging them to upgrade their gift
- + Bonus: send a text to donors letting them know they can donate through text

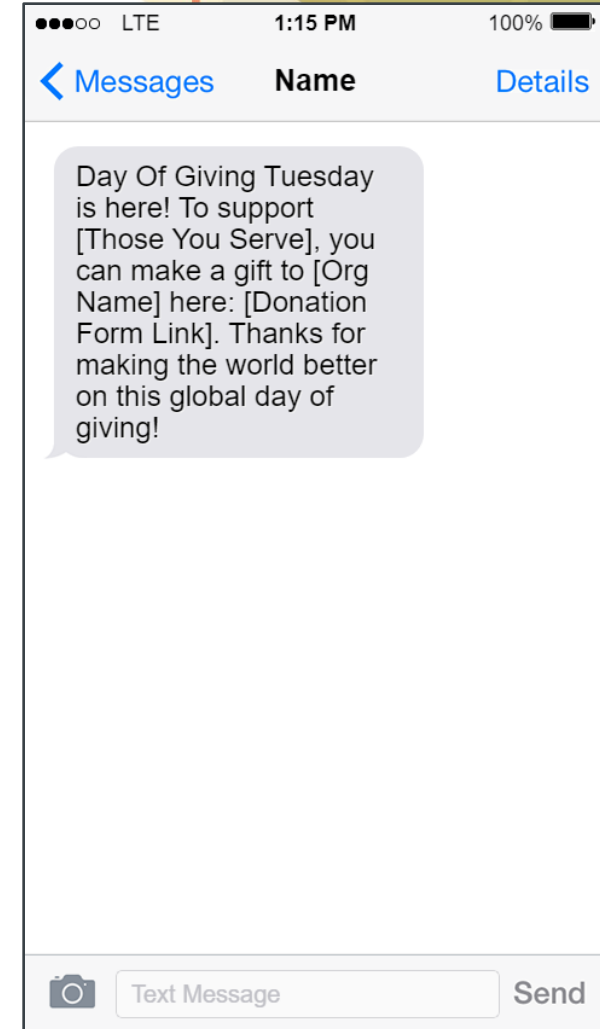
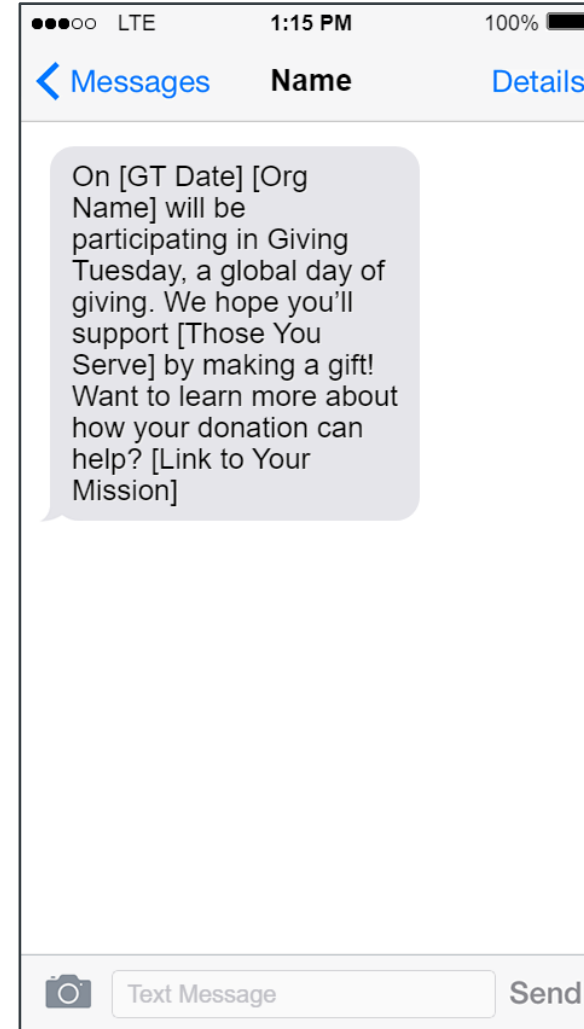


# Text Fundraising for Year-End Campaigns and Giving Days

Year-end campaigns and giving days, such as Giving Tuesday, can be big for nonprofits.

However, it tends to be crowded and your message may not reach donors. Stand out by putting together a text campaign!

- + Communicate key information your campaign
- + Send fundraising appeals and thank-you's
- + Implement a text strategy for before, day-of, and after

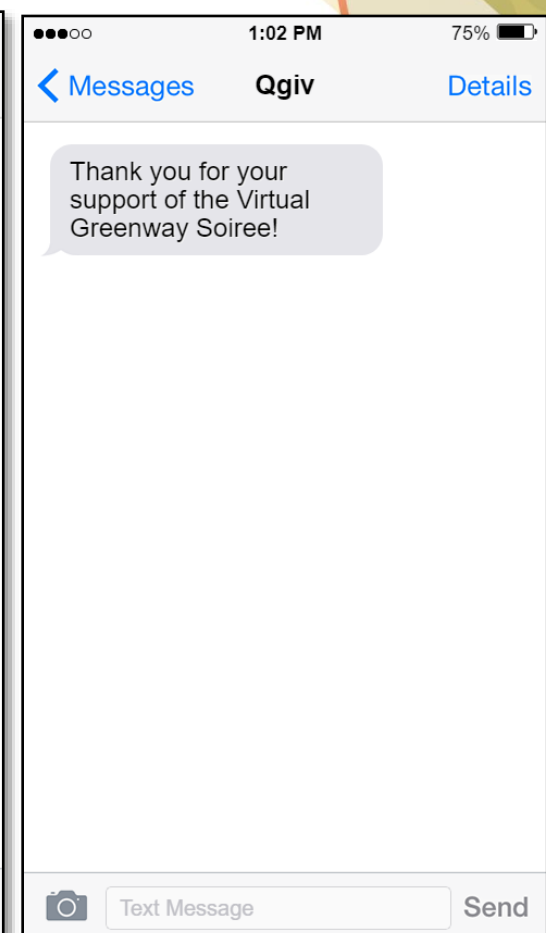
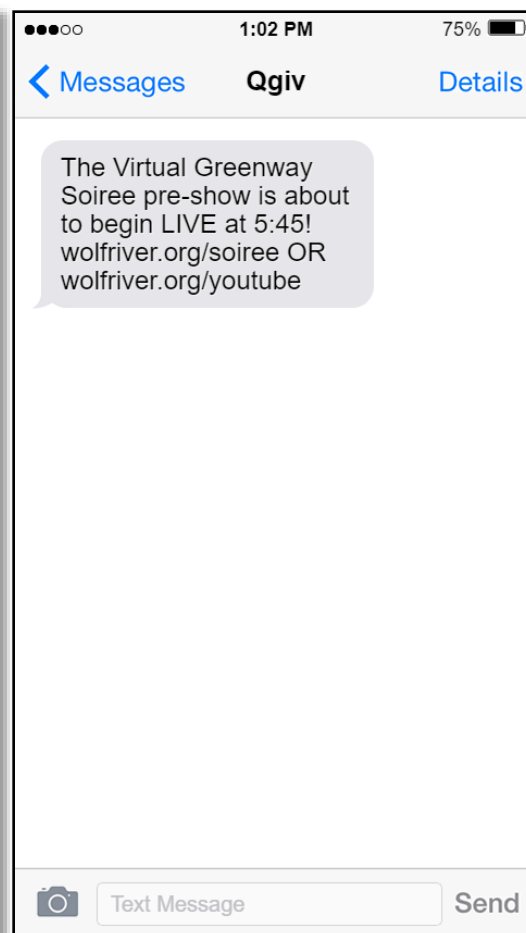
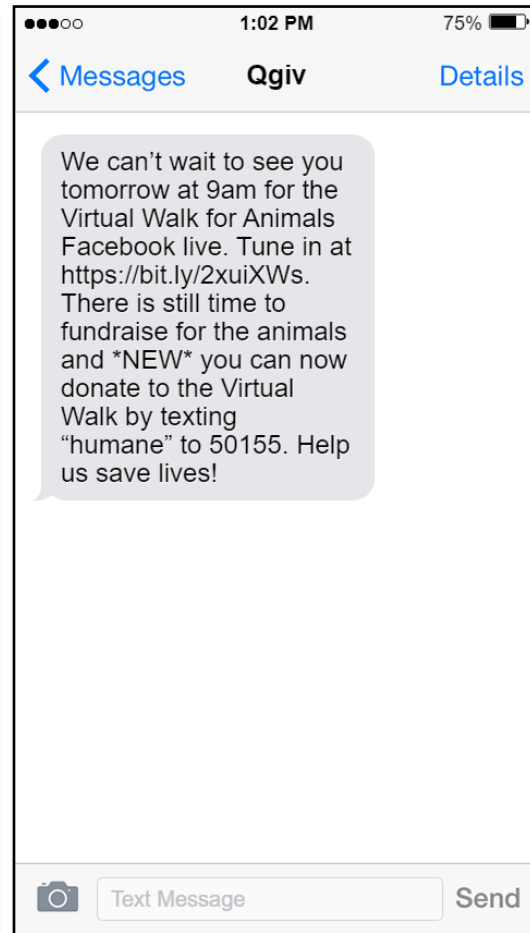
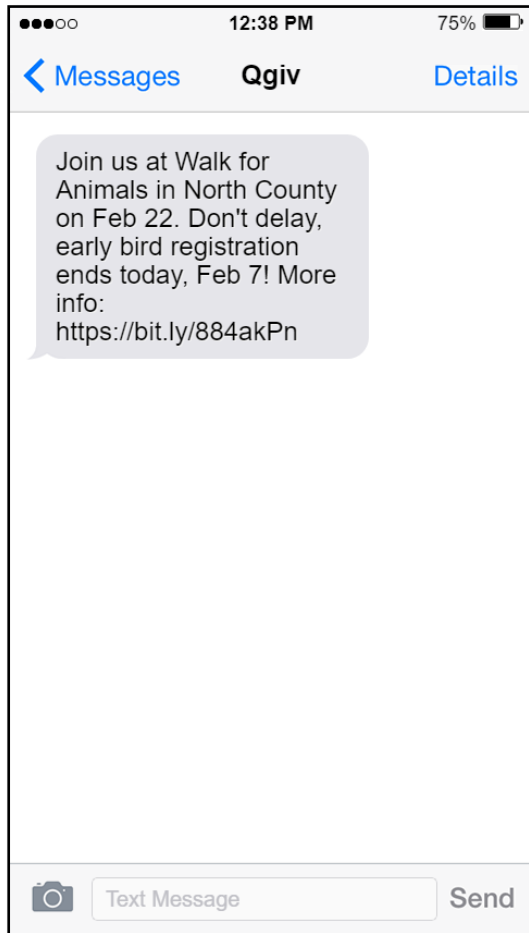




# Text Fundraising for Virtual Events

Increase registrations, draw your donors' attention, and showcase fundraising progress.

- + Send messages before the event
  - Reminders before the event
  - Reach out to potential volunteers
- + Run appeals during your livestream
- + Send reminder messages to pledges to complete their donation
- + Thank attendees





# Text Fundraising Best Practices

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# Use Simple Keywords

## ✓ Yes

- ✓ LRCGala
- ✓ LkldFood
- ✓ Eagle19
- ✓ LKLDSPCA
- ✓ FeedFL

## ✗ No

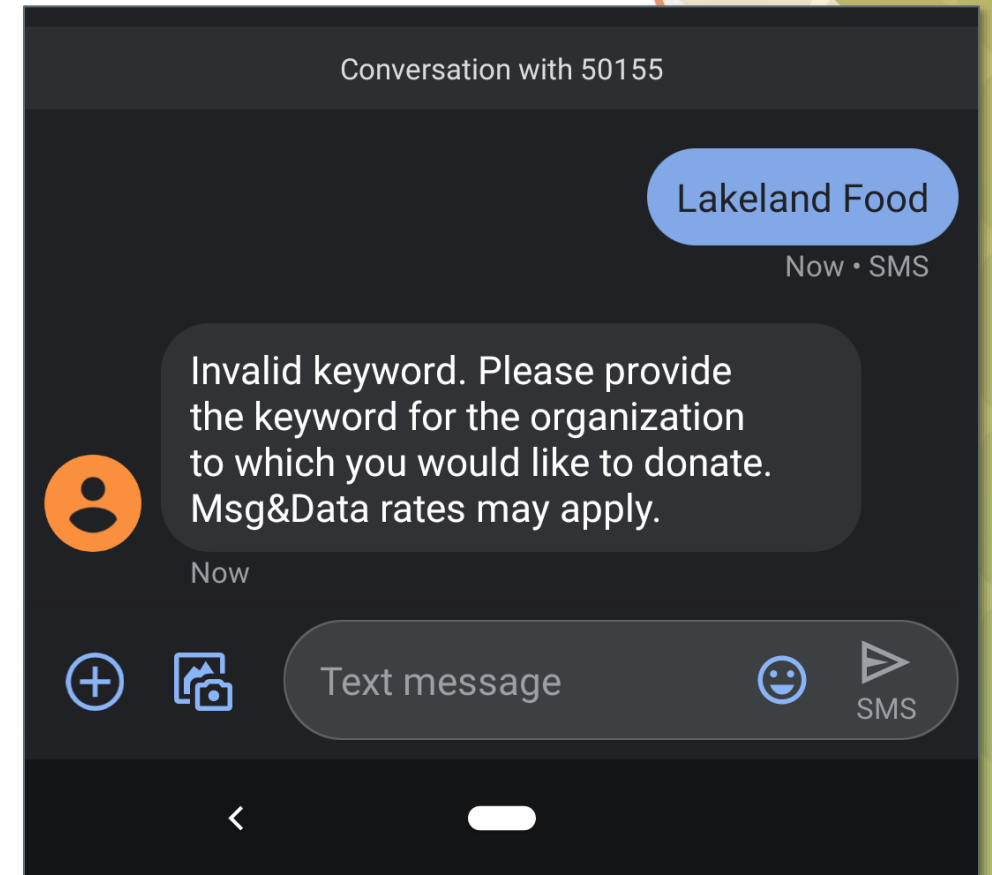
- ✗ FeedAllTheKidsinLakeland2019
- ✗ Lkldfdptry
- ✗ CE2k191stGrade
- ✗ LKLDNOKLSHLTR
- ✗ LakelandFood

# Test Your Keywords

Want to know if your keyword will work? Test it!

- + Test it on your device
- + Ask others to test it on their phones

Is it too hard? Does autocorrect mess it up? Does anyone keep forgetting?





# Promote your keywords

You could have the simplest keyword of all time, but people will still want to see it written down! Make sure your donors can see your keyword and the number in case they need them.

Include your keyword and number:

- + Run appeals and show screen during virtual events
- + In emails
- + On social
- + On a direct mail appeal
- + Everywhere

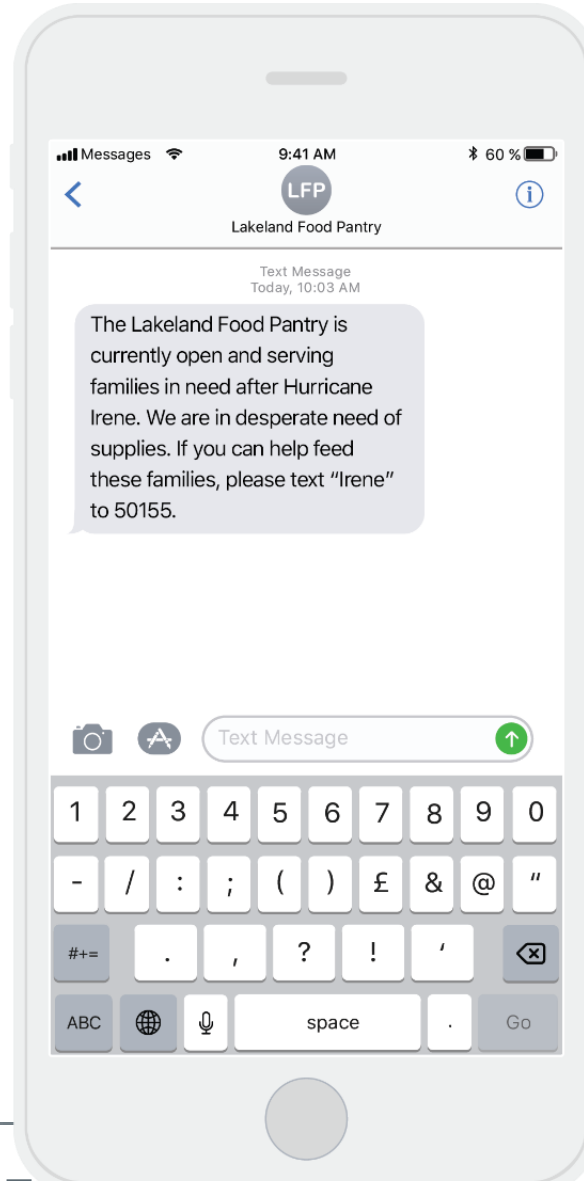


# Use It Wisely

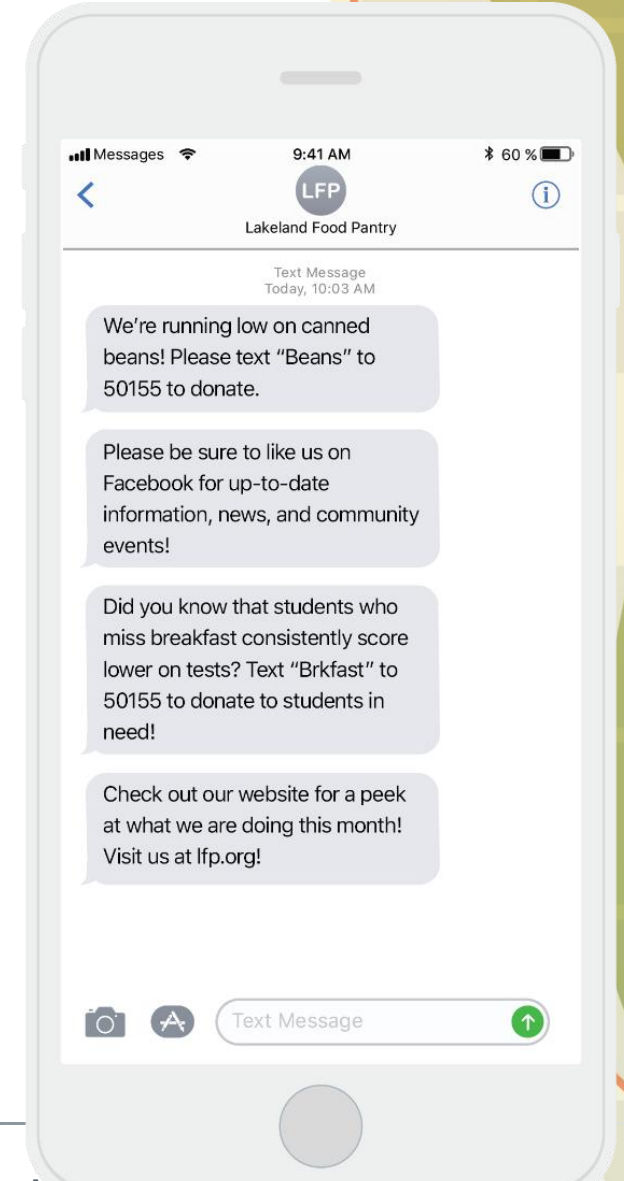
Text communication is effective because it's highly personal.

This also makes it extremely easy to over-use. Occasional texts are powerful. Constant texts are intrusive!

✓ Yes



✗ No





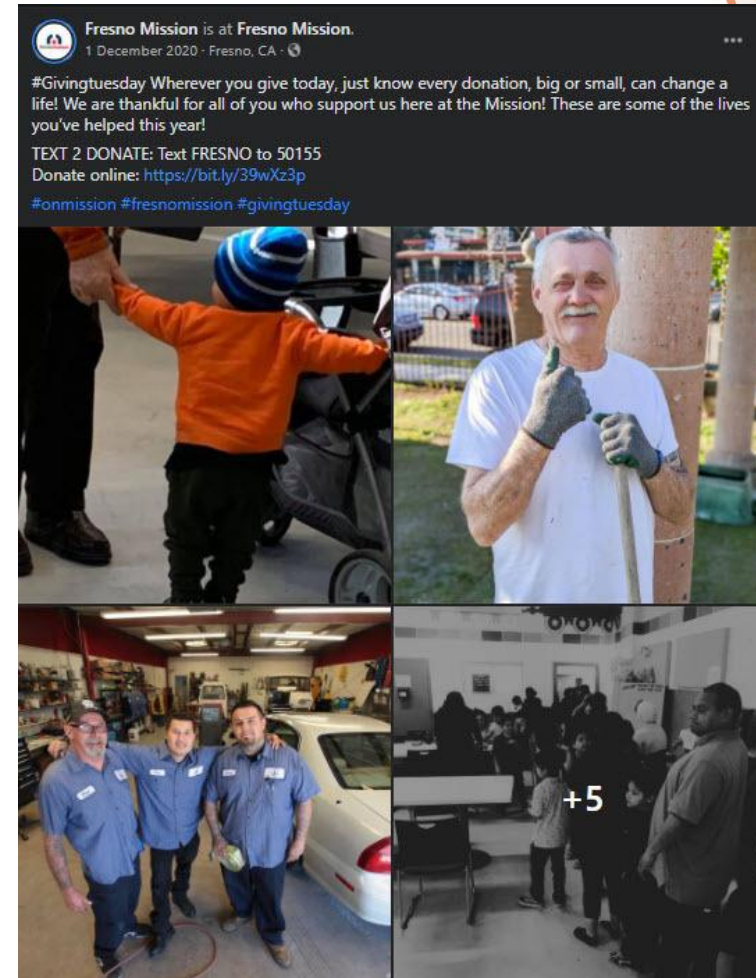
# How Other Organizations Have Used Text Fundraising

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# Client Example

Fresno Mission integrated text fundraising into their Giving Tuesday campaign in 2020!

- + Simple keyword: FRESNO
- + Included it in many of their appeals including this social post
- + Had a large emphasis on recurring donations



# Client Example

Junior Achievement of Northern California used text fundraising during their virtual gala and exceed their \$300k goal!

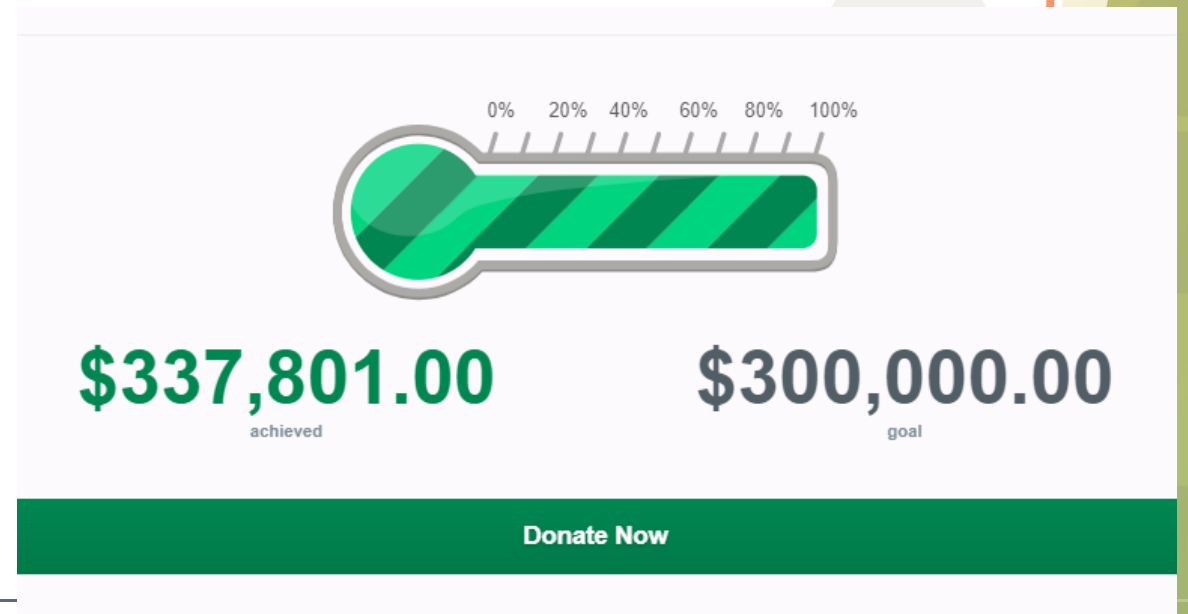
- + Ran multiple appeals throughout livestream
- + Showed fundraising thermometer
- + Had a scrolling banner at the bottom with names of donors



\$5,000 funds a life-changing virtual JA program experience to three classrooms. That's up to 90 students!

Bring students to one of NorCal's signature student events- S.H.E. Leads, Tech & Innovation Day or Social Innovation Camp  
(Virtual options available).

**TEXT "VHOF 5000" TO 50155 TO DONATE**







# How Qgiv Can Help

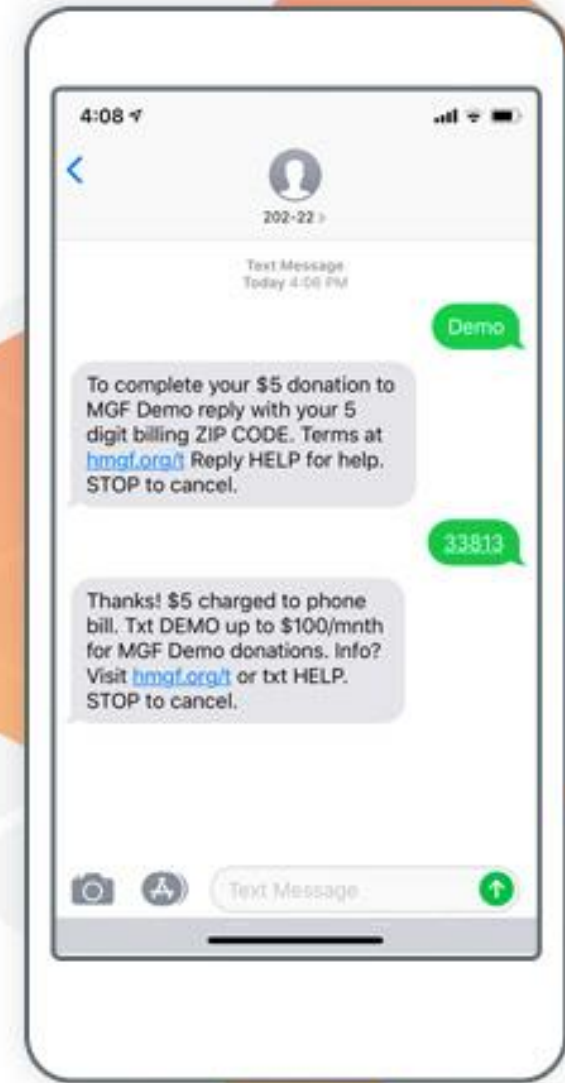
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# Text-to-Give Through the Mobile Giving Foundation

Text-to-Give is a carrier-based text fundraising method. Here is what donors need to do:

- + Text a keyword tied to a specific donation amount
- + Confirm their zip code
- + The donation amount will be added to their phone bill

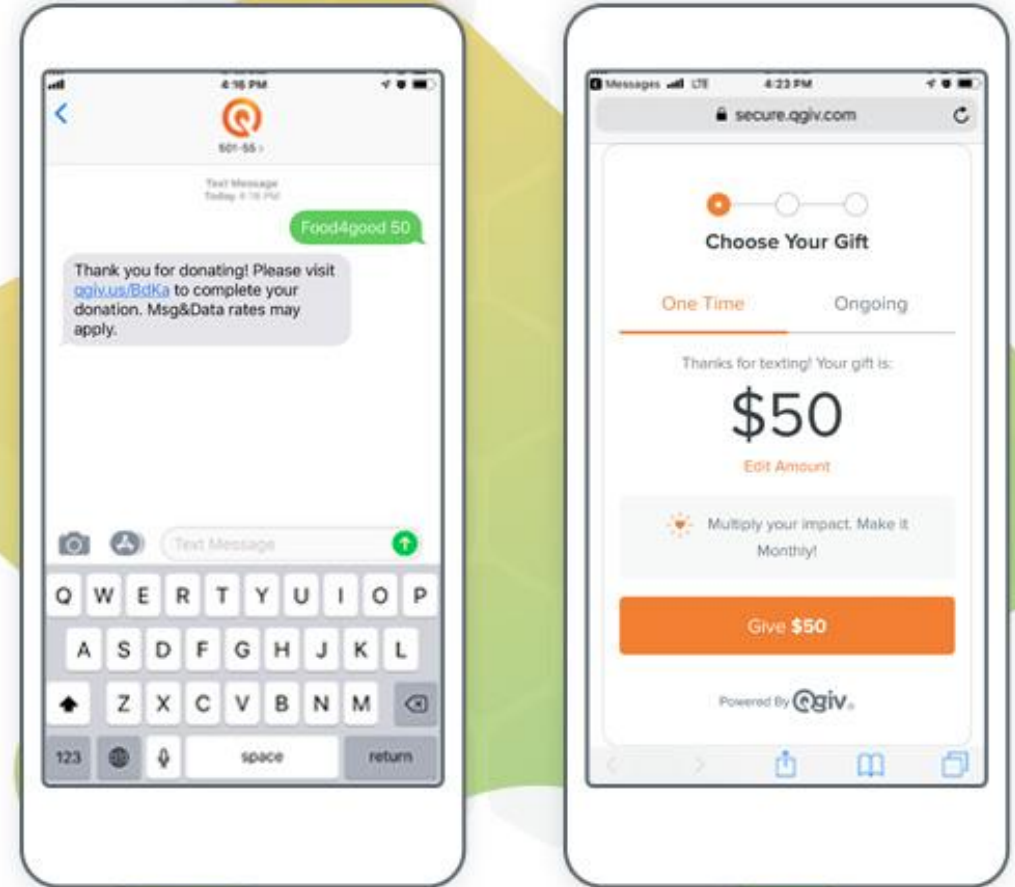
\*Your organization will need to be approved by the Mobile Giving Foundation.



# Text-to-Donate With the Mobile Suite Package

Text-to-Donate is a form-based text fundraising method. Here is what donors need to do:

- + Text your keyword with their donation amount
  - Or you can link a keyword to a specific donation amount
- + Click the link to your form
- + Complete their gift



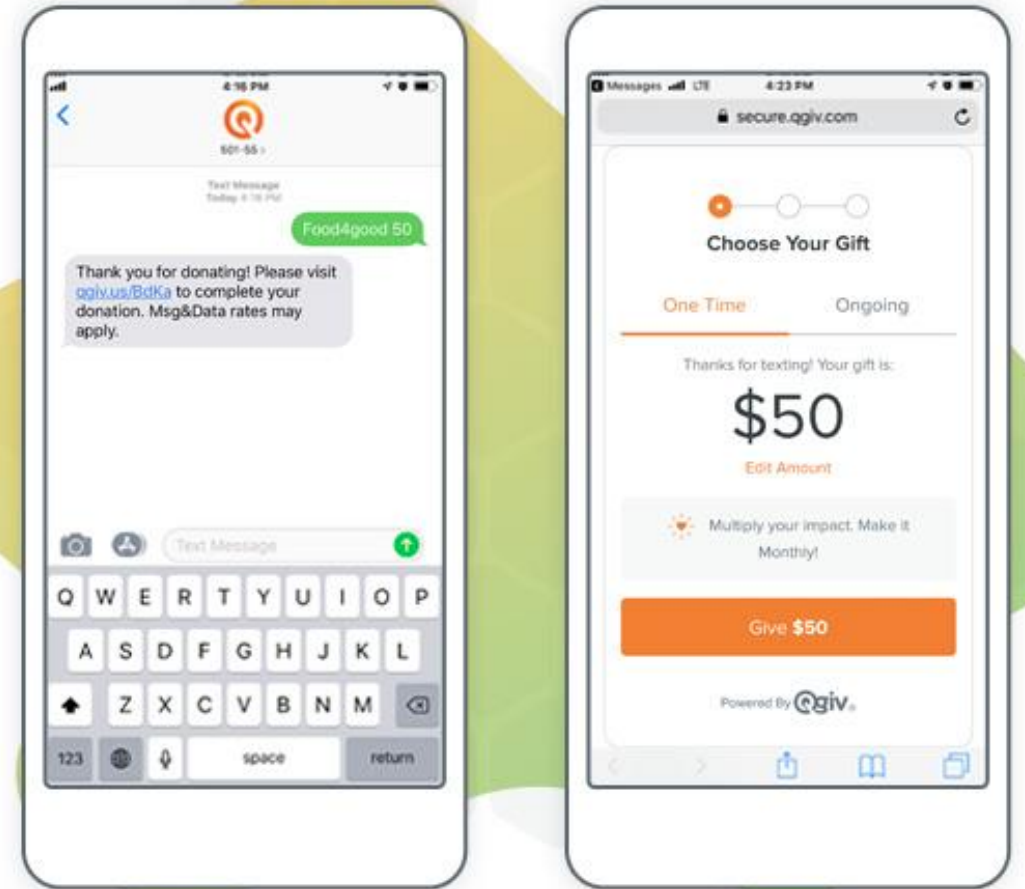
## \$102.65

Average text donation amount on Qgiv platform

# Mobile Suite Package Includes:

Qgiv's Mobile Suite package includes Text-to-Donate and these awesome features:

- + Outbound messaging
- + List subscription
- + Pledges
- + Reminder messages
- + In-depth reporting tools
- + FundHub Live



# We'll Do it Live!

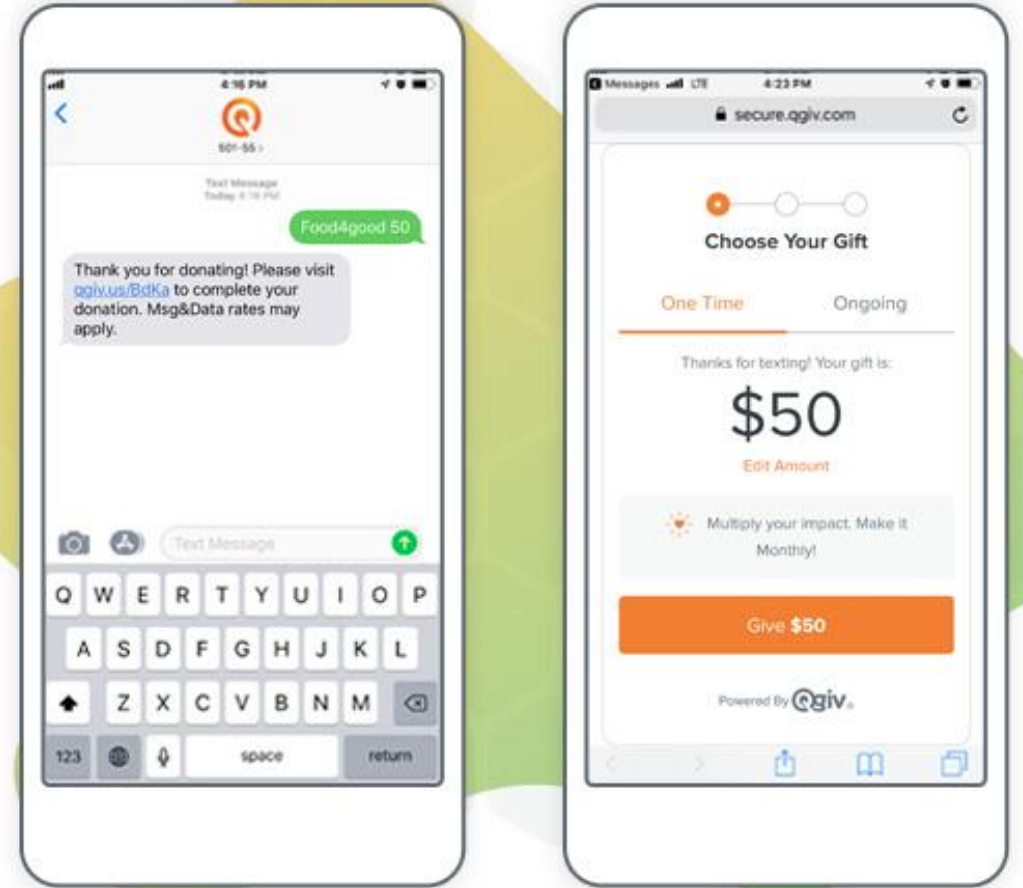
Don't just take our word for it, let's look at a live example of how to do this!

- + Text **qgivdemotext** to the number **50155**
- + A preselected donation amount will display

Demo Credit Card: 4111 1111 1111 1111

Expiration Date: 01/25

3-digit Security: 555





# Today's Big Takeaways



- + 91% of donors own a smartphone and
- + 98% of text messages are opened within the first 5 minutes
- + Gen X, Millennials, Gen Z prefer text



- + Text fundraising can be used in all your fundraising efforts
- + Choose a simple keyword, test it, and include in your communications



- + Text-to-give/bill-to-carrier through Mobile Giving Foundation
- + Text-to-donate sends donors to complete their donation

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Are you a Qgiv customer? Email [support@qgiv.com](mailto:support@qgiv.com)

Have questions about best practices? Check out [qgiv.com/blog](http://qgiv.com/blog)



# Questions?

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