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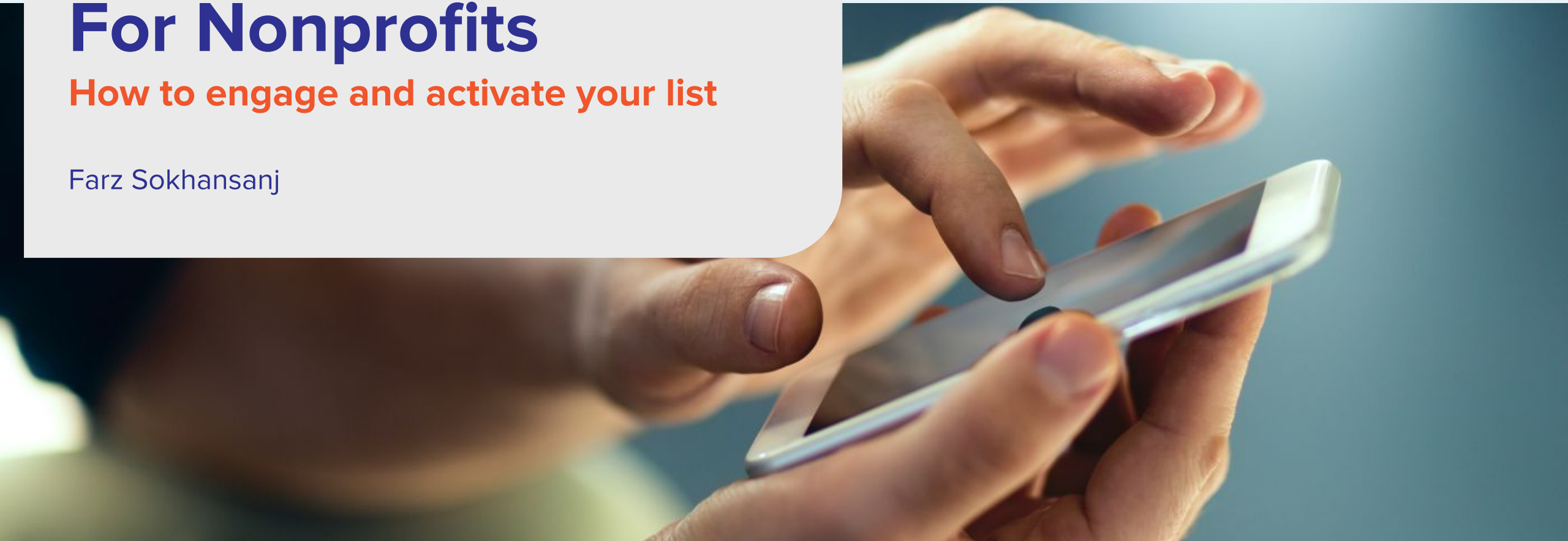
Text Based Fundraising For Nonprofits

How to engage and activate your list

Farz Sokhansanj



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CURRENT STATE OF TRADITIONAL ENGAGEMENT

$.54
AVERAGE COST
PER **DIRECT MAIL** PIECE

.56%
EMAIL
CLICK THROUGH RATE

87%
OF **PHONE CALLS**
ARE IGNORED

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RESULTS OUR CUSTOMER'S HAVE SEEN

Use Case: #GivingTuesday
Contact List Size: 1,000
CTR: 5.3%
Conversion Rate: 0.45%
Average Gift: $81
Cost to Donation: 1 : 3.33

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RESULTS OUR CUSTOMER'S HAVE SEEN

Use Case: Year End Fundraising
Contact List Size: 68,000
CTR: 6%
Conversion Rate: 0.5%
Average Gift: $93
Cost to Donation: 1 : 6.69

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Engage the right people
In the way they want to be engaged
With a clear and compelling ask

THE BUILDING BLOCKS

1. List Augmentation
2. List Segmentation
3. Channels
4. Clear Call to Action
5. Reporting

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Engage the right people

In the way they want to be engaged

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1. List Augmentation

The average nonprofit list only has 7% (72 mobile numbers per 1,000 email addresses) valid mobile numbers

Several steps to list augmentation:

- Clean
- Increase
- Enhance
    - Affinity groups
    - Wealth scoring
    - Giving patterns

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In the way they want to be engaged

With a clear and compelling ask

2. List Segmentation

- How would you segment your email list?
- Who is the right group for this call-to-action
- If your CRM doesn't allow you to segment based on email open rates, prior giving history, or past event attendance let us know.

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3. Channels

The number 1 method NPO's fundraise is via email asks.

Measuring efficacy - 17% of fundraising emails were opened in 2020 - 0.56% clicked thru to the donation form

83% of NPO lists aren't engaging via email

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3. Channels

It’s not one size fits all.

Text isn’t the **only** answer to cultivating the 83% - it’s a tool in the toolkit to engaging folks in the way they want to be engaged.

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Engage the right people
In the way they want to be engaged
With a clear and compelling ask

4. Clear Call to Action

- Define the ask. Don't just ask for a donation, ask for a dollar amount.
- Even better - ask for a dollar amount custom to the recipient based on their past giving history

Tomorrow is #GivingTuesday! Will you help us reach our goal of **(specific goal)**? We are just asking for $27 to help aid us in our **(mission)**. If you're in, respond DONATE!

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4. Clear Call to Action

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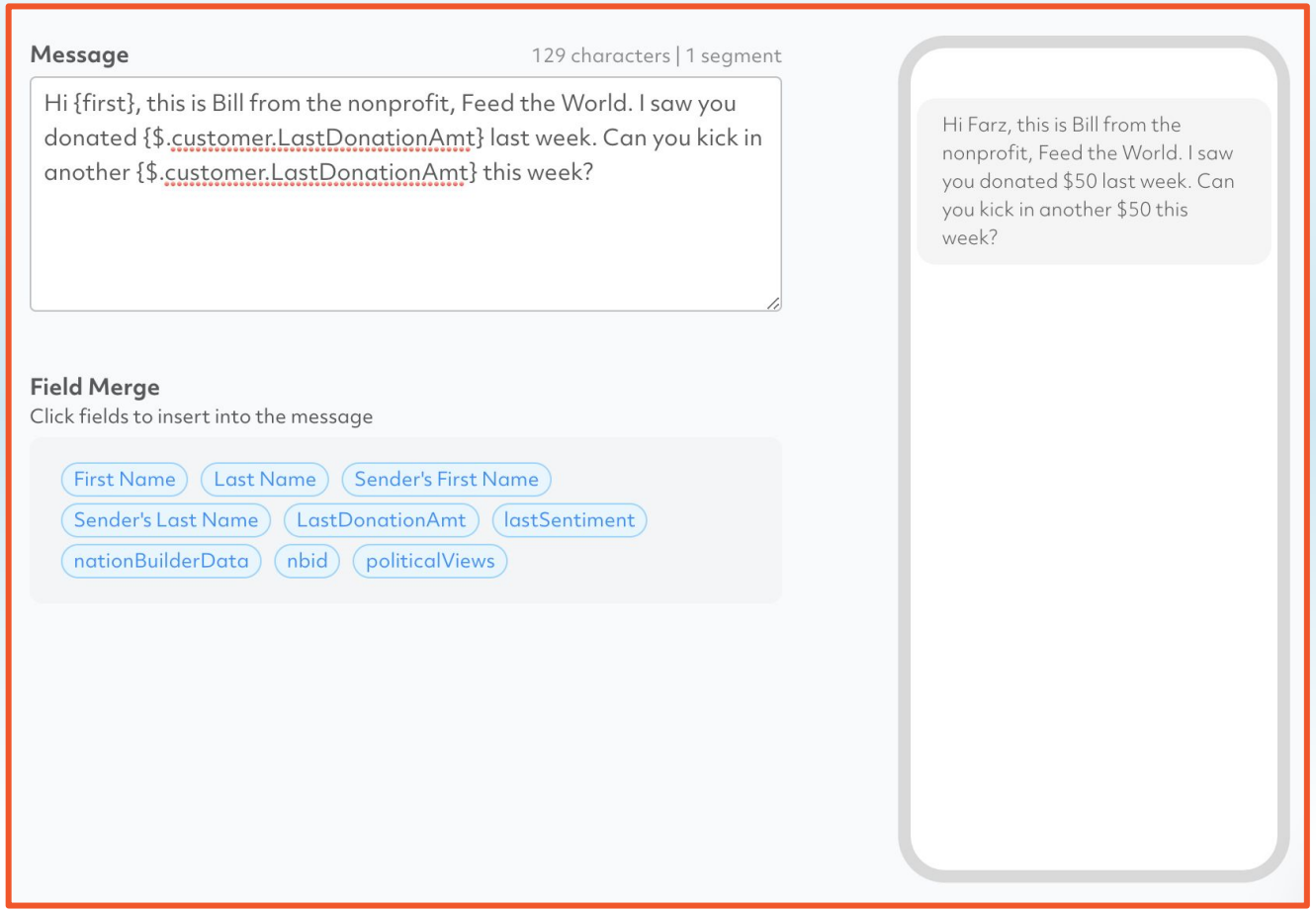
With a clear and compelling ask



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5. Reporting

Use a system that tracks and measures everything

Key metrics:

- Send : Engage ratio (conversed)
- Engaged : CTR
- CTR : Donation
- Total send : total collected

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5. Reporting

Iterate

- If the results weren't what you anticipated, go back to the building blocks
  - Was the list good?
  - Was it properly segmented for the CTA?
  - Was the channel appropriate for that segment?
  - Was the CTA right?

Why We Believe in Text

The stats bear it out:

2020:

- 20% churn in email list
- 26% growth in mobile list
- 14% increase in messages per subscriber
- Average: 4.2% click-thru rate for fundraising texts
    - 8x the CTR for text vs email (0.56%)
    - UNHCR & Rise Against Hunger had higher CTR (5-6%)

There is a Journey

The reason results vary so significantly is because of what the supporter journey is.

And, frankly, what tools the organization uses that allows them to put the right supporter on the right journey

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Example Journey

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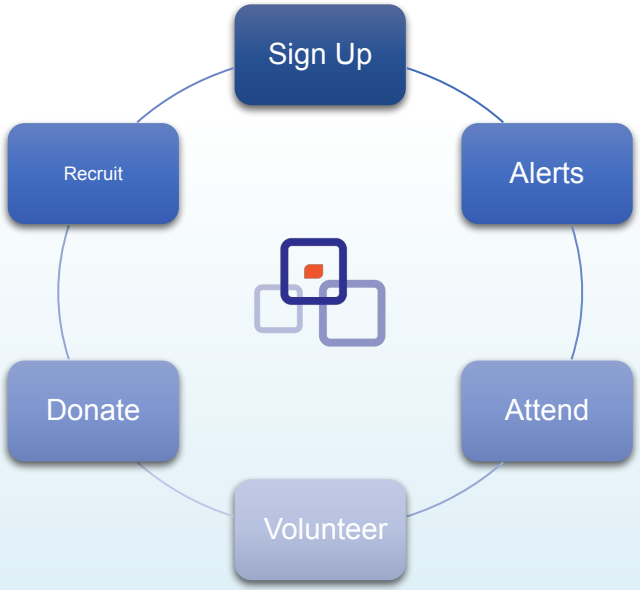
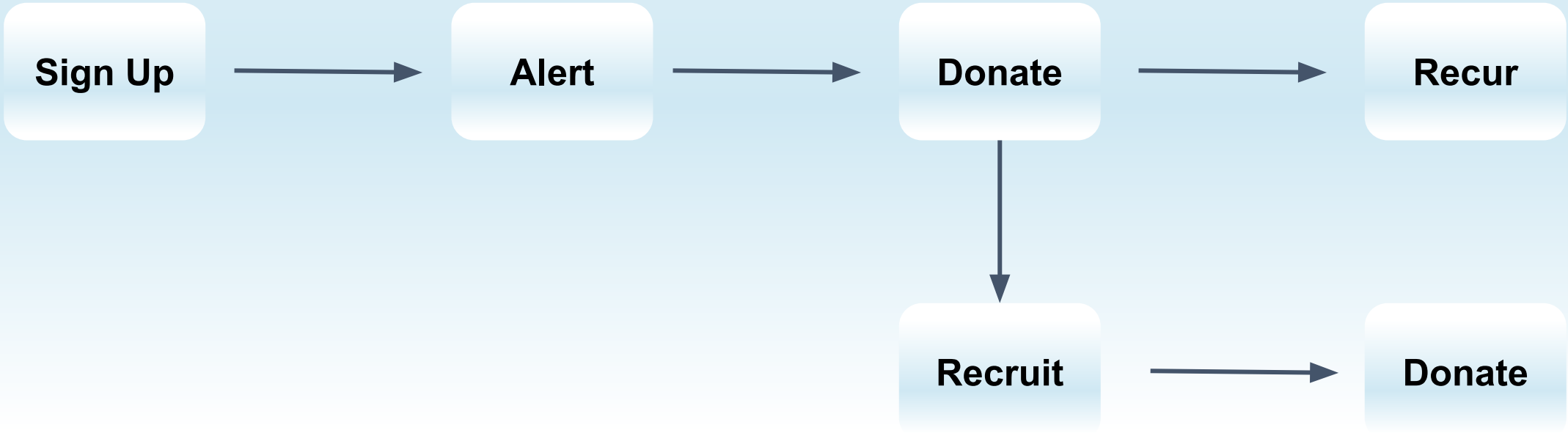
Example Journey - Linear





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Where the Rubber Meets the Road

How Prompt.io facilitates best practices for our customers and what makes us different from others in the space?

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Text messaging has evolved

Art vs Science

Nailing the:

- Messaging
- List segmentation
- Time/date of sends

vs

Nailing the:

- Carrier best practices
- Rate limits
- Link rotations

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Text messaging has evolved

Hire a team who can do both.

- If they talk about how many messages they can send in a minute/hour/day as what makes them unique...
- If they don’t have staff who has worked with and understands the needs of NPOs…
- If they can’t answer questions about how to craft messages...

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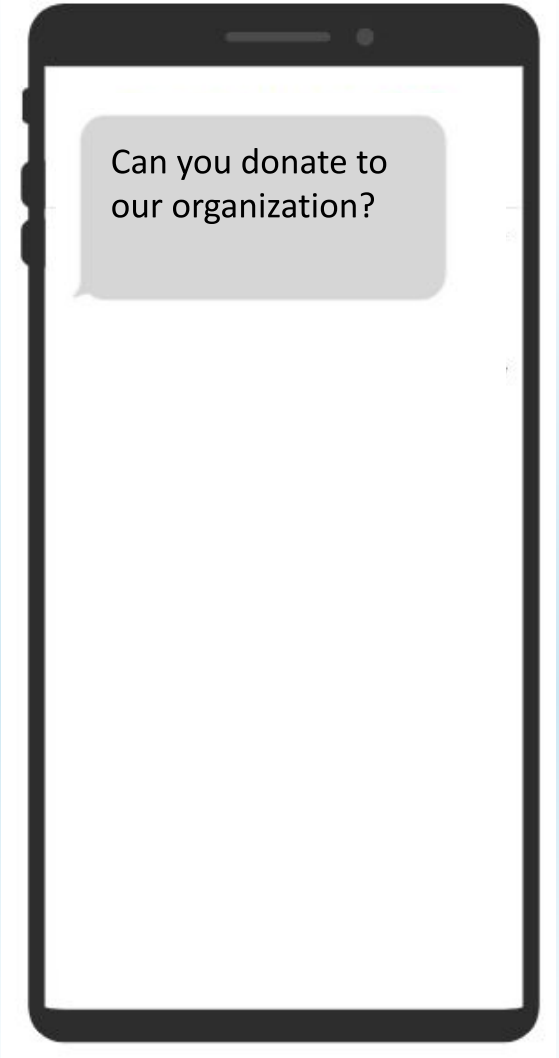
Text messaging has evolved

1st Generation Texting - Notification

"Simple one-way communications at scale, but still the foundation of a successful campaign"



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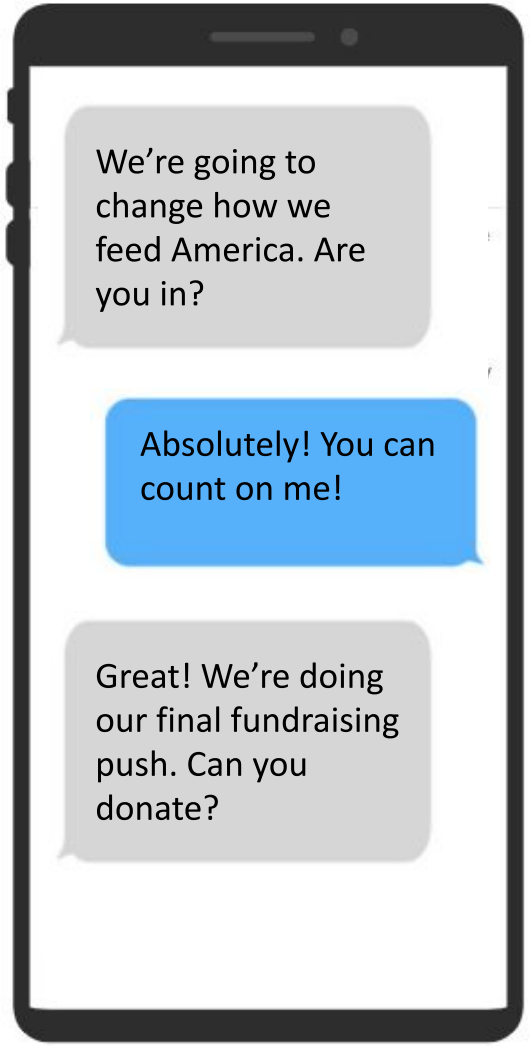
2nd Generation Texting - Engagement

"Conversing via text, who would have thought when you sent someone a text message, they'd want to reply"



3rd Generation Texting – Action Enabled

3rd Generation Texting – Measure

	Totals	01/27	01/26
▼ **Messages**	139	0	1
▶ **Outgoing**	111	0	1
▶ **Incoming**	28	0	0
▶ **Segments**	139	0	1
▶ **Active Contacts**	44	0	1
▼ **Instant Apps**	61	0	2
Outgoing Instant Apps	33	0	1
Instant Apps Opened	28	0	1

Did it work….?

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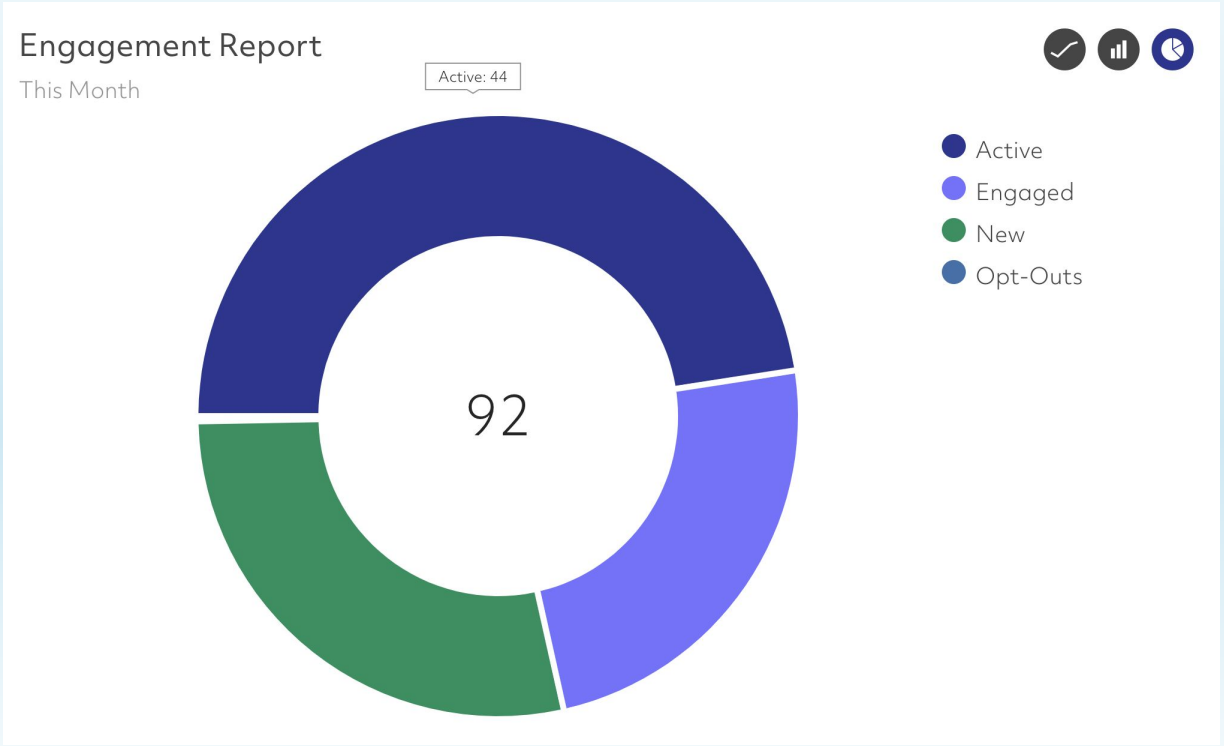
3rd Generation Texting – Report

Export the data and report back to your team, board, and Prompt.io so we can help you get the most out of your outreach efforts



Recap

- Text as an engagement channel isn’t emerging, it is already here
- 8x CTR over emails
- Text for fundraising has a 3x return on investment

Next Steps

We’d love to talk. If you’d like a 30 minute meeting with myself or our in-house nonprofit guru, Steve Woodworth, please email either one of us at:

- farz@prompt.io
- steve@prompt.io

Q&A

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