

SECRETS TO MOBILE FUNDRAISING

What strategies work best under various circumstances



BY DAVID ASHEIM, CEO, GIVE BY CELL

Mobile is at a crossroads, and most organizations do not know what to do. Charities in particular are trying to wrap their arms around what it means to have a mobile strategy, and how can they use latest mobile giving tools to their advantage.

I hope we can shed some light on the mobile landscape so you can make the right decisions as you plan for 2015.

We receive 20+ inquiries a day from non-profits looking to jump on the mobile giving bandwagon. They rarely ask about a mobile strategy – they simply want to turn on a mobile giving account (whatever that is) and start the contributions flowing in.

When we formed Give by Cell we thought the same thing. Forget the strategy – just make mobile donating tools available to the world and cash would appear.

How wrong we were!

After five years, 3,000 plus clients and tens of thousands of meetings, phone calls and emails, we finally are confident we have a strategy that does work.

Over the holidays we performed an in-depth analysis of what separated our most successful clients (in terms of funds raised) from those near the bottom and here is what we discovered, people *do* want to contribute and help you make a difference. But the manner in which you ask needs to be done correctly or the connection will not be strong enough to create the donation. And if you are not using mobile to build your marketing funnel and engage, you are missing out on a huge opportunity.



“ If you are not using mobile to build your marketing funnel and engage with people you are missing out on a huge opportunity. ”

Our analysis shows that there are only three scenarios where a large number of people will take out their phones (or their checkbooks for that matter) and donate on the spot – if they are really moved emotionally, if they get something in return (recognition, gift, reward), or if the cause is so large and well publicized (like Haiti) that more explanation is not needed. Everyone knows about the need and wants to help.

If you don't fit in these scenarios, then use mobile to build awareness, grow your email or text message database, educate and inform and even create a social bond with your donors. For example, ask

event attendees to text in their email to enter a contest. You can then market to this fast growing database in the way you currently do. And, add a mobile donating opportunity, too, in every correspondence sent.

Enjoy reading the scenarios in the attachment, and contact us so we can show you case studies of how our most successful clients adopt a complete mobile strategy before plunging headfirst into the mobile giving pool.

STRATEGY TYPES

DIRECT ASK STRATEGY

Engaged audience is ready to donate. They understand your mission and are emotionally ready to give.
Ask for making a donation using a mobile phone.

INDIRECT ASK STRATEGY

People need to learn more before they donate. By using their mobile phone to get engaged and educated, you can capture their email, name and cell phone number. Then you can start asking them to consider a donation using their phone.

Ask for making a donation using a phone.