

# How to Attract and Keep Donors

with

## Text Messaging



**51%**

of people visit nonprofit's site on a mobile device.



**36%**

is the click-through rate for SMS messages.



**6-7%**

is the click-through rate for email messages.



Simple tips to attract and keep new donors with an SMS campaign:

### 1 Start by Growing the Subscriber List



Put up a **widget** on your website that describes the kind of messages people will receive, and that allows them to type in their mobile number to subscribe instantaneously.



When hosting fundraising events, locate **on-site signs and table tents** with invitations to subscribe.



Tie your campaign to a **major event**. Put up signs at a ball game, with invitations to participate in a contest. Have the sports fans text an answer to a trivia question to receive a free offer from your organization.

### 2 Drive Donations with the Text-to-Give Approach

#### How it works?

Donors send a **text-to-give keyword** to your 5-digit number.



They receive a link where they can make a donation with their credit or debit card right from their mobile device.

#### Text-to-give best practices

Spread the word about your text-to-give campaign by using:



Your Website



Newsletters



Social Media



Television



On-site Signs

The message should contain:

#### NEED

should be short, clear and quantitative

#### SOLUTION

to satisfy the need, executed through sending a text

#### VISUAL

to support your message and drive engagement

#### VALUE

of the charitable gift, qualified

**1 in 10**

kids go without breakfast every day. **\$5** = breakfast for one kid, for one week.

Text **BREAKFAST** to **45678** to donate **\$5** to Breakfast Clubs.



### 3 Turn One-Time Donors Into Ongoing Supporters



1

Send a simple **Thank You** message to donors, to let them know they've helped make a difference.

#### BONUS TIP

Inside the Thank You text, include a link to the profile of the person or family or animal the donor has helped.



2

Solicit donations without spamming. Send no more than one fundraising message per month.

#### BONUS TIP

Tie in incentives through contests and gifts.



3

Let your subscribers **meet you**. Send them SMS notifications about the events you're going to host.

#### BONUS TIP

Incorporate a special offer into the text – a discount or one free entry opportunity.



4

**Respect your donors' time**. Has the location of the fundraising event changed? Let your supporters know via text. Worried that some of the donors might forget about the meeting? Send them a reminder.

#### BONUS TIP

The reminders should be sent at least 24 hours before the event.



5

Keep your supporters in the loop. Send them texts with a link to the organization's recent endeavors and plans for the future.

#### BONUS TIP

In the first text to a new donor, send a link to your organization's mission and goals.



6

Let the donors know that **their opinions are valued**. Send out a text survey to gauge reactions to the organization's initiatives.

#### BONUS TIP

Include an open-ended question once in a while. Your donors might have interesting ideas.

Start using the above tips now to get immediate results for your nonprofit!

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