

Mobile Fundraising

Are you available everywhere your donors want you to be?

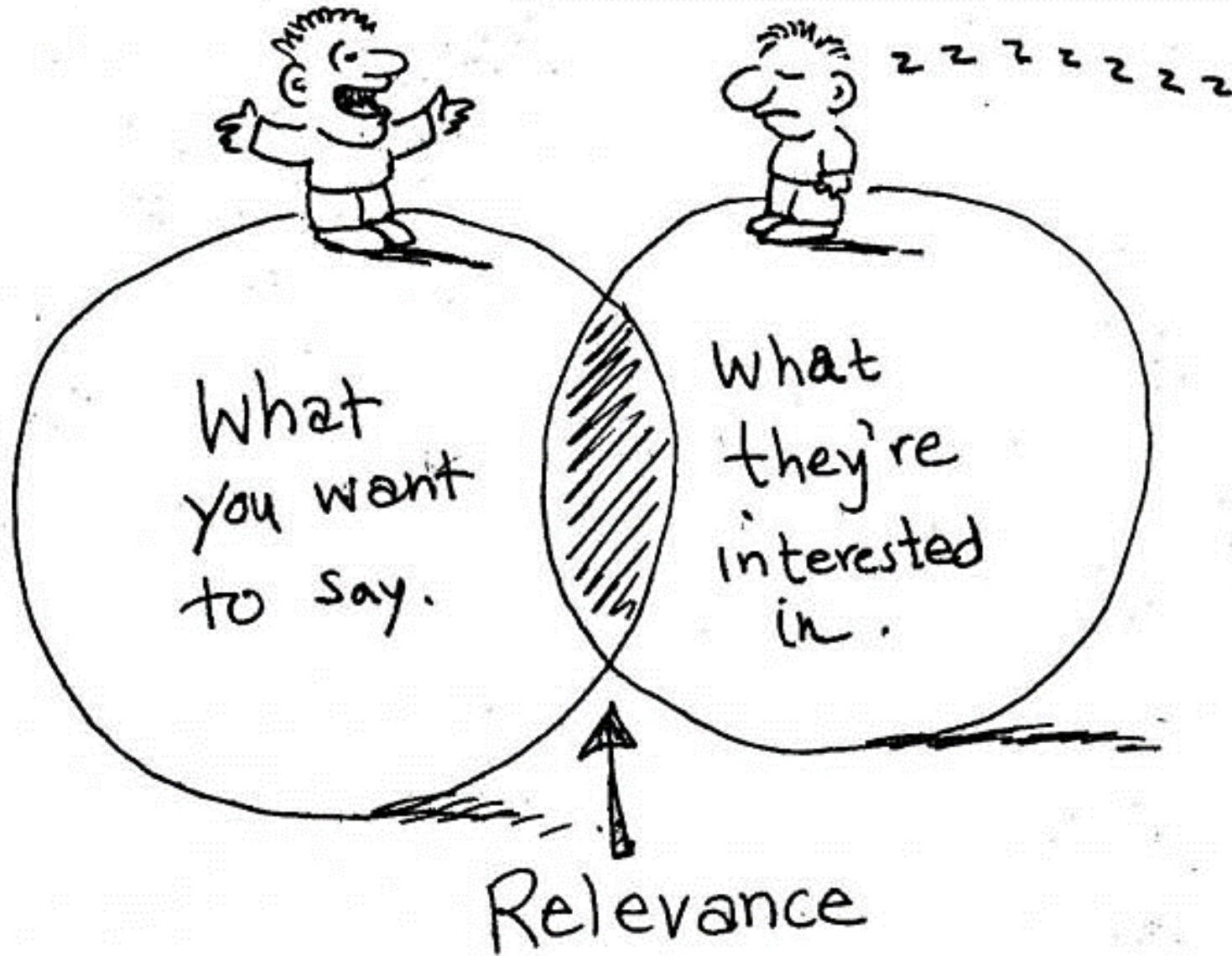


FUNDRAISING DIRECT
innovation ● creativity

What are we going to cover today?

- ❑ What is Mobile and what has been happening here in Canada?
- ❑ How has Mobile changed fundraising for the CRC?
- ❑ What does this mean for Donor Relations teams?

Why does this matter for Donor Relations?



What is Mobile?

Mobile Lead Generation

As in the rest of the developed world, Canada has seen significant growth in mobile ownership and usage. It is vital for charities to consider these behavioural trends to ensure their fundraising strategies are future-proofed and relevant to potential audiences.

Mobile is a perfect tool to engage support at scale because:

- response is quick and seamless
- everyone can send one, regardless of age or phone
- it has an inbuilt payment mechanism

There are three types of lead generation programs that can be delivered through SMS response:

Text to Donate

Making a case for giving a small initial donation via SMS to a specific and motivating appeal, then calling back to thank and convert to monthly.

Value Exchange

Offering something of value that new supporters can request via SMS and calling back to arrange delivery and convert to monthly.

Advocacy

Asking new supporters to take a stand on an issue and send an SMS to show that support, then calling back to discuss the issue and convert to monthly.



What does Mobile look like?



POVERTY

MALARIA KILLS A CHILD EVERY 45 SECONDS

Text £3. Send a net. Save a life.

Text NET to 81400 TO GIVE £3 TODAY

aid

Remember your first period? Leaving school? Losing your virginity? Getting married? Having your first child? **Aneni does. She's twelve.**

For some girls, starting their periods is the first step towards forced marriage... it means that they can be taken out of school, isolated from their friends and forced into marriage with older men. Many will become rape, and every year, thousands will die in labour because their young bodies just aren't ready for children.

As a woman, you understand just how terrible that is. And as a woman, you can do something about it - by helping Plan work with families and communities to help young girls out of forced marriage and in school.

Text GIRLS to 70800 now to give £3 to help us fight forced marriage and keep girls in school.

Plan

YOU KNOW THE FIVE SIGNS OF BREAST CANCER, RIGHT? (YES, FIVE)

Breast cancer kills 1,000 women a month and it doesn't always start with a lump. Knowing the five most common warning signs - and catching them early - could just save your life.

Text TOUCH to 84424 for your FREE Touch Look Check guide today

TLCC

When Steve's dog made him angry, he picked up a hammer. If this makes you angry, pick up your phone.

Steve's dog, Cindy, was found lying in a pool of her own blood - her bones shattered by vicious hammer blows. It was a horrific, cowardly attack. And sadly, we come across cases of cruelty like this all too often.

Of course, they make us angry. But they also make us more determined. We fight hard to prosecute abusive owners and protect animals from future harm. We need you to help us do that.

Text ANGRY to 70099 to give £3 and help us bring animal abusers to justice.

RSPCA

A WOMAN FACES FLOGGING FOR WEARING TROUSERS. WILL YOU SEND A TEXT?

Under some oppressive regimes, women who wear trousers can be publicly whipped for 'immorality'. Will you use your phone to protect them? Text Amnesty today and we'll send you urgent child petitions when human rights issues like this threaten people's lives. Sign up now and be there when you're needed most.

Text PROTEST2 to 70505 along with your first and last name to start receiving urgent SMS petitions straight to your phone.

Amnesty International

THE WAR DIDN'T KILL HER. THE WATER MIGHT.

The violence in Syria destroyed her home. Without your help, she could soon face another deadly threat - dirty water.

With funds exhausted, temperatures rising above 40°C, and thousands more families struggling to support many childless, we are clean water by 2015. Every day, thousands of children and infants could soon start living in unclean conditions.

Text WATER1 to 70030 to give £3 today.

unicef.org.uk

Beaten. Neglected. Starved.

Will you help feed a dog like Archie until we can find him a home?

When we found Archie, he weighed 5.5kg - just half of what he should have. He hadn't been fed for two weeks and we're close to death that his temperature didn't register on the vet's thermometer. Thankfully, he was brought to an RSPCA rescue centre where he was given the food and care he desperately needed to survive, but there are many more neglected dogs like Archie - and many more hungry mouths to feed.

Text FEED to 70800 to give £3 to feed and care for a dog like Archie.

RSPCA

THE BEES NEED YOU (ALMOST AS MUCH AS YOU NEED THEM)

Text BEE to 70123 to give £3 and get your bee-friendly flower seeds today

Friends of the earth

75,000 of our children will wake up homeless on Christmas morning. Yes, we're outraged too.

Text HOMES to 85066 and give £3 to answer a call for help this Christmas

Shelter

Text some warmth and help save a life

Text WARM to 70007 to give £3 enough to provide a hot meal and help Age UK reach out to an older person at risk

Age UK

A MISSED CALL IS NO BIG DEAL UNLESS IT'S TO SAMARITANS

Text LIFE to 70123 to give £3 and answer a call for help today

Samaritans

URGENT APPEAL: HOMELESS FAMILIES NEED YOUR SUPPORT

Text HOMES to 70060 to give £3 and answer a call from a homeless family

Shelter

URGENT APPEAL: Children of Syria Winter Crisis

Text WARM to 78866 to give £3 TODAY

unicef.org.uk

This eye infection could blind him. Text the antibiotics that could save his sight.

Text SEE to 70123 to give £3 - enough to deliver the antibiotics we need to treat three children and save their sight.

Sight Savers

BIRDS NEED GARDENS

Text BIRD to 66010 to get your FREE RSPB guide.

RSPB

No shoes. No coat. No home.

Text BLANKET to 70030 to give £3 today and the UK Government will double your gift

unicef.org.uk

WHAT WOULD YOU GIVE TO HELP CURE CANCER?

Text CURE to 70111 to give £3 today.

Cancer Research UK

World Vision. EVERY CHILD FREE FROM FEAR

Text BOY or GIRL to 70123 to get a free photo and details of a child waiting for sponsorship direct to your mobile

World Vision

UK Creative examples by

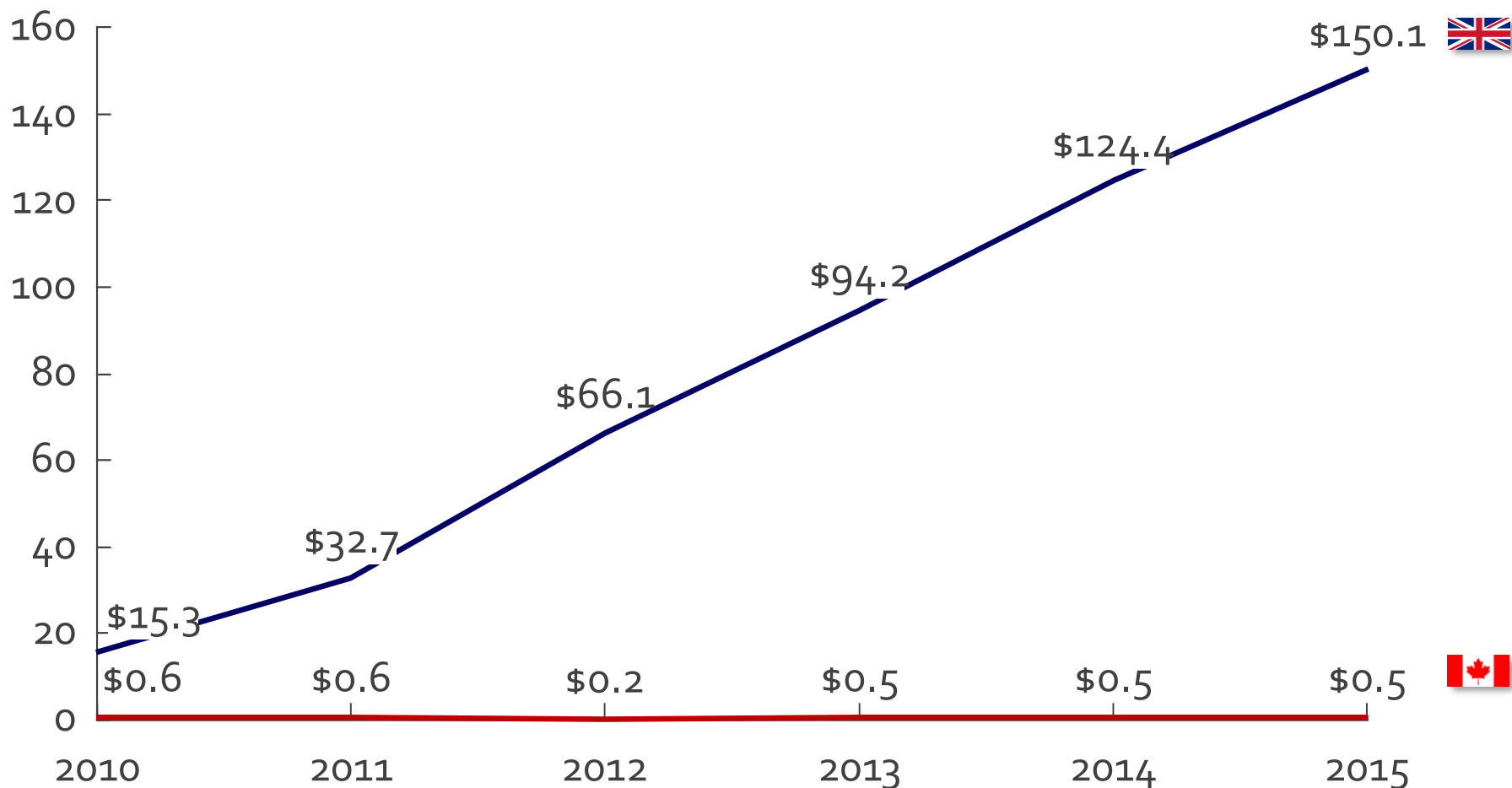


What is the potential of Mobile?

Annual Revenue from Text Message Donations

— Canada — UK

\$ Millions



What is happening here in Canada?

Rules & Regulations



- Limited to financial asks
- Pilot program in 2016
- Follow-up currently limited
- New regulations expected in 2017

What are the options?

Long Code

- Must meet the CWTA guidelines, including requirements for opt in to any follow up contact
- High set up costs - \$1500/month
- Faster & more reliable for delivering volume SMS messages
- Eligible to make financial ask

Short Code

- Not the same regulatory requirements for follow up by telephone apart from universal regulations
- Low set up costs - \$150/month + 10¢/text
- Lower speed & reliability. SMS broadcasts limited to 250/day per number
- Unable to make financial ask



2016/17 Canadian Campaigns



F2F Text Donation



OOH Text to Donate



OOH Value Exchange



OOH Text Donation



OOH Value Exchange +Donate



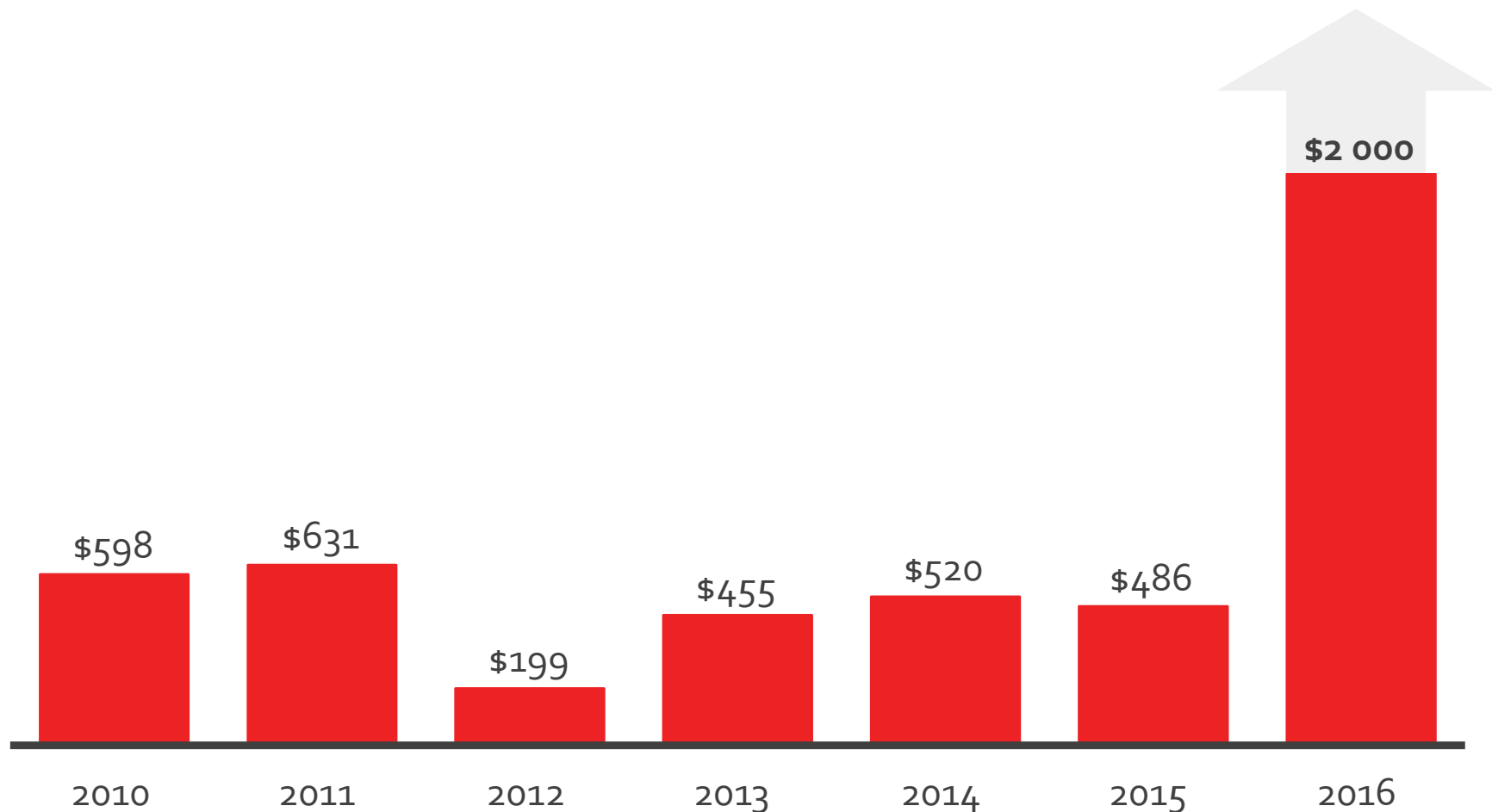
OOH Value Exchange



How has Mobile changed in Canada?

Annual Revenue from Text Message Donations

\$ Thousands



How has Mobile changed at CRC?

What has CRC tried?

Emergency Prep

- In Vancouver and Calgary
- Focus on creating an itch about personal and family preparedness for a disaster
- Every study shows that Canadians are underprepared and generally aware of that fact. Yet little action is taken.
- Focus on “quick hits” and tips that could come in handy in an emergency
- Mission-based

First Aid

- In Toronto
- Focus on creating an itch about under-preparedness to handle a first aid situation
- Create situations that would cause tension and point responders to the call to action
- Focus on immediate needs of most common injuries or situations
- Mission-based



How else have we grown Mobile?

**Your child's face is turning blue...
Do you know what to do?**



**Save someone you love from choking. Learn First Aid.
Text FIRSTAID to 647-493-0606 for your FREE First Aid pocket guide.**

Standard text message fees apply. Opt-out of future communications about this offer by texting STOP to 647-493-0606.



**Your dad falls clutching his chest...
Do you know what to do?**



**Save someone you love from a heart attack. Learn First Aid.
Text FIRSTAID to 647-493-0606 for your FREE First Aid pocket guide.**

Standard text message fees apply. Opt-out of future communications about this offer by texting STOP to 647-493-0606.



How else have we grown Mobile?



**Lost power.
Lost contact.
State of emergency.
State of shock.**



Learn how to protect your family when disaster strikes.

Text BEREADY to 604-239-1715 for your FREE Disaster Preparedness pocket guide.

Standard text message fees apply. Opt-out of future communications about this offer by texting STOP to 604-239-1715.



**Raging wildfires.
Networks down.
Evacuation ordered.
No time to waste.**



You won't have time to prepare when wildfires spread.

Text BEREADY to 604-239-1715 for your FREE Disaster Preparedness pocket guide.

Standard text message fees apply. Opt-out of future communications about this offer by texting STOP to 604-239-1715.

What do we know about these donors?

- The First Aid campaign increased the interest in attending a course for 52% of responders, even though 63% had already taken a course
- 73% of those who sent an SMS felt “more prepared” in case of a health emergency
- They are younger than our typical monthly giving donors – more likely to be in the “25 or less” and “26-35” age brackets



FORT MCMURRAY

May 4th 2016



HELP #FortMacFire Victims



\$5 Donation = Text REDCROSS to 30333
\$10 Donation = Text REDCROSS OR FIRES to 45678



DONATE \$5
TO ALBERTA FIRE RELIEF



TEXT REDCROSS TO 30333

#ALBERTASTRONG

Alberta Fires
Emergency Appeal
Donate to the
Red Cross
\$5 - Text REDCROSS to 30333
\$10 - Text FIRES to 45678
or to donate online
Click Here



Donate to the Red Cross

Text REDCROSS to 30333 to donate \$5 to relief efforts

Donate online @ <https://donate.redcross.ca/ea-action/action?ea.client.id=1951&ea.campaign.id=50610>

#mymfire
An update from this page will be sent to you. If you are unable to receive this page, please contact us at 1-800-244-1888 or visit donate.redcross.ca

Text the word "RedCross" To 30333 to Donate \$5 to Help Residents Of Fort McMurray.



OUR PRAYERS AND THOUGHTS ARE WITH FORT McMURRAY EVACUEES

CLICK HERE TO DONATE TO THE CANADIAN RED CROSS ALBERTA FIRES APPEAL

OR text "redcross" to 30333 to make a \$5 donation



DONATE TO FORT McMURRAY

Come together in support of Fort McMurray fire relief.

Here's how:

- 1 Text 30333 with "redcross" to donate \$5 or visit redcross.ca
- 2 Attend the SA Burger and Beer Night Fundraiser on Monday May 16

PLEASE HELP OUR FRIENDS AND FAMILIES IN FORT McMURRAY. TEXT REDCROSS TO 30333 TO DONATE \$5.

Text REDCROSS to 30333 to Donate \$5 or visit redcross.ca



An aerial photograph showing a large area of destruction, likely a disaster site. The ground is covered in rubble and debris, with several plumes of white smoke rising from the wreckage. In the background, there are hills and some remaining structures. The overall scene is hazy and somber.

**\$1.75 million raised
via SMS alone**

An aerial photograph of a town, likely in the Pacific Northwest, showing significant destruction. Large plumes of white smoke or steam are rising from several areas, particularly in the center and right side of the frame. The buildings appear charred and partially destroyed. The surrounding landscape is hazy, with distant hills visible under a grey, overcast sky. The overall scene conveys a sense of devastation and emergency response.

**Over 225,000 texts...
mostly new donors!**

What do we know about these donors?

We spoke to over 92,000 of these donors and they shared that:

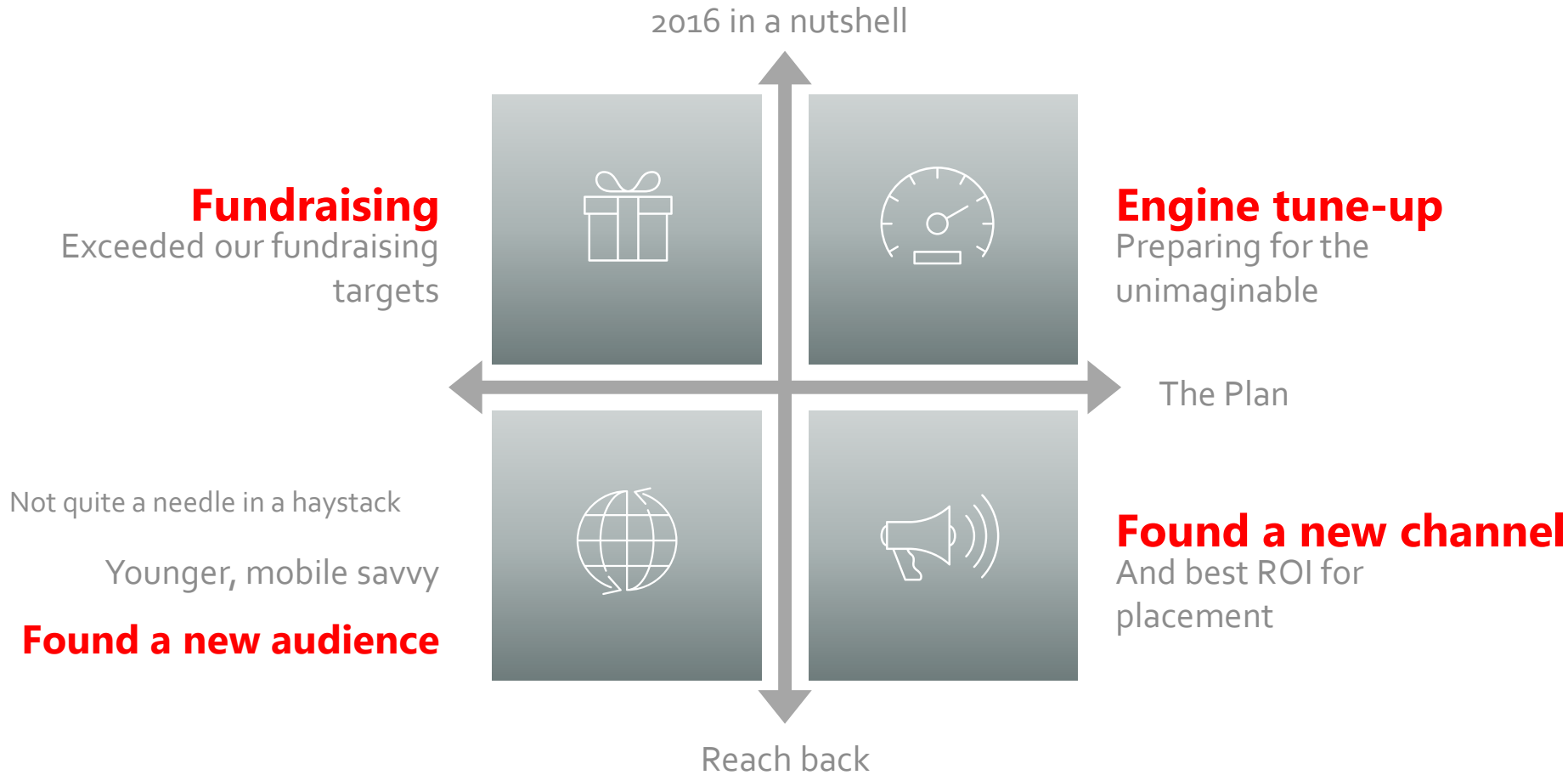
- 63% had never made a charitable donation by text before
- 74% said they chose text because it was simple/easy to do
- 75% supported other charities as well
- 95% would consider making a text donation again in the future

What does this mean for Donor Relations?

What does this mean for Donor Relations?

- 50% of leads generated through SMS opted-in to future communications
- 30% shared with us that their preferred communication channel was Mobile, followed by 45% who preferred email.
- 96% of responders said they would recommend giving by text to a friend/colleague...
- 60% wanted stewardship delivered by text

What did we learn?



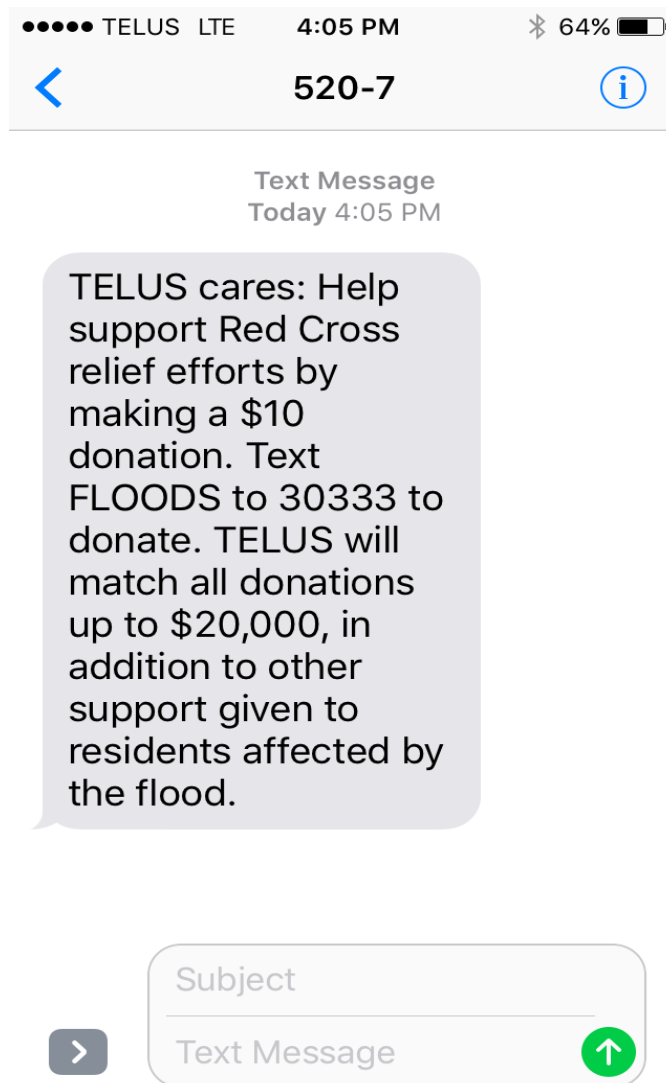
What are some donor services tactics?

- Thank-you communications
- Credit Card Expiry notifications
- Reactivating donors
- Monthly Donors impact reminders
- Link to your annual report, a video, a thank you note or other high-impact content on your website
- Advocacy & petitions

Being prepared

You never know when an opportunity might present itself...

Will you be ready?



Thank you!

Bre Hargreaves
Jay Hollister