A #GI♥INGTUESDAY™
GUIDE TO USING
TEXT-TO-GIVE

How Ministries and Nonprofits Can

Harness the Power of Text-To-Give

This #GivingTuesday

TEXTIFY MOBILE

SOME HIGHLIGHTS OF
2013
#GivingTuesday:

- 10,000 companies, charities, and other groups in all 50 states participated.

- 90% more was raised online in 2013 than in 2012.

- The size of the average gift donated online was 40% higher in 2013 than in 2012.

- More than 1.2 million people "liked" Giving Tuesday on Facebook, and 500,000 tweets used the #GivingTuesday hashtag.

## When it comes to the holidays, the average American is no Scrooge.

In 2013, holiday shoppers forked over an average of $730 each on gifts, food and decorations, with national holiday spending totals around $600 billion according to The National Retail Federation. But the cheer isn't all selfish during the most wonderful time of the year. Maybe it's the egg nog, but people tend to up their generosity and charitable giving during the holidays as well.

Enter #GivingTuesday, a movement designed to shift the yuletide from giving *just because* to giving to *just causes* on the Tuesday following the consumer craziness known as Black Friday and Cyber Monday. The campaign gives organizations the chance to feature their causes and encourages consumers to give at a time when they normally do a lot of getting. In just its second year, #GivingTuesday donations more than doubled to total some $27 million.

It's no question that your organization needs to get involved, but exactly how do you leverage this day to increase your awareness and donations? Typically focused in the digital arena, it's not uncommon to see #GivingTuesday campaigns promoted online, especially through email and social media. However, we now know that today's modern audience isn't just sitting at their desktop waiting to donate all day. People are increasingly mobile, accessing the internet and social media from their phones, and they're also no longer carrying cash and checks. How do you keep your appeals from getting lost amid the hustle and bustle?
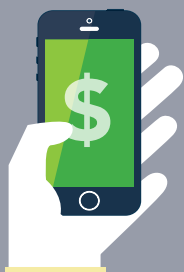
Meet text-to-give, an easy way to allow your donors to donate right from their phone with a simple text. This ebook is designed to help you turn missed opportunities into mobile donations by incorporating text giving into your #GivingTuesday campaign.

Try text-to-give for **FREE** this **#GivingTuesday!**

Sign up for your Textify free trial at **www.textifymobile.com**

The holidays will be here before we know it, and it's never too soon to start planning, so let's get started!

Why Text Giving?

Why use text giving as your donor vehicle of choice this #GivingTuesday? With text giving, it couldn't be easier to raise funds and engage your community.

*Text giving is especially effective for several reasons:*

- Donors are most motivated at the time of the ask, and texting creates an immediate opportunity to respond.
- Donors don't carry cash or checkbooks.
- They don't have to wait in line to give at a table or kiosk with text giving.
- It's way easier than downloading an app or going online on your phone.

Don't believe us?

- **91%** of adults have their mobile phone within arm's reach 24/7.
- Text messages have a phenomenal open rate of **98%**.
- **62%** of Generation Y (millennial) donors indicated they would give via mobile phone.

Text message fundraising makes it simple and easy for donors to give. This simplicity means text-to-give campaigns can reach donors outside a nonprofit's traditional fundraising base.
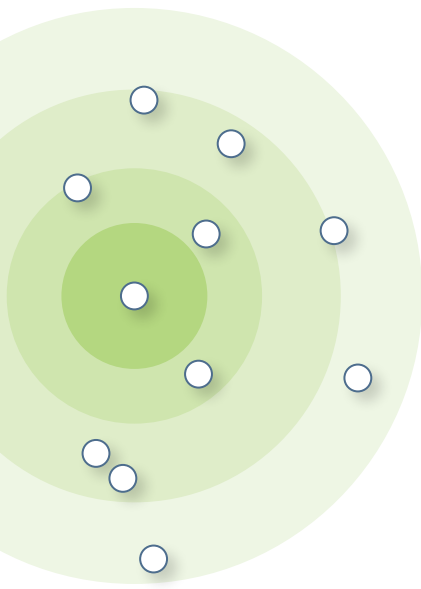
And many of them might be entirely new to giving: a 2012 Pew Internet Project report surveying text-to-give donors after the 2010 earthquake in Haiti showed three quarters of those who donated to a "Text for Haiti" campaign were first-time givers. 56% of these donors gave to later disaster relief efforts. When Cross Point Church in Nashville launched text giving during their Sunday services, it resulted in 700 NEW DONORS in one week. Another church raised $10,000 in one night using text-to-give for their Christmas giving.

Text-to-give campaigns can also go viral. The same Pew report suggested that 43% — almost half! — of text donors encouraged friends and family to give. Three quarters of the encouragers reported that friends or family actually had given. Interestingly, the report noted that most of this encouragement took place in person or over the phone, implying that text-to-give campaigns can go viral through social networks which aren't online.

This is beyond just a shift in technology. This is about changes in donor behavior. And donors are all about mobile. In fact, *January 2014 marked the first time that Americans used smartphone and tablet apps more than PCs to access the internet.*

Have we convinced you that this is a "must", not a "maybe"? Read on to learn how you can incorporate text-to-give this #GivingTuesday.

Texting Tuesday: How to Incorporate Text-to-Give In Your Campaign

Text-to-give simply creates another avenue for supporters to give. Keep in mind that in today's mobile world, you never know where your promotions will be seen – at a stoplight, at soccer practice, at dinner with friends. You want to make it as accessible for people to give to you as possible, no matter where they happen to be when you tug at their heartstrings.

How does text giving work?

1 To use text-to-give, you will need to register with a text marketing and fundraising service like Textify. While the options vary, a service like Textify integrates with payment processors that deposit money directly in your bank account. Unlike donations through cell phone carriers, donations made through Textify are tax deductible and show up in your bank account within a week of the gift being made

2 Next, you'll need to choose a keyword. Keywords and short codes are the heart of any text campaign. A short code is a shortcut for a telephone number, which companies use for mobile marketing; for example, Textify's short code is 34444. A keyword is a short word unique to you that distinguishes your lists from all others using a short code. Think of it like your website URL; if we were to choose a keyword for ourselves, we would probably choose "Textify".

3 Once your keyword is set up, giving couldn't be any easier. Supporters simply text "give [keyword] [amount]" to 34444 to make a donation in any amount.

New Message

To: 34444

GIVE
TEXTIFY
$100
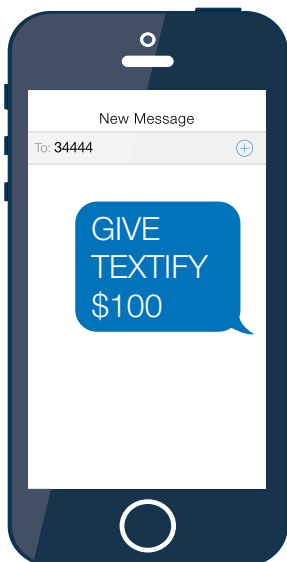
Once you set up your text giving service and keyword, it's simply a matter of including your text donation information on all #GivingTuesday communications, just like you would include an online giving link. Some places to be sure you display your info:

- Tweets, Facebook posts, and other social media posts with calls-to-action
- Website headers and carousel graphics
- Press releases and PR outreach
- Signs and other collateral

Some people not familiar with the text giving process can sometimes get a bit hung up on exactly what they need to text (and to who!). Be sure promotions include exact verbiage you want people to use. For example "Text 'give textify' to 34444." Include visuals wherever possible.

Text giving is also a must for your non-online fundraising activities.

Try text-to-give for **FREE** this **#GivingTuesday!**

Sign up for your Textify free trial at **www.textifymobile.com**

- If you're hosting a telethon or radio fundraiser, giving people a text option instead of just a call-in option can greatly increase your donations. Be sure to include your text info on a lower third on the screen or in your broadcast.
- If you're hosting an event, text-to-give is the perfect fit. Most people are highly motivated in a real-time setting but don't carry cash or checks.

   ∘ Include text opt in information on the:
- Event brochure
- Email blast promotions
- Print materials
- House ad on event website
- Signage at registration area
- Event slides

   ∘ Announce your text campaign from stage.
- Create a clear appeal or call to action during the event.
- Most target audiences need a basic explanation of the process the first time they give. During your appeal, walk audiences through the process by making a sample donation and show them how easy it is.

Text giving is not designed to replace current giving opportunities, such as online giving, but to supplement them. It's about reaching your audience on their preferred channel of communication, making them more likely to respond.

Ready to get get this #GivingTuesday party started?
Here are seven steps to design a successful campaign
and make this your merriest Christmas yet.

1. Plan ahead.

Strategizing for #GivingTuesday should begin early, and if you plan and execute well, the results will consist of more than just Facebook likes. It's not too soon to start thinking about what your appeal will be and how you will accept donations. Think through all the avenues to reach your supporters and make sure none are missed.

2. Register on the official #GivingTuesday website as a partner

If you are either a registered charity or a for-profit business, school, religious or community group committed to spearhead a project benefiting a charity, sign up on #GivingTuesday's official website.

You'll be able to connect with other partners, share tips and best practices, and access resources to help make your campaign a success.

3. Choose a text-to-give provider.

You'll want to get set up plenty early with your text-to-give service. We're particularly partial to Textify Mobile, which offers a free trial, low rates, and some of the easiest giving processes around. Begin your research now and make sure you're ready to go when this year's Giving Tuesday rolls around.

4. Set Your Goals

Set a specific quantifiable goal for your #GivingTuesday results. How can you achieve your desired outcomes most effectively? Do you want to hit a certain donation amount? Host an event centered around a project or a charity drive? Setting specific, quantifiable goals doesn't just give you a clearer picture of your path; it can help motivate your team and supporters push you past the finish line.

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Free trial at **www.textifymobile.com**

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5. Prepare Your Content

Generate content to help support your campaign. These include, but are not limited to, statistics, infographics, images, blog posts, suggested Tweets and Facebook updates you can write. Creating this content in advance helps you generate excitement and awareness as you approach #GivingTuesday. And of course, be sure to include your text-to-give info all materials!

6. Use the Channels You Already Have

Use the communication avenues you already have: newsletters, email blasts, blog posts, or social media. Plan your message months in advance to get ready for the holidays. However, keep in mind that #GivingTuesday is centered around online sharing, so don't ignore key areas like the donations page of your website and social media spaces like Twitter.

7. Promote Ahead of Time

Draft an editorial/content marketing calendar to plan out updates and tips about #GivingTuesday. Promote via social media, at events, via email blasts, and all printed materials, from newsletters to brochures. World Concern started promoting #GivingTuesday two weeks early in 2013 and raised $17K leading up to the day and then an additional $29K on the day of #GivingTuesday. By comparison, the organization raised only $1,000 on #GivingTuesday in 2012.

And be sure to check out all our #GivingTuesday #TextifyTips each week on Twitter.

Ready?

We hope this download serves as a handy guide to help you make your cause shine this #Giving Tuesday. We'll be posting informational #GivingTuesday #TextifyTips each week on Twitter, as well as other helpful hints, so be sure to follow us at Twitter.com/textifymobile and https://www.facebook.com/textify.
You can also email us at help@textifymobile.com.

We're here to help!

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About Textify

Call us biased, but we think we have just the service for you. Textify is the mobile communications solution specifically designed for the needs of religious organizations and nonprofits. Featuring easy-to-use text messaging and mobile marketing services, Textify empowers you to reach your audience wherever they are. Some of the wow factors include:

- Text giving from any phone
- Fundraise and engage supporters during events
- Send urgent cancellations or closings in real time
- Communicate with staff and volunteers wherever they are
- Schedule reminders, devotionals, prayer requests, and more

**Visit www.textifymobile.com to learn more or drop us a line.
You can try out Textify (with text giving!) for free with our one month
free trial! Head on over to textifymobile.com to sign up today.**