

# HOW TO USE TEXTING TO MAXIMIZE YOUR DONOR BASE AND SCALE RELATIONSHIPS

# Speakers



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# What is Peer-to-Peer Texting?

**Peer-to-peer texting** enables organizations to scale **personalized 1:1 conversations** with your members & supporters over text.

Hi Sierra, I'm Darius with Time for Change. We have rally coming up this Saturday, are you able to make it?

I have that day off! What time does it start?

Oh, that's fantastic! It goes from 3-5pm, can't wait to see you there!



P2P = Easy two-way conversations over text

- Text from a real, local phone number
- Personalized texts to each recipient
- Send hundreds of texts in minutes
- No Opt-in Required

# Why Text?

# Donor retention is down.

## Donor acquisition is getting more expensive.

**75%**

Percent of newly acquired donors that lapse within the first year.

**6-7x**

Increase in price to acquire a new donor vs. retaining an existing donor.

**15%**

Decrease in annual donor retention.

# Text cuts through the noise

98%

Average open rate for text messages.

95%

of texts are read within 3 minutes of being sent.

89%

of consumers want to use messaging to communicate with businesses.

# 1:1 texting enables your organization to have real conversations with your supporters



## **Personal one-to-one communication**

Individual and ongoing conversations, not blast messages

## **Real-time responses**

People tend to respond to text messages immediately, so it's an easy way to quickly get answers or action

## **Stronger donor relationships**

Build affinity and trust through thoughtful communication

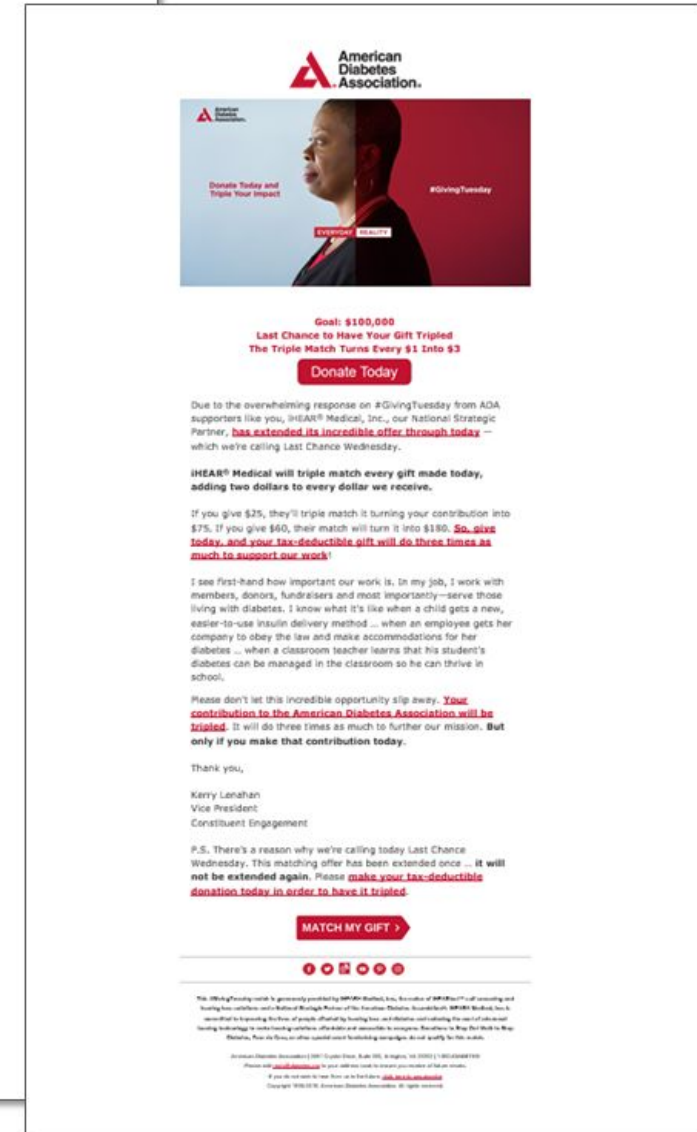
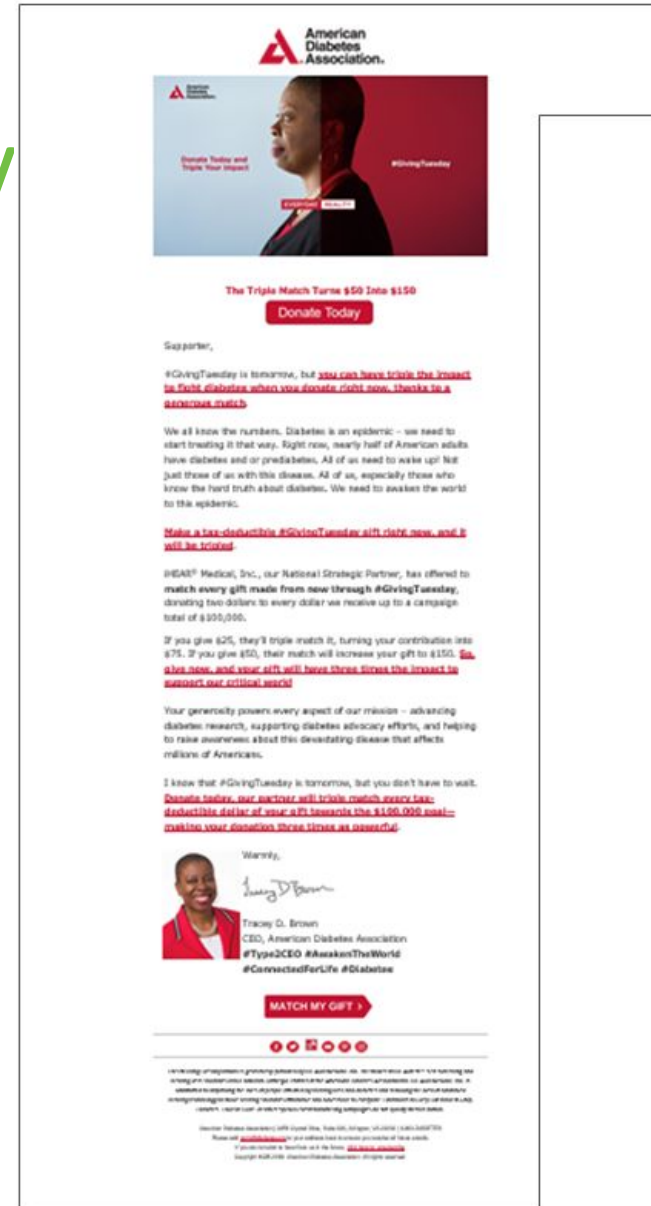


# Using 1:1 to Amplify Other Channels

# Stand out on #GivingTuesday

## Objective: Increase revenue while increasing donor bond with the organization.

- For ADA #GT is a core contributor to year end revenue.
- Standing out in the inbox during a high-volume season is a challenge.



# Strategy

- A one-to-one text conversation was initiated the day before Giving Tuesday.
- We directed donors to their inboxes AND made sure they knew about the matching gift offer.
- Donors were given a link for ease of donation.

Hey Tanner! Kristy with the American Diabetes Association. #GivingTuesday is almost here, and we have a GREAT way to help fight diabetes. Did you see our emails?

Hey Tanner - circling back! It's #GivingTuesday 🎉 and any gift we receive today is matched 2-1! So \$120 becomes \$360 for research and advocacy for ppl living w diabetes. Can you help?

[www.diabetes.org/givingtuesday18](http://www.diabetes.org/givingtuesday18)

Thanks!

I'm sorry this is Tanner;s mom! :) Tanner's number is XXX-XXX-XXXX

You're welcome... Tanners dad is a T1 diabetic so it's a cause near and dear to us!...I just donated and shared the link above on my FB page ❤️

THANK YOU! Your support is so appreciated!

Hustle

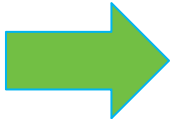
# Conversations to Increase Overall Response Rates

*We wanted to amplify giving online, not necessarily drive revenue through the link.*

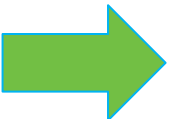
- A text conversation was initiated the day before #GT and the last day of the year.
- We directed donors to their inboxes
- We included a call out of a special matching gift offer.
- Donors were given a link for ease of donating.

# Texting Increased Likelihood to Give & Value

	Qty	Average Gift	% Giving
Prospects: Text	20,000	\$43.10	1.10%
Prospects: No Text	20,000	\$40.60	.68%
Variance		\$2.50	.42%
Donors: Text	10,000	\$84.90	6.05%
Donors: No Text	10,000	\$79.90	5.26%
Variance		\$5.00	.79%



6.2% LIFT IN AVG GIVING  
&  
61% LIFT IN % RESPONSE



6.3% LIFT IN AVG GIVING  
&  
15% LIFT IN % RESPONSE

## #GivingTuesday Results

SMS Results: \$3,920 + 54 Gifts

Online Results: \$8,744 + 118 Gifts

Online Only Lift: 31%

Open Rate Lift: 37%



**Revenue (90%)**



**Response (77%)**



**Avg Gift (7%)**

**Direct Mail**

# Membership Renewal



CHAPMAN CUBINE  
AND HUSSEY

*Hustle*

**Objective:** Improve response rate without sacrificing net revenue.

☐ **Yes, Stephanie!** You can count on my continued support as a member of EMILY's List as we begin this critical election year. Please use my contribution to start 2018 on the best footing possible. If we work together, we can fight back against the GOP, take back the House, make gains in the Senate, save the states from right-wing extremists, and stand up to President Trump! To accomplish this, please use my enclosed early membership renewal contribution of:

| | | | | | | | | | | | | | | |



Hey Lynn ! Chrissy with EMILY's List. We dropped a note in the mail last week about your membership renewal. Just wanted to check in and see if you'd received it yet?

I did, but I haven't had a chance to send it back yet.

Glad you received it! We have big plans for 2018 - take back the House, make gains in the Senate, winning Gov races, electing state leaders. We need your support! Could you renew at \$125?

I can do \$50 this year.

Great! You can use the envelope we provided, or make your gift here: [www.emilyslist.org/renew](http://www.emilyslist.org/renew)  
Thanks so much!



The screenshot shows the mobile version of the Emily's List website. At the top, the browser address bar shows 'secure.emilyslist.org'. The Emily's List logo is at the top left. The main heading is 'SUPPORT PRO-CHOICE DEMOCRATIC WOMEN'. Below this, there is a paragraph: 'Democrats need 23 seats to flip the House next year and we've endorsed more than 25 women to turn red seats blue.' Another paragraph says: 'Donate to help elect all of our pro-choice Democratic women running to take back the House.' Below the text, there is a section for 'OTHER PAYMENT OPTIONS:' with a PayPal logo. Underneath, there is a 'SELECT AN AMOUNT' section with a grid of orange buttons for \$15, \$35, \$50, \$100, \$250, \$500, \$1,000, and a text input field for \$0.00. Below the amount selection, there is a 'Card Number' section with logos for American Express, Discover, Mastercard, and Visa, followed by a text input field. At the bottom, there is an 'Expiration' section with dropdown menus for 'Month' and 'Year'.

# Results Increased Across Metrics



**Revenue (36%)**



**Response (28%)**



**Net (30%)**

	Quantity	Income	% Return	\$ Avg	Net	Net/M
Control	8,096	\$26,533	3.66%	\$89.64	\$19,197	\$2,371
Test	8,091	\$36,158	4.68%	\$95.40	\$24,962	\$3,085
Variance		36%	28%	6%	30%	30%

# P2P Event Fundraising

## Chapters across the U.S. used Hustle to for P2P Events

**Average Contribution Lift:** 29.73%

\$26.70 More on Average from Hustled Donors

**Total Participants:** 11,978

**Total Conversations:** 3,373 (28.2% rate)

**Participants Giving:** 1,191 (9.9% rate)

**Total Contributions from Hustle Text**

**Recipients:** \$138,735

Hi Tiffany! It's Christine with <Nonprofit> Walk. It looks like you aren't signed up for the Nashville Walk this year. Will you be able to join us? 😊

Yes oh my goodness... I will get on and look today. Thank you for reminding me!!!

Great! Let us know if you need any help!

Thank you!!

# P2P Use Cases

Coaching Coaches

Recruitment

Follow-Up

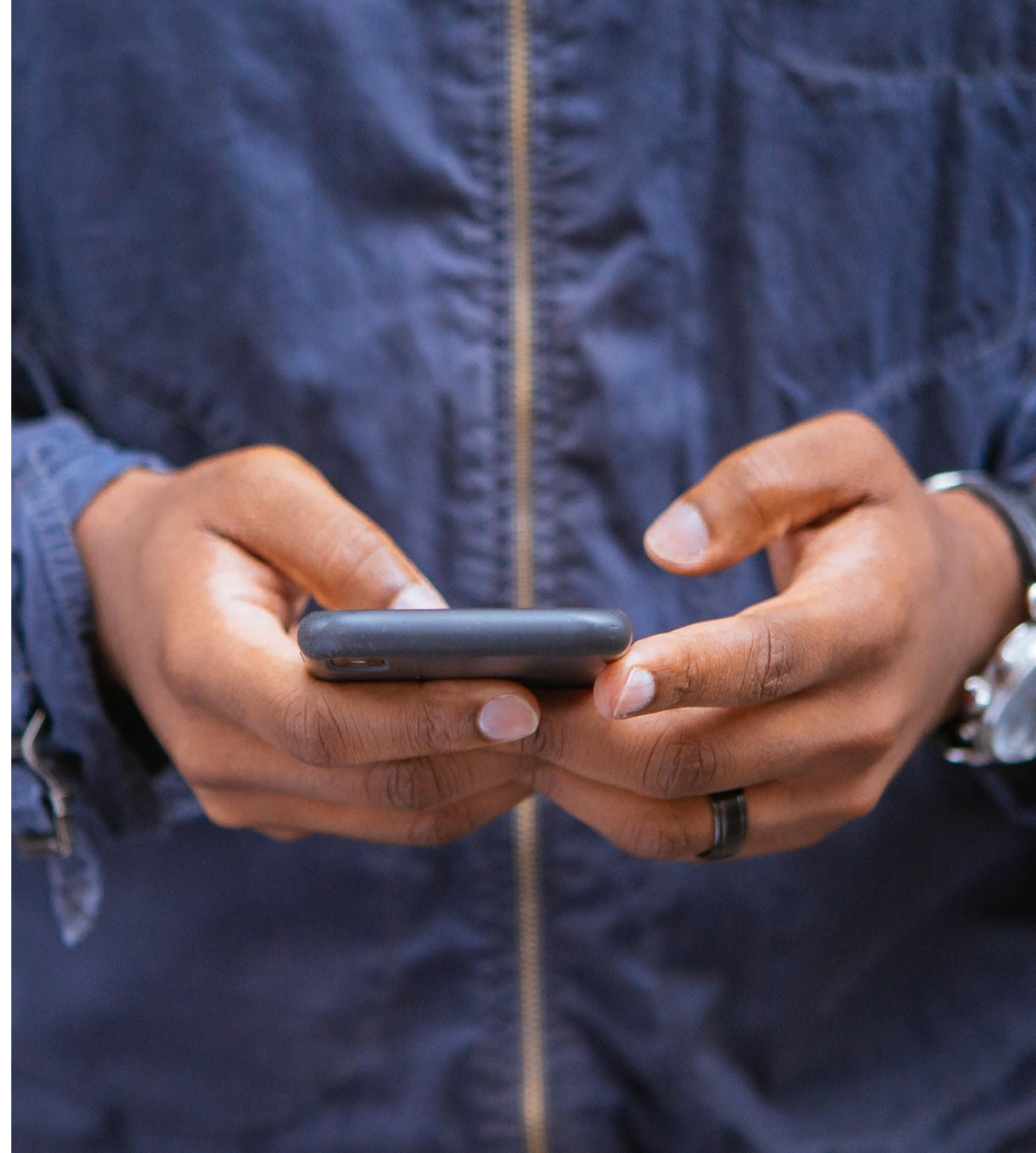
Event Updates

# Getting started...



# Test! Test! Test!

- Text to Schedule a Call
- Sustainer Upgrades
- Canvassing Follow-Up
- Failed gift recovery or pledge follow up
- Issue-based ask
- Matching campaign
- New donor acquisition
- Thank-a-thons



# Q&A



# Thank you!

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