# 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%

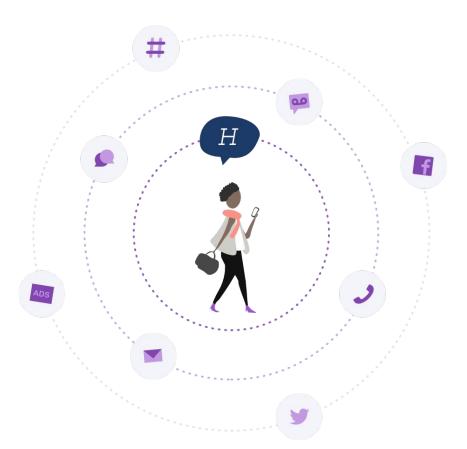
of texts are read within 3 minutes of being sent.

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



Hustle

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#### 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.





The Triple Match Turns \$50 Into \$150 Donate Today

Supporter,

#GivingTainting is tenamine, but you can have triple the impact to field diabetes when you donate right now, thanks to a generous match.

We all know the numbers. Disbetes is an epidemic – we need to start treating it that way. Eight now, nearly helf of American solubhave disbetes and or prediabetes. As of us, need to wake up? Not just those of us with this closure. As of us, especially those afto know the hard truth a bout disbetes. We need to awaken the world.

#### Make a tra-defactible #GivingTuesday sift right new, and I will be trioted

IHEAR? Medical, Inc., our National Strategic Portrier, has offered to match every giff made from new through #GiringTuesday, donating two dollars to every dollar sea receive up to a campaign total of \$300,000.

If you give \$25, they'll triple cratch it, turning your contribution into \$75. If you give \$55, their match will increase your gift to \$150. Sa, she need, and your sift will have three three times the impact to properly our critical world.

Your generolity powers every aspect of our mission – advancing disbetter research, suspenting disbetter advancy efforts, and helping to raise associations about this devantating disease that effects reliated for Americans.

I know that #GivingTuesday is tomorrow, but you don't have to well.

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mail to your deposition three times as personal—



MATCH MY GIFT

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Goal: \$100,000 Last Chance to Have Your Gift Tripled The Triple Match Turns Every \$1 Into \$3

Donate Today

Due to the overwhelming response on #GivingTuesday from ADA supporters like you, BIDAR® Medical, Inc., our National Strategic Partner, has extended its incredible offer through today which we're calling Last Chance Wednesday.

iHEAR® Medical will triple match every gift made today, adding two dollars to every dollar we receive.

If you give \$25, they'll triple match it turning your contribution into \$75. If you give \$60, their match will turn it into \$150. So, size today, and your tax-deductible pift will do three times as much to support our work!

I see first-hand how important our work is, In my job, I work with members, donors, fundraisers and most importantly—serve those living with diabetes. I snow what it's like when a child gets a new, sealer-druse insulin delivery method, when an employee gets her company to obey the list and make accommodations for her diabetes. when a classroom teacher learns that his student's diabetes can be managed in the clearsoom so he can thrive in school.

Mease don't let this incredible opportunity slip away. Your contribution to the American Diabetes Association will be tripled. It will do three times as much to further our mission. But only if you make that contribution today.

Thank you

Kerry Lenahan Vice President Constituent Engagement

P.S. There's a reason why we're calling today Last Chance Wednesday. This matching offer has been extended once ... it will not be extended again. Please make your tax-deductible donation today in order to have it tripled.

MATCH MY GIFT >

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#### 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
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!

#### **Conversations to Increase Overall Response Rates**

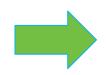
We wanted to amplify giving online, not necessarily drive revenue through the link.

- 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
<b>Prospects: Text</b>	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%)



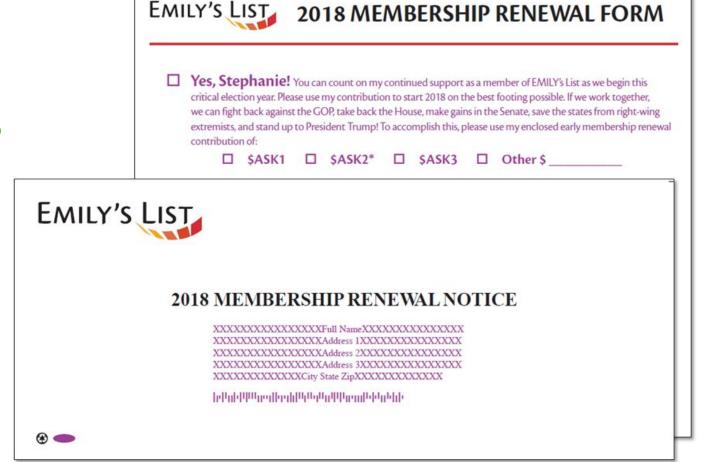
#### **Direct Mail**

### Membership Renewal



#### Improve Direct Mail Renewal Response Rates

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





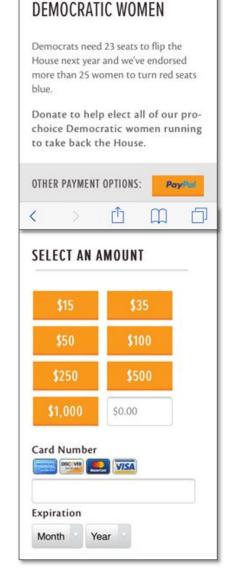
Hey Lynn! Chrissy with EMILY's List. We dropped a note in the mail last week about your membership renewal. Just wanted to check in and see if you'd received it yet?

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: <a href="www.emilyslist.org/renew">www.emilyslist.org/renew</a> Thanks so much!



•■I Verizon 😤

EMILY'S LIST

SUPPORT PRO-CHOICE



#### 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

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** 

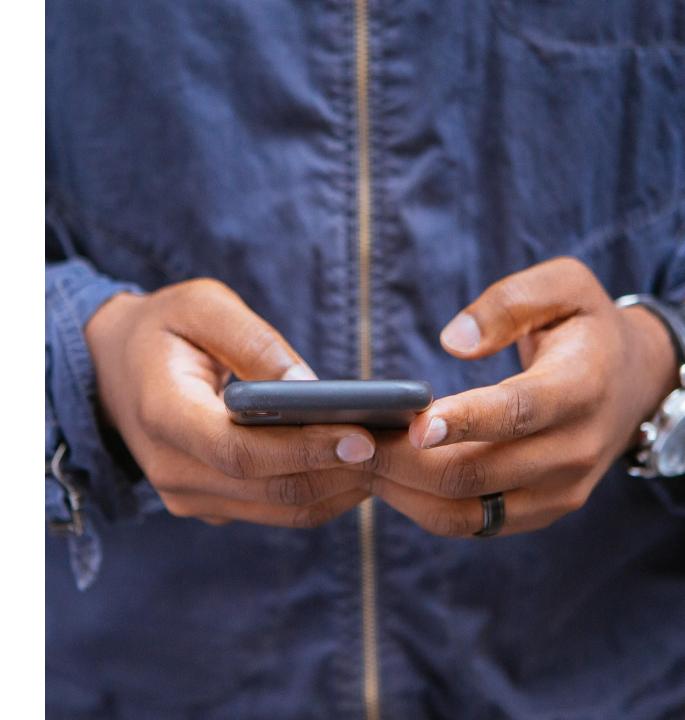


### Getting started...



#### 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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