Hot Technologies
to Help You Raise
Money in 2020

give by cell

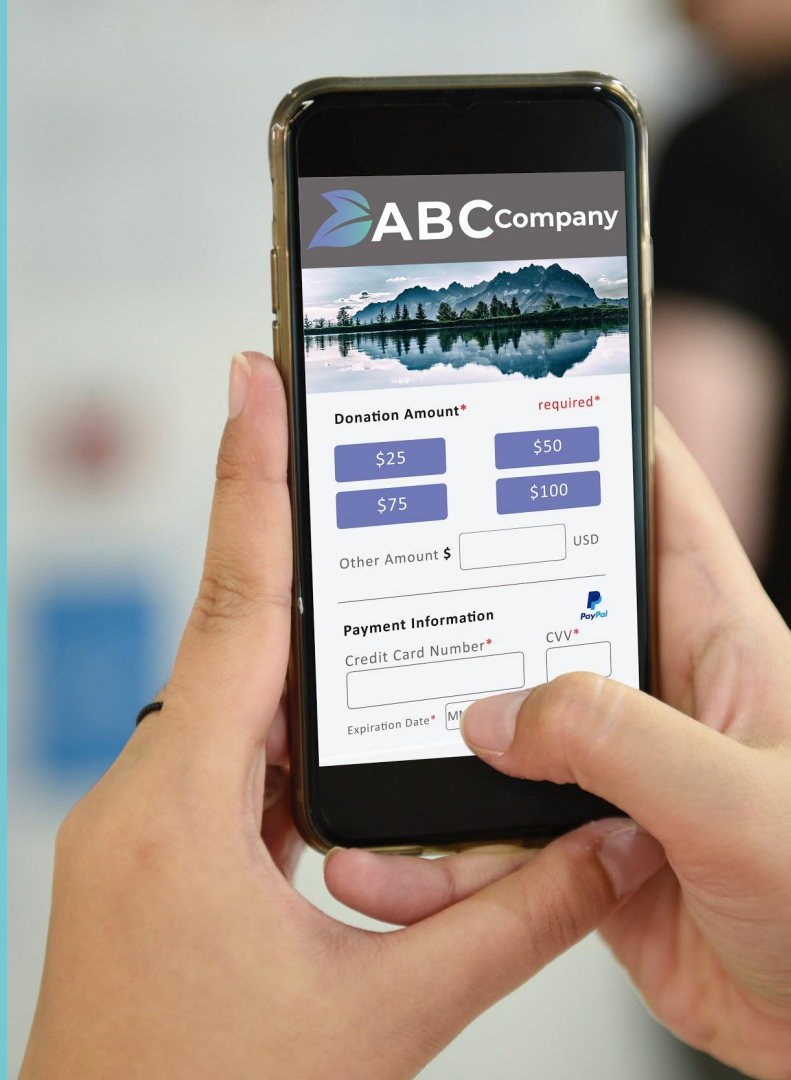# Your **host**

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Give by Cell

About **Give by Cell**

- Division of Engage by Cell

- Combine mobile technology & fundraising

- 12 years experience

- 4,000 clients

A Quick Recap on Fundraising & Technology

Thirty years ago, nobody used technology — email and donating online was unheard of

But then the Internet happened — by 2003, 54.7% of households had Internet access

Email paved the way for online donations

Still, nonprofits weren't completely sold with the idea of asking donors to give online

A Quick Recap on Fundraising & Technology

Just because email made it easy to donate online didn't mean charities were embracing that option

Many were concerned about damaging important donor relationships

Slowly but surely, nonprofits began using email with direct mail... then just email

Here's the Truth About Fundraising Tech

- **Just as people resisted online donating**, you must push forward!

- **Just as your board may have resisted past trends**, you must push forward!

- **You have to know about today's tech** to keep your nonprofit alive

- **And you have to get with the times** to reach younger donors

So let's discuss some options — some may not be right for your organization while others may be the perfect fit

Here's the Truth About Fundraising Tech

- **It's okay to be cautious** — especially with a limited budget and bandwidth

- **Look for something that's** intuitive, cost-effective, and easy to implement

- **Save even more time and money** — avoid anything that requires IT

With So Many Options — How Do You Know What Works Best For Your Organization?

Live Thermometers

The Good:
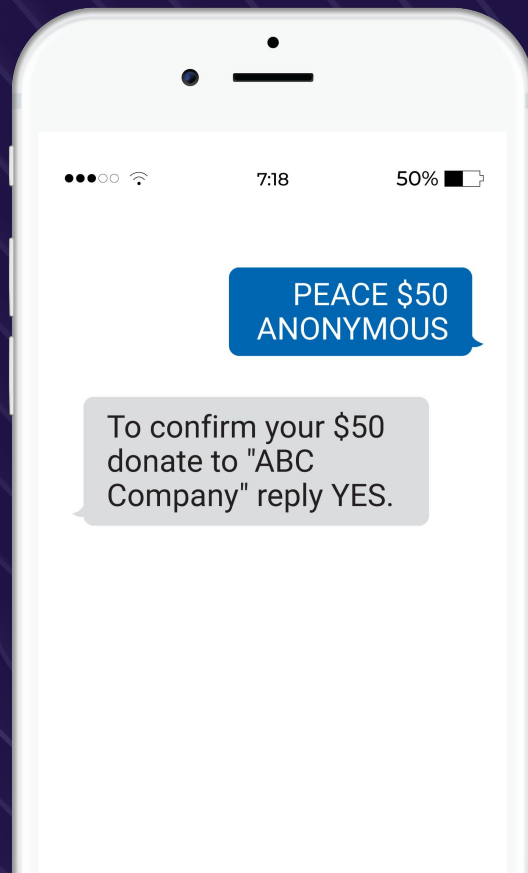
- Great for events

- Tracks progress towards your goal

- Incites competition

- Shows recognition for donors

- Can embed in website and share link

The Bad:

- Limited ability to customize templates

- Must have projector/laptop/ internet connection ready for display

Live Thermometers

PEACE $50 ANONYMOUS

To confirm your $50 donate to "ABC Company" reply YES.

Call-to-Donate

The Good:

- Great for those who don't like to text

- No donation limits

- Donations are sent directly to your merchant account

The Bad:

- Requires a touch-tone phone

- Some may feel uncomfortable giving credit card info over the phone

- Takes longer to make a donation

Call-to-Donate

(415) 615-0150

Crowdfunding / Peer-to-Peer Fundraising

The Good:

- More efficient than typical fundraising

- Send campaigns / sub-campaigns to social networks — make an appeal to the whole world

- Possible to raise a LOT of money

The Bad:

- Full of scammers

- Campaigns are laborious to launch

- Can be a saturated market

Mobile Pledge
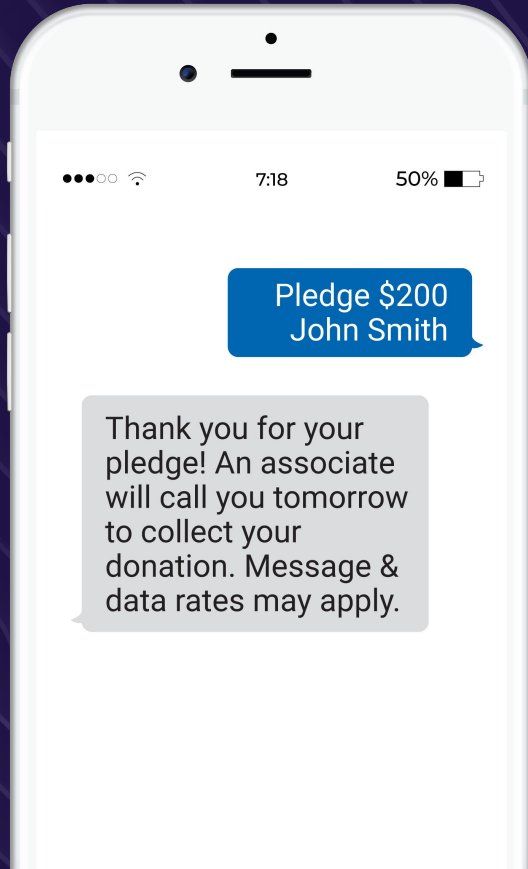
The Good:

- People don't have to pay on the spot

- Donors aren't required to have a data plan or smartphone

- Follow-up is easy with reminder texts that include a link to your credit card donation form

The Bad:

- Following up on those who pledged but haven't paid can be tricky

- Organizations must contact donors to collect payment info

- ~10% of pledges don't get collected

Mobile Auctions / Mobile Bidding

The Good:

- Checkout process is more streamlined

- Ensures guests can't back out of bids once they've placed them

The Bad:

- Limits your audience (no room for last minute sign-ups!)

- Lengthy registration process

- Usually app-based/download required

Text Messaging

The Good:

- Immediate and personal

- In-their-face (98% open rate)

- Donors can opt-out at any time

The Bad:

- Older generations may not take due to trust issues or usability

- Some may find it intrusive (<u>but</u> they can always opt-out)

Mobile Donate

The Good:

- All organizations qualify — no eligibility requirements

- Can donate any $ amount

- Can work with most merchant processors

The Bad:

- Merchant processors fees apply

- User entry errors can delay donations

Try it NOW!

US

Text: **Showcase Donate**

To: **56512**

CANADA

Text: **Engage Donate**

To: **393939**

Henry's Children Foundation

Thanks for Your Support! We appreciate all your support

Please help us meet our goal for 2019!

Donation Amount *   *required

$25	$50
$75	$100

Other Amount $ [   ] USD

Mobile Giving Foundation / Carrier Billed

The Good:

- Donation process only takes 30 seconds

- Donation charged to donor's phone bill

- Only way to make sure your campaign works with all participating carriers

The Bad:

- Must follow eligibility requirements: 501 (c)(3) nonprofit, in business for 1+ year, minimum $500K in annual revenue, file a form 990

- Carrier activation process averages 3-4 weeks for set-up

- Limited donor information

Try it NOW!

US

Text: **Showcase Give**

To: **56512**

CANADA

Text: **Engage Give**

To: **393939**

565-12

Today 4:14 PM

ABC
Delivered

Free Msg: To complete your $10 donation to ABC Charity reply with your 5 digit billing ZIP CODE. Terms at abc.org/terms. Reply HELP for help. Reply STOP to cancel.

Native Apps

The Good:

- Fast and responsive

- Can work offline

- Provide recognizable look/feel

- Can access anything on cell phone like camera, contacts, GPS, Bluetooth

The Bad:

- Very expensive (basic app can cost $10K)

- Development can take many weeks

- Long download process for user — involves lots of steps

Social Media Platforms (Facebook)

The Good:

- Facebook recently removed fees for nonprofits

- New plans to introduce an API that integrates their fundraisers with websites

- Users can contribute with just a few clicks

- Can share news with friends

The Bad:

- Must complete Facebook's lengthy application process

- Once approved, may take a month to grant approval

- Limited creative control (not much beyond text/visuals)

- Payouts can take 2 weeks - 45 days

- Customer service is lacking

Free Software

The Good:

- Cheap!

- Good for getting quick cash

- If you're running a new or small nonprofit, may not make sense to pay for software

- Lots of free and open source fundraising software

The Bad:

- Limited to no customer service — good luck reaching a human if there's a problem

- Lack of donor information

- Poor option for building long-term relationships

Thank you

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