



MULTIPLY 417

Passion: The Bridge between People and Purpose

Weekly Tip May 1, 2023



Greetings!

First, please note the reminder at the bottom of the page regarding my next Webinar in collaboration with the great team at Bloomerang. Please don't be shy, SIGN UP NOW!

Text to Give - 5 Reasons Why

In this great, wonderful, blessed, and crazy world of fundraising, it is simply amazing how many different strategies are available to help us encourage faithful partners to be further generous toward us and in reality toward the Kingdom

One of those strategies, "Text to Give", while not new, is still fairly unused, and I'm hoping this tip will give you pause to think about adding it to your overall plan.

Perhaps the biggest sticking point to consider is you can't effectively implement a text-to-give plan without a CRM or fundraising platform that "hosts" the technology. I won't remotely attempt to name all of the software products that can make this happen, but I do know that as a part of its standard CRM package, Bloomerang offers this module and that OneCause offers it in several of its fundraising platform packages (NOTE: A true CRM - constituent relationship manager is a much larger and more comprehensive tool, than a product that typically refers to itself as a fundraising platform, think Classy, Cause Vox, Fundraise up, One Cause).

So, here you go...

1. Supporting a fundraising campaign

By using Text-to-Give in your fundraising campaign, you're offering your supporters an easy way to invest. When they land on your mobile-optimized form, they'll know exactly what to do in order to make their donation, which increases the likelihood that they'll complete the donation process.

2. Soliciting donations from event attendees

Whether you're hosting a live event or one conducted via live stream, using Text-to-Give can encourage attendees to make a donation in the moment. By showing that they're attending your event, your supporters are signaling that they're passionate

about your cause. Give these supporters a way to donate during the event. This can help them feel like they're making even more of an impact.

3. Recognizing your supporters and their contributions

In addition to requesting and receiving donations via the Text-to-Give feature, you can also use this tool to express your gratitude. Thanking partners for their help shows that you value their support and that their investment is being put to good use.

4. Strengthening your donor relationships

We've discussed requesting funds, receiving donations, and giving thanks for donor contributions, but that's not all that Text-to-Donate tools can do. To strengthen the relationship with your donors, you can send a text message that focuses on the donor instead of the donation. For example, you might want to send a happy birthday text or one wishing your donors a happy holiday. These simple gestures can make your supporters feel appreciated.

5. Asking for support for a timely matter

If a disaster strikes or a major event affects the work you do, you might hesitate to ask for donations. That's a natural impulse, but it's one you should ignore. Give your donors the opportunity to support your cause during a difficult time. They'll show up in ways that might surprise you.

Don't just think of this as an opportunity to ask for donations. This is also a great way to ask for volunteers or keep people updated on how your organization is responding to the event.

Blessings,

Rick

P.S. Thanks to my friends at Bloomerang for providing the research and ideas behind this week's tip!



The Team at Bloomerang has graciously asked me to again co-lead one of their webinars.

Partner Gratitude: Spiritual and Statistical Motivations Wednesday, May 10, 8 AM (PDT)

Here's the invite where you can sign up.

Sign up for the webinar
here!



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Check out my website for
more helpful ideas!