

The background of the slide is a repeating pattern of green smartphones and green dollar bills, tilted at an angle. A large orange rectangle is centered on the slide, containing the title text.

Smart *Phones* – Smart *Fundraisers*



Welcome



Ryan Strawhecker
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Nani Reed
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Did You Know?

72.2% of U.S. Population is estimated to have a smartphone in 2021

*This is a 360% increase in 10 years

- Ages 18-49, 94% own one
- Ages 50-64, 79% own one
- Ages 65+, 53% own one



What are donors doing on smartphones?



How do nonprofits benefit from smartphone usage?

TEXTING
FAMILY,
FRIENDS,
COWORKERS,
CLIENTS

ATTENDING
A
MEETING
OR
WEBINAR

GOOGLING
&
LOOKING
AT
NEWS

Online
Auctions

TEXTING
FAMILY,
FRIENDS,
COWORKERS,
CLIENTS

CHECKING
EMAIL

BROWSING
SOCIAL
MEDIA

Text Communications
Live Events

SHOPPING

PAYING
BILLS &
SENDING
MONEY

Peer to Peer



Text Communications

Definition –

Text Communications is a fundraising method that uses text messaging and keywords to allow supporters to **give** using a unique phone number

Text to Give –

Donations show on a phone bill

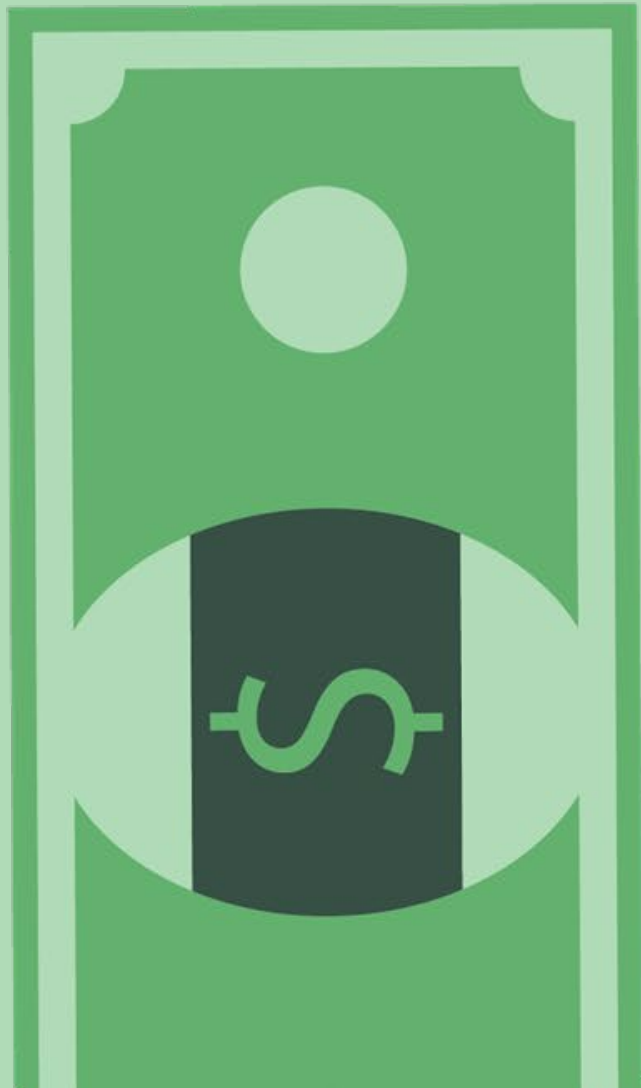
Text to Donate –

Donations taken via a secure payment link





Text GIVE
to (5 12) 675-
1289



Text SMASH
to 50 155



4 Tips to Help You Succeed



CONSIDER THIS

Smart Phones – Simple Keywords, schedule prompts, strategic timing

Smart Fundraisers – Software like Qgiv, Give Lively, and OneCause make it easy



Did You Know?

Virtual events are up 1000% since
Coronavirus



Virtual Live Events



Definition –

An online event where donors are encouraged to give via registration fees, raffles, donate to vote, text to donate, etc.



How does it work?

7 Step Process –

1. Choose an event perfect for nonprofit mission
2. Determine a goal for attendance & donations
3. Select a live platform for the donors
4. Set a date/time of event and registration
5. Market the event
6. Test the technology prior to event
7. Hold the event



CONSIDER THIS

Smart Phones – Specialized software like Crowdpurr

Smart Fundraisers – Live streaming via FB Live, Zoom, and Twitch /



Did You Know?

Women are less likely to bid on an item
at a live auction



Online Auctions

Definition –

Auction items are displayed with photographs on an auction site where bidders register, enter credit card information, and place bids within a set time period





How does it work?



6 Step Process –

1. Choose an auction vendor, software, app
2. Solicit goods
3. Determine fair market value, starting bids
4. Market goods – photos, descriptions, post
5. Hold auction
6. Deliver/ship goods



CONSIDER THIS

Smart Phones – Mobile bidding, easy payment, and clear item description

Smart Fundraisers – Software like Qgiv, Give Lively, Qtogo, and OneCause make it easy



Did You Know?

Potential of donors ...



Peer-to-Peer Fundraising



Definition –

A social/team/personal fundraising method in which your supporters fundraise on your behalf by sharing their cause on social networks



How does it work?



5 Step Process –

1. Determine a goal
2. Recruit volunteers
3. Provide resources
4. Share campaign pages
5. Track progress

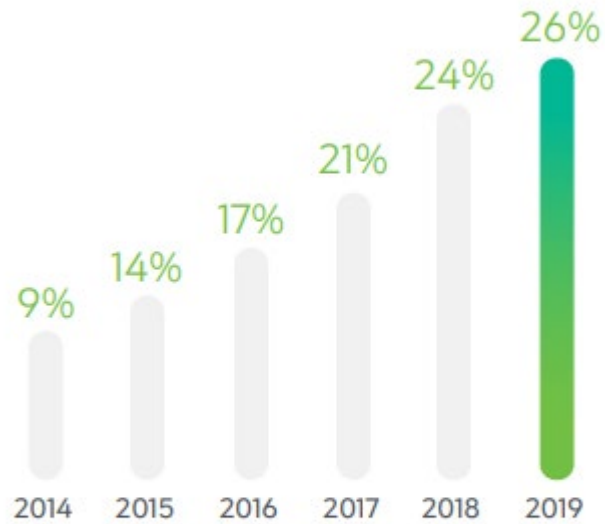


CONSIDER THIS

Smart Phones – Easy to use by participants and donors, mobile compatibility, more than one way to donate

Smart Fundraisers – Software like Qgiv, Give Lively, CauseVox, and OneCause make it easy

PERCENTAGE OF ONLINE DONATIONS
MADE USING A MOBILE DEVICE



 www.blackbaudinstitute.com

Did You Know?

Donations via Mobile Giving have increased by 288% in the past several years!



Smart *Phone* – Smart *Fundraising*



Social Fundraising

Amazon Smile

Nonprofit Giving Apps

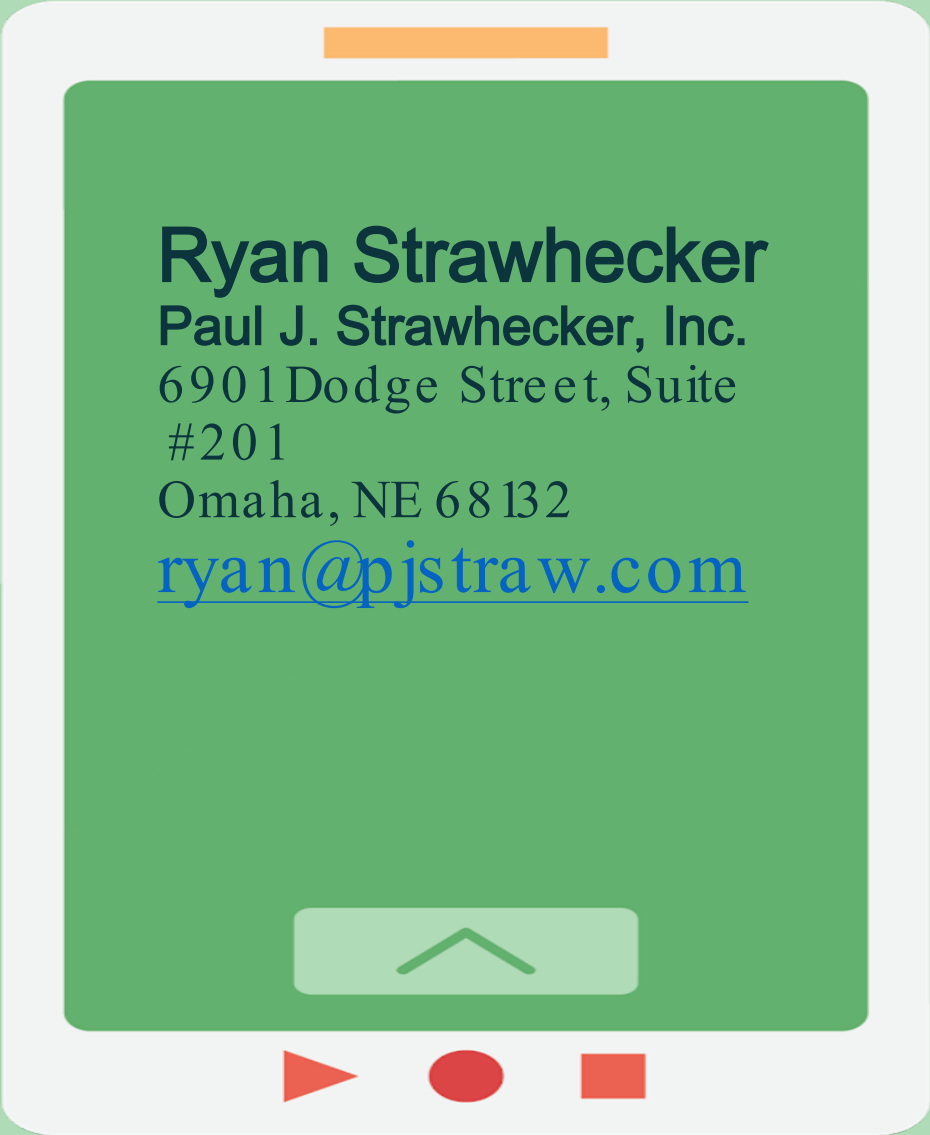
PayPal, GooglePay ...





Questions



A white smartphone mockup with a green screen. At the top is an orange status bar. The screen displays contact information for Ryan Strawhecker. At the bottom of the screen is a light green bar with a green upward-pointing chevron. Below the screen are three red navigation icons: a triangle, a circle, and a square.

Ryan Strawhecker

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A black smartphone mockup with a green screen. At the top is an orange status bar. The screen displays contact information for Nani Reed. At the bottom of the screen is a light green bar with a green upward-pointing chevron. Below the screen are three red navigation icons: a triangle, a circle, and a square.

Nani Reed

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THANK YOU



Statistics

- <https://www.business2community.com/infographics/email-marketing-vs-sms-marketing-stats-infographic-02021390>
- <https://www.perficient.com/insights/research-hub/mobile-vs-desktop-usage-study>

