

What's the 411? Mobile Giving is Flourishing

Use Mobile Giving to Increase Donations

As more non-profits launch websites, it is increasingly difficult to connect with donors. According to publicity.com, the average donor is exposed to over 1,724 marketing messages every day. Additionally, the Radicacti Group, a consulting strategy firm, reports there are over 8 billion websites on the Internet and 2 million emails are sent every second. The diversity of these marketing messages constantly compete for your constituents' attention and donations.

Mobile Background

Throughout the past year, the economic downturn has significantly reduced the amount of donations given to nonprofits. The recession impacts nonprofits of all sizes. In fact, *The Philanthropic Giving Index (PGI)*, a report on current trends and future expectations in charity giving, found a 28.9 percent decrease from 2008's giving index report. Additionally, GuideStar USA, Inc., a nonprofit information service, reports that 35 percent of nonprofit organizations saw a decrease in contributions in 2009, compared to a 19 percent decrease in 2008. As more marketing messages overwhelm constituents and the recession impacts the amount of available financial resources, it is crucial for nonprofits of all sizes to implement innovative giving trends.

Success is a Text Away

Recently, nonprofits have started to leverage the innovative trend of text2give or using a mobile phone to accept a donation. Mobile giving is a new form of donation processing for nonprofits. In 2007, only five nonprofits used the service to accept donations and raised a total of \$300,000 USD.

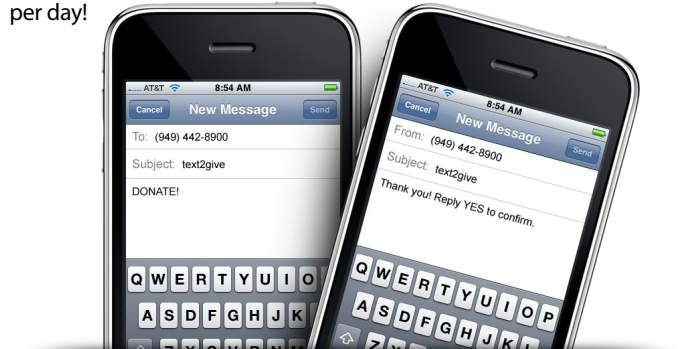


Although there were only five nonprofit groups accepting mobile donations two years ago, today there are dozens of nonprofits leveraging the trend. From The American Heart Association to Open Doors USA, nonprofits from various backgrounds now utilize the mobile giving service.

As more nonprofits register for text2give, the industry continues to grow. In fact, Mobile Cause, a nonprofit mobile giving provider, estimates the mobile giving industry will grow to over \$15 billion USD by the year 2017.

As the number of nonprofits who accept text2give continually increases, it is important for your nonprofit to leverage this innovative technology. Implementing mobile giving will increase donations, introduce new donors to your organization and connect your nonprofit to the millions

of mobile users who currently text. Recently, *The 2009 CTIA Semi Annual Report* found that 68.7 percent of all American mobile phone subscribers are active text message users and send over four billion text messages per day!



Nonprofits are pulling out their cell phones and using text2give services because it is a convenient way to accept donations quickly. In order to successfully leverage this trend for your nonprofit, Trinet Internet Solutions, Inc., one of Inc. 5000's fastest growing media companies, has identified four key strategies to successfully leverage mobile giving.

1: Use text2give at a Short-term Event



image source: stand up to cancer

Recently, Stand Up to Cancer, a nonprofit that supports individuals affected by cancer, partnered with Major League Baseball to encourage spectators to give donations with their mobile phones. Baseball fans and

spectators were encouraged to donate \$5 to \$10 with their mobile phones during baseball games.

The fans hit the campaign out of the ball park! Spectators were excited to donate during baseball games and demonstrated their passion by wearing stickers that promoted the text2give campaign.

HINT Make sure to feature and integrate the campaign in all print and online marketing materials. Furthermore, stating the campaign's end date will create a sense of urgency and encourage your constituents to participate.

2: Encourage Corporations, Donors and Individuals to Match Gifts

Frequently, corporations and influential donors are excited to match donations, especially with a text2give campaign. For example, AT&T, a telecommunications company, agreed to match up to \$100,000 USD in mobile giving donations raised by Share Our Strength, a nonprofit working to end child hunger.

The matching gift partnership was successful because volunteers at local food drives were encouraged to participate in the campaign. Additionally, the incentive of matching an individual's mobile donation helped the nonprofit achieve its fundraising goal.



image source: Share Our Strength (youtube.com)

HINT Be realistic! In order to give your donors, matching gift sponsor and organization a strong sense of accomplishment, establish goals that are achievable.

3: Share Videos for Your Mobile Giving Campaign Across Social Media

If your nonprofit does not have regular events, do not worry. You can still use a mobile giving service to raise funds for your nonprofit. For example, Open Doors USA, a non-denominational Christian organization supporting persecuted Christians, created a mobile giving campaign video and posted it on YouTube, a social sharing video site. Although the video was not promoting a particular event, the film explained how video viewers can use text2give to donate to

Text to Send a Bible--by Open Doors --Serving the Persecuted Church



source: ODUSA (Youtube.com)

Open Doors USA. The campaign video was successful because it featured a timeless message that can be viewed anytime throughout the year.

HINT Encourage your constituents to "retweet" or embed your fundraising video on their blog, website, or social media profile.

4: Establish Partnerships With the Local Media

Since text2give is still a relatively new form of giving, the media is excited to feature mobile giving campaigns in publications, television stories and online resources. Journalists are eager to discuss its innovative features and also help nonprofits achieve their fundraising goals.

As media groups typically feature giving campaigns during the holiday giving season, it can be beneficial for your nonprofit to launch a campaign during the end of the year.

HINT Establish relationships today! Opening the door with media sources will help improve the chances of your story being featured.

As the text messaging industry has grown 450 percent in the past two years, implementing a mobile giving campaign can help your nonprofit connect with new donors and encourage giving from current constituents.

About Trinet

Trinet Internet Solutions, Inc. is a full service web firm headquartered in Irvine, CA with and East Coast office in the metro Washington, D.C. area. Founded in 1995 and now an award-winning agency with hundreds of clients, the company has grown to have expert capabilities in web strategy consulting, web design, advanced development and custom application programming along with web campaign measurement, support and maintenance.

From implementing online strategy to providing mobile giving recommendations, **Trinet Internet Solutions, Inc.** continually works with various nonprofits to help raise funds and improve their interactive presence. To receive a complimentary discussion with one of Trinet's strategists, call (949) 442-8900 or visit www.trinetsolutions.com to learn more tips on how to achieve your nonprofit's goals.