

How to Leverage Your FREE Campaign: Marketing Tips

1. Establishing a Goal

Although running the program may not cost you anything, it is still crucial for you to establish a goal in terms of what you hope to accomplish by the end of December 31, 2016 when your campaign is no longer active. The goal should be based on what you think is reasonable to achieve given the potential audience for your respective promotional pushes throughout November and December. Your goal may not only include total \$ raised; it may include variables such as: X% increase in social media followers, or X% increase in newsletter subscribers, X% increase in total awareness, etc.

It is also prudent to consider the impact of reaching your goals. This is an important element of what you communicate to potential and existing supporters. After all, supporters want to know that they are making an impact, and how, so it is your role to make sure that this message reaches them throughout the duration of your campaign.

2. Promoting your Call-to-Action

You should promote your call-to-action where it will achieve the highest potential visibility among potential supporters. We suggest including your call-to-action in any or all of the following scenarios:

- At a live event where you can deliver the most impactful call-to-action, can explain instructions most clearly, and can provide the audience with immediate results.
- Through social media – e.g. Facebook, Twitter, Instagram, and YouTube. Make sure to use **#GivingTuesdayCA** to amplify your campaign's messages.
- In your email signature and in the email signature of colleagues.
- On your web site's home page or via your GivingTuesday profile page.
- In person with family, friends, and volunteers. Don't just ask them to donate, ask them to spread the word too!
- In any newsletters or other news print materials, or on any signage.

Your keyword should always be written in all CAPITAL LETTERS, and should be supported by clear instruction of what to do with that keyword.

Where possible to include such information, make sure your call-to-action addresses key areas: **What, Who, When, Where, How, and Why.**



Example 1

“Text **KEYWORD** to **20222** to **donate \$10, or \$20** to **Charity Name** for **GivingTuesday** because... **[Insert reason here]** Funds donated through this channel **between November 1 and December 31, 2016** will go to support... **[Insert cause here]** Our goal is to collect **[\$Insert dollar amount here]** that will directly impact... **[Insert appropriate noun here]** “

It’s also just as important, where possible, to proactively communicate the unknown to your audience of potential donors:

- No standard text messaging fees are incurred by mobile users to initiate and complete a text message donation.
- No portion of any amount donated is held by participating wireless providers. Donations are passed through at 100% back to the beneficiary charity.
- All mobile users can obtain a tax receipt for their donations made via text message by visiting: <http://receipt.mobilegiving.ca>.
- Mobile users can donate up to \$30 per month.

Potential donors don’t inherently know the above information is true. By actively and openly communicating these points, you will be instilling greater trust among those that may not have donated otherwise.

3. Use Real-Time Reporting to Your Advantage

Access to real-time reporting when used to provide updates to your audience, whether this is via social media, or during a live event, can be positively leveraged to help reach your goal. Charities that use the reporting to communicate back to its audience on the total number of mobile users that have completed a donation, and in turn, the total dollar amount of donations made thus far, see positive results when it comes to increasing transaction volumes.

Example 2

“We’re only 20 mobile users, or \$200, away from reaching our GivingTuesday goal – take 30 seconds and give \$10 right now by text message to help us reach our goal before December 31...”

4. Be Creative: Think Outside of the Box

Mobile giving calls for non-traditional thinking. When choosing your keyword, be creative. Think of something that not only fits with GivingTuesday, but something that can also easily be tied back to the cause your organization supports. When someone sees your call-to-action, make sure they are seeing something that resonates a sense of urgency with the cause they could support by taking action right away.



Should you have any questions or wish to discuss marketing strategies with our team, please do contact our Advisor, Audrey Tétreault by phone 1-855-643-6431 or at support@mobilegiving.ca to book a 20-minute call. We will help assess the best options for you and your campaign and will provide you with guidance on how to implement it.