



GETTING STARTED

CAMPAIGN SET UP CHECKLIST

Congratulations! Your application has been approved, and we are ready to set up your mobile giving campaign.



Guiding you every step of the way...

We've attached your **Campaign Details Form**, which is the next step in building your text-to-donate campaign. To make the process easier, we've added a helpful checklist, that is packed with insights and tips.

1. Design Your Campaign | Campaign Details Form Tips & Trick

Set your campaign up for success by selecting the perfect short code and keyword combination to capture donor attention and drive action. Whether it's a clear text-based keyword, a memorable emoji, or a convenient QR code, your call-to-action strategy should align with your goals and promotional channels.

On page 1 of the **Campaign Details Form**, be sure to:

- Pick a short code and keyword combo:** Select a keyword (up to 8 characters) for your campaign.

Need Help Deciding?

Fundraiser Type	Text-Based Keywords	Emoji Keywords	QR Codes
	Keywords that are short and tie to your cause are most effective - e.g. FOOD, KIDS, HEALTH , etc. Avoid acronyms or abbreviations that could easily be mistyped.	Using an emoji (e.g. 🍌), adds a memorable, fun element to your call-to-action, especially if it visually represents your cause.	QR codes are a quick, easy way for supporters to engage without typing a keyword. Ideal for on-the-go donations.
Social Media/ Digital Ads	✓	✓	✗
Telethons	✓	✗	✗
Radiothons	✓	✗	✗
Traditional & Mass Media		✓	
Drives		✓	
In- Person Events		✓	
Virtual Events		✓	
Peer-to-peer		✓	
Brand Apparel		✓	
Marketing Flyers / Posters		✓	

2. Boost with Follow Up and Donor Stewardship Features

Ensure you're connecting with your donors beyond their initial gift by tailoring follow-up messages that align with your campaign goals. Personalized messages can help you build lasting relationships with your supporters.

- Donor Follow-Up:** Prepare a follow-up messages to thank donors, and guide them toward the actions that best support your mission. [refer to page 3 of Campaign Details Form]



Main Goal	Follow-Up Strategy
Convert One-Time Donors to Monthly Supporters	Send a follow-up message inviting donors to sign up for recurring contributions to increase monthly giving.
Drive Engagement with Your Website or Resources	Include a link to your website in your follow-up, highlighting additional ways to support or learn more.
Encourage Newsletter Sign-Ups	Add a prompt for donors to join your newsletter to stay informed and connected with your cause.
Collect Donor Information for Future Engagement	Use the Contact Submission Form Widget to gather personal information and consent for future communication. After donating, donors receive a link in their follow-up message directing them to the form to provide their details. 20% of donors who receive this option choose to share their information.



3. Elevate Your Call-to-Action to Drive More Donations

Promote your campaign with clean and consistent messaging and spread the word from newsletters to social media.



- Partner Brainstorm Tool**
Use our network mapping Activity to strategically engage partners and drive campaign success.
- Plan ahead with our Seasonal Spike Calendar**
Pinpoint the best times to maximize donations. Our most successful campaigns plan ahead, and this calendar will help you identify key moments throughout the year when you can tap into peak fundraising opportunities.
- Check out our resources for Marketing Tips | Creating Compelling Call-to-Action | Webinar Live Recording**
Prepare clear, consistent messaging for newsletters, social media, and other channels, ensuring your keyword is in all caps.
- Join our Newsletter**
Stay up-to-date on tips and tricks to boost your fundraising.
- Follow MGFC on Social Media LinkedIn | Facebook | X (formerly Twitter)**
We can help! Remember to tag and share your posts with us to help it reach the right audiences.



We will be with you every step of the way.

Once you've completed the checklist, fill out and submit your **Campaign Details Form**. Next, we'll confirm your shortcode and keyword, and we'll be ready for the final countdown to launch.

We're excited to see your campaign succeed!

Remember, we're here to help at every step, so if you have any questions or need assistance, don't hesitate to reach out at support@mobilegiving.ca