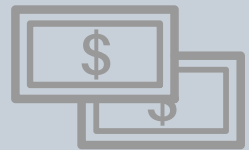


SWELL FUNDRAISING

# ELEVEN WAYS TO USE TEXT TO DONATE TO BOOST FUNDRAISING



EVENTS AND BEYOND

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Dear Fundraisers,

We introduced text to donate options at a fundraising event over EIGHT years ago. Needless to say, few of the guests knew what to do but they thought it was "cool" (not our goal).

Today, the text to donate feature is utilized broadly throughout the event software industry. With our increasingly mobile society, it is a tool that nonprofits can leverage all year long and we are glad to help lead the way.

Things to consider:

- (1) When setting up a keyword, choose a word that can apply to multiple campaigns and events throughout the year so that you **ONLY HAVE TO PRINT IT ONCE!**
- (2) Choose software that works for you. Rather than change a keyword each time you create a new campaign or event, do the opposite. The software company can use one keyword and change the campaign that relies on it behind the scenes.
- (3) When you display your text to donate instructions, consider how people consume that type of information. For example, if it is on a screen the donor may get the keyword but not the shortcode before the slide rotates forward. Instructions need to be in locations where a donor can take it in at THEIR pace.
- (4) Incentives - Clear Ask: Causing a guest or donor to take an action requires a clear ask or incentive. It's important to create an obvious time for giving and the expectation that giving will occur during that time. (Note: a fundraising display can spur giving but nothing replaces an ask / expectation)

Happy Fundraising,

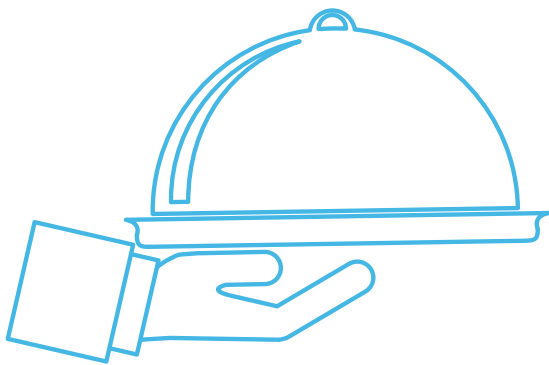
Brooke Battle  
CEO, Swell Fundraising





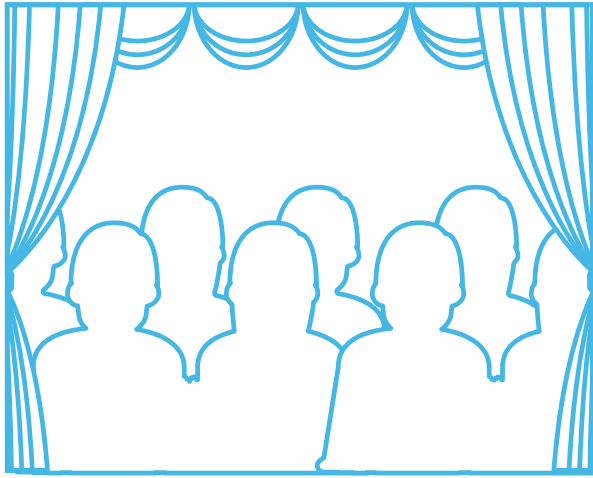
# Take Your Text to Donate Digits **EVERYWHERE**

Print your keyword and short code on business cards, materials and anything you hand to others. This is useful at conferences, meetings and anywhere you talk about your mission.



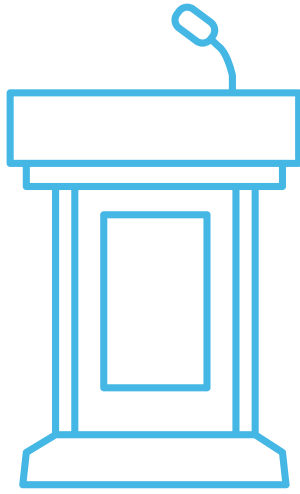
# Restaurant/Store Giveback Nights

Why not? It's '10% back to your nonprofit night' at your local pizza place. Small cards on tables with your text to donate information and a compelling message or invitation to join your cause may gather a few donors. (Does the restaurant have a screen? Engage guests in a little crowdfunding by displaying the fundraising total.)



# Programs

Are you a school, theatre, or cause that hosts programs? Put the text to donate information in your program, create a special signup offer or club to join. Your programs can serve as the perfect catalyst for fundraising. "Enjoying this program? Help us do more." It's really that simple.



# Speaking Engagements

Your Executive Director/CEO is the face of your organization and often speaks to groups about your organization. They should be equipped with your text to donate information. The information can be added to the end of a speech or, at a minimum, they have it if a person approaches with giving interest. Gifts can be accepted anytime, anywhere.



## Water/Snacks

Hosting a festival, walk, run, volunteer-date or event where water bottles or snacks are handed out? Print your text to donate information on the labels (or stickers) affixed to the water bottles so that everyone is reminded of how to give. Remember, always print the information large, clear and visible fonts styles and color.



# 3rd Party Fundraising Events

Do your supporters raise funds through their own events on your behalf? If so, they need a tool for secure, online giving and text to donate is perfect. Simply pair the keyword to a campaign for that event and let your supporters do the rest knowing that the fundraising is handled securely, data is captured and donors are thanked properly.





# Digital Signatures

Your digital presence is larger than you think. Include your text to donate information in the following places:

- (1) Email Signature
- (2) Facebook & Instagram Bio
- (3) Twitter Description
- (4) Out of Office Reply (giving never goes on vacation)
- (5) Online listings for your events on community calendars



## Desserts

Put your text to donate in a 'sweet' spot on cookies, cupcakes, mints or chocolate bars. This is a clever way to ensure your giving information is seen at an event.

Are you hosting a table at an exhibition or providing dessert to your board? Is a board member having a birthday party and wants donations for your cause instead of gifts? Then, you might offer to bring dessert!



## Stickers

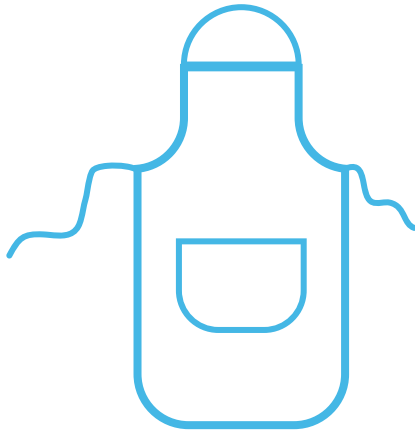
Create FOMO (fear of missing out) with stickers. When someone gives to your organization, give them a nametag/sticker that says "I just supported \_\_\_\_\_ and you can too. Text [keyword] to 41411." This creates peer giving opportunities while also sharing the giving information.



# Photo Booth

Photography at your events is so compelling for your online reach, connecting with donors post-event and engaging with guests during an event.

Print your text to donate information on the backdrop, use it on a sign for guests to hold, print it on the bottom of the photographs (if printing) and let those photos carry your giving information online.



## **Wear It**

There are many events where your guests, you, your volunteers and others might be wearing an item like a race bib for a walk/run, an apron for volunteering, or a t-shirt. Print the text to donate giving information on the item. Our favorite part... when pictures are posted to social media your giving information follows.

# Mobile Giving

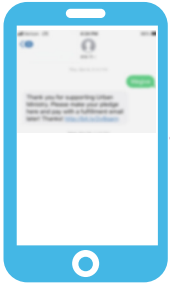
## Text - Donate - Impact

Nonprofits can add an easy giving option to any event or campaign with Swell's Text Giving process. It's simple to setup, use and can easily be paired with Swell's fundraising/social media display app to show results real-time.

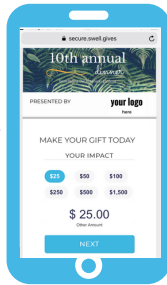
Keywords are reserved for one year and can be associated with different campaigns and events.

Donation page response includes custom 'button' amounts, credit attribution to an honoree, team or table, recurring gift options and honor/memorial information.

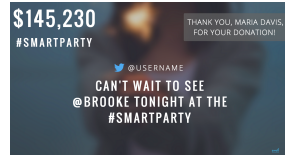
Guests Text a  
'KEYWORD' to 41411



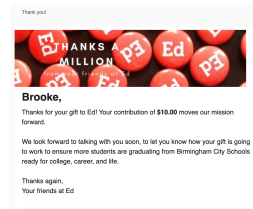
Guests Select  
Donation Amount &  
Completes Gift



Paired with Swell Slides:  
Donors Thanked and Results  
Reported Real-Time



Custom Donation Receipt Sent



## What Others Say....

"Thank you for the simplified Text to Donate, it was easier than others we have used."

TEXT TO DONATE SERVICE (ANNUAL SUBSCRIPTION): \$69.99/MONTH  
ONE-MONTH USAGE (SINGLE EVENT): \$329  
REAL-TIME DISPLAY: \$99/PER EVENT