

Phone and Mobile 101:

**Really TALK to your
supporters!**

TM101

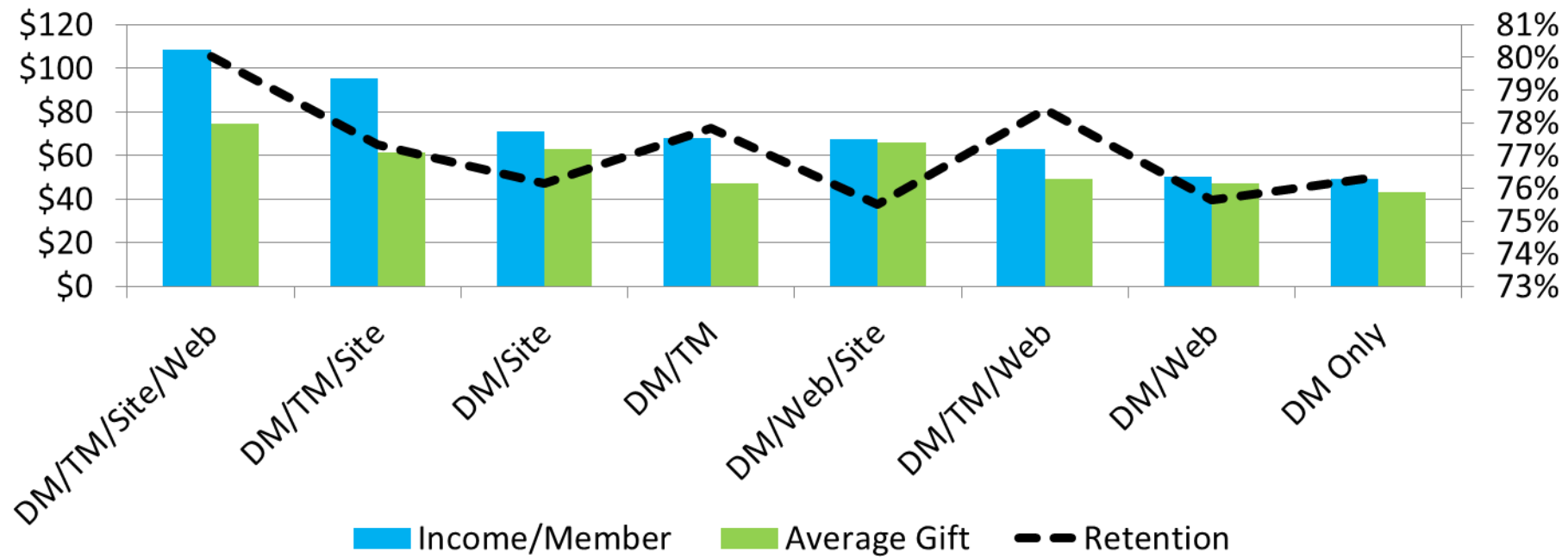
Telefundraising isn't evil!

Telemarketing vs. Telefundraising





Why using all channel's, including Telefundraising, is so important.





Myths of Telefundraising

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- ~ **Myth #5:** Telefundraising is too expensive.

The Ideal Telefundraiser

(Is not a telemarketer!)

→ → → → → →



TYPES OF OUT-BOUND PHONE CAMPAIGNS

~ *Renewals* ~ *Appeals* ~ *Lapsed* ~ *Deep Lapsed* ~ *Acquisition* ~
~ *Sustainers (invite/upgrade)* ~ *Cultivation/Welcome* ~ *Planned Giving* ~



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Appeal	=	Mail/Phone/Mail
Renewal	=	Just before expiration/Just after.
Sustainer	=	30-90 day New Joins
		Multi-transactional
Deep Lapsed	=	Spring cleaning

THE SCRIPT

- ~ Short and succinct. Don't sound like you are reading!
- ~ Sound friendly, be disarming.
- ~ Remind them you will be quick.
- ~ Three asks. Most good calls begin with a "no." Objection responses.
- ~ Credit card ask: assumptive.

THE CALLER

- ~ Cultivation, thank you – *especially* with a "no."
- ~ Listen. *What??* Listen. *Huh???* **Listen!!!!**
- ~ SME.
- ~ Have energy, sound confident.
- ~ Tone Match.

FULFILLMENT MAIL

- ~ 1st piece sent: 24 hours
- ~ 2nd piece sent: 21 days
- ~ 3rd piece sent: 35 days

ENCORE (REMINDER CALLS)

- ~ Rarely used, but they tend to work.

The structure of a call

- Introduction
- Presentation

1st ask

2nd ask

- Give another compelling reason to give

3rd ask

- Give another compelling reason to give
- Assumptive credit card ask

- Credit card rebuttal if necessary
- Whether the call results in a gift or not, thank the donor sincerely before saying goodbye (leave them with a good taste!)

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PCI Compliance

- ~ Secure Info

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- ~ Do you leave the keys in your ignition after parking your car??

Monitoring, Recording Calls

- ~ Eavesdrop often, but understand the difference between what you'd want to hear and what actually works.

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Caller ID

- ~ Toll-free number, local area code

sustainer invitation to online petition signers (activists)



Sustainer Acquisition Program for National Environmental Nonprofit:

1xGift

6.44%

Sustainer

2.99% (all CC)

Avg. Sust. Gift

\$11.35

AUDIENCE: *After 1-5 online Care2 environmental petitions, they are rolled into a Sustainer calling program and segmented according to number of petitions the prospect signed*

1 year of sustainer calling – revenue over 5 years

Total Revenue Generated in Year One:	\$1,936,692
Total Revenue Generated Five Years:	\$7,800,919
Total Cost:	\$1,710,000
Total Net in Year One:	\$226,692
Total Net in Five Years:	\$6,090,919

Short Term

Vs.

Long Term

Typical one-time ask (non-monthly giving) Telefundraising Campaign

Donors	contact %	#	pledge %	# of donors	avg gift	revenue
12,500	40%	5000	18%	900	\$41	\$36,900

revenue after fulfillment	cost per contact	total fees	net profit after expenses
\$25,830.0	\$4.35	\$21,750	\$4,080

**Same campaign done as a sustainer.
1 year's worth of calling over 5 years.**

Total Revenue Generated in Year One:	\$35,245
Total Revenue Generated Five Years:	\$136,045
Total Cost:	\$25,250
Total Net in Year One:	\$9,995
Total Net in Five Years:	\$110,795

\$4,000 net for a month

or

\$10,000 net over 12 months, and \$100,000+ over 5 years

?

Different Models



•Gift Planning

•High Dollar

•Auto Dial Platforms

•Traditional Predictive Dialer

Benefits of Calling

(Why it is good!)

- ~ Real-time Results
- ~ Real-time testing of messaging
- ~ One-on-one Personal Dialogue
- ~ Cleaning Data as You Go
- ~ Allowing Your Donors to be Part of the Conversation
- ~ Emotional Connection
- ~ Grooming Your File to be More Deeply Committed
- ~ Drives higher mail and online rates - Donors ten times more likely to give to another channel, even if they say no over the phone!
- ~ Very low risk investment

Texting 101

Meet people where they are!

No other channel gets attention like SMS.

Texts get attention...

- **97%** of texts are opened
- **91%** of texts are read in 3 minutes

... from everyone.

- **87%** of American adults text regularly
- **9 in 10** Americans keep their phone in reach 24 hours a day
- The trends hold **across age, race, and gender**

33% of adults prefer text to other forms of communication

In fact...Americans text TWICE AS MUCH as they call.

First, the basics.

There are three types of text programs.

Text to Give



Strictly Transactional. No two way communication.



Focused on one gift. Gifts are added to a donor's cell phone bill, no data collection.



Low donation amounts. Orgs get gifts in \$5/\$10/\$25 increments.



Limited Application. Only 501c3s can leverage this platform.

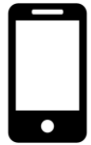
Broadcast SMS



One to many. Broadcast is a “blast message” tool.



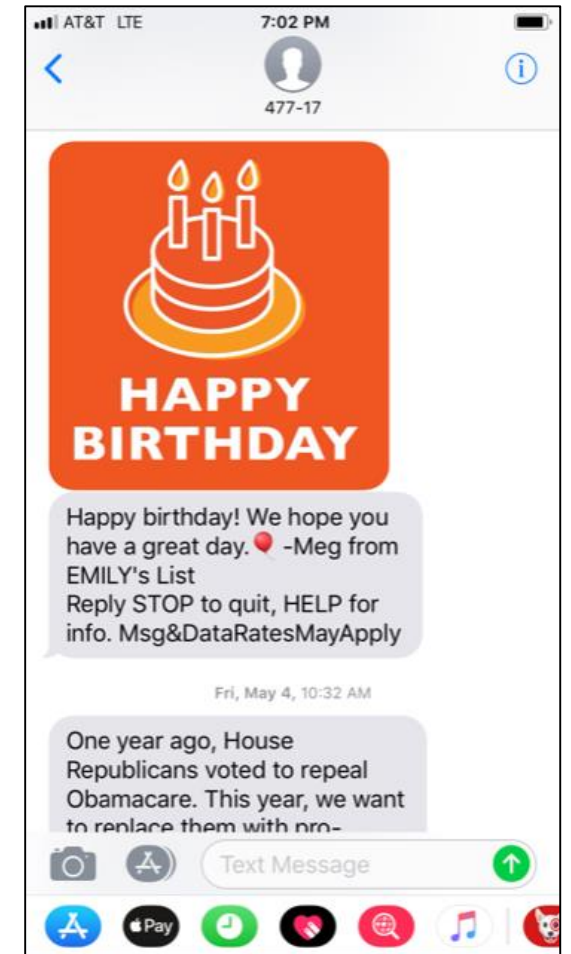
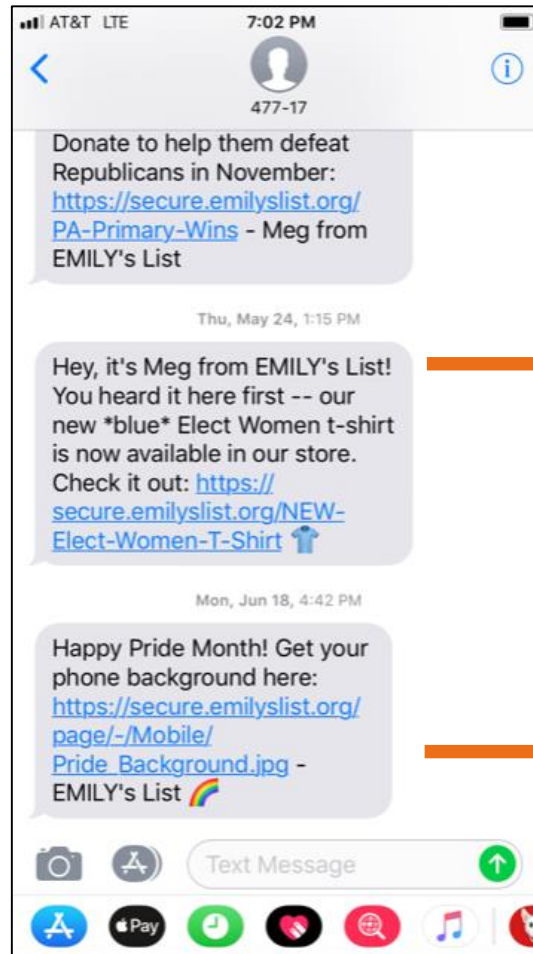
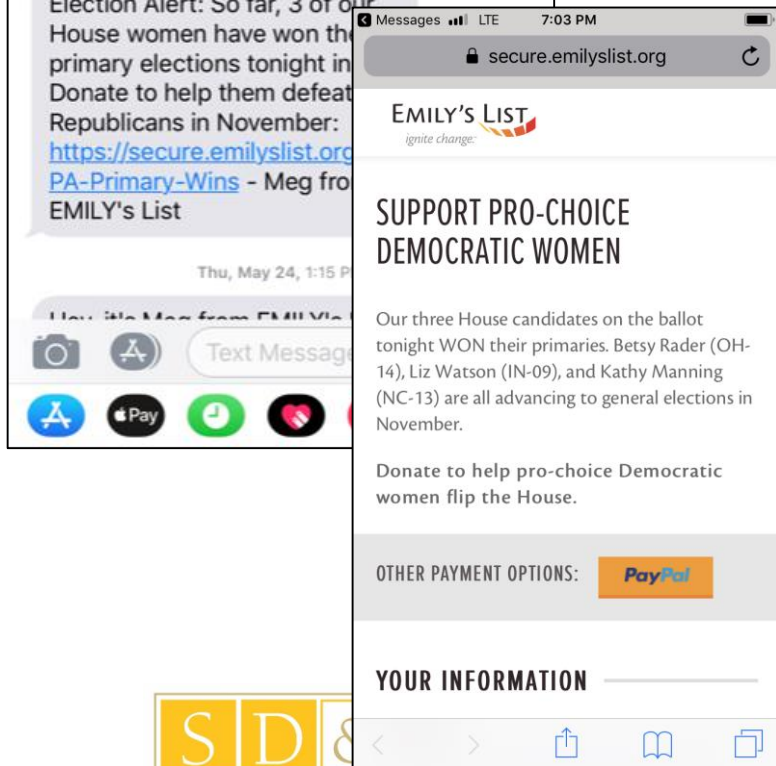
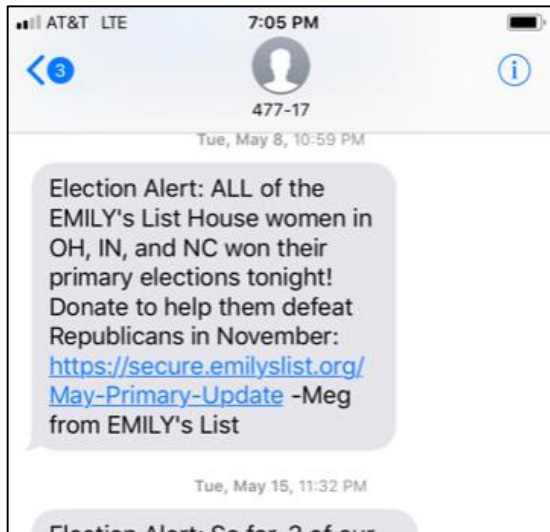
Opt-in required. To receive messages, people must explicitly opt-in.



Short code needed. Organizations send these messages through a five digit number.



Program Applications: Advocacy, engagement, communication, fundraising.



Why grow your broadcast program?

Every part of your program will benefit!

Action rates, click through rates, response rates, conversion rates 2x-4x higher than email or social

It drives advocacy calls 10x better than email

Subscribers donate more across all channels

One to One SMS



One to one. Text messages are sent by an actual person.



No opt-in required. You can text anyone with a cell phone number.



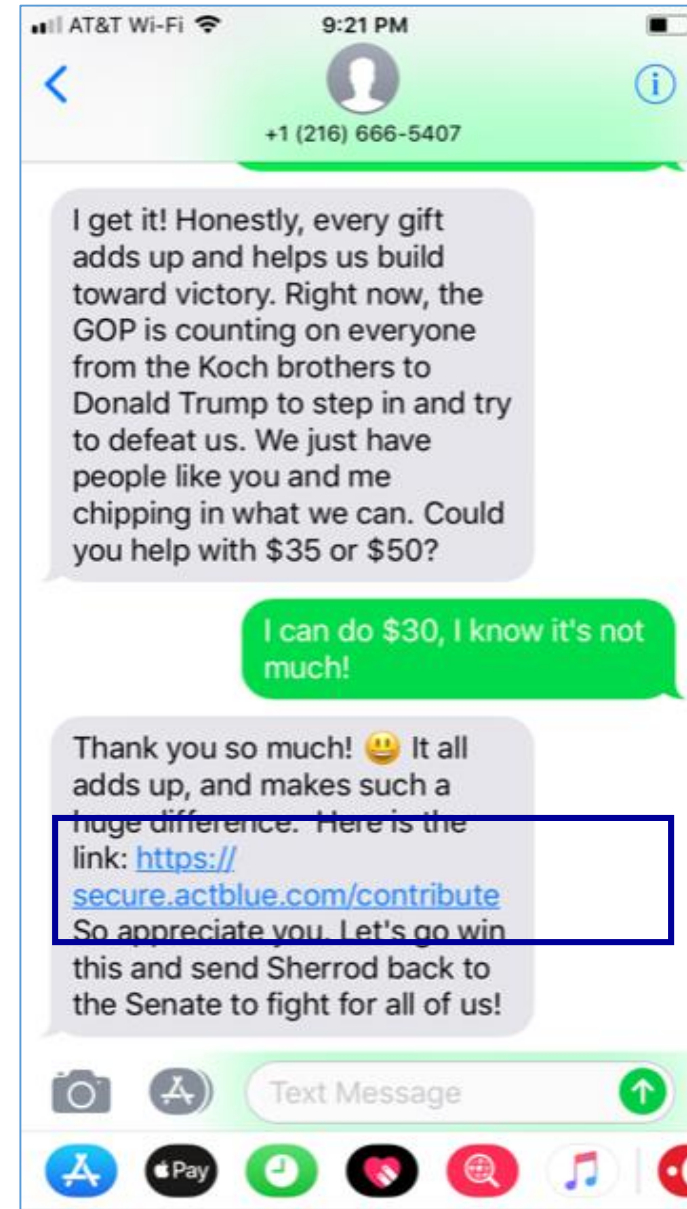
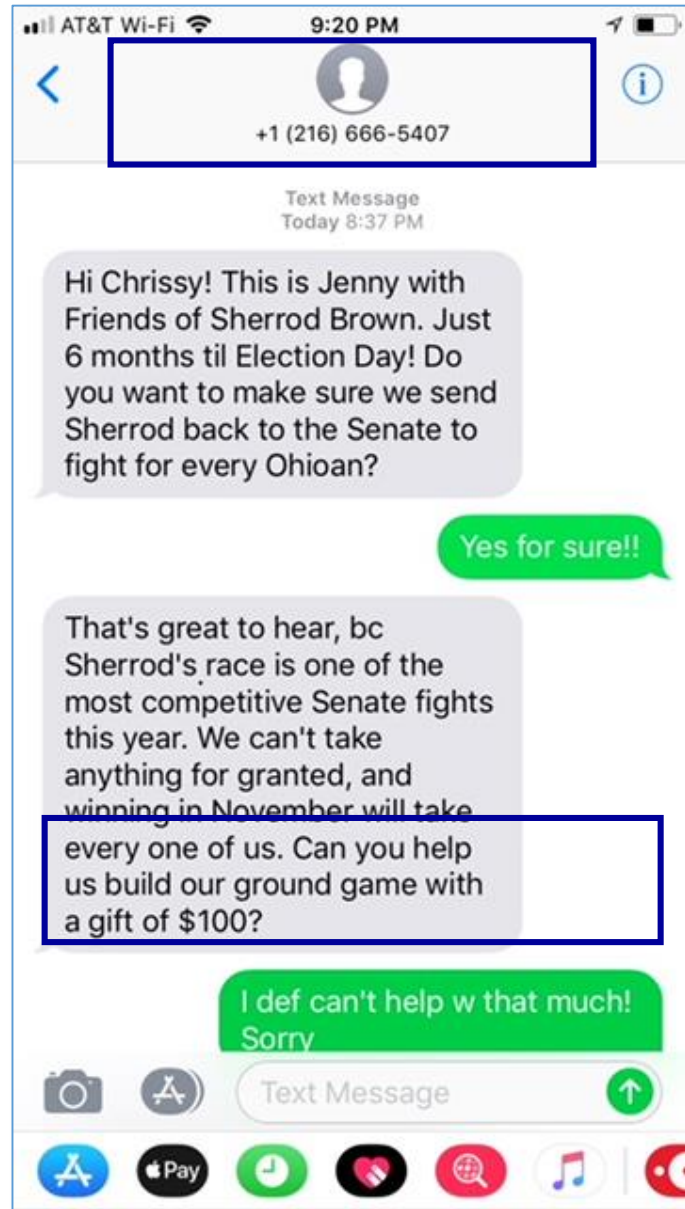
“Regular” phone number. Messages come from a standard 10-digit number



Program Applications: Advocacy, engagement, communication, fundraising.

Texts come from
a local number

Information can be
highly personalized



Everyone is directed
take action

What are the benefits of One to One?

Organizations see extraordinary results across efforts.

Two way conversations with 22% of the people you text

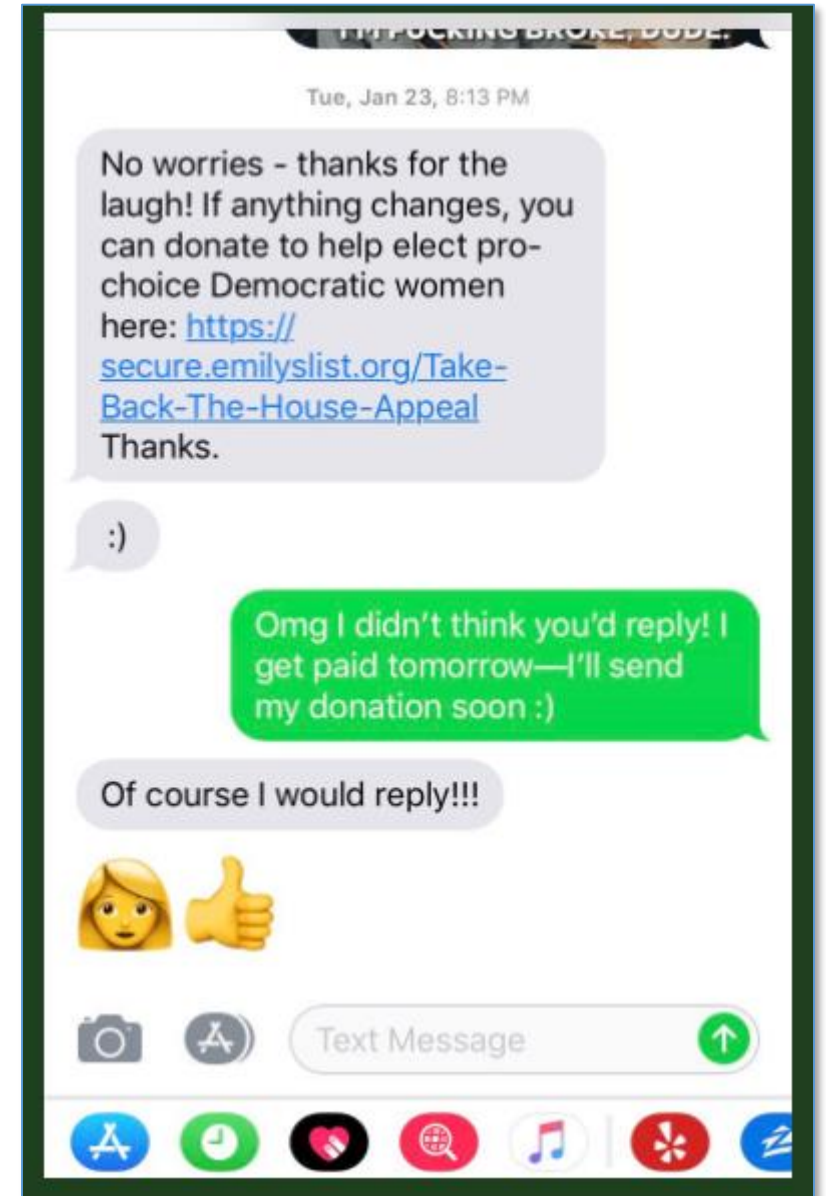
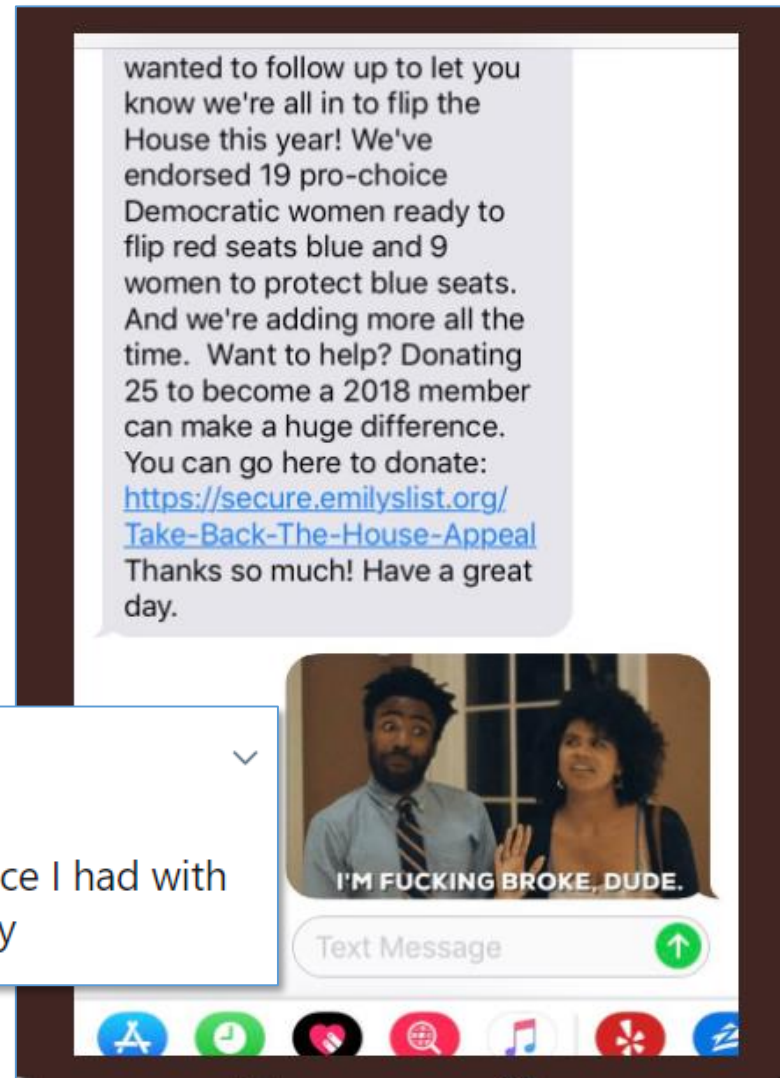
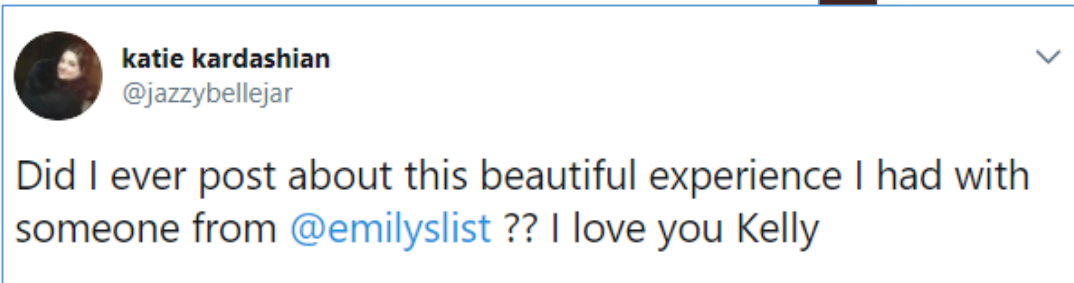
Increase event attendance and participation exponentially

Active donors give 15% more after receiving a text message

A text in tandem with direct mail lifts results by 38%

Email open rates improve as much as 37%

Supporters
appreciate
talking to a live
person.



Best Practices to Get Started



Be real. Keep it short, sweet, and authentic.



Add value. Make sure you're creating a positive experience.



Integrate. Don't let texting be an afterthought.



Collect numbers everywhere. Webforms, social, direct mail, at events... anywhere!



Text! Build rapport, deepen engagement – and raise more money!

Thank you!



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