

Phone and Mobile 101

Meet Your Supporters Where They Are



WINN

**“We’re calling
to let you
know your
auto warranty
has expired. “**





“WILL YOU HELP ME?”



MYTHS AND MISCONCEPTIONS OF TELEMARKETING

- Your supporters don't want to be called.
- No one is calling your supporters



Who Is Calling Your Supporters?

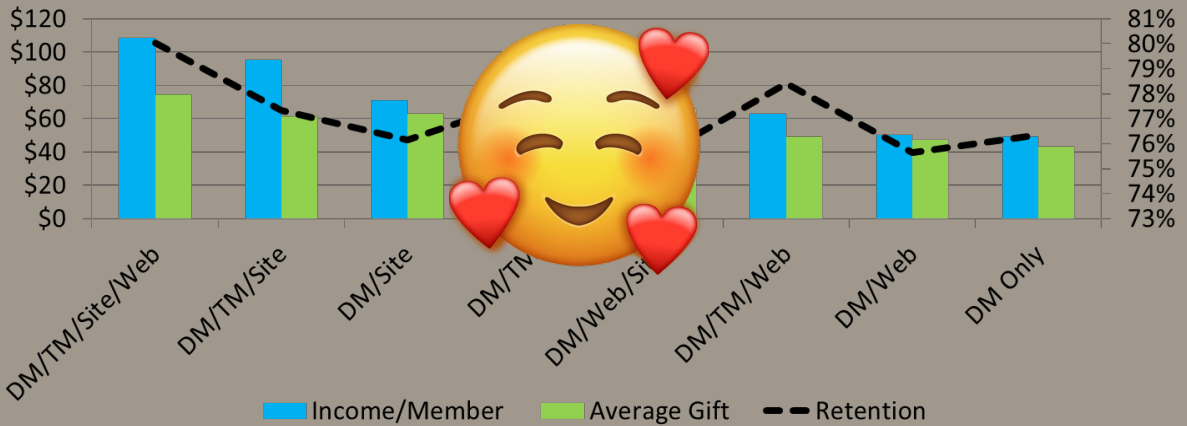


MYTHS AND MISCONCEPTIONS OF TELEMARKETING

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- Telemarketing poaches funds from Direct Mail and other channels.



TM Boosts Other Channels



MYTHS AND MISCONCEPTIONS OF TELEMARKETING

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- No one is calling your supporters
- Telemarketing poaches funds from Direct Mail and other channels.
- A telefundraising call is no different than a telemarketing call.






The Call Center



How To Use Telemarketing

Which Organizations Should Consider Testing Telemarketing?

Essentially any nonprofit with a house file at or above 50k names should be using the phone in their DM strategy.



Especially if you engage in rapid response fundraising, you can be on the phones in 24 hours in response to the news cycle or a crisis!



How To Use Telemarketing

How many records do you need for a strong campaign?



Ideally 50,000
records w
phones



25,000 can also
work but your
sample size is
harder to
evaluate



Types of Telemarketing Campaigns

Sustainer

Renewal

Lapsed
Reinstatement

Mid-level

Cultivation

Planned
Giving



Types of Telemarketing Campaigns



How To Use Telemarketing

- Introduction
- Presentation

1st ask

2nd ask

- Save your best pitch

3rd ask

- Give another compelling reason to give
- Negotiate
- 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 experience!)



How To Use Telemarketing

Fulfillment Mail

Phone Append

Data/Reporting
Setup

Email
Fulfillment

Compliance



How To Use Telemarketing

Fulfillment Mail

Letters to donors who pledged are sent within 24 hours.

Two reminders are sent, either at 14 and 28 day intervals or customized to fit your needs.

Fulfillment tracking comes from your organization to the TM vendor to stop sending letters to fulfilled gifts.



How To Use Telemarketing

Phone Append

Phone appends available include:


Standard Phone Append

NCOA

Cell Phone Append

Line Identification Append

Communicate to your partner how you'd like to receive those phone appended results.



You can call cell phones now!!!



How To Use Telemarketing

Data Reporting/Setup

Reporting is typically sent nightly.

TM Firms don't process credit cards. Give your partner a few weeks in advance to set up how to send payment files to your cager.

At the end of calling, files are sent back to you showing which records were contacted, which records gave gifts and final results.

Ask your TM partner if you need any other files or reports.



How To Use Telemarketing

Email Fulfillment

Many firms have programs which can send emails to donors.

Emails are either sent immediately or at the end of calling each night.

These emails are usually set up by disposition of the call.

Emails can get a jump on the pledge letter and improve fulfillment.



How To Use Telemarketing

Compliance

To begin calling most firms will need banking info, registration numbers, script and/or letter samples.

Solicitation notices must be signed by the organization.

National registration usually requires 4 – 6 weeks for completion once forms are submitted.

Financial reports are required by the states at up to two different intervals during a year at times. Some documents require a notary.



How To Use Telemarketing



How To Use Telemarketing



Focus on broad base
segments to start



Have your partner model for
TM responsive donors



Keep Things Simple



Set Your Partner Up to Win



Best Campaigns to Run

SMS Playbook

**Strategies Every Nonprofit
Should Be Using Now**

State of SMS

In the last three years, SMS has become the fastest-growing channel for political campaigns and advocacy groups.

- For a large, nationally-known nonprofit, we saw a Giving Tuesday text campaign drive over **\$500,000 across SMS channels.**
- **This outpaced what the organization raised over email!**
- For one advocacy group, we tested SMS fundraising for the first time during a rapid-response moment.
- By targeting existing and new supporters, **we raised \$450K in just three days.**
- For a Senate election campaign, we built a texting program from scratch starting in late 2021.
- By the end of 2022, **SMS revenue accounted for 25% of overall digital.**

Texting Basics

Shortcode Texting

- Most cost effective
- Reliable deliverability
- Long-term security
- **Be aware:** Requires opt-in

\$0.01-\$0.02 per SMS,
\$0.03-\$0.04 per MMS

Longcode Texting

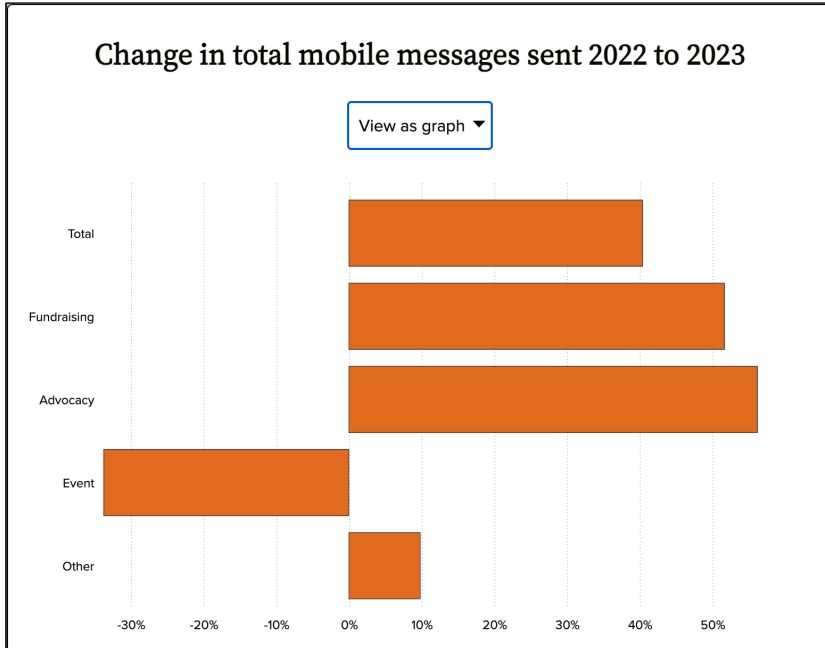
- Mass outreach
- Drives immediate revenue
- Drives opt-ins to broadcast
- **Be aware:** More expensive

\$0.04-\$0.20 per text

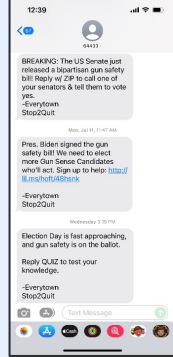
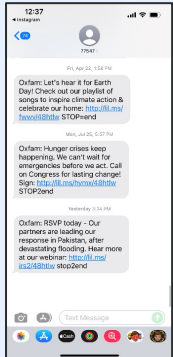
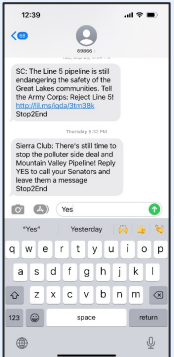
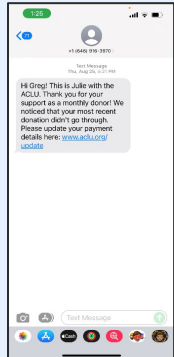
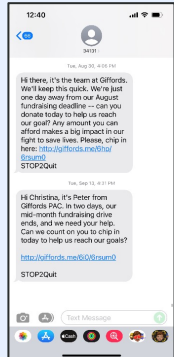
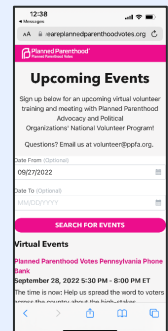
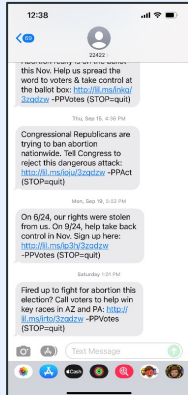
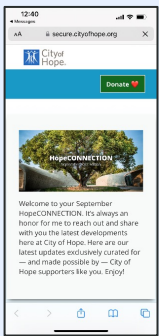
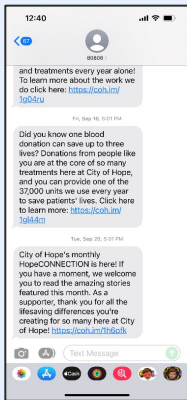
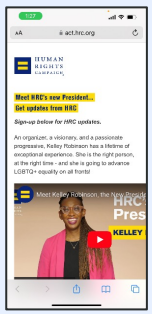
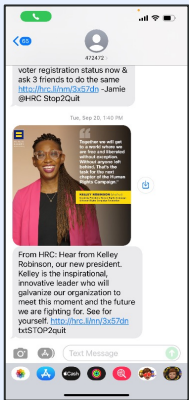
Optimize across SMS channels

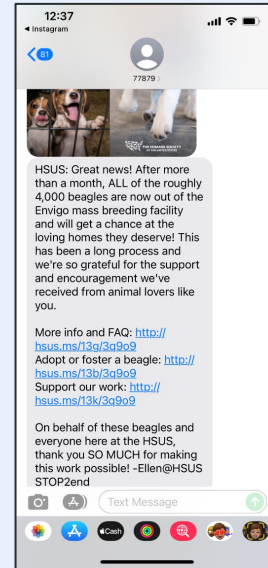
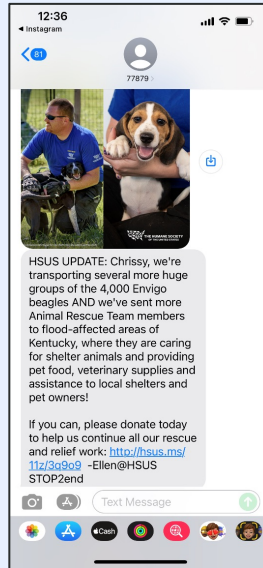
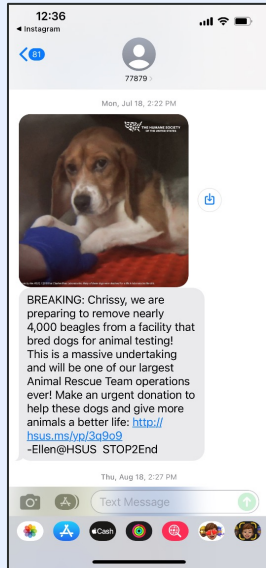
- Use Longcode to drive immediate revenue during big moments and opt-ins to your broadcast program
- Use Shortcode to establish a regular messaging cadence and drive consistently strong returns

Shortcode SMS is growing.

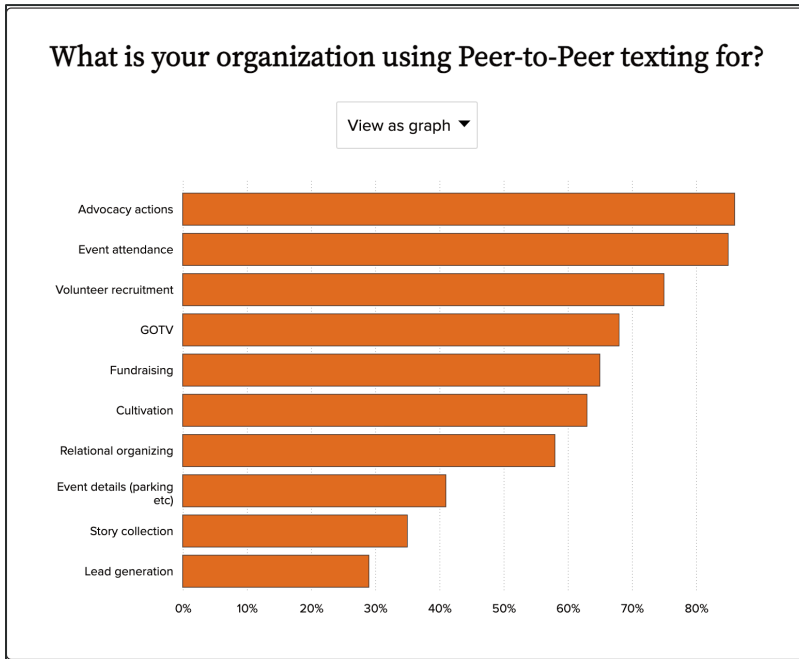


- ✦ Subscriber list size up 5%
- ✦ Message volume up 40%
- ✦ Revenue increased 14%
- ✦ 7.7 fundraising asks a year
- ✦ 4 advocacy messages.

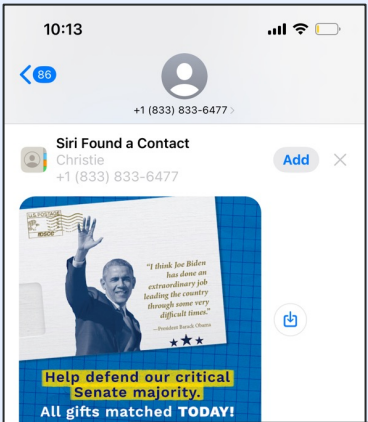
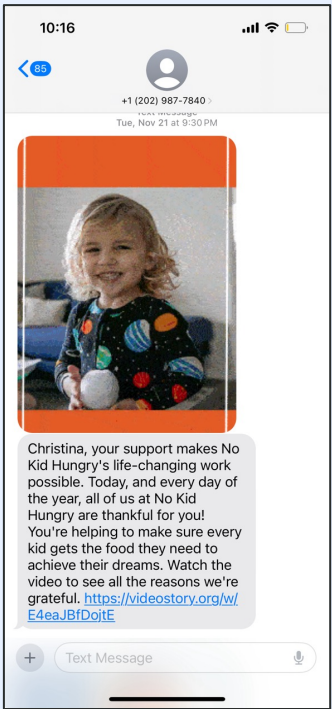




Longcode texting is a huge growth opportunity for nonprofits.



✦ Only 23% of benchmark participants had an active P2P/longcode program in 2023.



Karole - DSCC here. Did you receive your urgent letter from President Obama? Please take a moment to let us know.

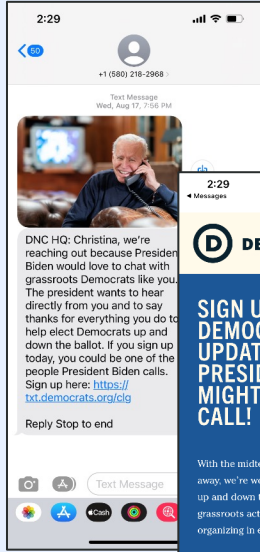
Didn't have a chance to read it and want to know how to keep our Senate majority? President Obama says it best.

→ "It's going to require a lot of work."
→ "It's going to require a lot of organization."
→ "The good news is, our candidates, as usual, are better."

Are you ready to get to work?

Time is running out to unlock one of our biggest matches of the cycle, and we're counting on you to help secure victory and maintain our critical Senate majority. Let us know you're all in here: <https://secure.actblue.com/donate/junechase> Thanks so much.
Stop to end

+ Text Message



Sign up to get texts. By entering your phone number, you are consenting to receive recurring and/or automated text messages & calls from the DNC with news & info about our work. For SMS, message & data rates may apply. Text STOP to end. Text HELP for help. Privacy policy & TOS.

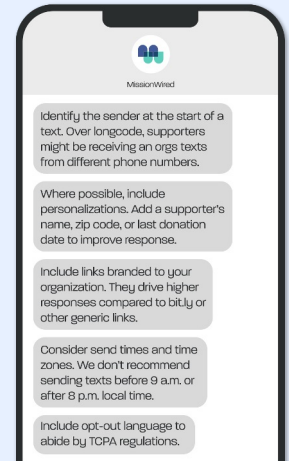
Move Beyond the Basics

After you've optimized the donor journey for SMS ...

- Added phone fields to your ad flows, action pages, donation forms, etc.
- Established a regular sending cadence.

You can take your program beyond basic SMS strategies to build a sophisticated multichannel operation ...

- Utilize phone appends.
- Retarget your existing supporter file via email and paid media.
- Use longcode to drive shortcode opt-ins:
 - Tap into your existing supporters by messaging your **house file**.
 - Introduce new supporters to your program by utilizing **rentals**.



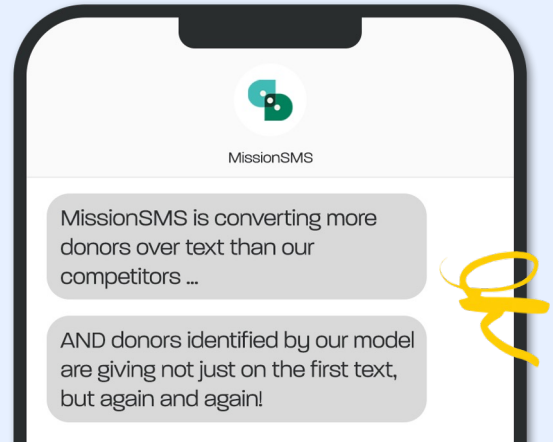
SMS for Acquisition

How does it work?

1. Rent names through a partner company.
2. Deploy your text to your audience via longcode.
3. As your audience responds, you can add any converted supporters to your broadcast list.

For one partner, acquisition and modeling through MissionSMS led to ...

- ✱ A **275% increase** in SMS donors.
- ✱ A **110% increase** in SMS revenue YoY.



To Recap:

- Texting as part of your fundraising program is no longer optional.
- Your best-performing messages from other channels are likely to work well on SMS too – just be sure to adapt the format.
- You should be using both longcode and shortcode texting to reach potential supporters.
- Longcode list rentals are a powerful and effective way to reach huge audiences and grow your shortcode opt-in list.
- Opt in donors everywhere!

THANK YOU!!



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