

# HELPING NONPROFITS GROW THEIR MISSION

Online, mobile and event fundraising software



# Why **MOBILECAUSE?**

MobileCause partners with thousands of 501c(3) nonprofit organizations and consulting agencies to create more meaningful connections with donors.

**With our online, mobile and event fundraising software and services, you can more easily:**

- ✓ Acquire new donors
- ✓ Retain current donors
- ✓ Inspire recurring donations
- ✓ Increase average gift size
- ✓ Lower the cost of fundraising

*"A huge thanks to the MobileCause team for helping us host a successful event. I was very impressed with how incredibly attentive everyone was and how quickly they were able to set-up our account and event page. Additionally, the team was able to provide helpful tips on how to build a strong campaign."*

– Angela Collard

Online and Event

# FUNDRAISING SOFTWARE

---



## ONLINE GIVING AND TEXT-TO-DONATE

Make it easy to give from any device, anywhere, anytime



## EVENT FUNDRAISING

Create a dynamic and integrated fundraising experience



## PEER-TO-PEER CAMPAIGNS

Conveniently recruit individuals and teams to raise donations



## DONOR ENGAGEMENT

Digitally manage participants, volunteers and activists



## MOBILE MESSAGING

Increase campaign response rates and reach new supporters

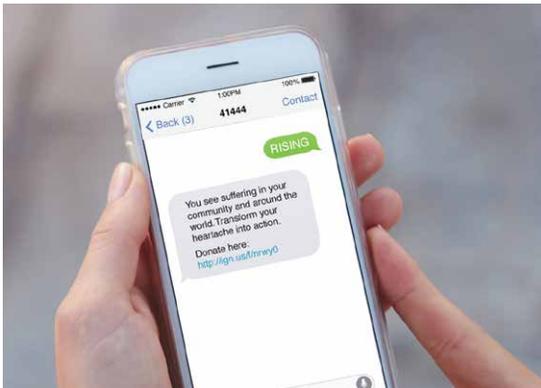


## DONOR REPORTING

Simplify data management and merchant services

# Create the ULTIMATE DONOR EXPERIENCE

From how donors first learn about your mission to attending events, fundraising on your behalf and everything in between, donors want to be engaged, supported and empowered at every step.

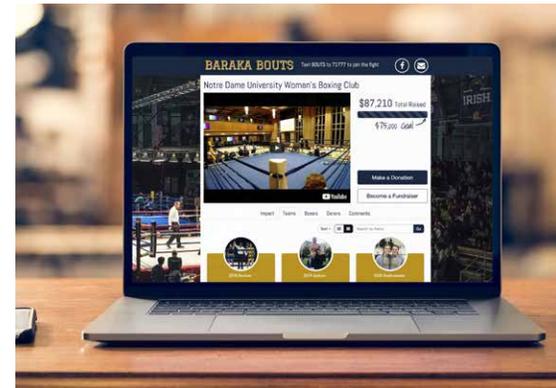


## TEXT-TO-DONATE

- Keywords are a simple way for donors to recall your cause and campaigns
- Shortcodes are 5 digit numbers that donors use to text in their keyword
- Our full suite of text messaging from personalized to long-form – gives you more engagement options

## FUNDRAISING EVENTS

- Event invitees can register, RSVP and buy tickets quickly and easily online
- Event thermometers display donor names and inspire 35% more 'in the moment' giving
- Automated text reminders sent after the event offer an 87% fulfillment rate



## PEER-TO-PEER FUNDRAISING

- Your inspired supporters are looking for ways to help and what a better way than fundraising on your behalf
- Crowdfunding easily enables them to reach out to their personal network
- Sending encouragements can typically help to expand your donor base by 30%

More ways

# MOBILECAUSE CAN HELP

Identifying the right technology solution for your cause should start with figuring out what kind of experience you want your donors to have with your organization to truly connect to them on a personal level.



## ENGAGEMENT

- With online, mobile-friendly forms embedded on your website, supporters can easily sign up for events, petitions, newsletters and more
- When you're with your supporters, you can direct them to the form via any device for easy registration

## MOBILE MESSAGING

- Donors like when given a choice about how they want to learn about you – text, email, social media, direct mail
- Create more meaningful connections when you offer a variety of channels
- Stick to our 3:1 principle – send at least 3 messages before you ask for money



## DONOR REPORTING

- Donors receive automated tax receipts, a low credit card processing fee, pay with PayPal option and no transaction fees – so they know more of their dollars will go towards your cause
- You gain valuable insights from the reporting dashboard

Reach your

# FUNDRAISING GOALS FASTER

---

Our team of fundraising specialists offer the knowledge and expertise you need to engage donors and achieve campaign success.



## DIGITAL MARKETING SERVICES

Our team of strategists can help you develop online and mobile fundraising strategies



## CUSTOMER SUPPORT

Work with experts who are available 24/7 365 days of the year



## MOBILECAUSE ACADEMY

Attend our certified training courses to become a digital fundraising expert

**Our experienced digital marketing strategists can create, set-up and deliver successful digital giving campaigns including:**

- ✓ Campaign strategy
- ✓ Campaign calendar
- ✓ Promotion and marketing
- ✓ Messaging and storytelling
- ✓ Donation pages
- ✓ Volunteer registration
- ✓ Support
- ✓ Donor cultivation
- ✓ Reporting

Why

# ONLINE FUNDRAISING?

---

At MobileCause, we believe that offering your supporters a variety of ways to get involved and give to your organization creates a more meaningful experience that inspires a lifelong supporter.

---

## ONLINE FUNDRAISING BY THE NUMBERS

---



### DIRECT MAIL

**50%** more donors respond to direct mail when receiving the same call-to-action across channels



### IN-PERSON EVENTS

**50%** of admin time cut with mobile while allowing your organization to promote registration and sell tickets



### EMAIL NEWSLETTERS

**60%** of emails are read on mobile devices



### RADIO & TV

**35%** increase in donations with real-time pledges televised on a live fundraising thermometer



### SOCIAL MEDIA

**47%** of supporters learn about nonprofits from social media



### MOBILE COMMUNICATIONS

**3.5x** more likely to tap a link in a text than click a link in an email

---

## About MobileCause

MobileCause helps nonprofits attract more donors and inspire recurring donations with its online, mobile and event fundraising software and digital marketing services. Offering a full suite of solutions including online forms, fundraising events, crowdfunding and as low as 2.5% credit card processing with no additional transaction fees, the company is trusted by thousands of nonprofit organizations for helping them deliver engaging donor experiences.

*For more information, visit [mobilecause.com](http://mobilecause.com), call us at **888.661.8804** or email us at [info@mobilecause.com](mailto:info@mobilecause.com).*