5 Mobile Technologies That Can Help Increase Donations This Fall
Meet our **speakers**

**David Asheim**

Founder & CEO  
Give by Cell
Meet our speaker

Hayley Davis

West Side Campaign Against Hunger
About **Give by Cell**

- Division of Engage by Cell
- Combines mobile technology & fundraising strategies
- 7 years experience
- 4,000 Clients

- Text-to-donate
- Mobile Donating
- Content delivery
- Event tools
- Increase donations by up to 40%
What we have learned

● More people relying on mobile phone to
  ○ pay bills
  ○ buy services
  ○ and now - to give to your charity!

● Mobile allows you to get people to donate at the instant they are inspired
  ○ At an event
  ○ When they receive an email or direct mail piece
  ○ Via Social Media
  ○ When you meet in person

● Millennials prefer to give online: 62%*

*2017 Global Trends in Giving Report
Problems we typically hear from our non-profit clients

- Nobody carries a checkbook
- Process to check out at events takes too long
- No peer pressure if attendees cannot see the donation amounts
- Calling donors after event to collect not always successful
5 Fundraising Services

**Mobile Pledge**
- Any $ amount
- Organization follows up with a phone call to collect $

**Mobile Donate**
- Use our donation page or yours
- Any $ amount
- Charged to credit card/Paypal
- No eligibility requirements

**Mobile Give**
- Reserved exclusively for Nonprofits
- Carrier-based donation service; contributions are taken directly from donors’ cell phone bill
- Donations made in following amounts: $5, $10, $15, $20, $25
5 Fundraising Services

**SMS**
- Push out text during event
- Donors can join email or text message list
- Useful for post-event follow-up

**Fundraising Thermometer**
- Generate excitement
- Increase donations
- Thermometer rises with donation amount
1. Mobile Pledge

- Any $ amount
- Organization follows up with a phone call to collect donation

Calls to Action:
Moderator or MC mentions your call to action and encourages audience to participate
2. Mobile Donate

**Keyword**
You'll get a personalized keyword for your organization. Donors text in your keyword to receive a link to your mobile donation page.

**Donation Landing Page**
Use a template & easily brand your page.
Try it!

Text PRODUCE to 56512
2. Mobile Donate

- A simple text message sends a link to your Mobile Donate page
- Allow donors to make an easy one-time OR recurring payment
- Automatically send receipts and thank you messages
- Detailed reporting module
Use at events:

Text Message Call to Action:
Put your call to action on event marketing materials, emails and social media. Users text in to be sent to your donation page.

Screencast Thermometer:
Display our event fundraising event thermometer, Screencast, to increase participation and encourage engagement.
2018 HIGHLIGHTS

1,536,870 POUNDS OF HIGH QUALITY FOOD

32% FRESH PRODUCE

60% IN-KIND

11,378 HOUSEHOLDS SERVED

586 PEOPLE ENROLLED IN SNAP (FOOD STAMPS)
453 PEOPLE ENROLLED IN GED OR ESL PROGRAMS
357 PEOPLE ENROLLED IN HEALTH INSURANCE
COMMUNITY SPOTLIGHT: FRANCISCO SANTOS

Francesco Santos is a senior customer whose only source of income is Social Security and a monthly pension. The monthly amount he receives from both is barely enough to cover his rent and utility expenses. In addition, Mr. Santos was recently surprised with medical bills he did not anticipate. But due to his income, he was ineligible for Medicaid. Mr. Santos first came to West Side Campaign Against Hunger to shop for healthy food in our pantry, as he was unable to afford food after paying all his bills. When he ran out of the Social Service Counselors, he was screened for benefits and learned that both he and his daughter were both eligible for SNAP (food stamps).

We submitted his application on site and Mr. Santos was awarded expedited SNAP benefits and a monthly SNAP allotment.

We are now working with Mr. Santos on reassessing his Medicare eligibility in partnership with Independent Care System. If he becomes eligible for Medicare, Mr. Santos can use his monthly income for rent, utility bills, food, and other items. He will also be able to see his doctor without having to worry about costs. As with Mr. Santos, we continue to work alongside each customer to see to ensure self-sustainability for our entire community.

MISSION

Through a supermarket-style food pantry, West Side Campaign Against Hunger alleviates hunger and creates a culture that promotes self-reliance and work for change.

West Side Campaign Against Hunger changes our perception of hungry people by working in partnership with them, providing food with dignity, and empowering customers to find solutions.

BOARD OF DIRECTORS

Steve Ansley
Andrea Bove
Bruce Bartlett, Treasurer
Denise Garrett
Chris Gill
David Goldberg
Christina Green, Secretary
Kennis J. Grant II
Sandy Hubbard
Robyn Lumen
Vince Chiol
Lawrence Hsu
Jueno Kaplan
Rhoda Kaplanoff
Rita James Harper
Eren Gobert
Sara Homer
Ginna Lentz
Lisa Miles Boyce
Ivy Norman
Ed Offin
Steve Douglas
Vice Chair
Cynthia Ronan, Chair
David Rose
Karen Soren
Roosvelt

ADVISORY BOARD

Mark Aaron
Sara Blum
Frederic Buring
Suzanne Crispe
Barbara Dreyfus
Adrian Dwyer
Alan Fagin
Richard Fine
Manuela Freres
Betsy Goldsmith
Laura T. Hedges
West Egg
Hannah Luskin
Center for AIDS
Michael Mitchell
Liz Nowak
Julie Seidman
Margot Rosenberg
Ralph Jones
Samuels
Susan Start
Mary Beth Smith
Nancy Solomon
Dana Weiskoff
Jessica Weber

TEXT TO GIVE

Want to help feed hungry New Yorkers? Simply text the word PRODUCE to 56782, and your generous contribution will go directly towards supporting our neighbors in need. Thank you for your support.
Fill our shelves!

Text Produce [pledge amount] [your name] now to 56512 to donate using your phone.
Message & data rates may apply.

Or swipe your credit card by the Mobile Food Pantry poster.
Recurring = Increased Donations

With weekly, monthly, quarterly, or annual donations set up you can give your donors an option to give over a longer period of time.

- Donations can fit in a monthly budget
- Attract younger donors who cannot afford larger gifts
- Create loyal long time donors

Recurring donations can increase the amount donated by upwards of 40%.

$50 per month = $600 per year!
3. Text Messaging

- Push out text during event
- Use text to deliver link to donation page
- Donors can join email or text message list
- Useful for post-event follow-up
4. Mobile Give

- Specifically for 501(c)(3) nonprofit organizations
- Donors make contributions in predetermined amounts - $5, $10, $15, $20 or $25
- Donations are taken directly from donor’s phone bill
5. Screencast Thermometer

- Can be used in combination with any other mobile giving service
- As donations come in, the thermometer rises
- Inspire competition among your donors
- Increase donations as everyone in the room pitches in to meet your goal
Customize for your campaign
REACH FOR THE STARS

Text STARS, your pledge amount and name to 56512

<table>
<thead>
<tr>
<th>Name</th>
<th>Pledge Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rick Morris</td>
<td>$200</td>
</tr>
<tr>
<td>Alana Manuel</td>
<td>$400</td>
</tr>
<tr>
<td>Nicole P.</td>
<td>$100</td>
</tr>
<tr>
<td>Craig Smith</td>
<td>$300</td>
</tr>
<tr>
<td>Cathy Johnson</td>
<td>$250</td>
</tr>
<tr>
<td>Mark Heaton</td>
<td>$150</td>
</tr>
<tr>
<td>Max Flowers</td>
<td>$800</td>
</tr>
</tbody>
</table>

Total: $9,700

Time Remaining:
8hrs 31mins
PROJECT GREEN THUMB
COMMUNITY GARDEN INITIATIVE

TOTAL RAISED
$10,800

TO DONATE TEXT
1. “GROW”
2. AMOUNT
3. YOUR NAME
TO 56512
(e.g. GROW 200 MIKE)

SUZANNE $400
CRAIG  $100
ROMAN  $40
LUPITA $80
CHARLES $200
JEREMEY $40
Reporting

Detailed back-end reporting gives you contact information of those who have texted in.

<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
<th>Cell Phone #</th>
<th>Lists</th>
<th>Joined Date/Time</th>
<th>Date Last Sent</th>
<th>On Hold</th>
<th>Fail</th>
<th>Delete</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tom</td>
<td>Rossi</td>
<td></td>
<td></td>
<td>06/07/18 12:27 PM</td>
<td>06/07/18 06:48 PM</td>
<td></td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>Jim</td>
<td>Fitz</td>
<td></td>
<td></td>
<td>06/07/18 12:13 PM</td>
<td>06/07/18 06:48 PM</td>
<td></td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>Vera</td>
<td>Book</td>
<td></td>
<td></td>
<td>06/07/18 12:14 PM</td>
<td>06/07/18 06:48 PM</td>
<td></td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>[Enter Name]</td>
<td></td>
<td></td>
<td></td>
<td>06/07/18 12:14 PM</td>
<td>06/07/18 06:48 PM</td>
<td></td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>Brian</td>
<td>Duffy</td>
<td></td>
<td></td>
<td>06/07/18 12:17 PM</td>
<td>06/07/18 06:48 PM</td>
<td></td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>[Enter Name]</td>
<td></td>
<td></td>
<td></td>
<td>06/07/18 12:14 PM</td>
<td>06/07/18 06:48 PM</td>
<td></td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>[Enter Name]</td>
<td></td>
<td></td>
<td></td>
<td>06/07/18 12:14 PM</td>
<td>06/07/18 06:48 PM</td>
<td></td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>[Enter Name]</td>
<td></td>
<td></td>
<td></td>
<td>06/07/18 12:14 PM</td>
<td>06/07/18 06:48 PM</td>
<td></td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>Larry</td>
<td>Eisenman</td>
<td></td>
<td></td>
<td>06/07/18 12:13 PM</td>
<td>06/07/18 06:48 PM</td>
<td></td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>[Enter Name]</td>
<td></td>
<td></td>
<td></td>
<td>06/07/18 12:14 PM</td>
<td>06/07/18 06:48 PM</td>
<td></td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>[Enter Name]</td>
<td></td>
<td></td>
<td></td>
<td>06/07/18 12:14 PM</td>
<td>06/07/18 06:48 PM</td>
<td></td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>[Enter Name]</td>
<td></td>
<td></td>
<td></td>
<td>06/07/18 12:14 PM</td>
<td>06/07/18 06:48 PM</td>
<td></td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>[Enter Name]</td>
<td></td>
<td></td>
<td></td>
<td>06/07/18 12:14 PM</td>
<td>06/07/18 06:48 PM</td>
<td></td>
<td></td>
<td>x</td>
</tr>
</tbody>
</table>

Have a Question?
Reporting and analytics help you gauge your campaign’s success
Pricing

For most mobile giving services:

1 Event: $1,000 – $2,000

1 Year: $2,000 – $3,000
Contact Information

Hayley Davis
West Side Campaign Against Hunger
hdavis@wscah.org

David Asheim
Founder/CEO
dave@givebycell.com
415.297.6677
Thank you

Join us for one of our upcoming webinars:

September 26
“Making Fundraising at Events Easy with Mobile”
with
Jennifer Nahn, Associate Director of Development
Grant Park Music Festival

September 27
“Text Messaging Gets Results Immediately in Every Situation”

Both Webinars at 11am PST/2pm EST