

Introduction and Overview

This guide is designed to provide charities with a comprehensive plan to deploy and manage text-to-donate campaigns effectively during emergencies. Recognizing the need for rapid response, the guide includes detailed strategies, instructions, checklists, and templates to ensure readiness and effectiveness.

Brief Explanation of Text-to-Donate

Text-to-donate is a mobile fundraising tool that allows donors to donate to charities via text message. Donors text a keyword to a designated 5-digit Short Code number, and a donation amount is either added to their phone bill or deducted from their prepaid balance.

Effectiveness of Text-to-Donate Emergency Situations

Mobile giving is crucial during emergencies due to its immediacy and accessibility. It enables donors to respond instantly as events unfold, significantly boosting the timely collection of funds. This method has proven effective in various crises, facilitating swift support to those in need and engaging a wide audience through a medium they frequently use.

Campaign Checklists

To assist with the systematic implementation of text-to-donate campaigns, this guide includes tailored checklists for:

- [Pre-Launch Preparation](#): Ensuring all systems and teams are ready before going live.
- [Active Launch](#): Detailed steps to maximize impact and reach during the campaign.
- [Post-Launch Activities](#): Strategies for sustaining engagement and analyzing the campaign's success to enhance future efforts.

Table of Content

Introduction and Overview.....	1
Campaign Objectives.....	2
Resources for Activating Campaign.....	3
Message Crafting.....	3
Marketing and Outreach.....	4
Review and Reporting.....	5
Appendix.....	6

Campaign Objectives

Define Specific Goals

Set clear, measurable campaign goals, such as raising \$25,000 or engaging 1,000 donors within the first 24 hours of an emergency.

You can use our handy goal planning sheet, [which you can customize here](#).

Alignment with Your Organization's Mission in Emergencies

To ensure your text-to-donate campaign aligns with your Organization's mission, consider these key elements when detailing how the funds will be used:

1. **Direct Impact of Funds:**
 - Clearly state the specific outcomes of the donations like the number of medical kits provided or meals served.
2. **Urgency of Needs:**
 - Highlight the critical need for immediate funds to address the community's pressing challenges.
3. **Consequences of Inaction:**
 - Outline what could happen if enough funds aren't raised, such as shortages of essential supplies or inadequate medical care.
4. **Emotional Appeal (Heartstring Moment):**
 - Share a compelling story that illustrates the human impact of the crisis, fostering a deeper connection with potential donors.
5. **Alignment with Long-Term Mission:**
 - Link the emergency response to your broader organizational goals, showing donors their contribution's wider significance.

Building Ongoing Donor Engagement

Understanding how you'll turn this one-time donation into ongoing support is essential:

- **Convert to Monthly Donors:** Encourage one-time donors to become monthly by instantly converting after their initial donation via text.
- **Techniques to Collect Donor Data for Follow-Up:** Implement methods to capture donor information using MGFC's embedded donor form or linking it to your existing newsletter sign-up.

You can easily set up these features by contacting email support at support@mobilegiving.ca for assistance and further details on integration into your current campaign.

Resources for Activating Campaign

Mobilizing Your Team

Equip your team with clear instructions and materials for promoting the text-to-donate option. Ensure all members understand the mechanism and urgency so they can effectively communicate it to the public and through personal networks.

Sample communication for your team is [provided in the Appendix](#).

Mobilizing Your Community

Engage corporate partners, government, sponsors, and local businesses to support the campaign by sharing text-to-donate information with their networks, customers, and employees.

Sample communication for your partners is [provided in the Appendix](#).

Message Crafting

Guidelines on Creating Compelling and Urgent Messaging

Craft messages that convey urgency and the significance of immediate support. Use clear, impactful language that communicates the situation, the need for help, and how quickly donations can make a difference.

Here are four suggestions for crafting compelling messages for emergencies.

1. **Specify Exact Uses:** Clearly state how each donation will be used. For example, specify that a \$25 donation will fund medical supplies for ten people or provide emergency meals for a family for a week.
2. **Provide Regular Updates:** Keep donors updated on the campaign's progress and how their contributions make a difference. Regular online updates maintain donor engagement and allow you to share your text-to-donate call-to-action again.
3. **Use Real Stories and Examples:** Share stories or testimonials from those directly impacted by the donations. This makes the abstract concept of a donation more tangible and emotionally resonant.
4. **Use Visuals:** Employ photos to connect how donations are allocated and their visual impact. Visuals can be more effective than text at conveying information quickly.

Sample communication templates are [provided in the Appendix](#).

Marketing and Outreach

Promoting the Campaign Across Different Media

Leveraging a multi-channel marketing strategy is vital in a fast-paced emergency. This approach should include modern digital methods like social media and email alongside traditional media channels such as TV, radio, and newspapers. People often turn to these trusted sources for timely and reliable information during emergencies. By featuring your text-to-donate campaign on these platforms, you can tap into the audience's heightened attention to urgent news, thus significantly increasing visibility and participation.

PR Strategy

Distribute Press Releases: Immediately upon your campaign's launch, send the press release to all relevant media outlets, including newspapers, radio, and television stations.

Personalized Media Pitches: To increase the likelihood of coverage, send personalized pitches to key journalists and media influencers who have demonstrated interest in topics related to the emergency or your Organization's mission.

Engage in Live Media: Organize live interviews and participate in news segments to promote the campaign, share a text-to-donate call-to-action, and emphasize the urgent need for donations.

Maintain Public Awareness: Continuously provide updates with your call-to-action and stories about the relief efforts and the impact of donations.

Review the draft [press release in the Appendix](#).

Partner with Influencers or Local Businesses to Amplify Reach

Collaborate with influential figures and local businesses to spread the word. Their endorsement can lend credibility and extend the campaign's visibility beyond your existing network.

Check out this partner mapping brainstorm to help you find the support you need in an emergency, [which you can customize here](#).

Review and Reporting

Track and Analyze Your Campaign's Performance

Use MGFC's real-time reporting tools to monitor the number of donations, average donation size, response rates to different messages, and total funds raised. These metrics will help assess the effectiveness of various strategies and messaging.

Methods to Evaluate Your Campaign's Impact

Conduct a thorough review of your campaign to evaluate its reach, impact, and effectiveness. Assess both strengths and areas for improvement.

Creating Reports for Stakeholders

Compile detailed reports for stakeholders outlining your campaign's outcomes, lessons learned, and recommendations for future initiatives. This transparency builds trust and supports continuous improvement.

Appendix

Immediate Pre-Launch Action Plan and Checklist.....	7
Initiate Campaign Rollout Plan and Checklist.....	8
Post-Launch Plan and Checklist.....	9
Templates to Mobilize Your Team.....	10
FAQ Sheet:.....	11
Templates to Mobilize Your Partners:.....	12
Draft Press Release.....	13

Immediate Pre-Launch Action Plan and Checklist

In an emergency, preparedness is key to an effective response. Familiarizing yourself with the materials and procedures outlined in this checklist ensures that your organization can swiftly activate a text-to-donate campaign when a crisis occurs.

- ☐ **Verify System Readiness:**
 - ☐ Test the text-to-donate keyword and Short Code to ensure functionality.
 - ☐ Notify the Mobile Giving Foundation Canada of your upcoming promotions so that they can monitor the platform accordingly in the event of high donation volumes.
- ☐ **Finalize Campaign Objectives:**
 - ☐ Confirm fundraising targets and specific emergency response goals.
 - ☐ Confirm post-donation workflow (i.e. collect data, convert to monthly giving, etc)
- ☐ **Prepare Key Messages:**
 - ☐ Draft clear, urgent messages about the campaign and the specifics of fund use.
 - ☐ Approve key messages for distribution.
- ☐ **Assemble Communication Kits:**
 - ☐ Create a ready-to-use communication kit:
 - ☐ Email templates
 - ☐ Social media (internal)
 - ☐ Social media (for partners)
 - ☐ Press release
 - ☐ Upload the communication kit to a shared drive for easy distribution
- ☐ **Confirm Launch Timing:**
 - ☐ Coordinate the exact timing for the launch across all platforms to ensure a unified and synchronized release.
- ☐ **Brief Your Team:**
 - ☐ Ensure that all team members are briefed, on standby, and clear on their roles in responding to donor inquiries and managing operational tasks related to the campaign.
 - ☐ Provide the team with social media post templates, which they can share from personal accounts once the campaign is live.

You are now ready to launch your campaign!

Initiate Campaign Rollout Plan and Checklist

Launching your text-to-donate campaign with precision and coordination is crucial for maximizing its impact during an emergency. This section provides a detailed action plan to ensure that every aspect of the campaign rollout is executed flawlessly. From mobilizing internal teams to engaging with the media, these steps are designed to synchronize efforts across all platforms, ensuring a powerful and unified launch.

- ☐ **Update Website:**
 - ☐ Ensure all relevant campaign details and calls-to-action are prominently updated and visible on your homepage.
- ☐ **Distribute Press Releases:**
 - ☐ Send press releases to all relevant media outlets to maximize exposure immediately following the internal launch preparations.
 - ☐ Forward press releases to key media outlets and journalists.
 - ☐ Prepare key talking points with call-to-actions for press interviews.
- ☐ **Schedule Social Media Content:**
 - ☐ Queue up all posts for social media channels, ensuring consistency in messaging and use of hashtags to increase visibility.
- ☐ **Engage Partners / Influencers**
 - ☐ Alert partners, influencers, and key supporters and ask them to share promotional activities at the planned time.
- ☐ **Email Blast to Subscribers:**
 - ☐ Schedule the first campaign email to your subscriber list to go out concurrently with other launch activities, providing clear instructions on how to donate.
- ☐ **Launch Paid Advertising:**
 - ☐ Activate any planned paid advertising campaigns across social media or other digital platforms, timed to coincide with the other launch activities.
- ☐ **Community Outreach:**
 - ☐ Engage community leaders and local organizations to inform them of the campaign launch and encourage them to spread the word.
- ☐ **Real-Time Monitoring:**
 - ☐ From the moment the campaign goes live, monitor its performance across different channels.

Remember, if you are stuck, reach out to support@mobilegiving.ca, and we'll do our best to help you launch your campaign to achieve successful results.

Post-Launch Plan and Checklist

After a successful launch, the work isn't over—it shifts to maintaining momentum and deepening engagement. This Post-Launch Plan and Checklist provide a structured approach to managing and capitalizing on the initial surge of support.

- ☐ **Activate Donor Engagement Plan:**
 - ☐ Send immediate thank-you responses to donors via social channels.
 - ☐ Implement follow-up communications to new donors in your data-based.
- ☐ **Track and Analyze Campaign Metrics:**
 - ☐ Regularly review donation inflows and engagement metrics.
- ☐ **Communicate Impact to Donors:**
 - ☐ Update donors on how their contributions have been used and what your ongoing needs are.
- ☐ **Keep Partners Informed:**
 - ☐ Send thank-you to any press, partners, or influencers.
 - ☐ Regularly update all partners about campaign progress and impact.
- ☐ **Let MGFC know:**
 - ☐ We want to learn more about your experience to help you improve and grow. Set up a time with our team to share results and see how we can learn as a community.

Connect and share results with the MGFC team. Please reach out to support@mobilegiving.ca, and let's debrief on your experience.

Templates to Mobilize Your Team

Communicate the text-to-donate campaign's purpose, urgency, and operations to your team. Below are clear instructions on leveraging text donations for fundraising in an emergency.

Note: The copy included with each post may vary slightly based on the social media channel.

General Call to Action	
Text [Keyword] to [Short Code number] to donate \$[Amount] to [Charity Name] so that we can [specific cause or emergency]	
Channel	Copy Template
Email	<p>Dear Team,</p> <p>As part of our efforts to support [specific cause or emergency], we are actively promoting our text-to-donate campaign. This quick and effective method allows donors to contribute via simple text. Here are the key details:</p> <p>Text [Keyword] to [Short Code number] to donate \$[Amount] to [Charity Name] so that we can [specific cause or emergency]</p> <p>You can find a list of text-to-donate campaign call-to-actions [link to copy file], which we ask you to share on social media or mention when speaking with people in your network.</p> <p>Your role is crucial in spreading the word. Thank you for your commitment to our cause.</p> <p>Best regards, [Your Organization's Name]</p>
Facebook / Instagram / LinkedIn	<p>We need your help with [specific cause or emergency]!</p> <p>You can help us make a difference in just seconds! Text '[Keyword]' to [Short Code number] and donate \$[Amount] to support [Cause]. Your support saves [cause]!</p> <p>#DonateNow #Support[Cause]"</p>
X (formerly Twitter)	<p>Quickly support [Cause]! Text '[Keyword]' to [Short Code number] and donate \$[Amount]. Let's act fast! 🚀 #EmergencyResponse #TextToDonate</p>

Need help coming up with campaign copy fast? Leverage AI [ChatGPT](#) or [Willy](#) to draft content:

AI Prompts: *Please act as an expert copywriter and draft an email and social media content for channels [Social Channels] from the PoV of [Charity Name] with the following call-to-action Text [Keyword] to [Shortcode] to donate \$[Amount] to [Charity Name] so that we can [specific cause or emergency]*

FAQ Sheet:

Frequently Asked Questions about Our Text-to-Donate Campaign

How does text-to-donate work?

Donors text '[Keyword]' to [Short Code number] to donate \$[Amount], and the donation is charged to their cellphone bill.

Where do the donations go?

All contributions directly support [describe specific use, e.g., medical supplies, food relief].

Are donations tax-deductible?

Yes, donations are tax-deductible. Donors receive a link post-donation to claim a tax receipt.

What data is collected?

Donors must opt-in to share their personal data; otherwise, your organization will not receive any specific donor data.

For more information, contact us at [Your Contact Information].

In what languages can I communicate using text-to-donate?

We are proud to offer campaign support in English, French, and Bilingual.

Templates to Mobilize Your Partners:

An outline of the campaign goals, timelines, and the role of partners in spreading the word. Details on how their support will benefit the emergency relief efforts and their Organization (e.g., CSR visibility and customer engagement).

Note: The copy included with each post may vary slightly based on the social media channel.

General Call to Action	
Text [Keyword] to [Short Code number] to donate \$[Amount] to [Charity Name] so that we can [specific cause or emergency]	
Channel	Copy Template
Email	<p>Dear [Partner Name],</p> <p>We are asking for your support in response to our [specific emergency]. To help raise funds quickly, we're promoting our text-to-donate campaign. This campaign will provide urgent aid and enhance your CSR profile through active engagement.</p> <p><u>Campaign Details and Call to Action:</u></p> <ul style="list-style-type: none">- Start and end date: [Dates]- CTA example: Text [Keyword] to [Short Code number] to donate \$[Amount] to [Charity Name] so that we can [specific cause or emergency] <p>Your support will help us provide [specific aid, e.g., shelter, meals] to those affected.</p> <p>We look forward to seeing the great things we can achieve together. Best regards, [Your Organization's Name]</p>
Facebook / Instagram / LinkedIn	<p>We need your help with [specific cause or emergency]!</p> <p>We are proud to support [Organization] in their efforts for [Cause]. You can contribute by texting '[Keyword]' to [Short Code number]. Every bit helps!</p> <p>#DonateNow #Support[Cause]"</p>
X (formerly Twitter)	<p>Join us in supporting [Cause]! Text '[Keyword]' to [Short Code number] and make your impact felt. Let's stand together! #EmergencySupport</p> <p>#TextToDonate</p>

Need help coming up with campaign copy fast? Leverage AI [ChatGPT](#) or [Willy](#) to draft content:

AI Prompts: *Please act as an expert copywriter and draft an email and social media content for channels [Social Channels] from the Pov of [Charity Name]’s partners with the following call-to-action: To support [Charity Name] during this [specific cause or emergency] Text [Keyword] to [Shortcode] to donate \$[Amount] to Draft Press Release*

FOR IMMEDIATE RELEASE

Contact:

[Your Name]
[Your Position]
[Organization Name]
[Phone Number]
[Email Address]
[Website URL]

[Organization Name] Launches Emergency Text-to-Donate Campaign to Aid [Cause/Event]

[City, Date] – In response to the urgent need for support following [specific event or crisis], [Organization Name] has launched a text-to-donate campaign to provide immediate aid to the affected communities. The campaign allows individuals to donate quickly and securely by texting [Keyword] to [Short Code number].

During this critical time, [Organization Name] works tirelessly to ensure that every donation goes directly towards [specific use of donations, e.g., providing shelters, medical assistance, food supplies]. “Every second counts in a crisis, and through text donations, we can make immediate use of funds to deliver essential services where they are needed most,” says [Spokesperson’s Name, Title].

How to Donate:

Text the word “[Keyword]” to [Short Code number] to make a [Currency and Amount, e.g., \$10] donation. The donation amount will be charged to your phone bill, and you will receive a confirmation message for your generous contribution.

We urge everyone to join us in this vital campaign. Your quick response can make a significant difference in the lives of many currently facing this unprecedented emergency. For more information about how your donation will be used, please visit [website URL].

About [Organization Name]:

[Organization Name] is a registered nonprofit organization dedicated to [brief description of the Organization’s mission and areas of focus]. For over [number] years, [Organization Name] has been at the forefront of responding to emergencies and providing relief and support to those in need.