

IT'S A

# PEER PEER

EST.

WORLD

2016

VIRTUAL CONFERENCE

# Today's MC



**Mark Becker**  
Founding Partner  
Cathexis Partners

# Conference Hosts



Exclusive Media Partner

**NonProfitPRO**

# Today's Schedule

- **10:00 – 11:00am**      How to Optimize the Peer-to-Peer Fundraising Lifecycle
- **11:30am – 12:30pm**      Defining Your Peer-to-Peer Mobile Strategy
- **1:00 – 2:00pm**      Community & Identity: The Path to Sustainable Revenue, Illuminated by the Pediatric Brain Tumor Foundation
- **2:30 – 3:30pm**      Using Broadcast Text Messaging to Boost Event Recruitment & Fundraising
- **4:00 – 5:00pm**      Enhancing Peer-to-Peer Experiences to Generate Funds and Build Community: A Real-World Story from AIDS Healthcare Foundation

The background image shows a large, dense crowd of people at an outdoor event, possibly a marathon or festival. In the background, there are rolling hills under a clear sky. A semi-transparent brown banner is overlaid across the middle of the image, containing the main title in white text.

# Using Broadcast Text Messaging to Boost Event Recruitment & Fundraising

It's a Peer-to-Peer World

#P2PWORLD

# Speaker



**Mike Snusz**  
Director of Nonprofit  
Customer Experience  
Tatango



# What We're Covering

1. Why Text Messaging?
2. Using Broadcast Texting for:
  - Event Recruitment
  - Participant Coaching
  - Improving the Event Experience
  - Direct Response Fundraising



# Tatango: Built for Fundraising



Industry Pioneer Founded in 2007



Multimedia Texts to Thousands with One Click



Unrivalled Delivery Speeds



Advanced Functionality

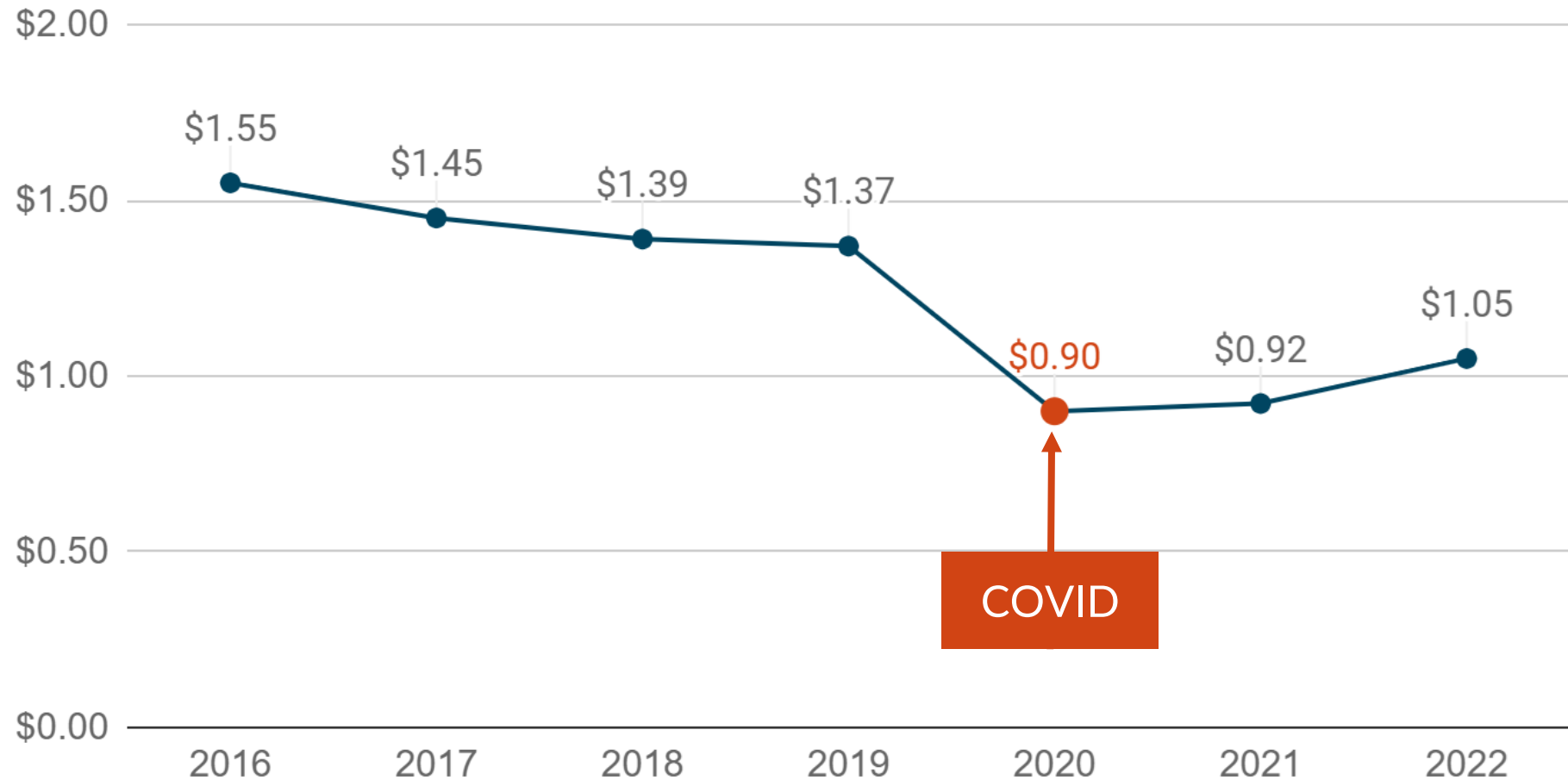


Integrations with Nonprofit Platforms

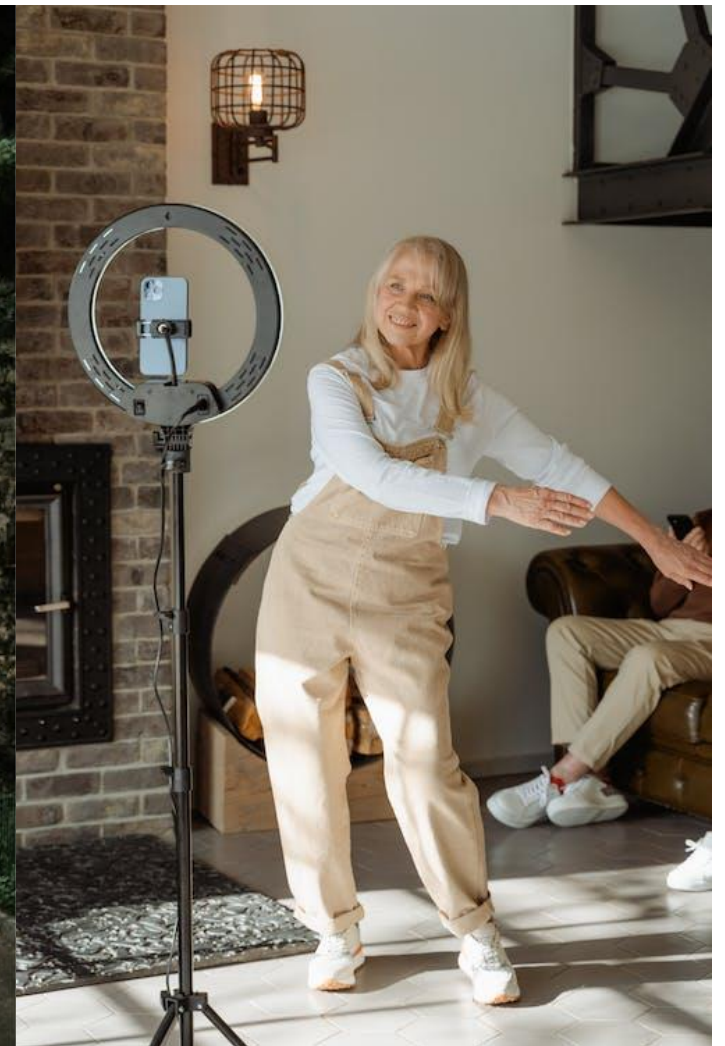


# Why Texting?

## P2P Top 30 Event Revenue (in billions)



# Hybrid Events



# 75%

of traffic on P2P event websites is  
coming from mobile devices

## 2022 Fundraising & Digital Declined

**-18%**

Email  
Response  
Rate

**-12%**

Social  
Ad  
ROI

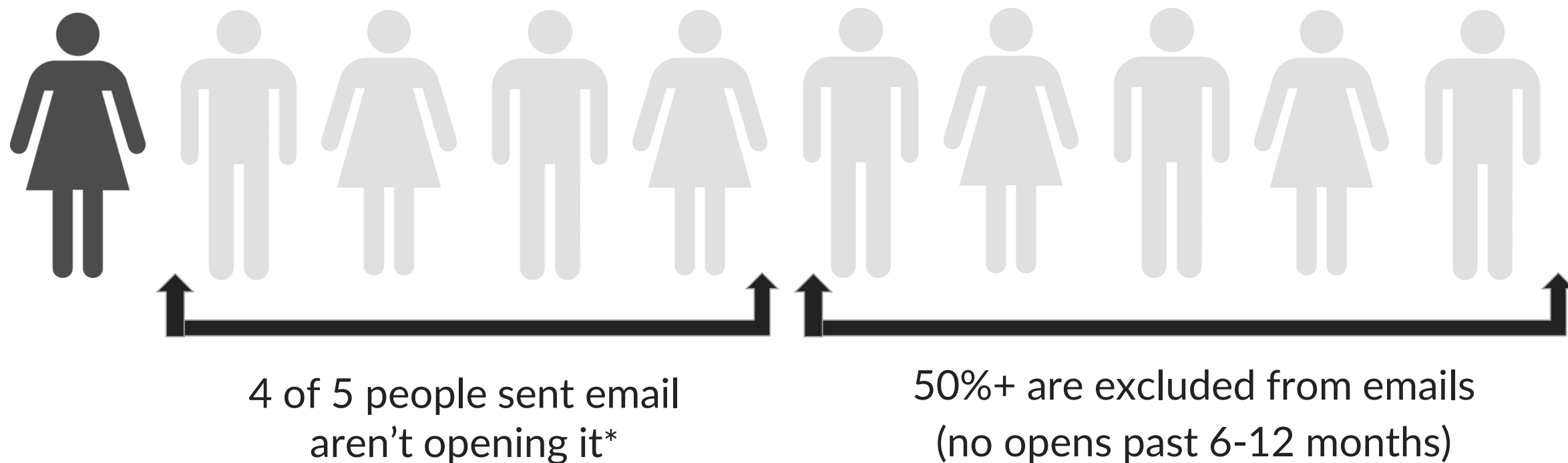
**-44%**

Digital  
Ad  
ROI

A damaged email sender  
reputation can hurt email  
performance.



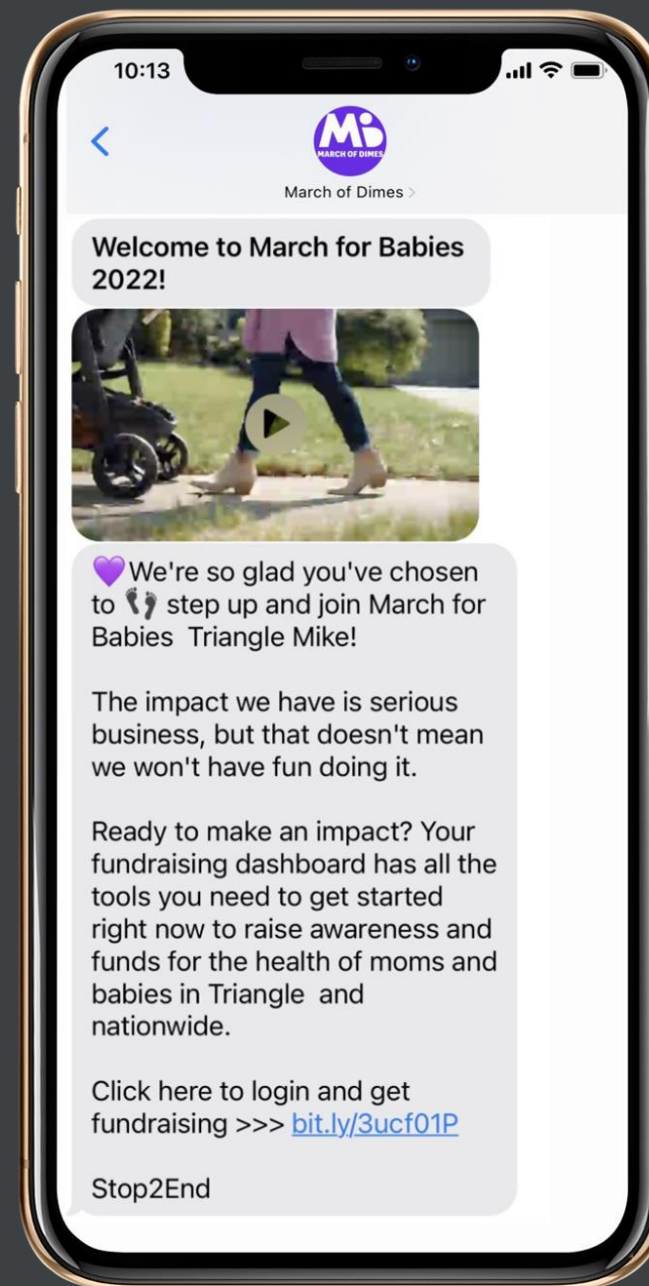
## 90% of Constituents Aren't Seeing Emails



# 99%

text message open rate

(and 90% are opened  
within 3 minutes of receipt)





tatango

Text  
Messaging

Events

Social

Direct  
Mail

Email

Website

Digital  
Ads

Telemarketing

Canvassing

# 4 of 5

nonprofits either have a texting program  
or plan to start one

# Broadcast Text Messaging: Event Recruitment



# Recruitment Texts



For Your Initial List:

**Nonprofits  
Can Text  
Participants  
Who've Given  
Their Phone**

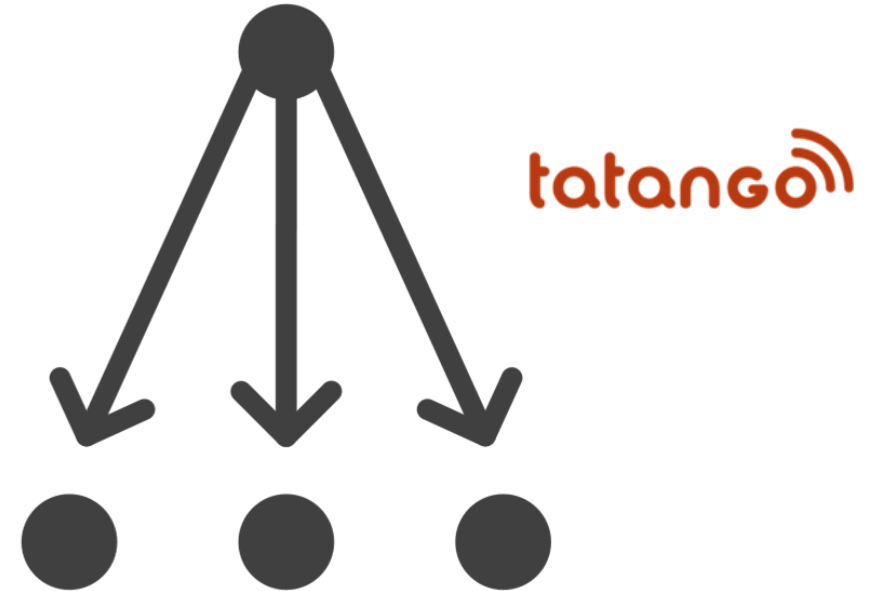
# Types of Texting Platforms: P2P vs. Broadcast

## P2P Texting: One to One



Send to one person  
with one click

## Broadcast Texting: One to Many



Send to tens of  
thousands with one click



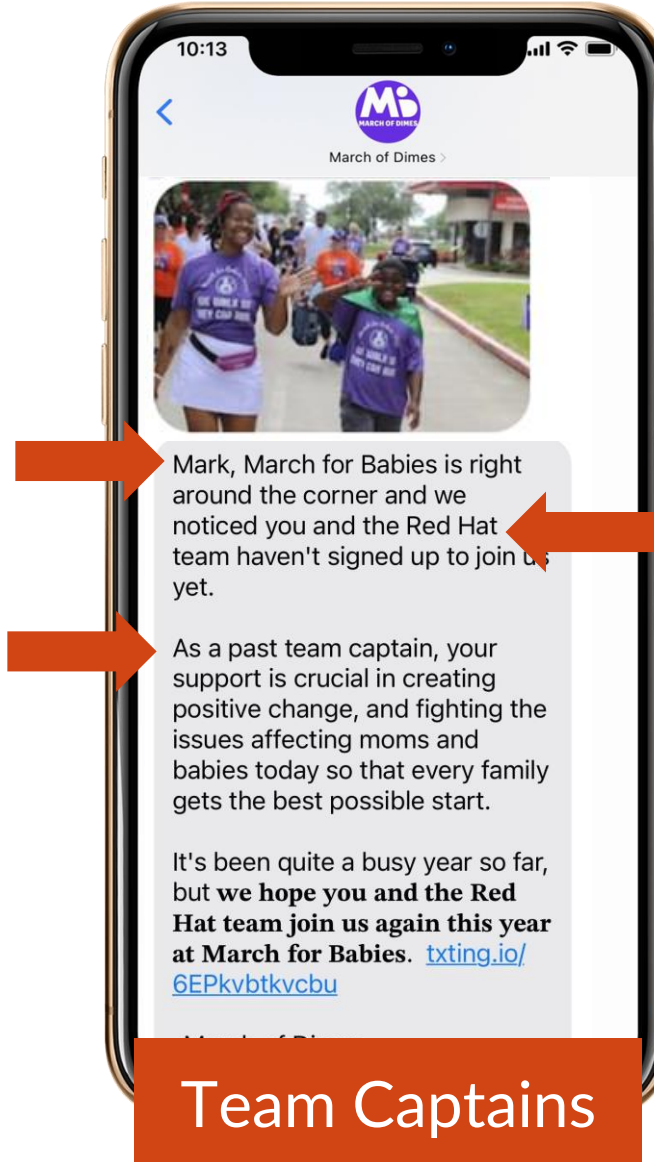
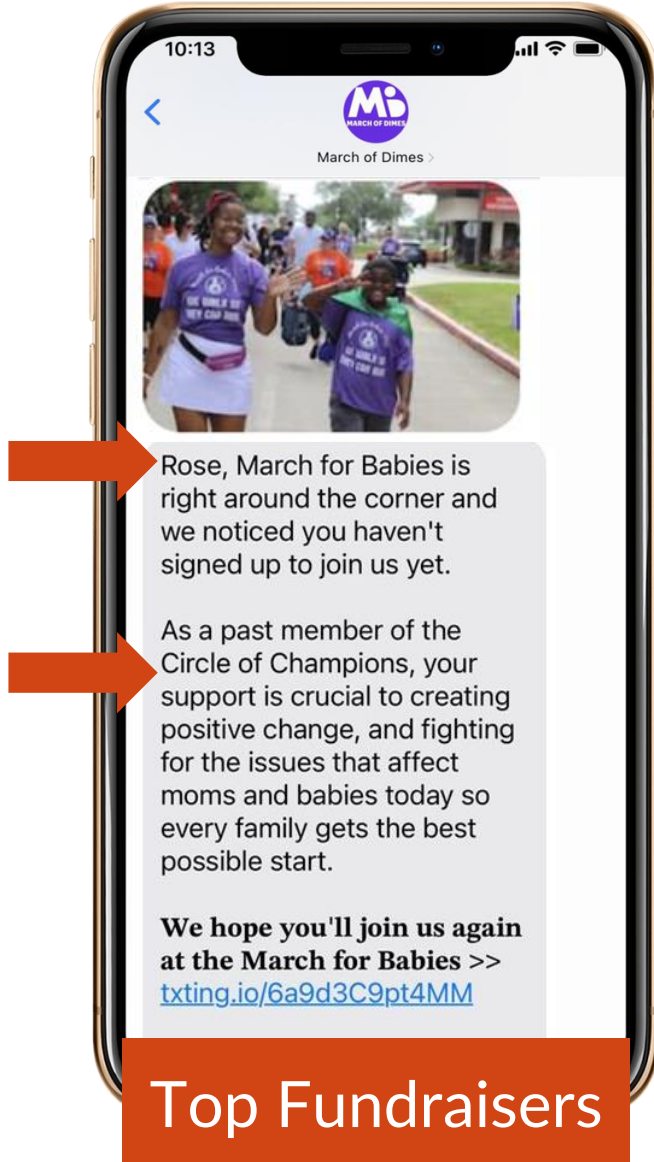
# Multi-City Events



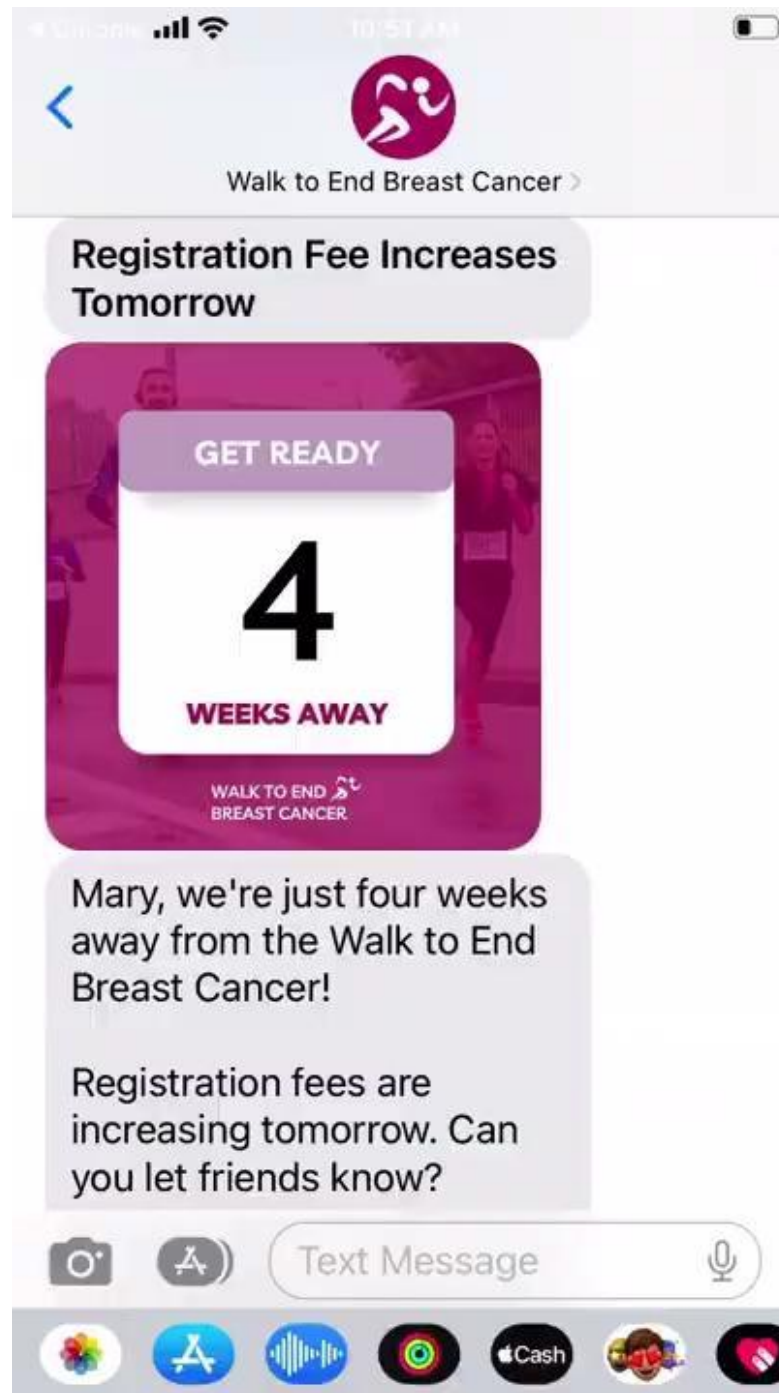
# 64%

of multimedia texts with highest ROI  
personalize content

# Personalizing Recruitment Texts



# Texting Makes it Easy for Participants to Recruit Friends

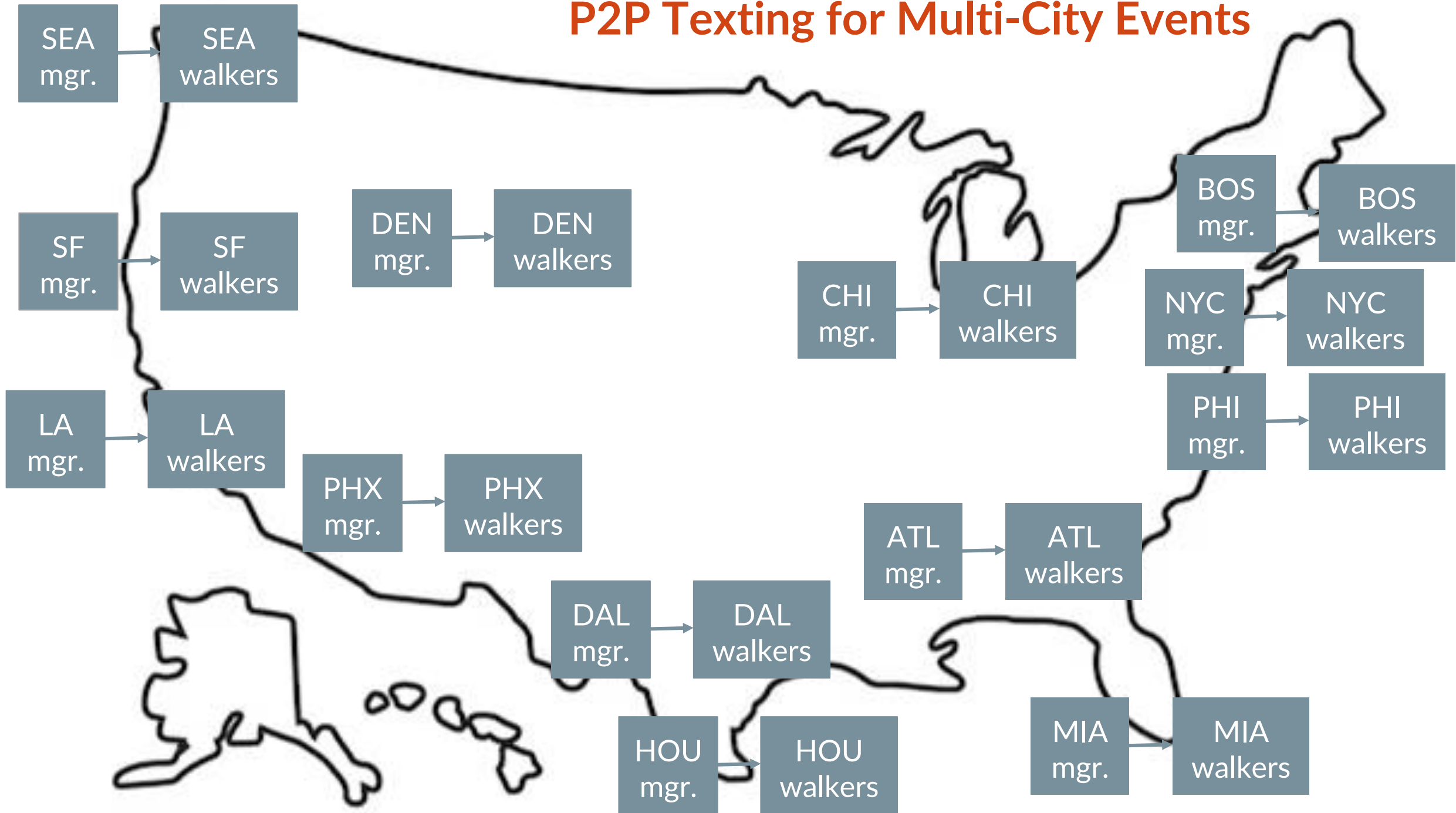


Click to  
Message

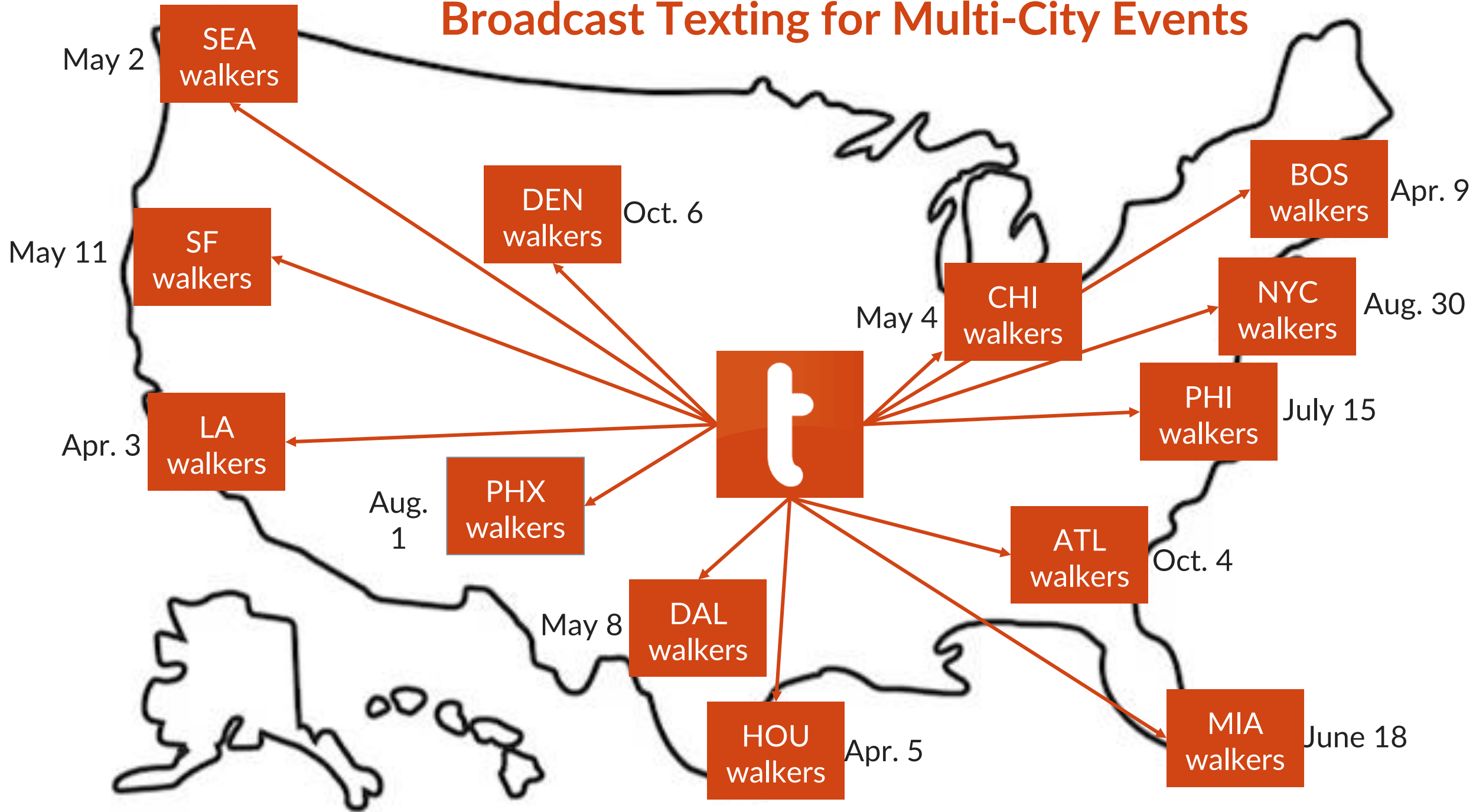


# Broadcast Text Messaging: Participant Coaching

# P2P Texting for Multi-City Events



# Broadcast Texting for Multi-City Events





## Integrations: Automate Texting at Scale Across Local Events

Blackbaud TeamRaiser®  
Blackbaud Raiser's Edge NXT®  
Blackbaud Luminate Online®



Intelligent integrations to save time, leverage data and maximize ROI

# Problems Solved by Broadcast Texting

**1. Duplicating Work & Takes Too Long**

**2. Staff Turnover & New Hire Training**

**3. Texts Delivered at Right Time**

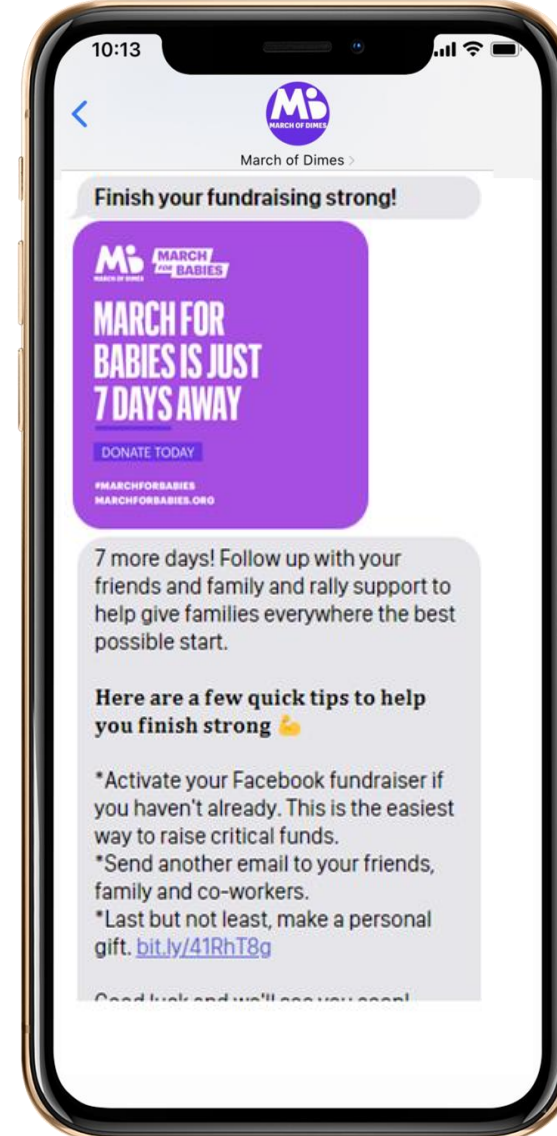
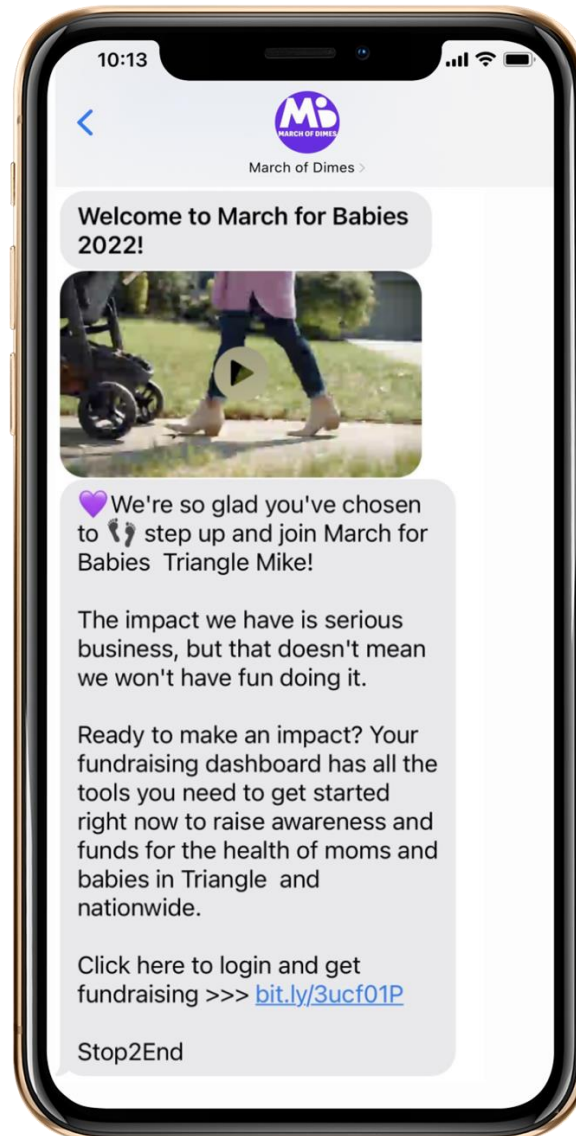
53%

of multimedia texts with highest ROI were  
time sensitive

# Automate Event Welcome & Coaching Series

## Welcome Series:

Automated  
texts sent  
0, 2, 4 days  
after event  
registration



## Coaching Series:












Automated  
texts sent  
32, 30, 24, 21,  
17, 14, 7 & 1  
day before each  
local event

# Automating Welcome & Coaching Texts Across Local Events

Setup ONCE.  
Automate for  
hundreds of  
local events.



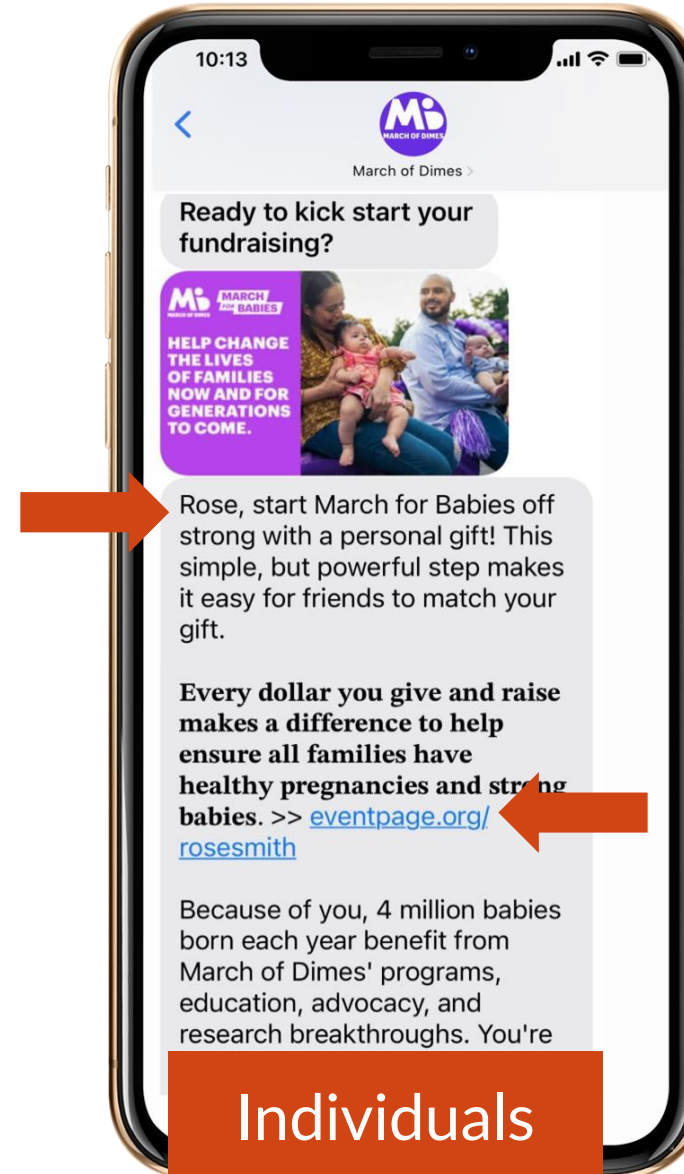
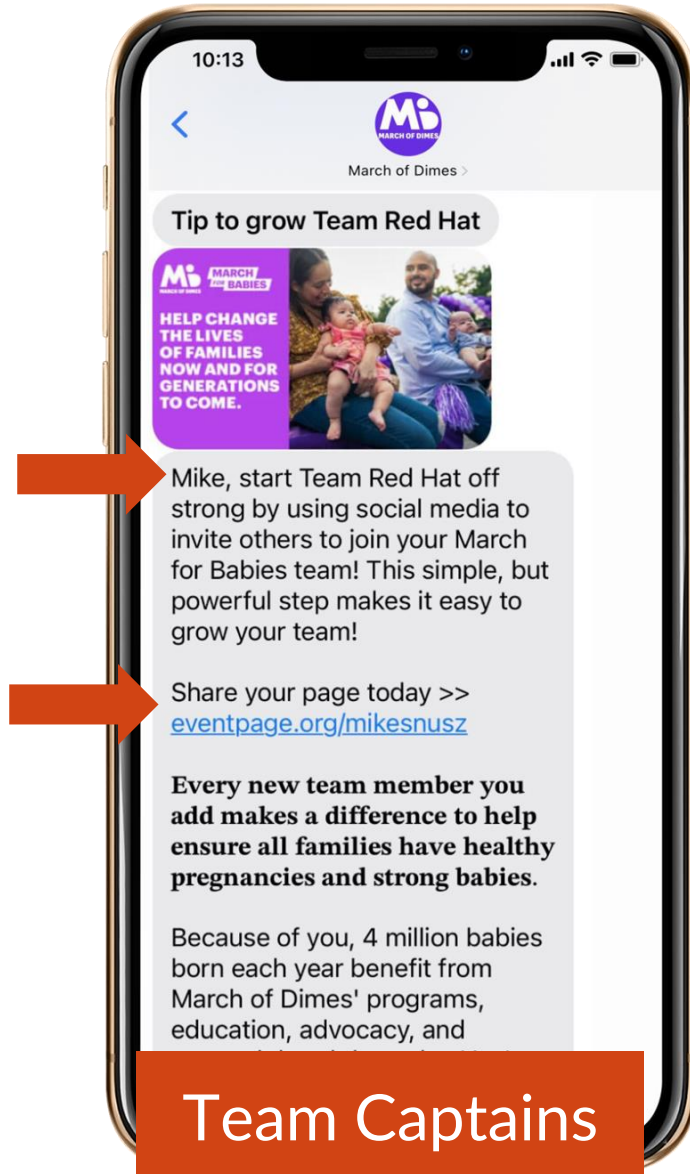
## Scheduled Messages

Date/Time	Message
MFB Registration Date +4 Days 3:00pm EDT	 mob-nat-mfb-2023-coaching-3-activate-f...
MFB Registration Date +2 Days 2:00pm EDT	 mob-nat-mfb-2023-coaching-2-personal-g...
MFB Registration Date 1:00pm EDT	 mob-nat-mfb-2023-coaching-1-welcome
MFB 2022 Event Date -1 Day 12:00pm EDT	 mob-nat-mfb-2023-coaching-11-one-day-...
MFB 2022 Event Date -30 Days 4:00pm EDT	 mob-nat-mfb-2023-coaching-9-thirty-day...
MFB 2022 Event Date -7 Days 5:00pm EDT	 mob-nat-mfb-2023-coaching-10-seven-da...
MFB 2022 Event Date -24 Days 5:00pm EDT	 mob-nat-mfb-2023-coaching-5-social-tool...
MFB 2022 Event Date -32 Days 3:00pm EDT	 mob-nat-mfb-2023-coaching-4-click-to-sh...
MFB 2022 Event Date -14 Days 5:00pm EDT	 mob-nat-mfb-2023-coaching-8-click-to-sh...
MFB 2022 Event Date -17 Days 5:00pm EDT	 mob-nat-mfb-2023-coaching-7-social-tools
MFB 2022 Event Date -21 Days 5:00pm EDT	 mob-nat-mfb-2023-coaching-6-fundraisin...

# Drive Event App Downloads



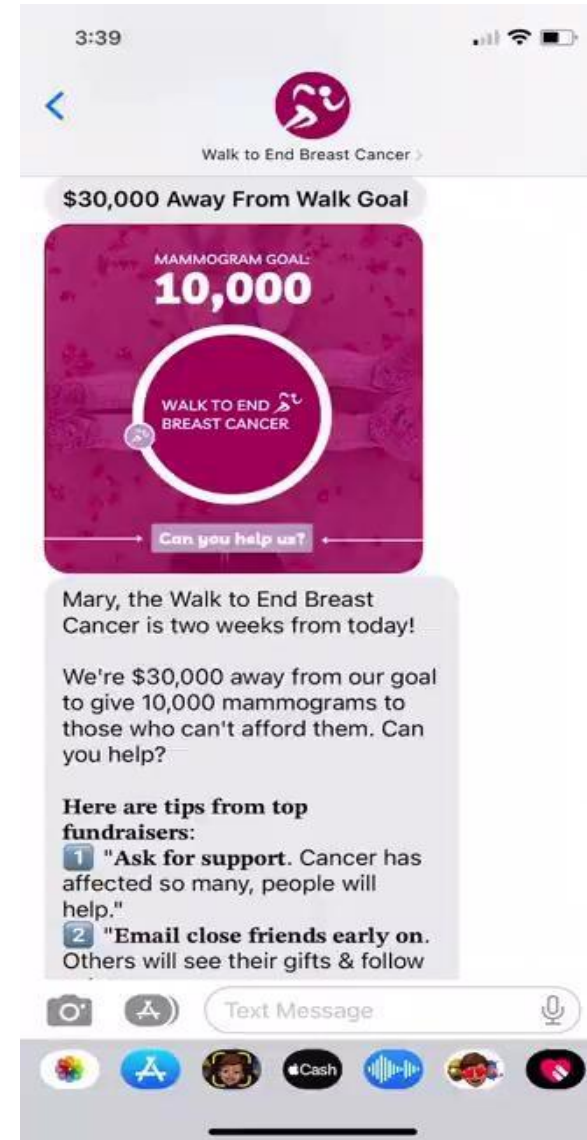
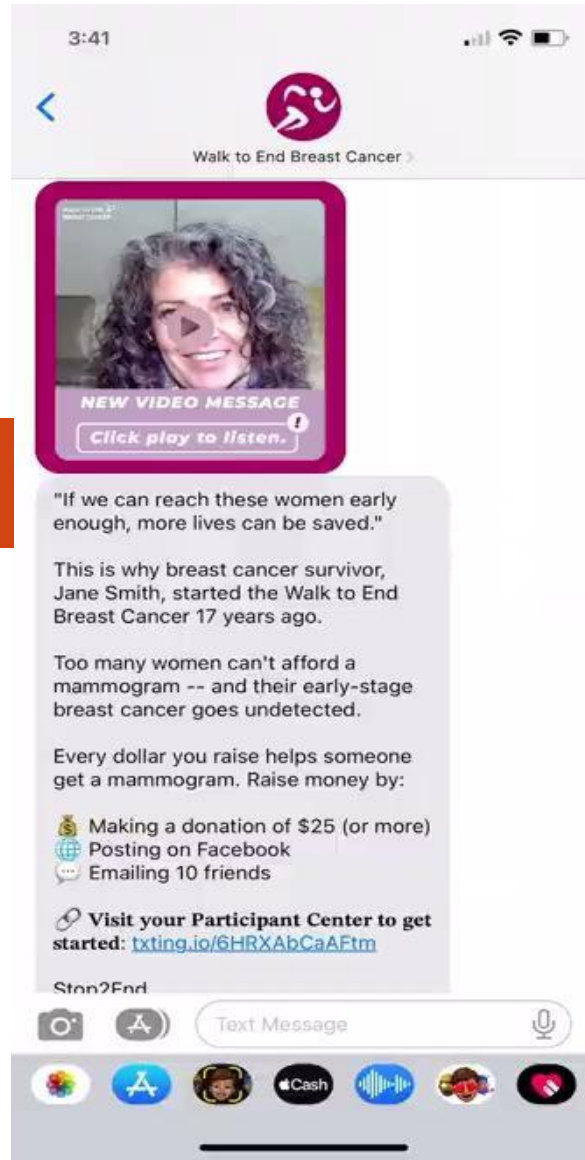
# Personalizing Welcome & Coaching Texts





# Fundraising Coaching Text Videos

## Video Welcome



## Goal Progress

## Replies to Text Messages?

57,000

Automated text messages sent  
in 2023

(participant welcome series and  
countdown series)

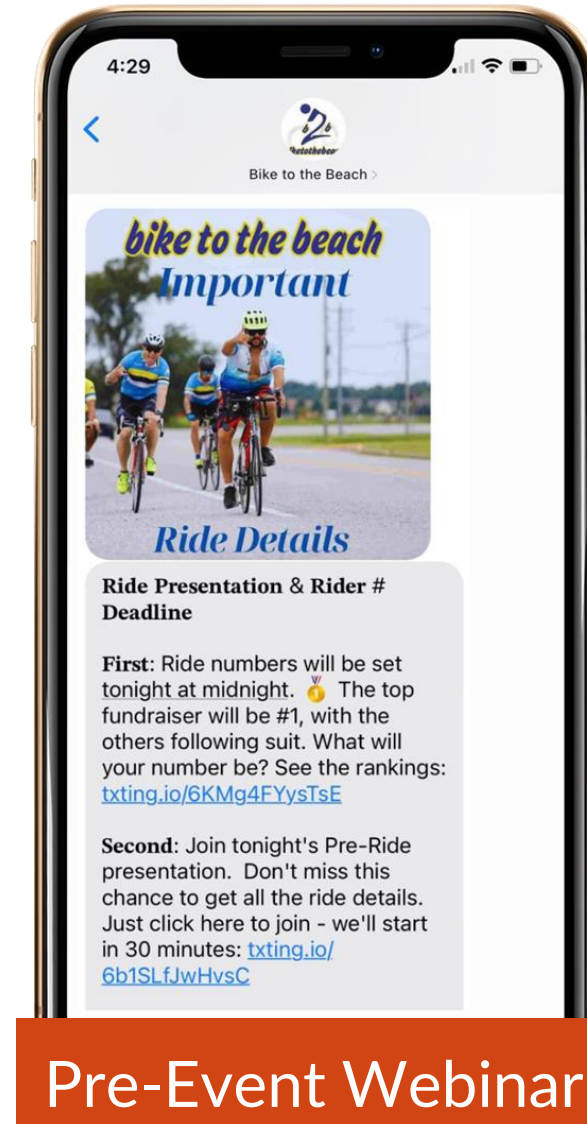
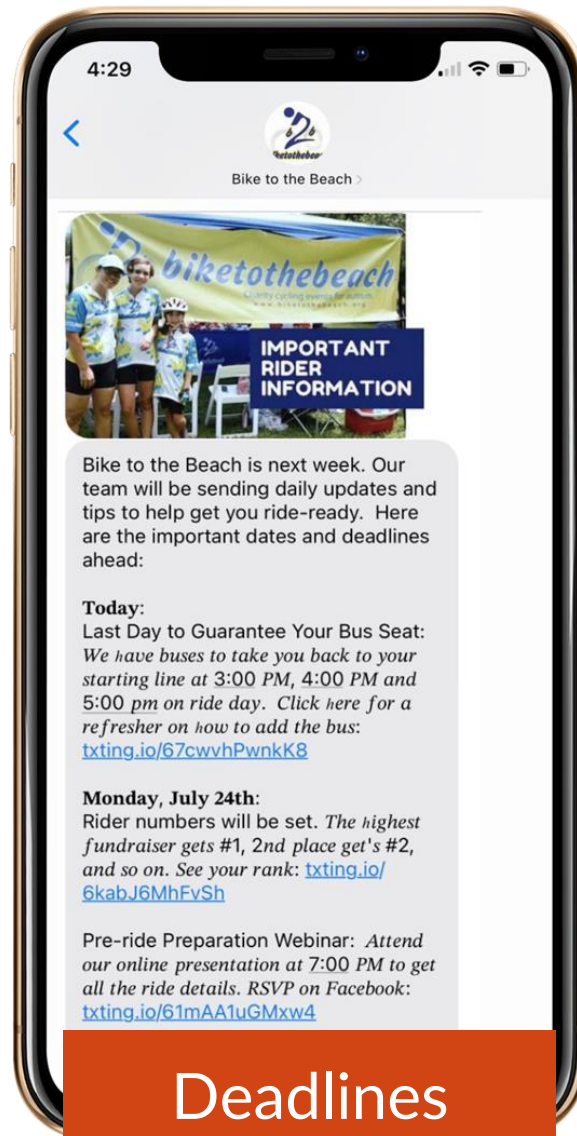
55

Replies received so far  
from participants

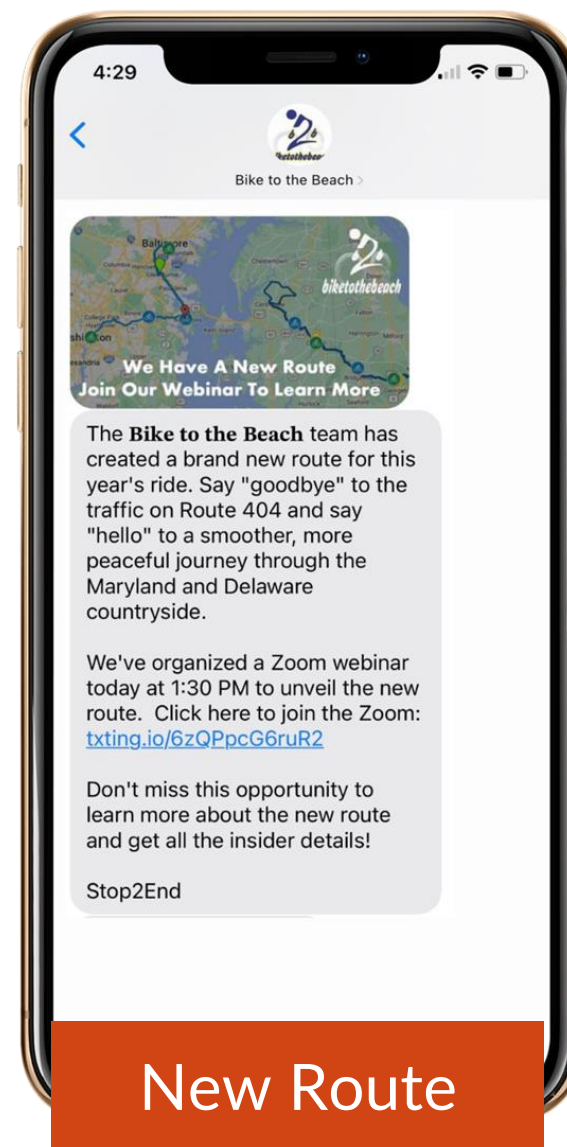
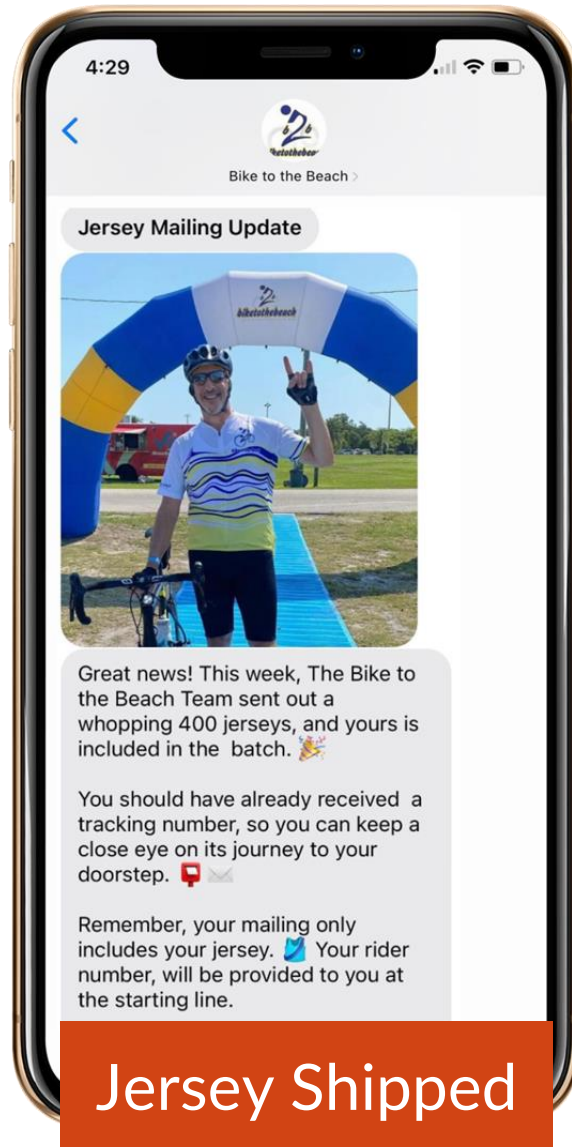


# Broadcast Text Messaging: Improving the Event Experience

# Timely Reminders

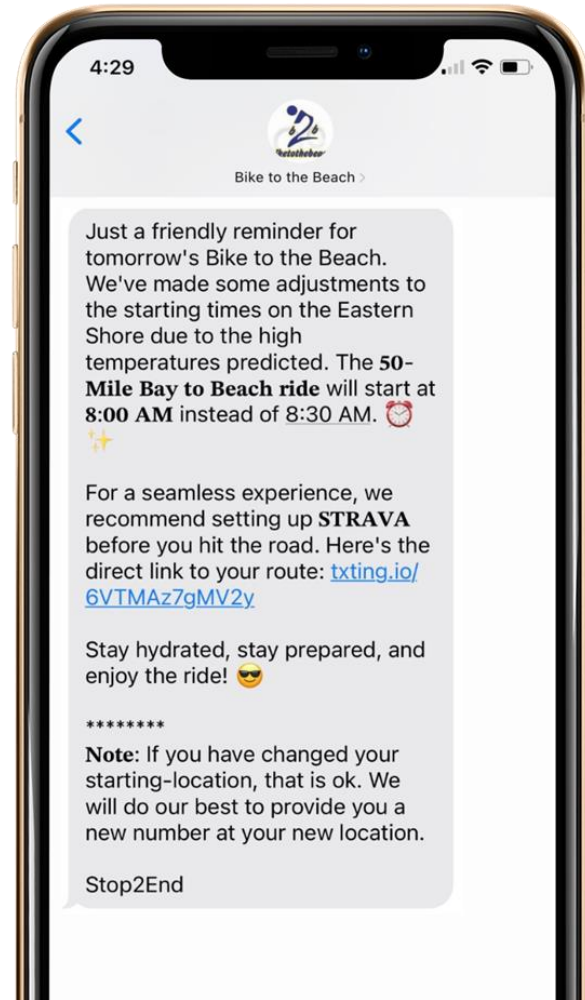


# Providing Value

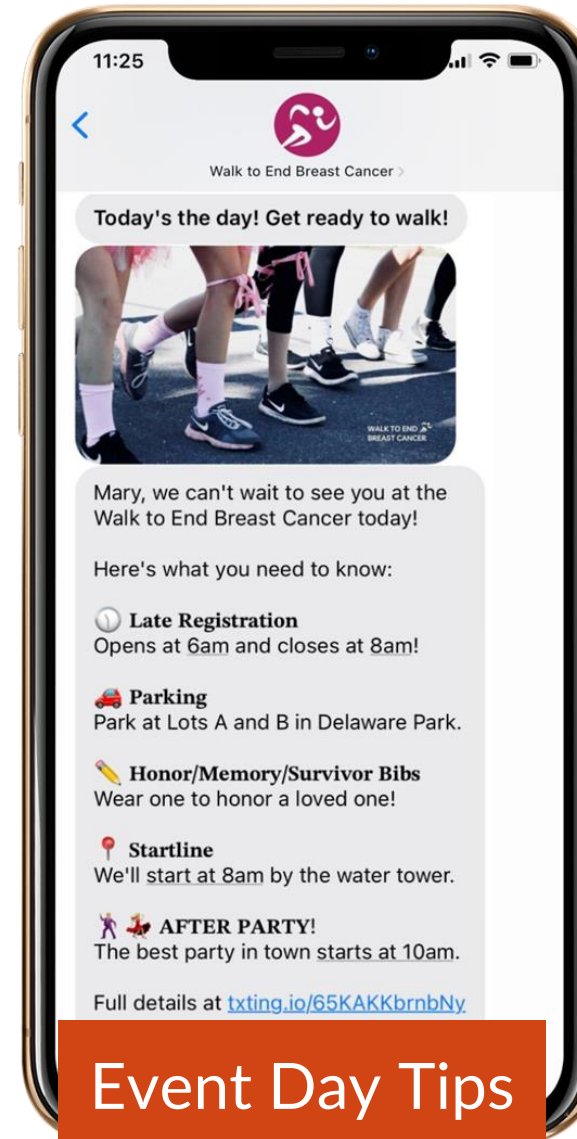




# Important Updates



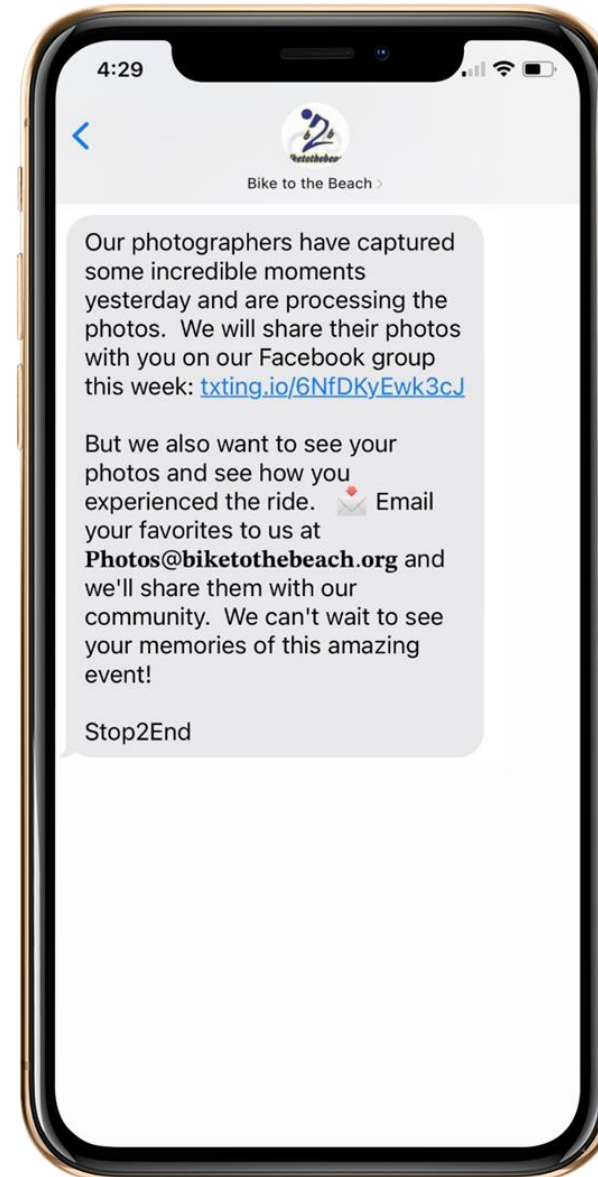
Start Time Changed



Event Day Tips

# Improved Post-Event Experience

## Audio Thank You



## See Photos





# Broadcast Text Messaging: Direct Response Fundraising

# March of Dimes Giving Day

- Giving Day increased  
**32%** year-over-year
- Text messaging generated  
**10%** of total giving

It's March of Dimes Giving Day! Help us support NICU families, so babies can survive, thrive & grow to reach their amazing potential!  
[bit.ly/3A7ZTcE](https://bit.ly/3A7ZTcE)

Stop2End

Final hours to have your March of Dimes Giving Day gift 3x matched! Donate today to help newborns in the NICU survive and thrive [bit.ly/3Ak70E2](https://bit.ly/3Ak70E2)

Stop2End

See how your March of Dimes Giving Day gift makes an impact. Thanks for everything you do to fight for the health of moms and babies.  
[bit.ly/3ec0CCg](https://bit.ly/3ec0CCg)

Stop2End



Hi It's March of Dimes!

Lauren knows first-hand the importance of March of Dimes NICU Family support (NSF) program. Born a year after NSF was introduced to hospitals across the country, Lauren and her family were one of the first to benefit from the resources.

Born preterm at 26 weeks, weighing one pound, seven ounces, she was in the NICU for 89 days. Lauren's parents relied on March of Dimes to guide and support them during that uncertain, frightening time.

20 years later, Lauren has come full circle. Her experience inspired her to pursue a career as a NICU nurse. "I really want to give back that same love and care that I received when I was a NICU baby to other families that need it." -Lauren

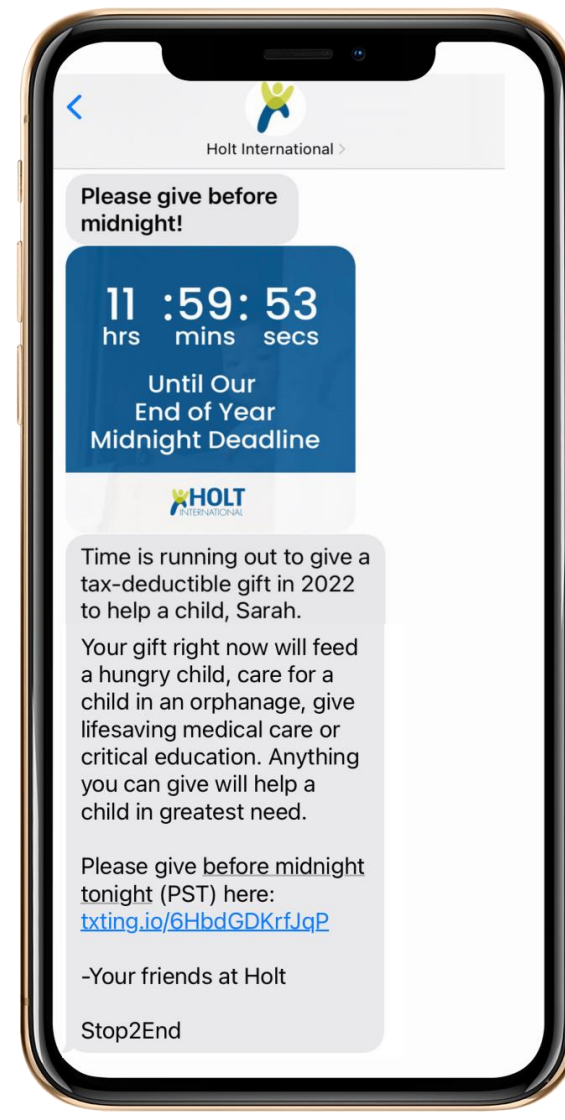
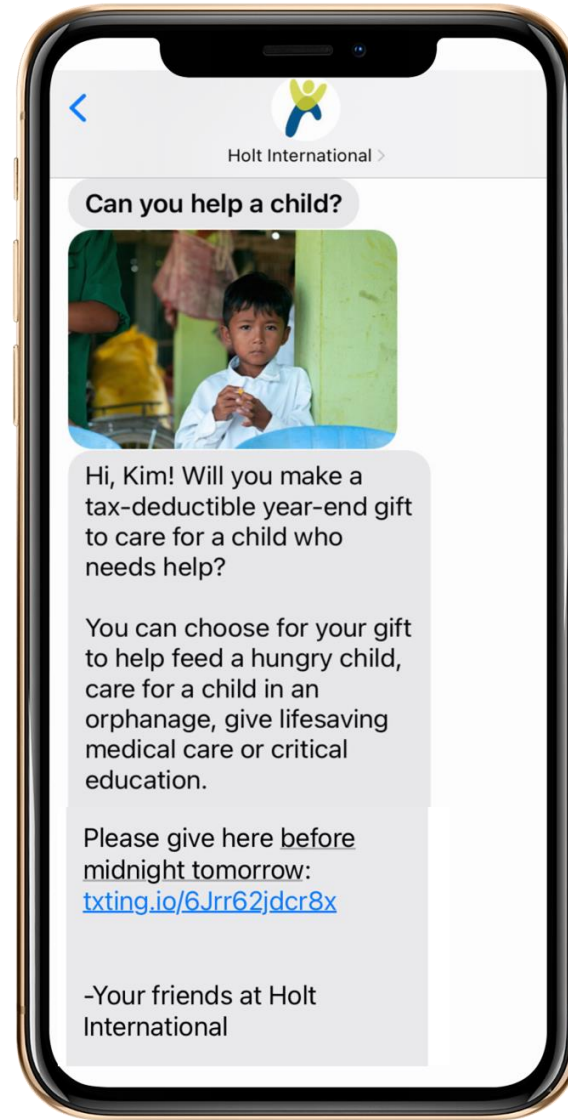
On this Giving Day, help us meet our goal so we can be there for NICU families and their babies, so they can survive, thrive and grow to reach their amazing potential-like Lauren!

[bit.ly/3dJYAJA](https://bit.ly/3dJYAJA)

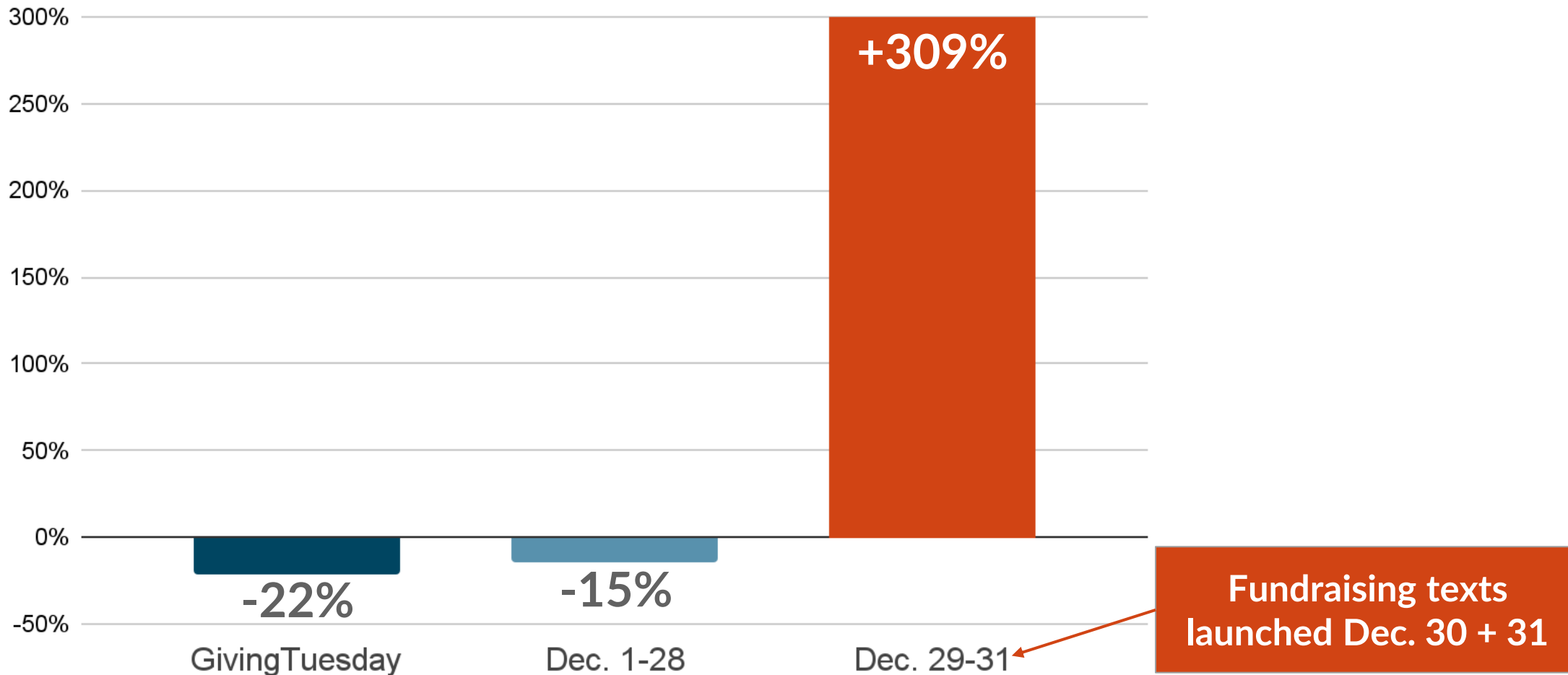
Stop2End

# Holt International - Dec. 30 and 31 Text Appeals

412%  
ROI



# Holt International - 2022 Year-End Online Giving



# 25%-50%

“Adding text messaging to an existing email fundraising program can increase the amount of revenue raised per person by 25%–50%.”

Receive a sample Walk coaching text campaign

**Text WALK  
to 800-800**

tatango.com  
msnusz@tatango.com

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