

MOBILE FUNDRAISING

POPULAR, EASY TO USE & ENGAGING





SELF-ASSESSMENT RESULTS

Our anonymous, self-assessment has concluded.

- 0 to 3 "Yes" answers = Your CWRT is not ready to welcome potential millennial members.
- 4 to 6 "Yes" answers = Re-evaluate your CWRT financial payment practices.
- 7 to 10 "Yes" answers = Some minor adjustments/education may be needed.



USE THE SELF-ASSESSMENT WITH YOUR BOARD OF DIRECTORS?

Download the very same
questionnaire at:

www.cwrtcongress.org/videos/classroom.html



THE BASICS

96% of Americans own a cell phone

Text giving a rising trend

Requires - Short code

Requires - Campaign keyword



NONPROFITS LOVE TEXT FUNDRAISING

It's donor-centric

It boosts giving

Its inspiration driven



INTEGRATES - CURRENT CAMPAIGNS

Social media

Fundraising letters/emails

Events



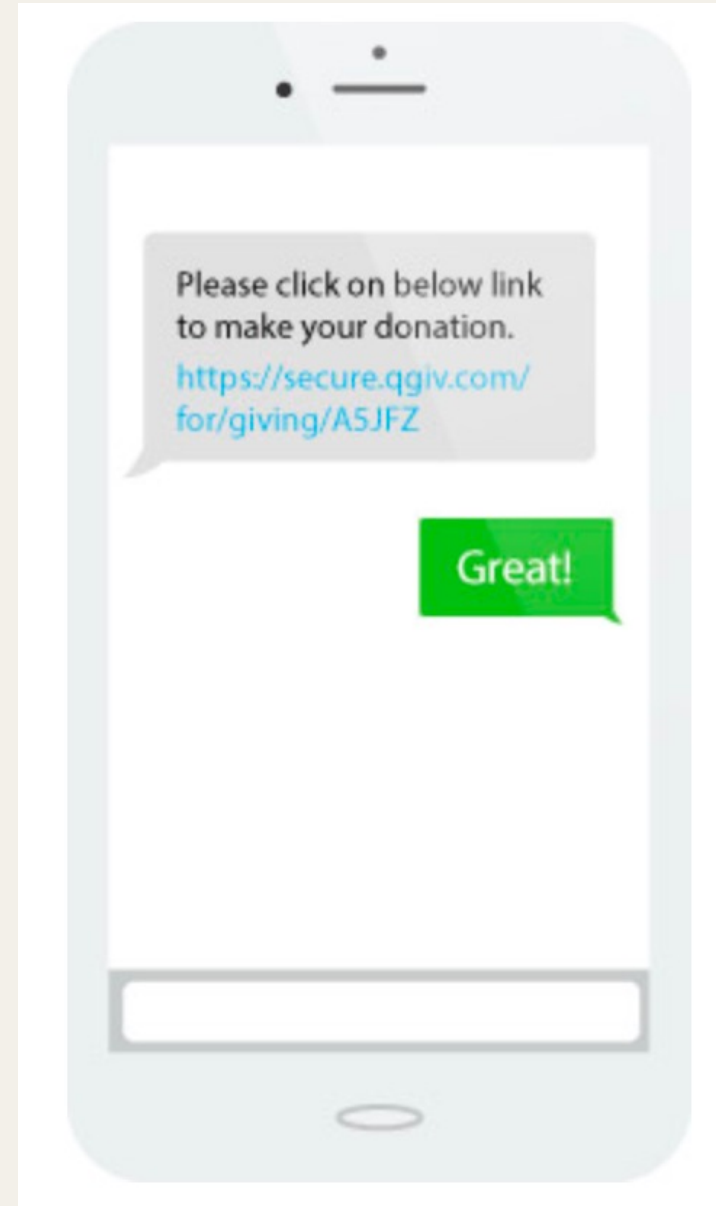
TWO NOTABLE TYPES OF TEXT FUNDRAISING

Text-to-Give

Text-to-Donate



TEXT-to-GIVE





BENEFITS OF TEXT-TO-GIVE

Simple for donors

Easy to complete

Requires little effort



REQUIREMENTS OF TEXT-TO-GIVE

CWRT must apply

Meet minimum qualifications



DOWNFALL OF TEXT-TO-GIVE

Lack of storytelling

Lack of branding

Lack of donor engagement & stewardship

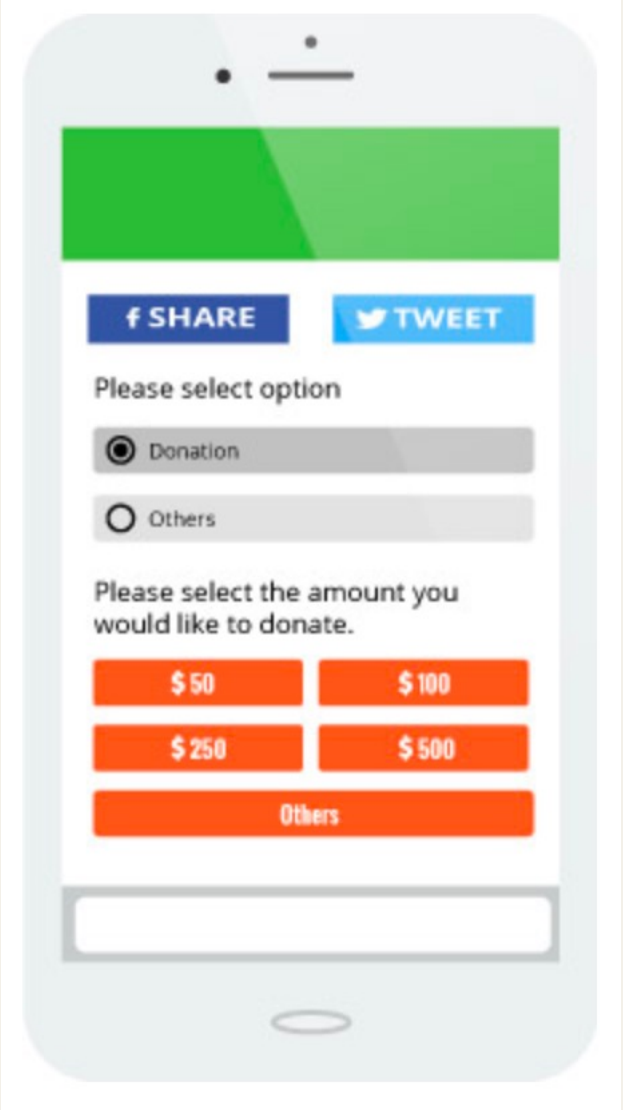
Lack of recurring options

Lack of donation amounts

Lack of timely funds

Lack of donor data

TEXT-to-DONATE





TEXT-TO-DONATE

Form-based fundraising

Supporters sent a link to a form

Donors must complete the form



TOP TEXT FUNDRAISING PLATFORMS

Accelevents

Qgiv

Double the Donation

Snowball

Gesture

OneCause

Pledgeling



DOWNFALL OF TEXT-to-DONATE

Accelevents	\$99 + \$1/donor
Qgiv	\$129/mo + %
Double the Donation	\$299/month
Snowball	\$549/year
Gesture	Custom quote
OneCause	Custom quote
Pledgeling	Custom quote



FREE TEXT-to-DONATE "give lively"

Easy mobile giving

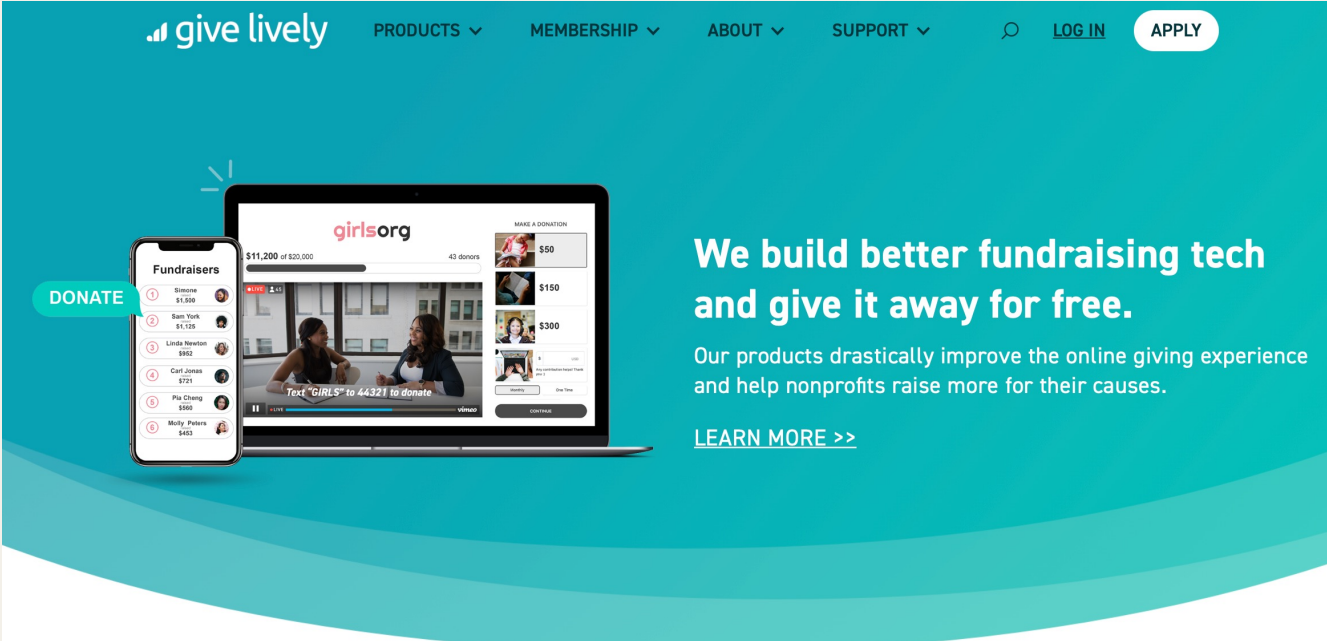
Unlimited text campaigns

Absolutely free

Customize your page

Create a code

Share your code



give lively PRODUCTS ▾ MEMBERSHIP ▾ ABOUT ▾ SUPPORT ▾ [LOG IN](#) [APPLY](#)

Donate

We build better fundraising tech and give it away for free.

Our products drastically improve the online giving experience and help nonprofits raise more for their causes.


[LEARN MORE >>](#)

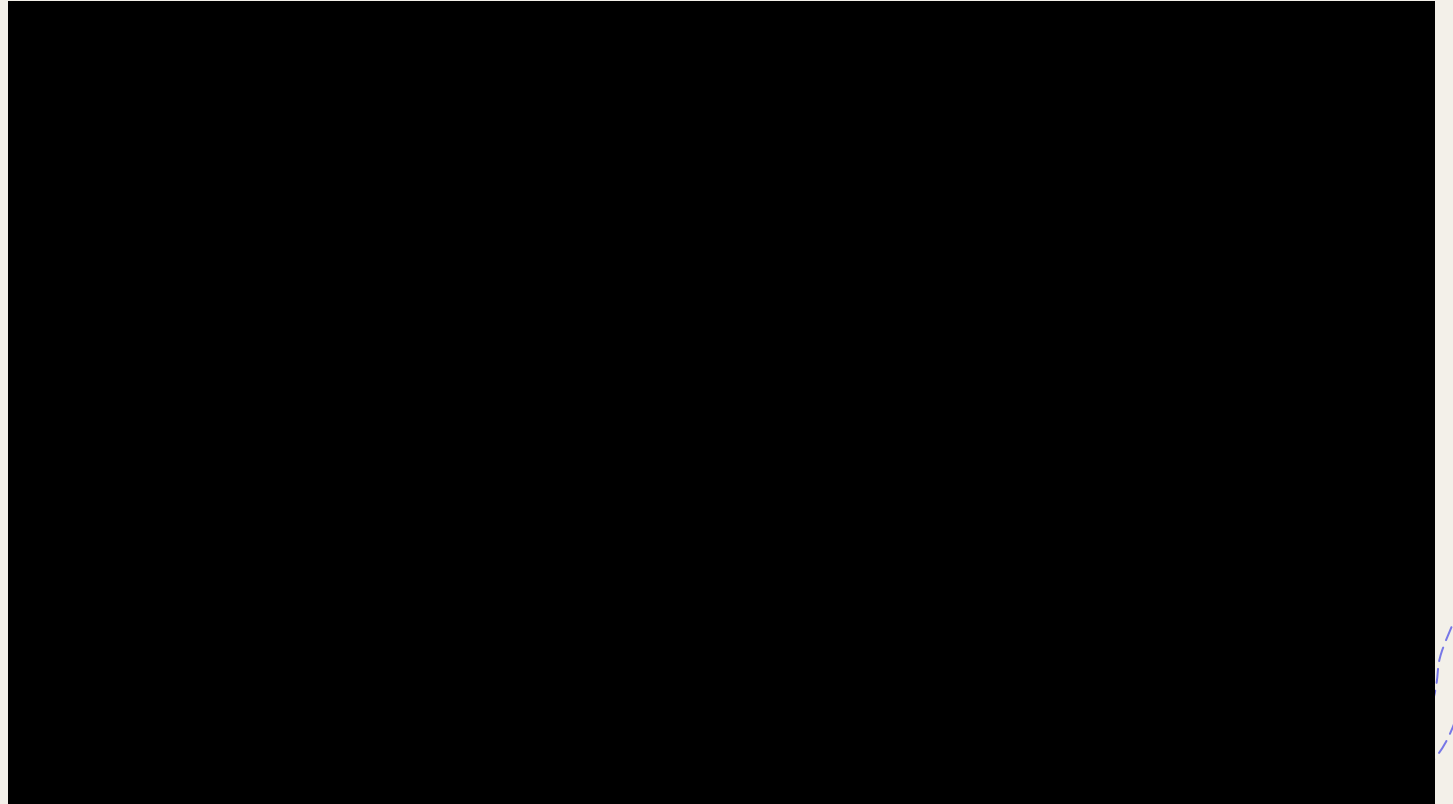
Forever Free (Seriously)

Give Lively was created for the sole purpose of giving away what we build. We believe that nonprofits should not have to sacrifice their means to fulfill their missions. That's why our founders cover the cost of running our business, so we don't have to charge nonprofit organizations for use of our services.

We are committed to serving the nonprofit community. Please read our Forever Free Pledge for more details about our free services.

[READ OUR FOREVER FREE PLEDGE](#) [LEARN MORE ABOUT US](#)







THE DONATION JOURNEY

The donation journey managed by Give Lively is designed to be speedy, secure and as friction-free as possible for donors and nonprofits alike.



DONOR GIVES

Donor completes nonprofit's online donation form, powered for free by Give Lively.



AUTOMATIC PROCESSING

Give Lively partners with industry-leading payment processors Stripe and PayPal.

Nonprofits must have a fully authorized Stripe account connected with Give Lively. PayPal is an optional additional payment integration. Payment processor fees apply.



NONPROFIT RECEIVES

Donation is disbursed directly to nonprofit's bank account within seven business days, depending on form of payment.



APPLICATION ENSURES

Only accept 501(c) 3 nonprofits

No discrimination

Cannot advocate against rights of women

Cannot advocate for war, assault weapons, etc.

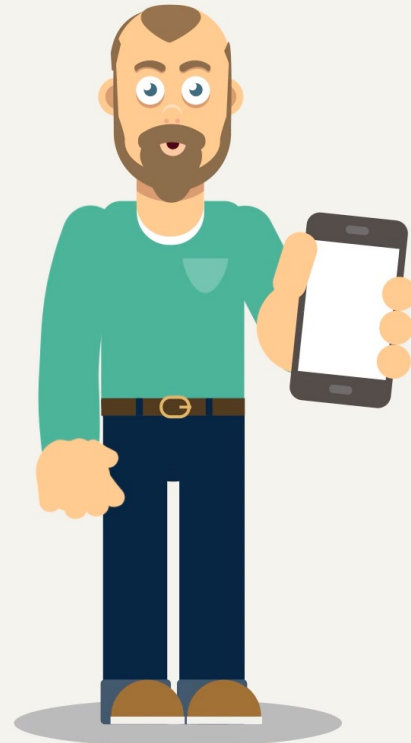
No hate speech or violence



APPLICATION STEPS

1. Provide EIN
2. Provide contact information
3. Agree to terms of service
4. Connect to your Strip account

**CWRT CONGRESS - APLOS
(Accounting & Donor Management)
TEXT TO DONATE**





CWRT CONGRESS - LIVE DEMO

844-996-1479

GIVE (an amount)

RECEIVE - Text with link

SET UP - Your donation portal

- Amount
- Donor Info
- Credit card/ACH
- SUBMIT



Discussion