



Using Peer-to-Peer Texting to Enhance Your Fundraising Program



What challenges has your team faced during your most recent budgeting season?





The Challenge!

- **Our donors do not like to be contacted by phone**
- **We cannot control the message**
- **Tele-fundraising is too expensive**



The results ... over the next fiscal year

- 6.5 million text messages sent
- \$1 million dollars in net revenue!
- 2.4:1 ROI





The results ... over the next fiscal year

- **3.3 million text messages sent to 25+ month lapsed donors**
- **\$245,000 dollars in net revenue!**
- **1.7:1 ROI**
- **7,800 donors reactivated!**
- **21,000 new email addresses acquired!**



An aerial night view of a city, likely New York City, with a network overlay of glowing white nodes and arcs. The text is centered over the image.

Text Message Engagement

Need to Knows



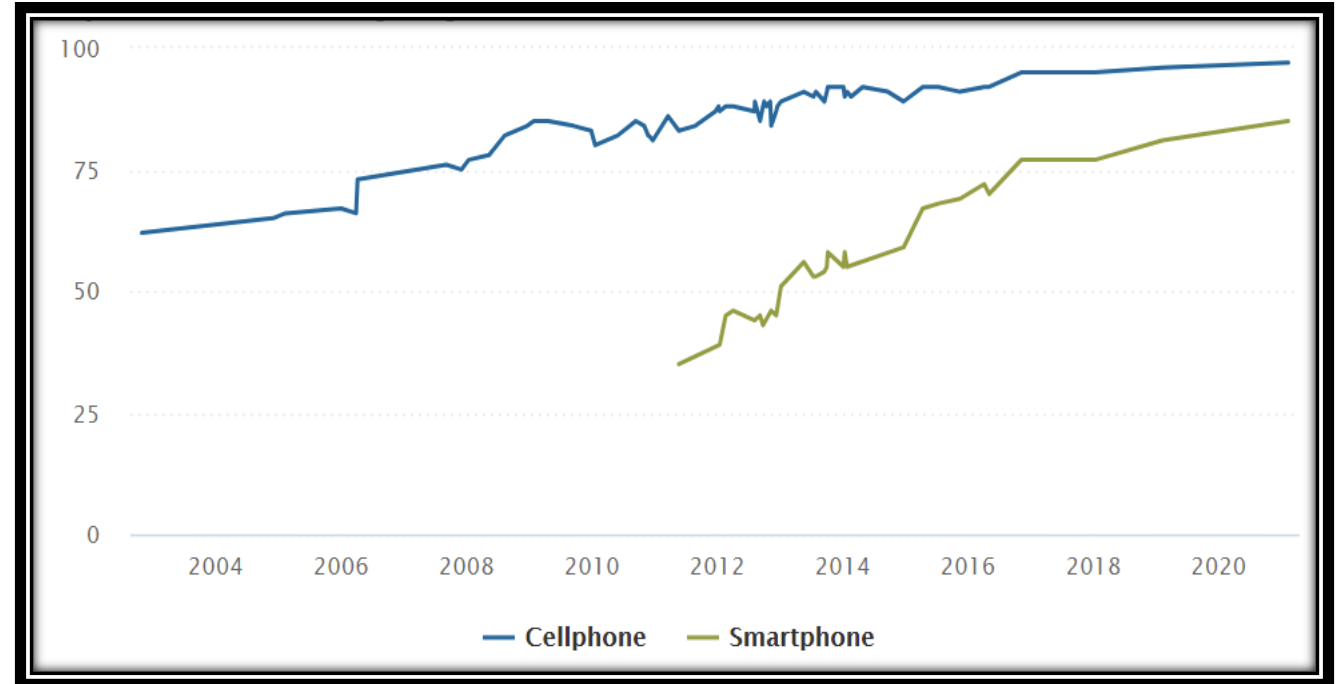
Mobile Phone Usage

- **1 in 4 donors use mobile devices to discover nonprofits they were previously unaware of**
- **In the past year, mobile donations have increased by 205%**
- **The average donation size for text-to-donate fundraisers is \$107**



Mobile Phone Usage

- By 2020, 97% of Americans were using cell phones.
- 80% were using smartphones; up to 86% in 2022





% of U.S. adults who say they own a ...

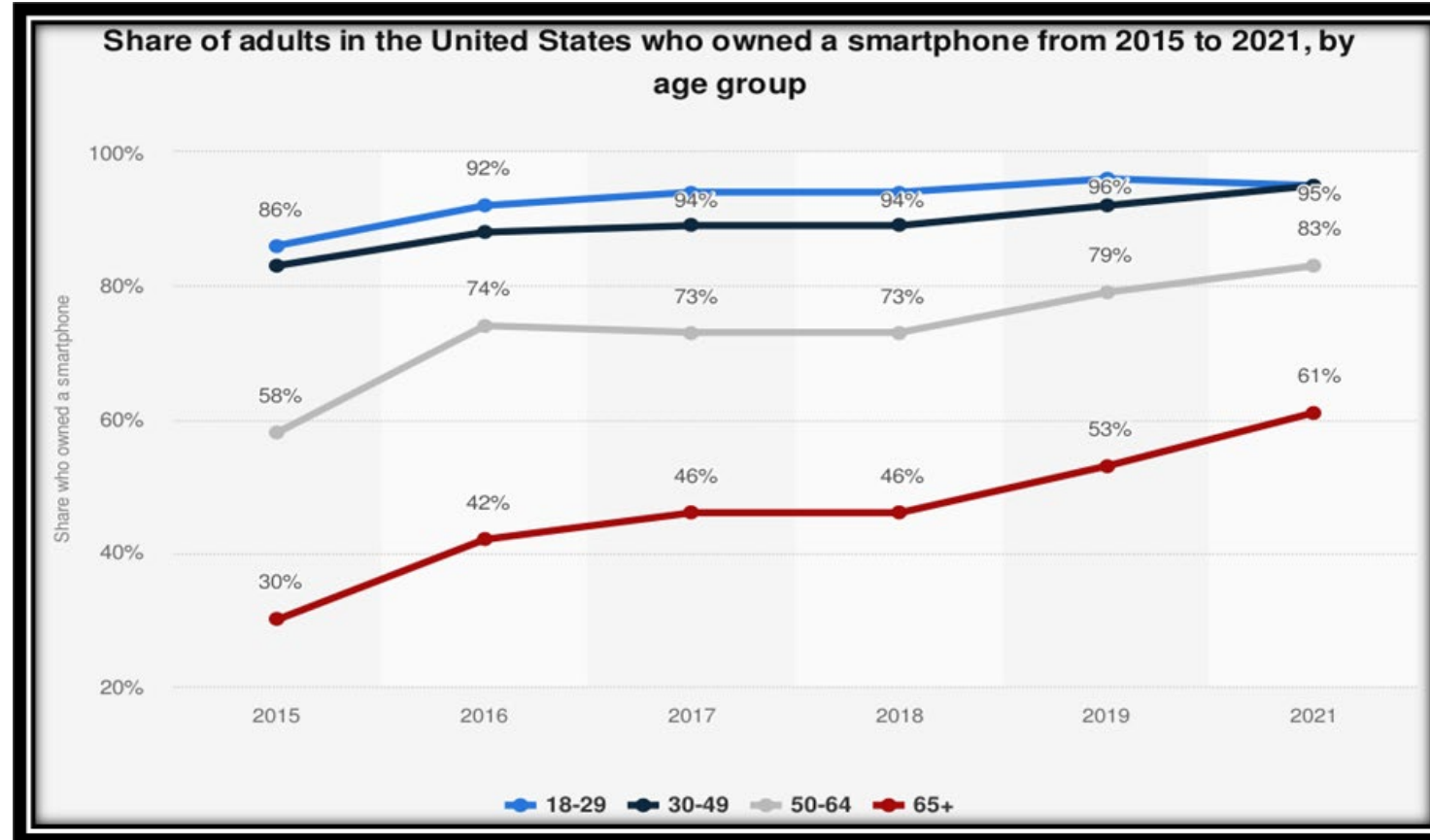
	Cellphone	Smartphone
Total	97%	85%
Men	97%	85%
Women	98%	85%
Ages 18-29	100%	96%
30-49	100%	95%
50-64	97%	83%
65+	92%	61%
White	97%	85%
Black	99%	83%
Hispanic	100%	85%
High school or less	96%	75%
Some college	98%	89%
College graduate	98%	93%

Mobile Phone Usage

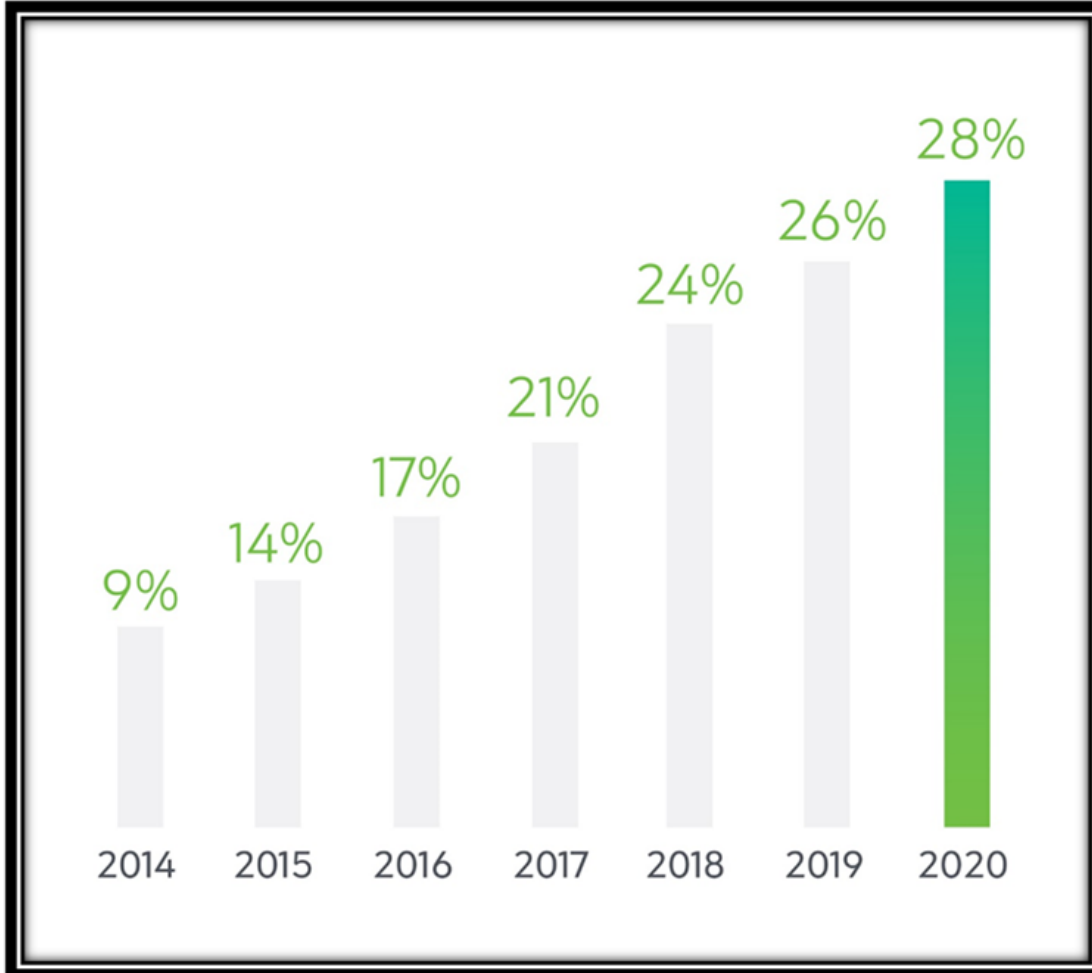


Mobile Phone Usage

- 65+ represents the fastest growing age group of smartphone users
- Doubled between 2015 and 2020



Mobile Phone Usage



Source: Blackbaud Institute

- By 2020, 28% of all online transactions were made on a smartphone
- It's up to 33% in 2023



Q: Which activities do you engage with the most while using your phone during the day?

On an average day, consumers check their text messages more than any other app on their phone



Q: On average, how quickly do you check your text notifications?



33.3%
Within 1 minute

52.4%
Within 5 minutes

10.5%
Within 15-30 minutes

2.2%
Within 1 hour

1.6%
Within 2 hours or longer



Types of Text Messages

SMS vs. MMS

SMS = Short Message Service

- 6 billion SMS texts sent every day
- Typical texts we all send on our phones
- 320 Character limit
- Can incorporate a URL (Web Address)
- Cannot incorporate a photo/Gif/Video

MMS = Multimedia Messaging Service

- 720 Character Limit
- Can incorporate pictures/Gifs/Video
- Can incorporate a URL (Web Address)



Types of Text Messages

“Peer-to-Peer” vs. “Auto” Text

“Auto” Text Delivery

- Text delivered via automation
- Typically, does not support response
- Subject to TCPA rules (prior consent)
- Can set automated processes/donor journey's

“Peer-to-Peer” delivery

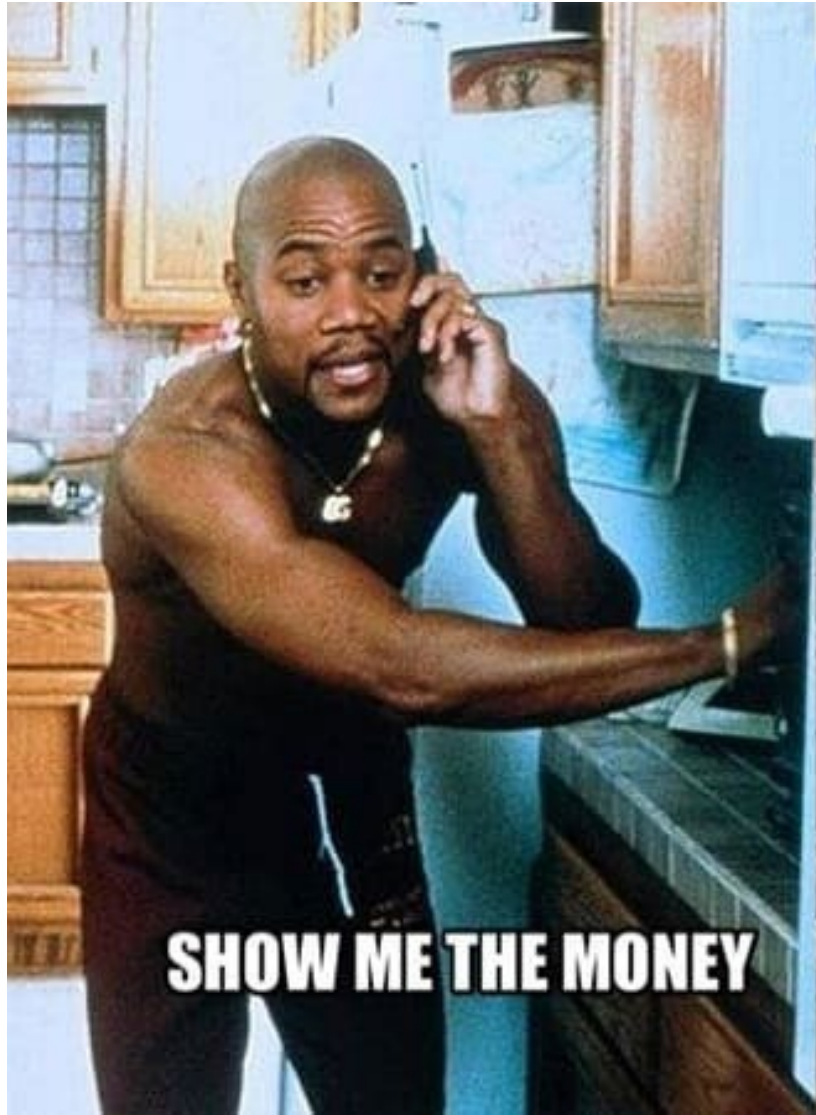
- A person sends each text
- Recipient can respond (interactive)
- Does not require prior consent
- Can deliver to appended phone numbers



The Power of Texting Reveals itself

When the pandemic began...

- ✓ Digital fundraising had experienced strong growth
- ✓ But....text messaging as a fundraising tool was still in its infancy
- ✓ We started by testing simple messages of support, which contained a link to the nonprofit's website
- ✓ While there was often no solicitation in the text message itself, the landing page did give the donor the opportunity to donate
- ✓ These cultivation texts not only generated positive net income, but in some cases, recipients were electing to become **sustaining donors!**





Cultivation Text Case Study

“Pray for the victims in the U.S., China and around world impacted by the Coronavirus.”

- ✓ Included a link to a landing page that provided an opportunity for the recipient to donate
- ✓ Sixty-seven people contributed a total of \$6,307, with an average gift of over \$94
- ✓ **\$4,088 in net revenue**
- ✓ **2.8:1 return on investment!**

Cultivation Message

Messages Delivered:	15,852
Gifts Rec'd the Next Week:	67
Average Gift:	\$94.13
Net Income:	\$4,088

Return on Investment
2.8:1

Kim

PRAYER ALERT: Join <Organization> as we pray for victims in the US, China, & around the world impacted by the coronavirus. Visit www.link.com



Emergency Text Case Study

Texts can be implemented very quickly. A relief client contacted us shortly after an earthquake rocked Haiti. All texts were delivered within 24 hours.

Text messages generate 90% of their total revenue within 24 hours!

- ✓ We delivered 17,506 texts
- ✓ 346 Gifts (2% Response) was generated
- ✓ This text produced over \$55,000 net income
- ✓ Avg Gift = \$168
- ✓ 22:1 Return on Investment

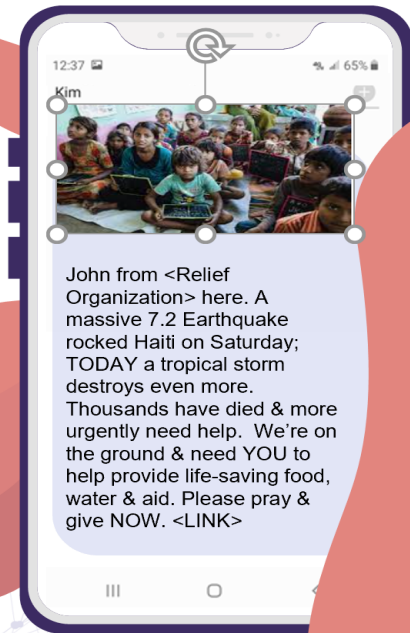
Haitian Earthquake Relief

Messages Delivered:	17,506
Gifts Received:	346
Average Gift :	\$168

Net Income: \$55,540

Return on Investment:

22:1 !



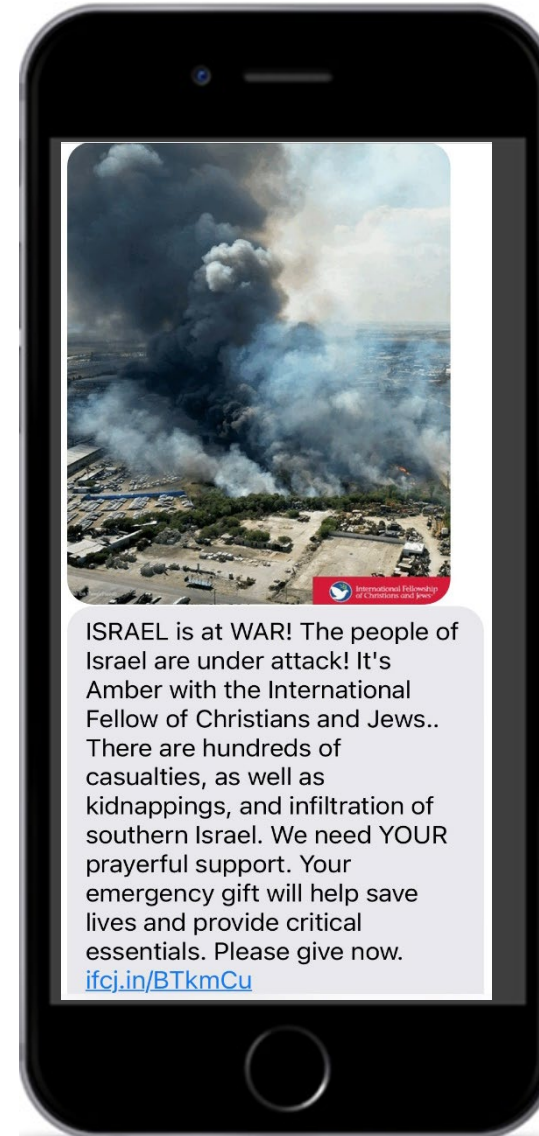


Breaking News Case Study – NEW

We delivered text messages within 5 hours of the news breaking about the war in Israel!

	Total	Core File (0-36 mo)	Mid-Level (0-36mo)	Sustainers	Core File Resend
Successful Messages	552,854	280,054	21,656	49,133	202,011
Delivery Rate	98.21%	99.34%	99.36%	99.63%	96.23%
Gifts	3,495	1,371	168	446	1,510
Gross \$	\$363,120	\$117,383	\$37,911	\$48,873	\$158,954
Conversion Rate	10.9%	9.8%	14.8%	14.3%	11.0%
Avg Gift	\$103.90	\$85.62	\$225.66	\$109.58	\$105.27
Net	\$286,407	\$77,915	\$34,860	\$41,968	\$131,664
ROI	4.7	3.0	12.4	7.1	5.8

- ✓ **552,854 messages**
- ✓ **\$286,407 new revenue**
- ✓ **4.7:1 ROI!**
- ✓ **298 new sustainers**





Sustainer Recruitment Case Study

	Totals
Total Messages Sent	117,127
Total New Sustainers	123
Sustainer Conversion %	0.11%
Total Sustainer Revenue Month 1	\$8,350
Est. Annualized Sustainer Revenue by Month 12	\$90,180
Average Monthly Gift	\$67.89
Additional 1x Gifts	99
Additional 1x Gift Revenue	\$7,385
Average Gift - 1x	\$74.60
Net Income in Month 1	(\$1,834)
Est. Annualized Net Income by Month 12	\$79,996
Est. ROI in Month 1	0.9
Est. ROI by Month 12	5.6

- ✓ 123 Sustainer Recruited
- ✓ \$67.89 average gift
- ✓ .9:1 Month 1 ROI
- ✓ 5.6:1 12 Month ROI
- ✓ \$79,996 Projected Annualized Net Income!



Sustainer Upgrade Case Study

Successful Messages	9,324
Clicks	491
Click Rate	5.27%
Gifts	79
Conversion Rate	16.09%
1st Month Gross \$	\$2,626
12 Month Gross \$	\$23,634
Avg Gift	\$33.24
Net	\$1,644
Mo. 1 ROI	2.67
Mo. 12 ROI	24.06

- **16.1% conversion rate**
- **79 sustainers upgraded**
- **Note: the client was unable to provide the upgrade amount so the gross \$'s, avg gift, ROI stats are based on the total monthly gift.**



Sustainer Recapture Case Study

Attempted Messages	3,525
Monthly Recaptures	358
Monthly Conversion	10.2%
1st Months \$	\$3,464
Avg Monthly Gift	\$9.68
Proj 12 Months \$	\$31,176
1x Gifts	418
1x Conversion	11.9%
1x \$	\$8,369
Avg 1x Gift	\$20.02
Month 1 Net \$	\$10,804
Proj. 12 Month Net \$	\$38,516
Month 1 ROI	11.5
Proj. 12 Month ROI	38.4
Opt Out Rate	5.2%

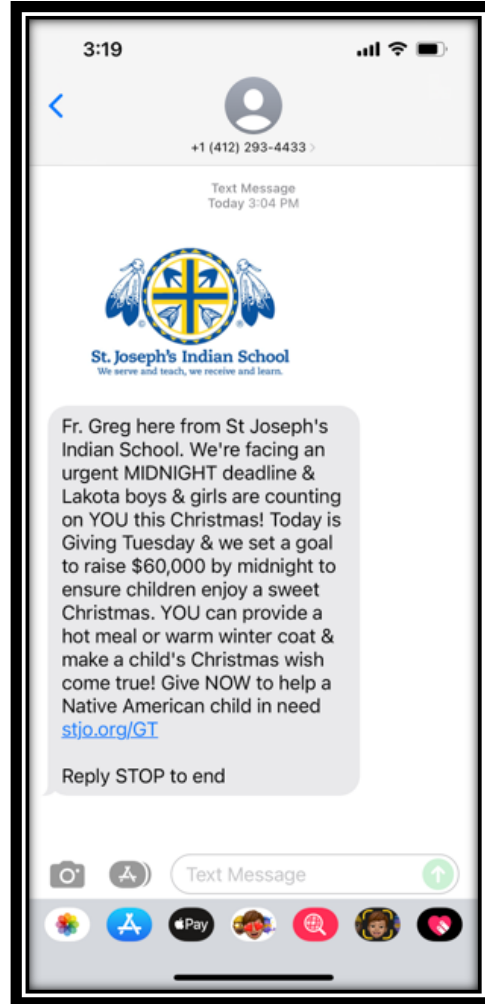
- **10.2% Sustainer recapture rate**
- **418 1x gifts**
- **11.5: 1 Month 1 ROI!**
- **38.4: 1 Projected 12 Month ROI!**



Giving Tuesday Case Study

Audience: Active Donors

Message: Tested “Pre”-Giving Tuesday vs Giving Tuesday





Giving Tuesday Case Study Cont.

	Cumulative	Pre #GT	#GT
Attempts	29,252	7,566	21,686
Click Rate	5.5%	5.2%	5.7%
Conversion Rate	30.1%	26.6%	31.2%
Gross \$	\$33,302	\$5,734	\$27,568
Avg Gift	\$72.24	\$58.51	\$75.94
Net Revenue	\$30,084	\$4,902	\$25,183
ROI (1st Mo.)	10.3	6.9	11.6
Sustainer Gifts	6	-	6
Sutainer Avg Gift	\$29.33	\$0.00	\$29.33
Projected Annualized Mo \$	\$1,760	\$0	\$1,760

- ✓ Sending the text on #GivingTuesday generated significantly better results.
- ✓ 10.3: 1 ROI; \$30,084 in Net Revenue





Giving Tuesday Case Study Cont.

Year	Online Giving (incl. Text)			Text Only		
	#Gifts	\$Gifts	Avg. Gift	#Gifts	\$Gifts	Avg. Gift
Giving Tuesday (No Texting)	2,398	\$190,301	\$79.36			
Giving Tuesday (w/ Texting)	2,547	\$225,322	\$88.47	461	\$33,302	\$72.24
YOY #Difference	149	\$35,021	\$9.11		95.1%	
YOY %Difference	6.21%	18.40%	11.48%			

✓ 18.4% Increase in revenue YOY

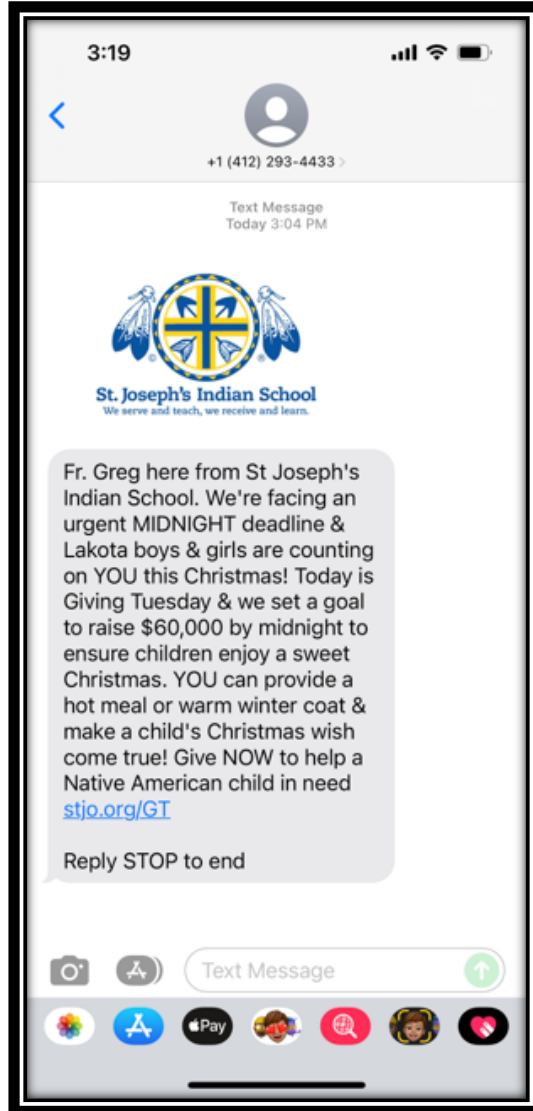
✓ 95% (\$33,302) of the increase is directly attributed to the texting campaign



Calendar Year End Case Study

Audience: Active & Lapsed Donors Donors

Message:



Make your tax-deductible gift by December 31 and it will be matched 10x up to \$350,000!

Your support provides the Lakota boys and girls with:

- Safe, stable homes and warm meals
- A first-class private education
- Individual counseling and guidance





Calendar Year End Case Study Cont.

	Cumulative	Active Donors	13+ Mo. Lapsed Donors
Attempts	403,938	218,350	185,588
Gifts	2,150	1,475	675
Conversion Rate	19.9%	21.6%	17.0%
Gross \$	\$171,330	\$121,684	\$49,646
Avg Gift	\$79.69	\$82.50	\$73.55
Net Revenue	\$126,897	\$97,666	\$29,231
ROI (1st Mo.)	3.9	5.1	2.4
Sustainer Gifts	24	24	-
Sutainer Avg Gift	\$28.96	\$28.96	\$0.00
Projected Annualized Mo \$	\$6,950	\$6,950	\$0

- ✓ Strong ROI on both active & lapsed audiences
- ✓ \$126,897 in Net Revenue!
- ✓ 675 donors reactivated at a 2.4:1 ROI
- ✓ 24 sustainers generated; \$28.96 avg gift





Questions to consider

- ✓ What are my strategic objectives?
- ✓ Who is my target audience(s)?
- ✓ What is the optimal cadence?
- ✓ What's the right mix of solicitation and cultivation?
- ✓ How will texting support my digital program and how will it support my traditional marketing (direct mail)?
- ✓ How will I maximize delivery rates?
- ✓ What's my strategy to minimize "opt-out" rates?
- ✓ What is my strategy to optimize messaging?
- ✓ How do I optimize my landing pages?





Why Synergy?

Synergy is not a texting platform. We are direct marketing experts with over 20 years' experience designing and deploying phone-based donor communication programs for nonprofit organizations.

- ✓ Synergy has designed and deployed over 2,000 peer to peer Text campaigns for its nonprofit clients.
- ✓ Synergy has 100+ texting clients today and quickly growing. Up from 40 in December of 2021
- ✓ Synergy has developed a deep base of best practices and continue to do so.
- ✓ Our delivery platform is the best in class. (95%+ delivery)
- ✓ We offer extremely competitive sliding scale pricing.
- ✓ Synergy has been split test against competitors and in-house solutions and has always outperformed.





THANK YOU!

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