

Text Giving Donor Survey Report



January 2011

Commissioned by The mGive Foundation

The mGive Foundation (www.mgive.org) is a 501(c)(3) established to make it easy for non-profits to quickly execute effective mobile giving campaigns – and for mobile operators to support them. The mGive Foundation has partnered with more than 60 of the nation’s leading mobile carriers (covering 99% of U.S. mobile customers) to enable non-profits of all sizes to increase overall donations and reach new audiences using affordable, reliable and regulation-compliant text-based mobile giving campaigns. The mGive Foundation has supported more than 7,000 mobile giving campaigns for more than 500 non-profit clients and processes around 85 percent of all mobile donations made today. For additional information you can visit www.mgive.org or contact us by emailing info@mgive.org. All media inquiries should be directed to Marisa Marzano, Calysto Communications, Marisa Marzano, 404-266-2060 x50, mmarzano@calysto.com.

Researched and written by CCS

CCS provides fundraising consulting and management services to extraordinary non-profit organizations throughout the world. Established in 1947 and headquartered in New York City, the firm specializes in breakthrough efforts that transform the scale and impact of academic institutions, medical centers, arts and cultural groups, religious organizations, national and international charities, associations, environmental causes, and civic and human service organizations. CCS clients are among the most recognizable brands in philanthropy. For additional information, please contact Kelly Albanese, CCS Director of Marketing Communications in New York at 212-497-7453, kalbanese@ccsfundraising.com, or visit www.ccsfundraising.com.

Purpose and Objectives

The focus of this study was to examine:

- Who mobile donors are by obtaining basic demographics;
- Whether donation via text impacts the likelihood of donation through other channels or the amount given through other channels;
- What dollar amount donors are comfortable with giving via text; and
- What types of call to action are most effective in motivating donors to give via text.

Survey Process

CCS developed an assessment work plan and timeline and authored an end user survey. Permission was sought from over two hundred nonprofit organizations to target their donors that have “opt-in” mobile number records. All organizations currently utilize the text-to-give platform.

A web-based link to the survey was sent via text message to over 23,500 recipients. Recipients were presented with two options:

- 1 End users using smart phones were able to complete the survey through the embedded link included in the outgoing text message.
- 2 Or, end users were given the option to reply to the text with their email address to receive the survey link via email.

Timeline and Overall Results

The text was sent on December 16, 2010 and the survey remained open for 14 days with an end date of December 29, 2010. A total of 253 responses were received, amounting to a 1% response yield.

Response rate:

Day	1	2	3	4	5	6	7	8	9	10	13	14
#Responses	72	153	171	178	213	228	240	244	249	250	251	253
% Total Responses	28%	60%	68%	70%	84%	90%	95%	96%	98%	99%	99%	100

Survey Result Highlights

1 Text Giving Produces a Positive Donor Experience

Fifty-six percent (56%) of respondents rated their experience with text giving as excellent or good.

2 Text Donors Do Not Limit Giving to One Cause

Sixty-two percent (62%) of respondents give to two or more organizations via text, with a striking 12% of respondents giving to four or more organizations.

3 Mobile Giving Compliments Alternative Channels of Giving

Seventy-nine percent (79%) of respondents who give to an organization via text have also contributed via other channels of giving (email, website or direct mail).

4 A Text Contribution is often an Important Cultivation Step for Higher Future Giving

Eighty-six percent (86%) of respondents who give to an organization via text are willing to consider giving larger amounts via other channels.

5 Appetite for Higher Giving Amount Options

Text donors would like to have the option to give a text gift in the minimum amount of \$25. Seventy-three (73%) indicated that \$25 is the maximum level they would consider giving via text, while 15% indicated \$50 as a max text gift and 9% indicated \$100 or more as a max.

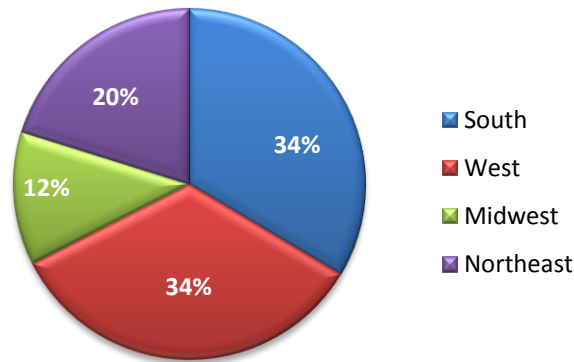
6 Ranking the Calls to Action

The top three calls to action cited by respondents are: a) email, b) public event, and c) television.

Assessment Findings and Evaluation

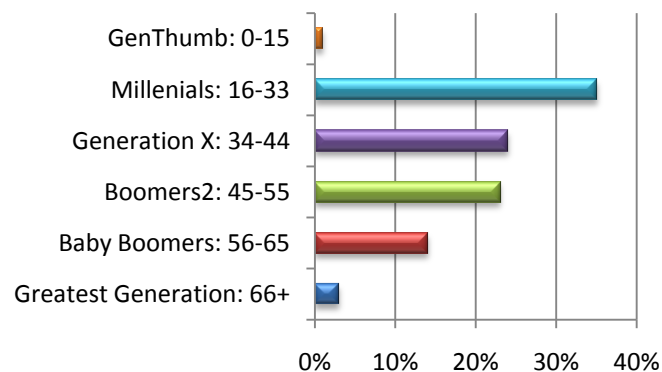
Demographics

Graph #1: Census Region

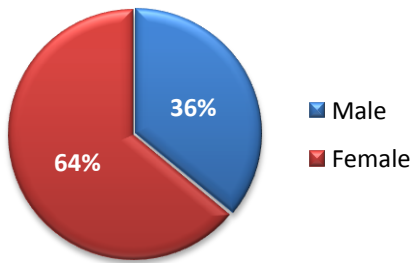


- Fairly even geographical cross section per regions defined by the US Census
- Strongest representation in the South (34%) and the West (34%)
- Lowest response rate from the Midwest (12%)

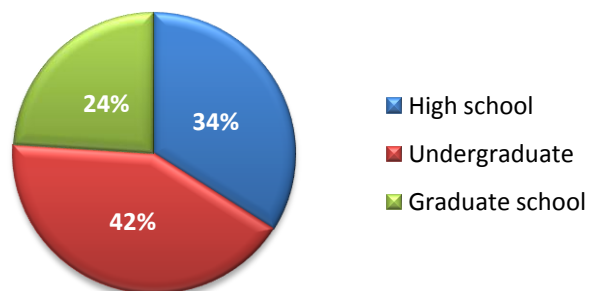
Graph #2: Generation/Age Group



- The majority of respondents (35%) came from the Millennials (ages 16 – 33).
- Following the Millennials, there was a declining level of participation as the age of participants advanced. Generation X (ages 34-44) represent 24%; Boomers2 (ages 45 – 55) represent 23%; Baby Boomers (ages 56 – 65) represent 14%.

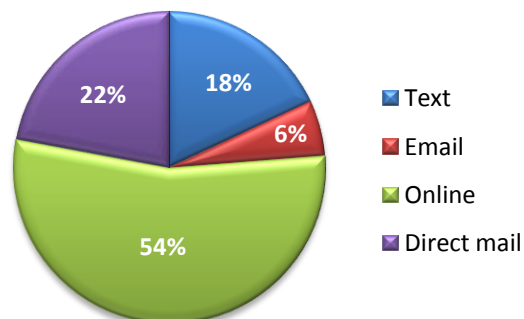
Graph #3: Gender

- An unsurprising majority (64%) of respondents are female. Frequently, women respond in higher numbers to giving and philanthropic matters.

Graph #5: Highest Education Completed

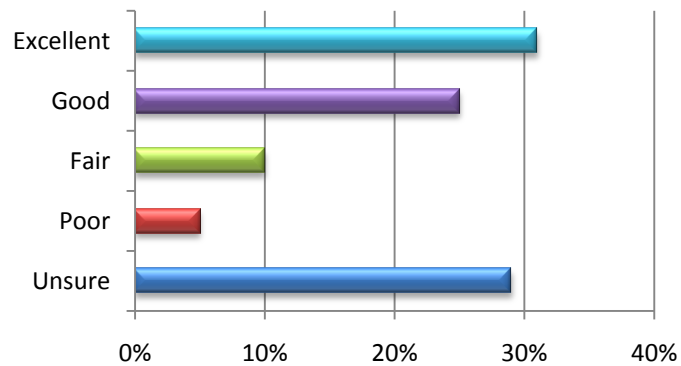
- A majority (66%) are highly educated with undergraduate or graduate degrees.

Preferred Method of Charitable Giving



- Online giving received the majority of top ranking by respondents (133 top rankings or 54%).
- Text giving and direct mail received a similar amount of top rankings (45 for text and 53 for direct mail, 18% and 22% respectively).

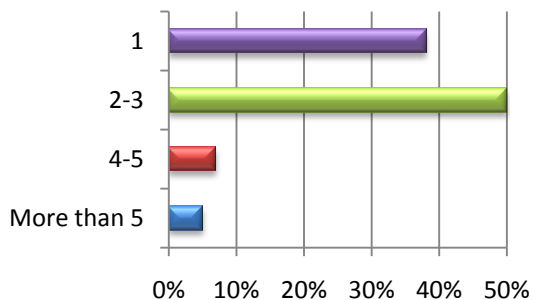
Experience with Text Giving



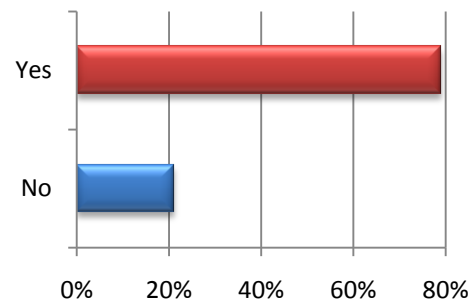
- A large number of respondents rated their experience with text giving as excellent or good (56%). Nonetheless, notable uncertainty remains among 30% of respondents.

Text Donors Give to Multiple Organizations and Through Multiple Channels

8. How many organizations have you contributed to via text?



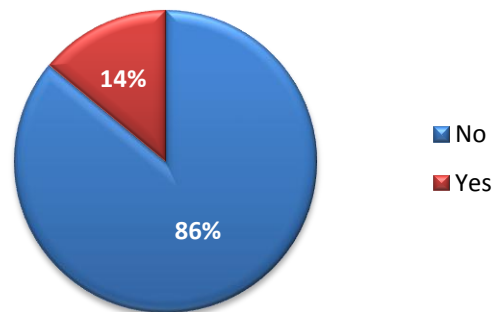
9. If you have given to an organization via text, have you also donated to that same organization via other vehicles (email, websites, direct mail)?



- Sixty-two percent (62%) of respondents give to two or more organizations via text.
- On the higher end, 12% of respondents give to four or more organizations.
- Seventy-nine percent (79%) of respondents who give to an organization via text have also given via email, website or direct mail.

Text Giving Does Not Cannibalize Philanthropic Giving Through Other Channels

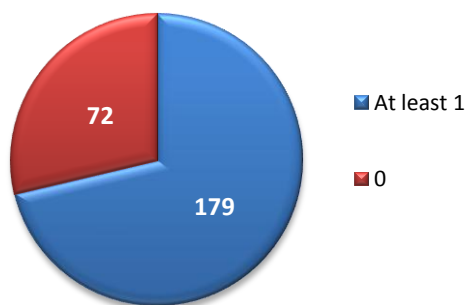
10. If you are a regular online or mail donor, does giving a small gift via text make you less inclined to give a larger donation via another standard method?



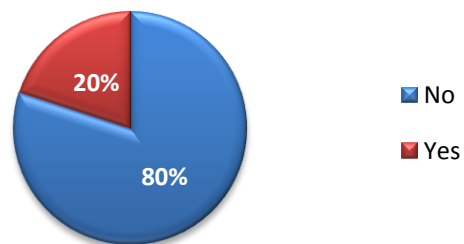
- Eighty-six percent (86%) of respondents who give to an organization via text are willing to consider giving larger amounts via other channels

No Text Giving Experience

8. How many organizations have you contributed to via text?



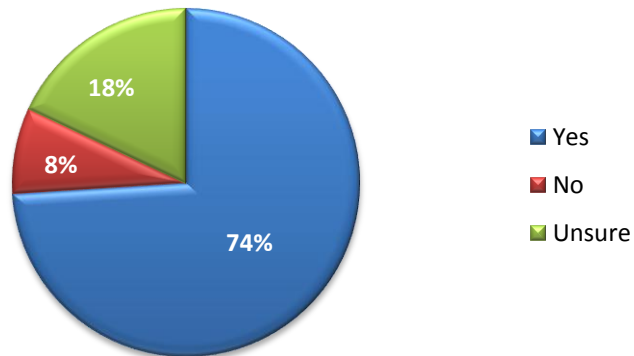
10. As a non-text giver, if you are a regular online/direct mail donor, does giving a small gift via text make you less inclined to give a larger donation via another standard method?



- A number of survey respondents (72) indicated no experience giving by text.
- Those that have never given by text indicate that if they were to give by text it would not preclude them from giving additional larger amounts via traditional methods (online or direct mail).

Text Giving in the Future

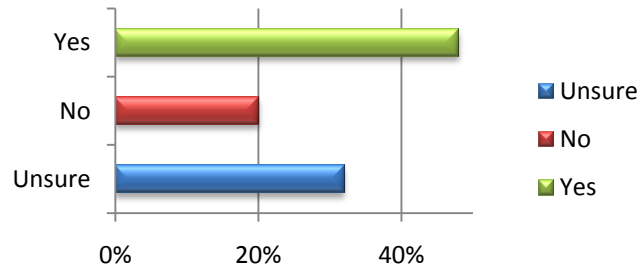
11. Are you inclined to continue giving via text to the organizations you support?



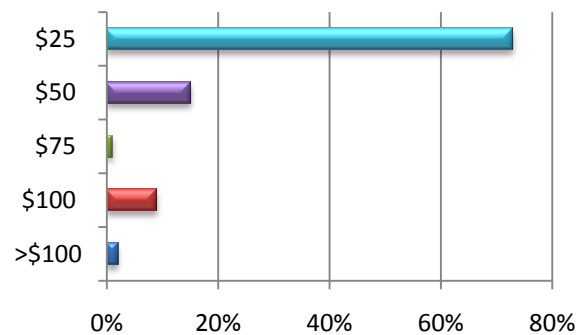
- Seventy-four percent (74%) of respondents intend to continue giving via text.
- Of those willing to continue giving by text, the top two reasons cited were convenience and the text giver's investment in the organization's cause.
- Convenience was the most commonly cited reason for respondent's willingness to continue giving by text.
- For the minority of respondents that are unwilling to continue giving by text, they cited their preference for other methods, confusion over phone charges, and difficulty of tracking giving records for tax purposes.

Text Donors are Willing to Consider Higher Amounts

12. Would you like the added option to support your chosen organization with a gift amount of \$25?



13. What is the maximum gift level you would consider making via text?

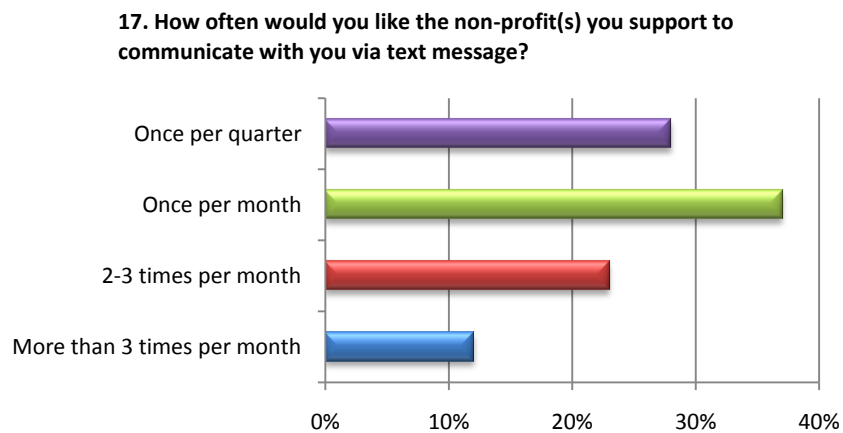


- Forty-eight percent (48%) of text donors would like to have the option to give a \$25 text gift.
- A clear 73% indicated that \$25 is the maximum level they would consider giving via text.
- A smaller percentage had higher sights. An additional 15% indicated \$50 as a max text gift and 11% indicated \$100 or more as a max.

A Ranking of the Calls to Action



Text Donors are Open to Regular Communication from Organizations they Support



- A number of respondents invite text communication quarterly (29%), monthly (37%) and multiple times monthly (34%).

Conclusions

1. Perceptions of Mobile Giving

Respondents indicated a positive experience with text giving. Charitable donors appreciate the convenience and immediacy of giving by text. Survey participants commented on their uncertainty regarding the way donations are billed through the wireless provider and questions regarding security. Respondents expressed positive feedback regarding the immediate nature of the text platform.

2. Text Giving Contributes to a Balanced Fundraising Program

Survey respondents indicated that they give to multiple organizations and through multiple channels. This data suggests that text giving can serve as an important source within a diversified fundraising program. A balanced fundraising model secures 10% to 30% of giving through renewable gifts such as direct mail, online giving, special events, and cause-related marketing. According to survey data, participating organizations are benefiting by including text giving as a complimentary tool to these others. Direct mail has been a significant and growing source of support in the last four years

3. Mobile Giving Can Enhance Revenue From Other Giving Sources

The data suggests that mobile giving is complimentary to other giving channels. Mobile giving should be used as part of a larger multi-channel donor acquisition strategy. Text donors indicated a willingness to give higher amounts via other channels after an initial text gift. Therefore, organizations have an opportunity to position text giving and develop cultivation strategies to migrate text supporters beyond their initial spontaneous donation.

4. Consider Your Audience

It remains early in the adoption of mobile communication across the philanthropic sector and it is clear that younger people are more active. It is not surprising that respondents were led by the Millennials (ages 16 – 33) followed by Generation X (ages 34-44) and Boomers² (ages 45 – 55). These early adopting groups represent the more connected mobile communication and smart phone users. Data would suggest that user rates will undoubtedly broaden with technology adoption.

5. Mobile Donor Communication

Respondents indicated openness to regular active text communication from causes they care about. Organizations have an opportunity to further integrate marketing and to tie mobile communication to the balance of promotion strategies such as social networking, events and traditional print and media. Employing the text-to-donate vehicle can help organizations to build upon donor acquisition beyond the broadly accepted models of direct mail and email. Truly capitalizing on the mobile strategy will require organizations to have in place a post-transaction donor interaction plan.

The views and opinions expressed are those of the author, and are subject to change without notice at any time. As technology changes frequently, there can be no assurance that the trends described here will continue or that the forecasts will come to pass. These materials are provided for informational purposes only.