

Can you Say 90% Open Rate?

Adventures in Text Fundraising

November 26, 2019

Rachel Zant
BC SPCA
David Smith, CFRE
Stratcom

STRATCOM
STRATEGIC COMMUNICATIONS

Toronto | Vancouver | Ottawa | London

Can you say \$50:\$1 ROI?

BCSPCA

STRATCOM
STRATEGIC COMMUNICATIONS

Hi Susan, this is Charly with the BC SPCA. An urgent medical emergency has arrived and she needs your help! Teaka the dog was hit by a train! Get her story: <http://bit.ly/spca.emerg>.

Is this a new way you communicate?

I will definitely help!

Yes we are trying out texting. What do you think?

I like it more personal just was worried it was a scam.

Nope, just joining the future! But always good to be cautious. Don't ever be afraid to call our Provincial Office to confirm if you get a call or text you are unsure about.

For sure. I love donating to this outfit. I will donate this week to help the poor soul. Amazing creatures as they never give up.

995 texts sent
261 clicks
\$5,200 donated
Cost? ~\$150

Why SMS?

Mobile 2.0

- More Canadian households have mobile phones than landlines – 85.6% vs. 75.5%

(CRTC Communications Monitoring Report, 2016)

- 3 out of 4 Canadians own a smartphone

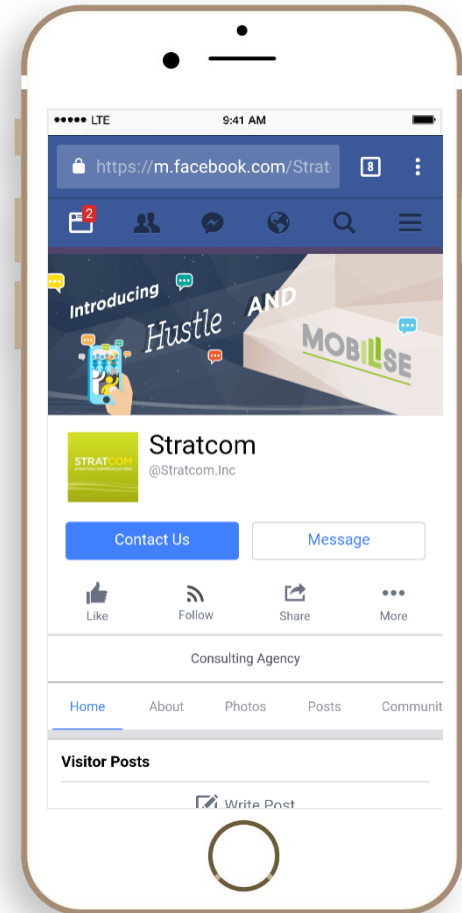
(Catalyst Canada annual smartphone adoption survey, 2016)

- Globally, 5B people (out of 7.5B population) have a mobile phone

(Benedict Evans of a16z, 2017)

- 75% of millennials would rather text than talk

(OpenMarket survey of US millennials, 2017)



SMS

- People check their phones 150x per day on average
(KPCB Internet Trends Report, 2017)
- Every phone has a SMS service
- Most people have nearly unlimited texting plans
- More than 94% of text messages opened
- SMS doesn't use data, accommodating regions with weaker broadband connectivity
- SMS is still an unsaturated medium, helping cut through noise and resulting in increased engagement

The Power of SMS

129x

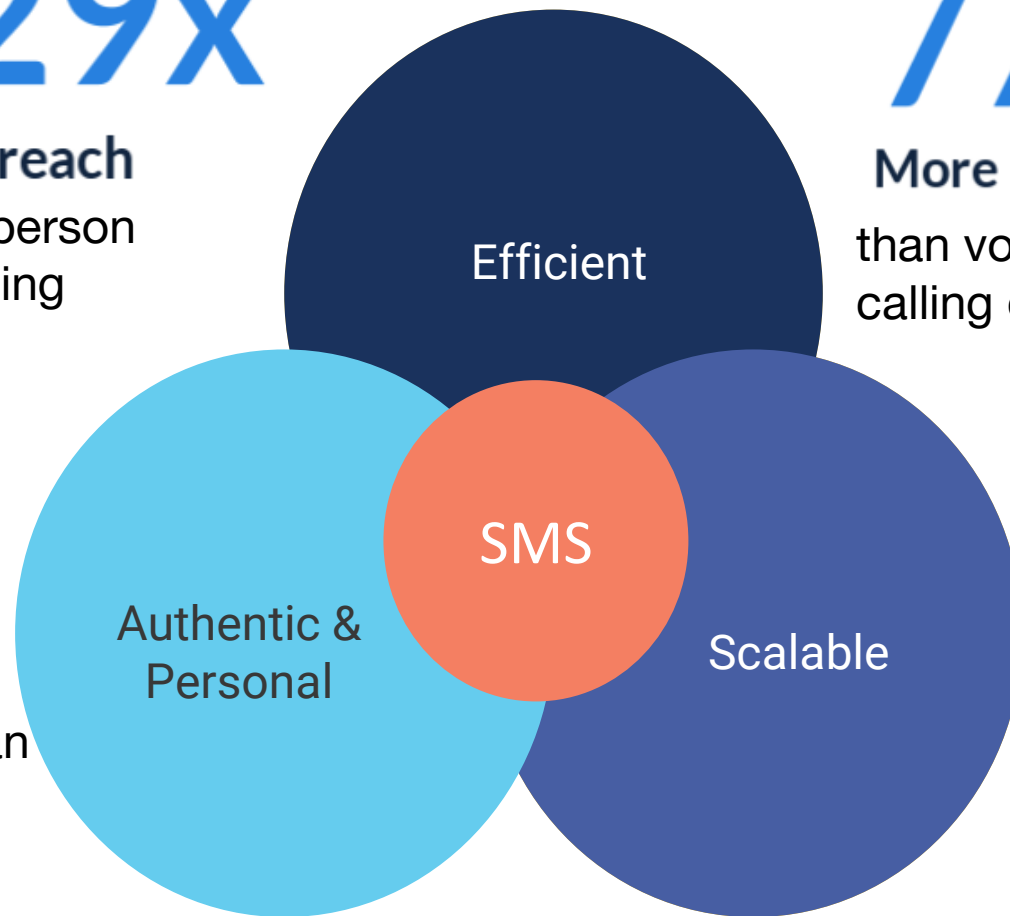
More reach
than in-person
canvassing

77x

More reach
than volunteer cold-
calling of mobile phones

40x

More effective
at driving actions than
email campaigns



What is Hustle?

Hustle is a **peer-to-peer texting tool** that enables you to easily have hundreds or even thousands of **personalized 1:1 conversations** with your members & supporters over text.



How Hustle works

- Create text message scripts in advance of campaigns that your team can personalize in real-time based on responses.
- Enable your team to have hundreds or thousands of 1-to-1 text conversations per hour.
- Engage in genuine text conversations before asking people to take an action
- Hustle can be sent to donors, supporters, and the public.
- Results in higher response rates than text blasts or emails

How Hustle works



Send 1,500+ texts
per hour, per team
member



Experienced
technical & strategic
support teams



Over 90% open
rate in under 3
min



Best combined
with other digital
and offline tactics

Rules & Regulations

- Text messages are considered Commercial Electronic Messages and as such fall under CASL (Canadian Anti-Spam Legislation)
- Charities are exempt from CASL consent requirements (i.e. you **can** ask anyone for a gift via text)
- CASL best practice: initial text identifies your organization, provides contact information and opt-out mechanism
- Non-profits which are not registered charities can approach individuals who have donated to, volunteered with, or been a member of the organization in the last two years

ENGO Case Study

Converting Low Attachment Prospects

- Many charities and non-profits have large lists of “low attachment” prospects, e.g.
 - Leads generated through online ads
 - Members who receive a benefit for their membership (e.g. Museum or Art Gallery members)
 - Event attendees
 - Subscribers and Ticket buyers (e.g. to musical or theatre events/seasons)

ENGO Case Study

Converting Low Attachment Prospects

- While there are often large numbers of these prospects, it is often challenging to bring them on board as donors because
 - traditional conversion channels (mail and phone) are too expensive
 - Email, while cost effective, has low conversion rates and some prospects may not have email address

ENGO Case Study

Converting Low Attachment Prospects

- Initial testing suggests that Hustle can be used to convert some of these donors
- A non profit had a large group of prospects for who they had email addresses but had been unable to convert to donors.
- Some of these donor had phone numbers

ENGO Case Study

Converting Low Attachment Prospects

- Initial testing suggests that Hustle can be used to convert some of these donors
- A non profit had a group of prospects for two campaigns for whom they had email addresses but had been unable to convert to donors
- Some of these donor had phone numbers
- Past phoning had not been cost-effective

ENGO Case Study

Converting Low Attachment Prospects

- 2223 prospects across the two campaigns
- Hustle Identified:
 - 898 Mobile Numbers
 - 229 Engaged positively
 - 669 Did not engage
 - A small number [confirm number] engaged negatively
 - 1,340 Landlines

ENGO Case Study

Converting Low Attachment Prospects

- When we called these numbers Hustle Engaged supporters converted at more than twice the rate of hustle not engaged supporters or land line supporters:

	Hustled - Engaged	Hustled Not Engaged	Land Lines
Percent Contacted	43.2%	15.8%	14.8%
Yes Monthly	9.1%	0.0%	2.5%
Yes Single	5.1%	4.7%	3.5%
Total yes	14.1%	4.7%	6.1%

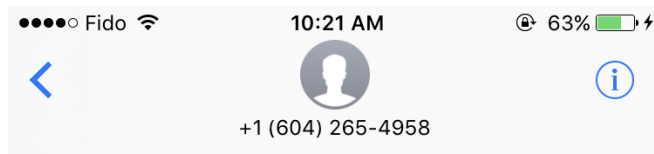
Engaging your donors

Case study:

- How to re-engage PAWS for a CAUSE participants who participated in the previous year's walk.
- Used Hustle to text supporters.
- Two different asks were tested:

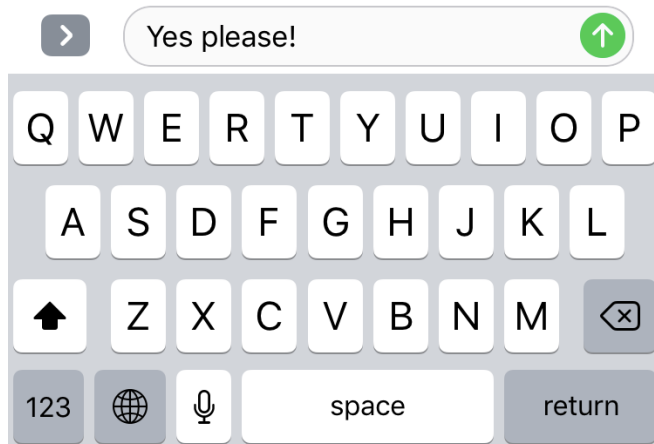


A

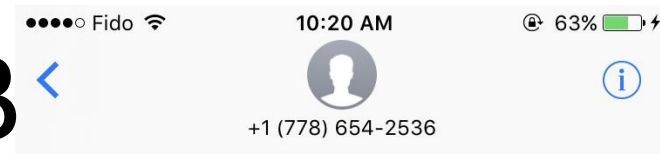


Text Message
Wed, Aug 23, 11:43 AM

Hi Leah! This is Charly with BC SPCA. It's just a few weeks till Paws for a Cause. Can you join us? The animals would love to see you! Let me know and I'll send you a promo code for free registration! 🐱🐶



B



Text Message
Wed, Aug 23, 11:09 AM

Hi Leah! This is Charly with BC SPCA. It's just a few weeks till Paws for a Cause. Will you be there? The animals would love to see you! Here's a promo code for free registration: OTTER use it here <http://bit.ly/pawsgr2> 🐱🐶

Yes! Best text ever 😍

That's awesome! If you register online ahead of time you can hop 🐰 the line.

[Tap to Load Preview](#)

bit.ly



BCSPCA

- Ask A: “...let me know and I’ll send you a code for free registration...”
 - 33% responded, of which 81% said YES.
- Ask B: “...here’s a promo code for free registration: OTTER use it here: bit.ly/pawsg2...”
 - 7% responded, of which 86% said YES.
 - Ask B had 2x link click-throughs but Ask A had more conversions (3.6% vs 2.4%).
- Getting people to further engage before sharing the code increased conversions.

Engaging monthly donors

- 2019 PAWS for a CAUSE
- tried texting a free registration code to some of our monthly donors.
- 2700 monthly donors texted

Hi Colleen, this is Amanda from the BC SPCA. As an amazing PAW Plan monthly donor, I'd love to invite you to your local Paws for a Cause walk on Sunday, September 8. Would you like me to send you a free registration code and the link to your local walk?

I'd love the link thanks Amanda, but I won't be walking, sadly - I've torn the meniscus in my knee.

Sorry to hear that Colleen, we wish you a very speedy recovery. Thank you for your ongoing generosity and kindness to animals in need!

Oh it's a great pleasure! Wish I could afford way way more!
Thank you for all the good work you do!

We couldn't do our work without caring donors like you! ♥

The results?

- 28% engagement! (Our highest yet!)
- 12% action rate
- lots of great conversations even with those who responded no.

Giving Tuesday!

- 2018 Giving Tuesday - matching gift opportunity
- used Hustle in addition to an integrated email campaign
- sent to 1,300 current and lapsed donors

Hi Ihor, this is Rachel with the BC SPCA. It's Giving Tuesday. You can have your gift matched today only. Interested?

Perhaps. Who will match the donation?

Amazing! Here is the link: spca.bc.ca/comfortandjoy. Your donation will automatically be matched. Yay!

All the details are on the website. A generous donor has offered to match up to \$50,000 today.

Ok I'll check it out thanks. I have the site.

Wonderful. Thanks for your consideration!

Done! You now also have updated profile information.

Perfect. You are paw-some! Thanks so much.

Always a pleasure.

The results?

- 14.7% engagement. 5.1% action.
- Overall Giving Tuesday campaign results through the roof!

About Stratcom



- Stratcom is an innovative Canadian consulting firm specializing in fundraising, research, communications and campaign strategy. For over 25 years we have worked with NGOs, charities, unions and progressive political parties to enhance their effectiveness.
- We have full-service offices with call centres in Toronto, Vancouver, Ottawa, and Brighton, UK. Our team of experienced call centre agents have been providing Hustle text banking services to our clients for the past year, and are trained in both engagement and fundraising projects.

STRATCOM
STRATEGIC COMMUNICATIONS

About the BC SPCA



- Through the generosity of our amazing donors, the BC SPCA rescues, protects and cares for more than 47,000 animals in distress and need across British Columbia each year.
- In 2018, our dedicated Revenue Development team raised more than \$31 million to help the animals.
- We have over 17,000 monthly donors, some of whom have been giving for more than 30 years!



Demo

Thank you!

David Smith, CFRE

david.smith@stratcom.ca

Rachel Zant

rzant@spca.bc.ca