Elevate your Giving Day with P2P texting
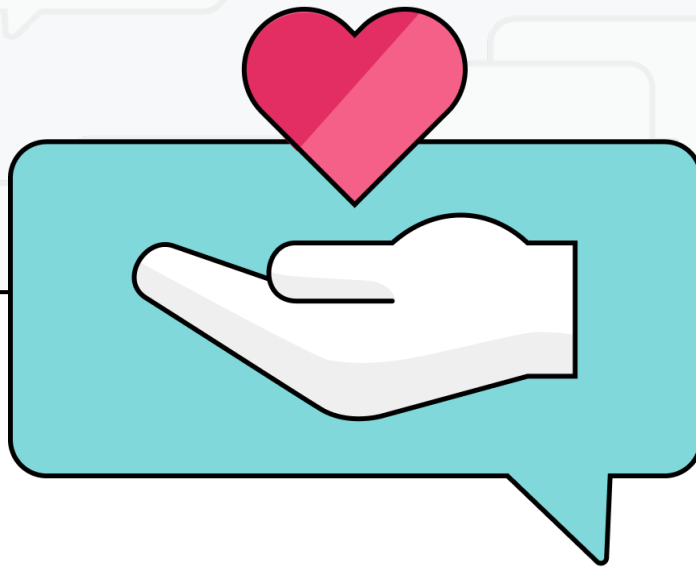
Giving Days

Whether you love them or hate them, they're well-established as an important piece of overall annual giving strategy. And when you knock it out of the park, your giving day can get you a long way towards meeting your overall annual goal.

But how can you ensure that you meet your goals? As with anything else, an omni-channel approach is key. As former fundraisers themselves, our Education team is here to help you lock in your texting strategy so that the day runs smoothly, your communications are well-layered and paced, and you can impress your entire team by using P2P texting to meet your goals—without breaking the bank.

If you're a veteran of P2P texting for fundraising, you know that texting amplifies your efforts and lifts up existing channels without dragging you down with a ton of extra work. And if you've never utilized P2P texting before or it hasn't been a big part of your strategy, you might not know where to start—but we're here to help. Let's get to it!

Why ThruText?

GetThru's P2P texting tool, ThruText, empowers you to have real, two-way conversations with your donors where they are: on their phones. ThruText is a powerful fundraising tool for many reasons. We'll highlight just a few:

- Texting has a 95% average open rate.

- ThruText's custom fields allow you to personalize your text messages with variable text. We highly recommend including fields like last gift amount, ask amount, and designation so that your donors know that you've done your homework before making a solicitation.

- ThruText's data upload tool scrubs your phone numbers for you, removing anything that isn't a textable cell phone. You can pull that data back and update internal records, but just as importantly, you'll never have to worry about paying to text phone numbers that you can't actually reach.

- ThruText's recommended replies allow you to pre-write your script but customize responses along the way as needed, ensuring authentic conversations. Additionally, it's exportable data collection tool lets you track conversation data such as who plans to give, opt out reason, or refusal reason—the sky's the limit.

- Most importantly: ThruText facilitates real conversations between real humans.

Planning, strategy, and messaging

As a fundraiser, you know how important it is to create a solid plan and stick to it when launching a Giving Day campaign. Here are a few questions to ask yourself when defining your strategy:

- Who do you want to reach on Giving Day?

- How will you segment that data for texting?

- What's your messaging for each segment?

- Who will send the texts?

- When will you send texts? How will texting fit into existing Giving Day strategy?
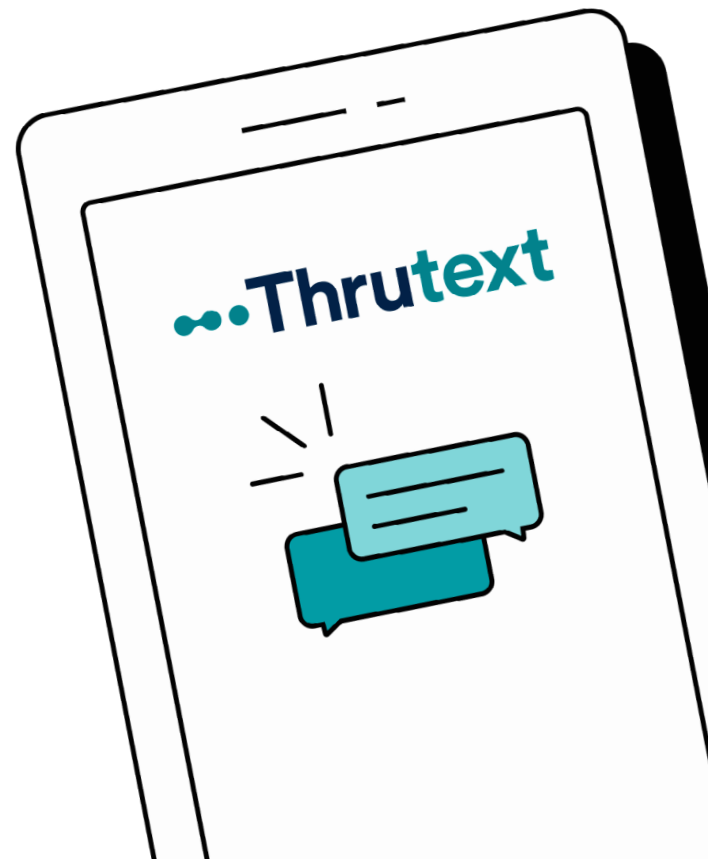
Let's workshop that and create a sample plan!

- **Who do you want to reach on Giving Day?**

  We want to make sure to reach as many donors and potential donors, and Giving Day allows us to cast that wide net while being strategic with messaging.

- **How will you segment that data for texting?**

  LYBUNTs
  SYBUNTs/Acquisition
  Senior class gift
  Donors of the last 5 years who are currently in reunion year

- **What's your messaging for each segment?**

  LYBUNTs → Renew your gift today—emphasize gratitude for loyal donors
  SYBUNTs/Acquisition → Make a gift on this important day & be part of something special
  Senior class gift → Make a gift today and help your class get even closer to their goal
  Donors of the last 5 years who are currently in reunion year → Make a gift today - emphasizing friendly competition between classes

- **Who will send the texts?**

  Our Development Associate will manage the day-of send, with an assist from our phonathon callers/student workers

- **When will you send texts? How will texting fit into existing Giving Day strategy?**

  We will send one save the date text to the full list prior to giving day. Our day-of texts will complement our email and social strategy, with a first text being sent at 10AM local time and a reminder being sent at 5PM local time.

GetThru

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Your turn!

Use the template below to sketch out your texting plan for Giving Day.

Who do you want to reach on Giving Day?

How will you segment that data for texting?

What's your messaging for each segment?

Who will send the texts?

When will you send texts? How will texting fit into existing Giving Day strategy?

Getting your message out

Having a solid plan is half the battle. Now, let's talk about crafting engaging messaging that will get your alumni and donors excited and ready to support their alma mater on Giving Day. Here are our four top tips:

- **Be professional, but make it fun.** Texting isn't like a direct mail piece: you don't need to address people with prefixes or use formal language (unless your donors have indicated this preference.) At the same time, it's still best practice to fully spell out words and avoid acronyms.

- **Brevity helps**. In order to grab and keep people's attention, the name of the game here is keeping it short and sweet. While ThruText does not have a character limit, we recommend aiming to stay at 160 characters or below.

- **Use an authentic voice.** This relates to our first tip—when texting your donors, think about the types of messaging that you might respond to via text. Pro tip: if your senders are students, recruit them to help you write your script!

- **Tell your donors what they need to know to help them get excited and engaged.** Along with being a key part of your annual strategy, Giving Days are also super fun. Make sure you're sharing information with your donors that will help them feel part of the excitement—whether matching gift opportunities, progress to goal, or the impact of gifts made on giving day.
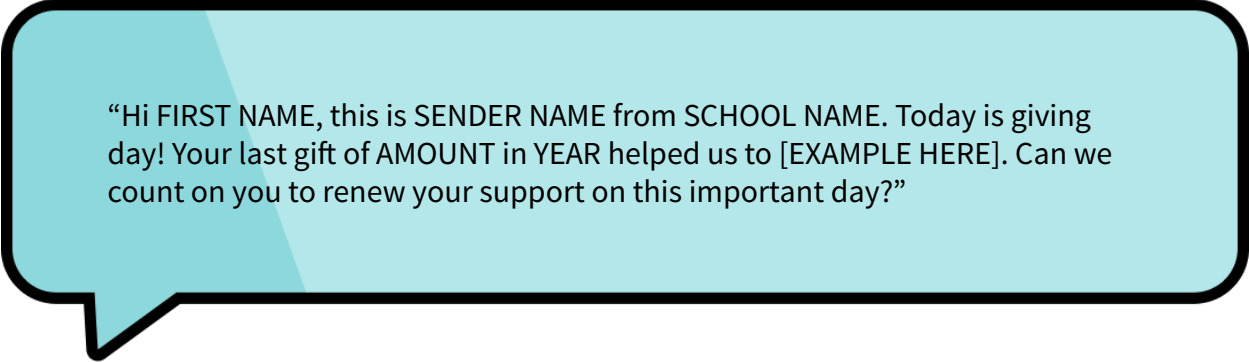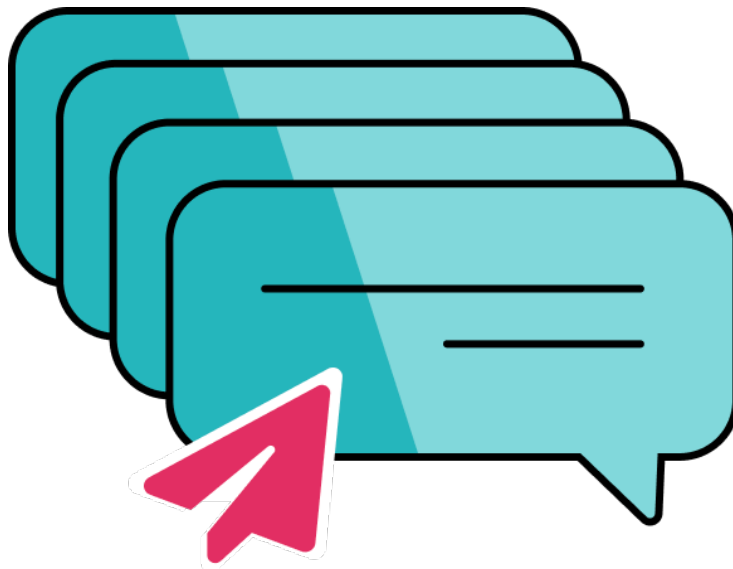
Start off strong

But what types of messaging works best? We've found that the best performing initial follow a simple structure:

- Introduce yourself and why you're reaching out

- Personalize your messaging with variable text

- Ask a question to prompt engagement

Here's an example!

> "Hi FIRST NAME, this is SENDER NAME from SCHOOL NAME. Today is giving day! Your last gift of AMOUNT in YEAR helped us to [EXAMPLE HERE]. Can we count on you to renew your support on this important day?"

Keep the conversation going

When setting up your texting campaign, lean on ThruText's recommended reply tool to ensure you have a strong script built out in advance. Here are a few examples of what types of replies to include:

- **Yes, will give:** "Thanks so much, FIRST NAME! Here's a link to give: {link}."

- **No, won't give:** "I understand, FIRST NAME! Here's a link in case you change your mind: {link}."

- **Already gave:** "Thank you so much, FIRST NAME! Your generous support makes a difference."

- **Why should I give today? What does my gift support?:** "Great question, FIRST NAME! Your gift supports {examples from your institution here!}"

Picture this: Giving Day is over. You crushed your goal, and texting was a huge success. What next?

Time for reporting! Here are a few ideas for ensuring that you can collect meaningful data.

- Track folks who pledged to give via text in case later follow-up is needed.

- Examine data & trends on response rates, pledges, and fulfillment. This data will help guide your texting strategy in the future.

- Don't forget to do your contact reports! (Hint: use ThruText reports to pull a list of everyone you texted. Your Advancement Services friends will thank you!)

- Share your success with your colleagues and higher-ups so that they can congratulate you on a job well done.

Ready to try it for yourself?

If you're a current ThruText client and you have questions about building out your texting plan for your next Giving Day, write to **education@thrutext.io**. Our team will be excited to meet with you and help you brainstorm a successful strategy.

Not yet a ThruText client and ready to learn how it can help you meet your goals? Write to **education@thrutext.io** and **visit our website** for more tips, best practices, and case studies from current clients.

Happy texting!

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