- A Beginner's Guide To -

PICKING YOUR CHARITABLE GIVING SOFTWARE:

THE S.M.A.R.T. WAY

An insightful guide into what donors are *thinking* so that you can *rethink* your approach to Charitable Giving

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TRANSACTIONS

THOUGHTS OF MOST CHARITIES...

Every Charity thinks about it, but it's hard to know how to substantially increase Overall Charitable Giving

EVENT-BASED CHARITABLE GIVING IS DOWN.

Most charities only subtly refer to Charitable Giving at their gala, benefit walk, or event fundraiser...or just on their website with no real "calls to action."

Having a 'Give Now' button on your website & hoping for Giving to increase is antethetical to how the web works.

Online Giving adoption has risen over time, but many charities still have a difficult online giving process filled with donor friction.

How do you better understand today's donor??

MOST CHARITIES DON'T INVEST TIME IN ANALYTICS.

The same donors who 1-click buy goods & services through the likes of Amazon are wondering why it's so difficult to give to their favorite cause.

Very few charities are actually analyzing who is landing on their Giving Page, who is leaving, & how to optimize Giving.

Analytics are a game-changer.

THINK OF AN ONLINE GIFT AS A WEB CONVERSION

Every "call to" *action* can cause a *reaction*...that's the big idea **behind Big Data**. Every charity should be aware of how this works.

What is a web conversion?

A **website conversion** occurs when a visitor to your **website** completes a desired action, such as signing up for newsletter, social media share, filling out a form or making a donation.

What is a conversion rate as it relates to a CTA?

The percentage of total visitors that **convert** is called your **conversion** rate.

A call-to-action (CTA) is an image or line of text that prompts your donors to take action (i.e. convert).

Strategic CTA's are vital.

There's no one-size-fits-all solution for calls-to-action. You can't just slap the words "Click Here" on a red button, put it everywhere on your site that you want people to click, and then start to rake in donations.

What happens post-conversion?

After a donor gives, do you suddenly stop giving them updates, communication, and content about your campaign? Most nonprofits do which hinders campaign effectiveness & engagement.

MARKETING + MISSION=A MEASURABLE GIVING INCREASE

Charitable Giving: The S.M.A.R.T. Way

S.M.AR.T. GIVING STARTS WITH GOALS:

SPECIFIC

- Monetary fundraising goals are easier to define and should be rooted in specifics like these four sample fundraising goals and objectives:
  - Raise $10,000
  - Gain 400 new donors
  - Raise 20 percent more in total donations compared to last year

MEASUREABLE

- Measure Total Page Views
- Measure Donor Conversion Rate
- Measure Donor Abandonment Rate
- & more

ATTAINABLE

Set ambitious yet attainable Giving Goals to raise more Donors!

RELEVANT

Illustrate to your donors HOW Giving makes a difference (church projects, lives changed, etc.)

TIME-BASED

Make Giving goals more time-sensitive & get donors involved!

PAPERLESS TRANSACTIONS: S.M.A.R.T. SOFTWARE

Page Builder: Build unlimited responsive Pages to accept Giving/Donations & Event Registrations & embed anywhere online.
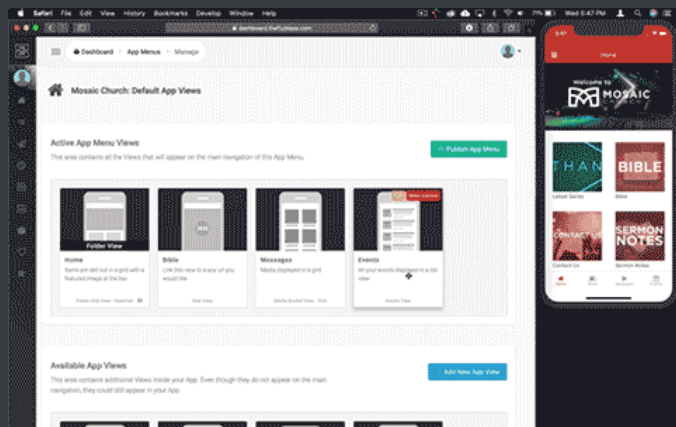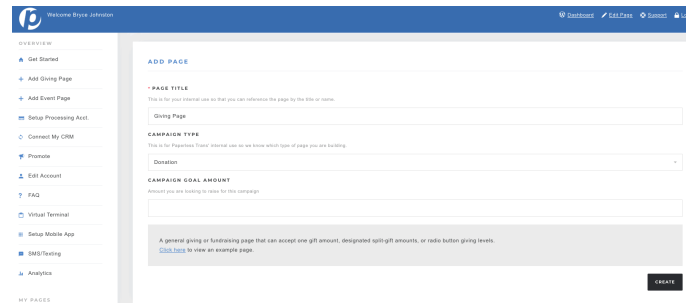
App Builder: Build app content & group communications (announce events, new content, media & more) in mere minutes.

Message Builder: Build a compelling Mass Text Message to call attention to your events! Schedule encouraging drip campaigns to go out to your congregation, set up a prayer text, take a text poll & more!

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TRANSACTIONS
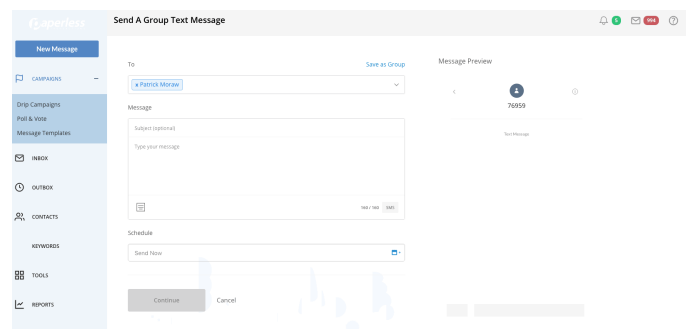
TEXT "SMART" TO 76959

Want to demo out our S.M.A.R.T. platform? The Text "SMART" demo takes 5 minutes to test drive & (if you try out our platform) you will see what it's all about.

www.paperlesstrans.com

Request a Demo