

Meet your donors where they are

4 Ways to Catch Donors While On the Go.



Out of Office

1

Utilize your out of office message

Too often, **the out of office (OOO) notification**, is a missed opportunity to creatively promote your nonprofit, build or enhance a relationship or advance the donation process. Think about all the time and energy you invest in trying to thoughtfully engage your donor. When they contact you via phone or email, the opportunity is there even if you're not.

2 Ensure your donation pages (and website) are mobile friendly

There's a high likelihood that supporters are looking at your donation pages while on the go, so your pages need to look good and function well on these devices. Direct donors to your pages via text messages, emails, and social media posts while they're on the move. Network for Good has found that **mobile giving is responsible for 33% of all gifts** on our customers' donation pages.



3 Create short and sweet text-to-give campaigns

Texting is the most widely, and frequently-used, app on smartphones. Your supporters are already using text messages to communicate. **Text-to-give campaigns** give donors an easy way to make a donation or pledge directly from their phone.



4 Mobile Email Campaigns

Everyone checks their email (whether in or out of the office). In fact, 50% of people report checking their email even while in bed! Creating short, effective email campaigns allow you to **set up a foundation of fundraising success**. Email offers donors a quick and easy way to give through a tool they're already using multiple times a day.



Schedule a Demo Today

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