

BEST PRACTICES ON USING Text2Give® for Live Appeal

1

Communicate with Donors

Provide a simple instruction document to your guests during registration that includes your Text2Give® keyword. If you are hosting a virtual live appeal, communicate live appeal information and how-to information clearly prior to your event.

2

Tell It Like It Is

Connect donors to your cause by educating them. Share your goals. Engage them with announcements, pictures, video, personal testimonials - take time to tell your story and explain what you do to make the world a better place. [Tell them why raising funds is important.](#)

3

It Ain't Over 'Til It's Over

Do not formally “end” the live appeal. Simply transition to the next portion of the program. Conclude by reminding the audience of your fundraising goal. The OneCause Scoreboard tracks real-time donations. It will reveal the dollars raised thus far, so really push that remaining amount to goal.



TEXT BENTON TO 243725 OR GO TO
[GIVE.ONECAUSE.COM/BENTON](https://give.onecause.com/benton)

The end of the fundraiser presents **another** opportunity to ask for donations. Thank everyone for attending then make a final call - a challenge - to raise funds and help the organization hit their goal.

Text2Give® doesn't end just because the event does so encourage supporters to continue making gifts after the donation appeal is over. Ask that guests share your organization's Text2Give® keyword and 6-digit number with their friends and family. Challenge them to go home and put it on their Facebook page, or tweet about your keyword and cause to their networks.