

WHAT TO SAY

Using Text2Give® for Live Appeal

1 Set Up The Ask

After the welcome and other program elements, it's time for the ask! Be sure to:

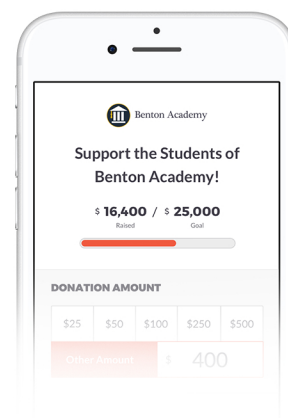
- ✓ Introduce Text2Give®
- ✓ Explain what will happen
- ✓ Provide precise instructions - keyword + 243725 number
- ✓ Or include the friendly URL
- ✓ Invite the guests to donate
- ✓ Provide real-time updates via your OneCause Scoreboards.

Every dollar counts! If you can text a message, you can text a donation.

2 Leverage Contributors

Identify top contributors, or Ambassadors willing to seed donations via Text2Give®. This is critical to building momentum.

Consider using your leadership gift as a matching gift to further engage your participants - "If we raise \$XX our board member will match it or donate a certain amount."



3 Build Momentum

This is the make or break of any live appeal moment!

- ✓ **Highlight your organization's mission.** Share the impact or a success story to connect donors to the cause. Make it powerful. This is a great way to rally supporters and inspire giving.
- ✓ **Ask everyone to take out their phones** THEN introduce the live appeal. "It's time for all of us to give back to this amazing organization that has already given so much". If you've identified a leadership gift, have this individual join for this portion of the program.
- ✓ **Play music** to lift the energy. Be patient. It can take a few minutes for donations to start coming in.
- ✓ **If using the OneCause Text2Give® live Scoreboard, announce names as they appear.** Recognize donors and share real-time updates to build the momentum and excitement.

4 Maintain Momentum

It might take a few moments for the first wave of Text2Give® donations to come in.

- ✓ **You don't have to be an auctioneer to keep your supporters engaged.** It is highly recommended to have a few committed donors ready to donate once the leadership gift has been made.
- ✓ **Compliment the organization on their impact.** Remind the audience that every dollar counts. Provide statistics on where the money goes:
\$XX will support this program
\$XX will help provide these items
- ✓ **Be sure to thank your supporters for their donations.** Let them know that your Text2Give will remain open for the duration of your fundraiser, and encourage them to donate at any level.