Mobile Matters
Moving in New Directions

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Technology to ... Engage • Measure • Innovate
About Kaptivate

Kaptivate conducts research and identifies innovative technologies—and the means to leverage these tools—which help drive constituent engagement for our clients.

- 20 years experience in fundraising technology & strategic marketing
- Launched the first study of mobile adoption in the non-profit sector
- Developed the first comprehensive system for global workplace giving
TO VIEW VIDEO ON MOBILE GROWTH,
GO TO BROWSER AND ENTER:

http://www.youtube.com/watch?v=0aUQLIPdtg8
One More Number...

Purchasing a mobile phone led to a **32.6% decrease** in tobacco consumption per adult in Philippines households.

- World Bank
Mobile is More Than Numbers
...numbers get hyped.

What’s real about mobile is that it’s...
Present
Personal
Purposeful
About Mobile & Mobile Giving
A Primer on the Three Key Channels

Mobile Websites
- Rich content experience
- Tap into full device feature/functionality
- Integration with social media
- Works across smartphone devices
- Full branding & customization
- Dependence on third parties & devices
- Limited reach

Text to Give
- Close to 100% Reach
- Recognized channel
- SMS is an effective marketing tool
- Small donations only
- Very limited donor data

Mobile Apps
- No limit on donation amount
- Complete donor data
- Instant tax receipting
- Payment gateway flexibility
- Full branding & customization
- Works on all web-enabled devices
- Integration with social media
- Content mgmt thru datafeeds
- IA/Design critical to a good user exp
About Mobile & Mobile Giving

More About The Technology & Process Behind These Giving Channels

Text 2 Give

Your org promotes giving option

$5 or $10 will be billed to donor’s phone bill at the end of the month and your org gets the donation in 30-90 days

A user texts a keyword (e.g. GIVE) to a giving short code

User replies “Y” and gets a thank you response.

User gets confirmation message asking them to “Reply Y to confirm your donation.”

Sources: Mobile Giving Insider

Short Code = special 5 digit phone number setup to collect donations
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More About The Technology & Process Behind These Giving Channels

Mobile Apps

Your org submits app for approval in device-specific app store (e.g., iTunes, BB AppWorld)

Your org promotes branded app for each discrete app market thru app download links.

User can send app download invitation to friends, schedule recurring gifts, and view rich content.

User receives real-time receipt and thanks via email and can track donation history on app.

User downloads app on mobile device and makes donation in any denomination typically using credit or debit accounts.

User can also receive push notifications—an in device message unique to apps—from org sponsoring app.

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Mobile Web

Your org designs mobile website using content from standard website that mobile users will find useful.

User can send email invitation (with link) to friends, schedule recurring gifts, and view rich content.

Essentially, mobile websites display your standard website’s content but formatted & organized for the mobile user and accessible to all devices with a web browser.

Your org promotes branded site thru simple vanity URL and integrates link into social media.

User receives real-time receipt and thanks via email and can track donation history on website.

User links to site via mobile device browser and makes donation in any denomination typically using credit or debit accounts.

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48TH AFP INTERNATIONAL CONFERENCE ON FUNDRAISING
Does Mobile Matter to Non-Profits & Fundraisers?

2010 - Are We There Yet?
Survey on Non-Profit Mobile Adoption

“Numbers don’t provide a roadmap”
- Mobile giving promising but for Big Brands
- Excited by Text2Give’s impact on Haiti but frustrated by its constraints
- Fundraisers waiting on the sidelines
- Nevertheless, 36% planned to dive into mobile within 12 months
2011 Survey Findings on Non-Profit Mobile Adoption
Mobile Has Taken Off But Headed In A New Direction

Momentum Growing Move to Mobile Web From Giving to Grabbing
17% of 2011 respondents plan on making the move to mobile in the next 12 months.

84% express interest in mobile.

43% express strong or very strong interest in mobile.

Almost 70% say interest is growing.

Almost 2X more NPOs adopting mobile in 2010—now at 9%.

We expect the rate of sector participation to approach 20% in 2011.
Move to the Mobile Web

“How do we personally thank or cultivate a relationship with these folks?”

Factors Diminishing Text2Give Appeal
- Size of gift constraints
- No recurring gift option
- Very limited donor data
- 30-90 day funding cycle
- Mobile web’s lower relative costs
- Minimum income requirement

Mobile web is more efficient than mobile apps in a $ value per person reached comparison.

Sources: Kaptivate 2011 Mobile Adoption Survey; “Is Developing a Mobile App Worth the Costs,” A. Maxwell; PEW Research, July 2010

*Revised from original presentation
Volume of Funds Raised Via Mobile Giving Improves but Disappointment Lingers

17% raise funds through mobile giving; 44% happy with results

35% say results in line with expectations; 2X higher than 2010

Yet over 50% remain disappointed with results

22% of mobile fundraisers collect over $10k

Source: Kaptivate 2011 Mobile Adoption Survey

It was a very good year!
From Giving to Engagement

“We want to engage supporters in a deeper way.”

47% of organizations using mobile media don’t use it for fundraising.

46% would like to see mobile giving as just one facet of broader engagement.

56% would improve the donor experience by integrating more opportunities for engagement.

Source: Kaptivate 2011 Mobile Adoption Survey
What’s Getting In The Way?

Too much to do with fewer resources – 45% ↑
Perceived expense – 31% ↓
Not a good fit for donors – 25% ↓

“@#$*! Apple and its blockage of mobile giving.”
“Small orgs need easier set up.”

Internal lack of awareness – 31% ↓
Don’t know how to market capability – 23% ↑

Source: Kaptivate 2011 Mobile Adoption Survey
What’s Fueling Liftoff for the Active Mobile Programs?

Marketing Channels Producing Results

A not-so-obvious mixed bag

Social Media
Print Media
Press Releases
Mobile Advertising
Events
Email
Direct Mail
Celebrity/Pro Athlete Promotion
Broadcast Media
Billboards & Outdoor Advertising

Source: Kaptivate 2011 Mobile Adoption Survey

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What’s Fueling Liftoff for the Active Mobile Programs?

Social Media Integration

When asked what aspect of mobile do you hope will change to improve impact on your organization – 40% wish for stronger integration with social media

When asked, “How would you improve results?”

55% say, “Integrate mobile with digital & social media” (top response)

67% identify “Ability to integrate with social media activities” as a key advantage of the mobile medium.

Source: Kaptivate 2011 Mobile Adoption Survey
Some Best Practice
What’s Fueling Liftoff for the Active Mobile Programs?
Best Practice Among the Mobile Innovators

Comprehensive digital strategy

First to market lessons become strategic advantage

Supporters first, then donors and advocates

Mobile advertising with purpose

Source: Mobile Marketer, February 2011
What’s Fueling Liftoff for the Active Mobile Programs?
Best Practice Among the Mobile Innovators

Integrated marketing
What’s Fueling Liftoff for the Active Mobile Programs?
AFP Dives In To Drive Innovation…and Digital Integration

- Branded
- Key Initiatives & Conferences
- User-driven Info Architecture
- Quick Polls
- Fundraising
- Quick, “Go To” Content
- Advertising & Promotion for Income/Partners
- Integration of Social Media Assets
The Way Forward
The Way Forward
The technologies and issues shaping mobile in 2011

• How To...
  – http://qrcode.kaywa.com
  – http://goo.gl

• Why?
  – Drive Offline Traffic > Online
  – Say a lot...with a little

• What to Do…and Not Do
  – Help your constituents
  – Send them to mobile content
  – Make it worthwhile
  – DON’T use proprietary formats
  – DON’T forget a Call-to-Action
The Way Forward
The technologies and issues shaping mobile in 2011

New Transaction Players

- intuit. GoPayment
- Square
- iPaaS
- PayPal
- Zong
- PAYware Mobile
The Way Forward
The technologies and issues shaping mobile in 2011

Tablets!
The Way Forward
The technologies and issues shaping mobile in 2011

Privacy
- Transfer of data to third parties
- Use of location data
- Trick to Track
- Industry self-regulation
- Proposed legislation

CRM Integration
- Mobile web & apps deliver more data
- One donor, one profile
- Coordination of messages
- Limited resources to manage multiple channels
A Few Takeaways

• Develop a digital media strategy
• Prioritize engagement before giving
• Start with the mobile web
• Use SMS as part of your communications
• Deploy mobile apps for targeted populations
• Experiment, measure and adjust
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