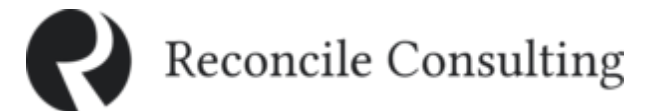


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*Strategic Leadership  
Conference  
Tuesday, October 4<sup>th</sup>, 2022*





# Changing Consumer Behaviors and Mission Based Communication

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Marlimar Mobile Strategies

# The Challenge: How do we differentiate in a continuously Noisy World

- Make more noise !!! Please NO !!!
- The challenge is **Eliciting a Response** from supporters and donors
- **Without a response**, the effort has **no value**





# We are caught in a “spam trap” created by others

**Over 50%** of calls to cellphones are unwanted calls. **4 Billion a Month**  
**Only 14%** of people are listening to their voicemails  
**Under 20%** of personal emails delivered are opened  
And, *if they are opened*, the click-thru rate is only about **5%**

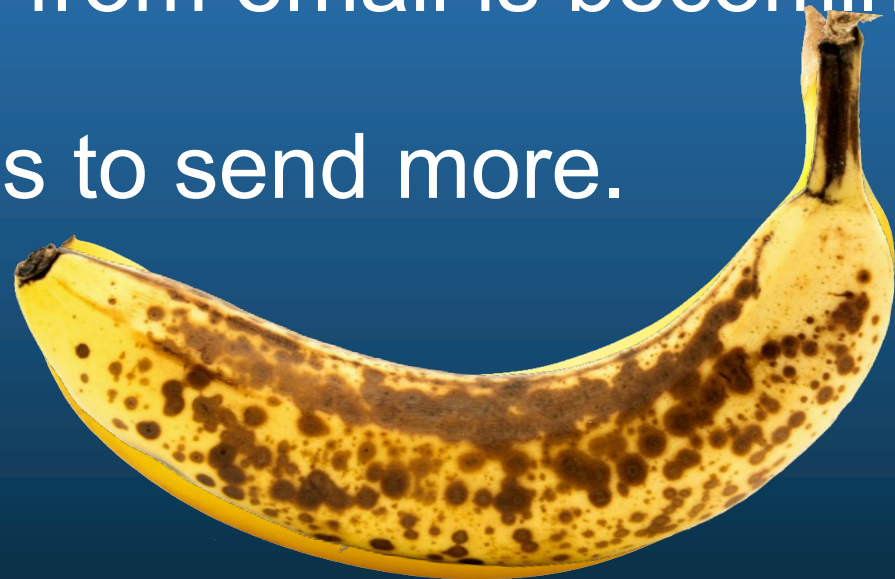
As a consumer  
...what would *your* behavior be?



**REMEMBER: Just because they don't answer your call or email doesn't mean they don't love your mission.**

# Email Campaigns alone do not work

- Email has its place. It is a very inexpensive way to send content and share information.
- The problem is email open and read rates are very low.
- Eliciting response from email is becoming more challenging.
- The only answer is to send more.



# Meet Supporters where and how they communicate. On their cell phones.

How Many Emails do you currently have unread?

How Many Texts do you have unread?





# Communicate the Way your Consumer does

*Pew Research Center study of US adults:*

- Over 95% of adults own a cellphone
- Of age group 65-100+, 85% own a cellphone

- **Over 96% of text messages are read within 3 minutes!**

- **45% are responded to within 90 seconds!**

**Text Consumers - They prefer it !!!**



# Let Texting Transform Your Business by Following Best Practices



- Authorize your callback landline numbers for texting
- Make your text messages visual (send pictures and logos)
- Be personal. Address your Supporters by name and include your name when possible
- Use leadership authorized pre-scripted texts for consistent and errorless messaging
- Automate text messages when appropriate using these criteria.



# Non-Profit Advantages

1. Brag about accomplishments. Your value is your mission.
2. Send Stories, Videos, pictures to cultivate good will.
3. Commit to a quarterly mission update campaign. You will have very low opt out rates. This can replace one mailing.
4. Know the regulation rules. Non-profits have an advantage.  
Lower liability.

# Create Donation Opportunities

Champion Supporters want to hear about your Success:

- Let supporters know about upcoming Events
- Quarterly Updates on Mission
- Radio & TV, social media text invitations
- Referral based P2P
- Direct Mail

**Text initiatives can be placed within ALL marketing programs!**



**QR Codes have become ubiquitous.  
Everybody uses them.  
Scan the Code and Send the Text**



Message and data rates may apply. By texting, you agree to receive periodic messages about Marlimar's Mobile services, and accept our Terms of Use and Privacy Policy. Reply STOP to quit. Text HELP to 96714 for help. Managed by Marlimar Interactive, LLC. © 2019.

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# How to use QR Codes

1. Scan and Text QR Codes Allow for 2 way communication.
2. Instantly Segment Supporters into different categories.
3. Set up Automatic Drip Campaigns for quarterly communication.
4. Easy Event Registration.
5. Include on Mailings.
6. Annual financial Ask which can be a personalized text.

# Case Studies: QR Codes

1. Habitat for Humanity Per House QR Code. Follow up progress pictures.
2. Organ Donation. Partner Hospitals and other referral sources.
3. Event Giveaways to build Supporter Lists.

# Case Study: Text Campaigns to layer with Mission

## Call Center for Organ Donation

1. Outbound Text / Call to Next of Kin
2. Personalize message with Hospital
3. Follow Up Message of Thanks
4. Simple Message just to call

Results: 90% Connection Rate  
Instant ROI Month after Month

10% Increase in Mission Rate



# Case Study: Text Campaigns to layer with Mission

## Aftercare Program

1. Survey to Start of Campaign
2. 30 day Follow up from Donation
3. 5 ½ Month Message with Mailing
4. 12 month Thinking of You
5. Holiday Message
6. Custom Messages from Support
7. 15 month Message
8. Annual Donor Appreciation

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# Text Donations

Understand, do not use text to only ask for money. The mission should be promoted first. Then we can ask. Here are some examples:

- Event ask. Use an annual event to build a database and financial ask
- Give for Good Louisville. Promote the match from Community Foundation
- Holiday ask. First week of December
- **Crisis !!! This is a rare event, but use media to promote.**

**Key Components of the text:** Automated texts should have the first name of the Supporter. After all, this is their personal cell phone. The text should have an easy to follow giving link to your website. **NEVER LIMIT YOUR GIVE** to a specific amount.

**It's all about Promoting Mission Experiences and getting a Personal Financial Response**





If you have questions, or to learn more,

Call or Text Andrew at 502-774-0437

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