

Peer to Peer SMS

Messaging for engagement for
Campaigns and Fundraising

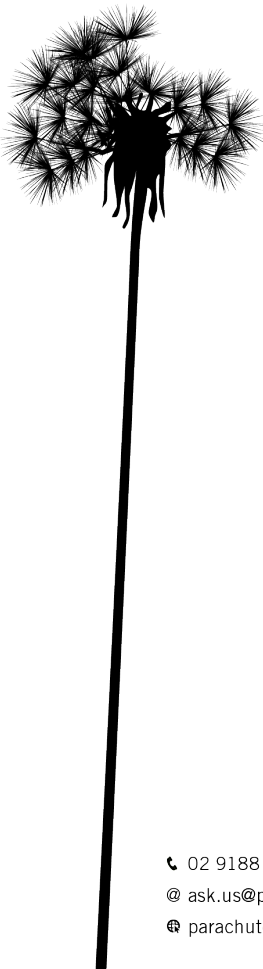
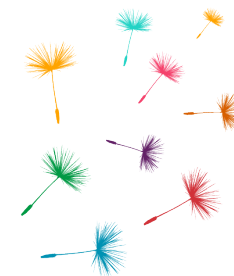
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“Email open and click rates are declining, so I’ve been trying new ways to engage with donors online.

And I believe Peer to Peer SMS is the next Digital game changer for Aussie non-profits. ”

~ *Shanelle*

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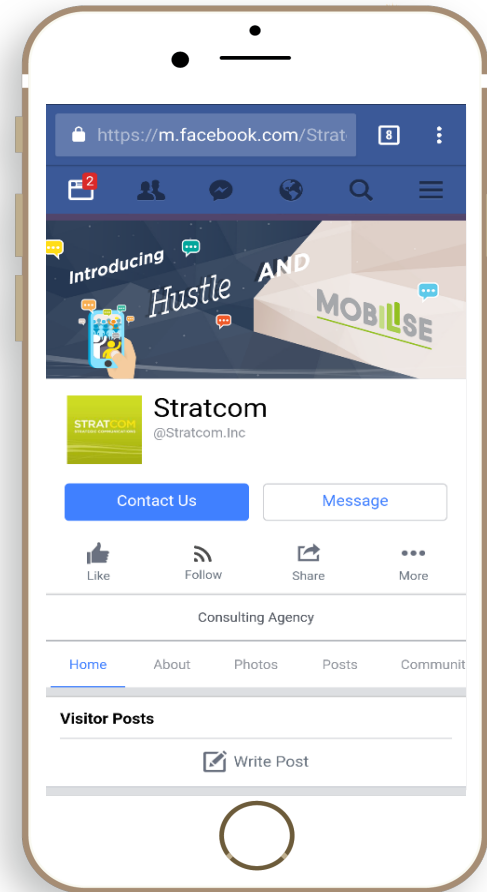
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Why Text?

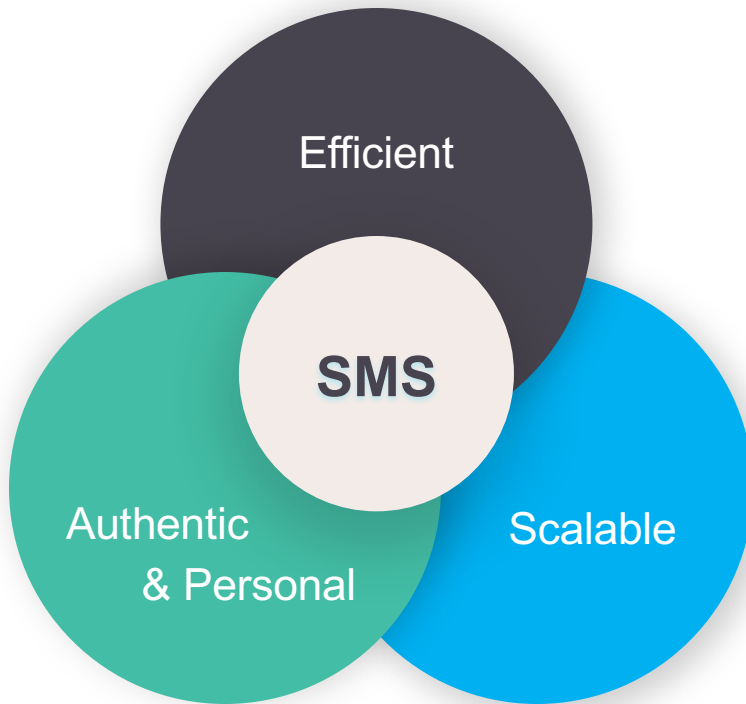
- People check their phones up to **150x per day** (KPCB Internet Trends Report, 2017)
- **94%+ of text messages** are opened
- **7 in 10 millennials** worldwide would rather text than talk (The digital lives of Millennials and Gen Z, 2017)
- **It's Opt OUT** (but really, I don't advocate sending texts to folk you don't have a relationship with)

AND

- Most Aussies have nearly **unlimited texting plans**
- SMS has a wide reach – accessible even for individuals/ regions with limited data/ Internet connectivity
- **89%** of Australians own a smartphone (Deloitte Mobile Consumer Survey, The Australian Cut, 2018)



The Power of Texting



40x

More Effective

at driving actions than email campaigns.

129

X More Reach

than in-person canvassing.

77x

More Reach

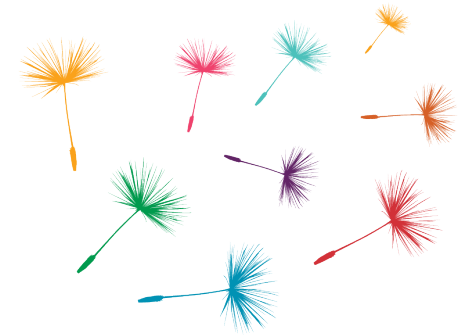
than volunteer cold-calling of mobile phones.

What is Peer to Peer texting?

P2P SMS is a one-to-one text messaging channel designed to humanise the way organisations communicate with people.

Texting compliments other channels and

- For older supporters, brings real human connection back in a time when people ignore bots and prefer to talk to real people
- Allows millennials to communicate in their preferred format



Hi Christy, this is Jonathan.
We're really close to our
fundraising goal, can we count
on you to help reach it?

Omg, yes! I love what you all
do, I just donated!

Thank you so much for
your gift!



Why Peer to Peer over broadcast SMS?



- Our fundraising clients that use *SMS only for appeals* get
 - about a 1% response rate, of that about 25-35% actually donate
 - The ROI is about 4:1
- Our clients that use *SMS for appeals, and engagement* get
 - About a 10% response rate, of that about 30-40% actually donate
 - The ROI is often more than 10:1
- For non-profits that use *Peer to Peer SMS to engage BEFORE an ask*, they're getting a response rate of 30+% and a donation rate of 50+%
- Campaign orgs are reaching more people, activating more volunteers, getting higher attendance to events & rally's and supporters are taking more physical and online actions.

How it works: P2P SMS



Send 1,500+ texts per hours, per team member



Experienced technical & strategic support teams



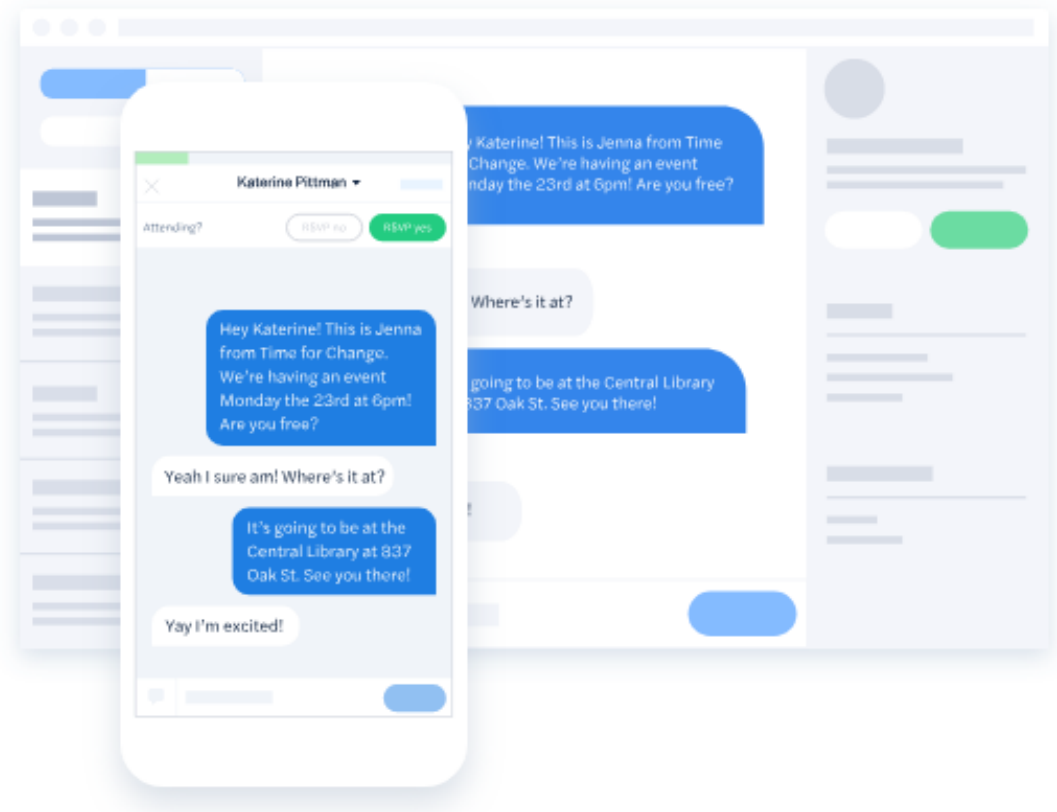
Over 90% open rate in under 3 min



Best combined with other digital and offline tactics

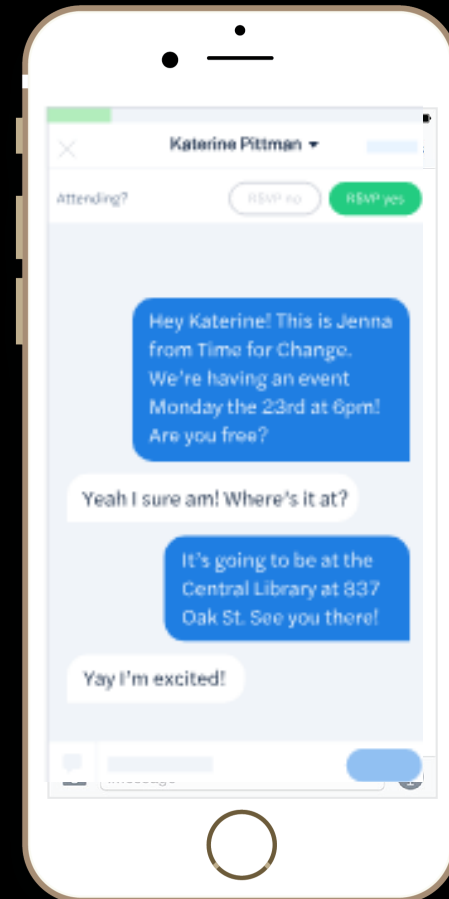
How it works: P2P SMS

- Upload your list
- Create text message scripts in advance of campaigns that your team can personalise in real-time based on responses.
- Enable your team to have hundreds or thousands of 1-to-1 text conversations with donors, activists or supporters per hour
- Engage in genuine text conversations before asking people to take action or donate
- Results in higher response rates than broadcast SMS or emails



How your org can use P2P SMS...

- ✓ For community fundraising/ P2P fundraiser engagement
- ✓ To engage before an appeal donation ask
- ✓ To ask people to commit to an action on X date
 - Vote - Election
 - Attend Rally or Event i.e. White Ribbon Walk
 - Intention to register for Run, Walk, Month of ...
- ✓ To sign their name/ take action
- ✓ To have meaningful conversations
 - R u ok? Day
 - Anniversary of the Marriage Equality YES vote
- ✓ **To build rapport with new supporters/ leads.**



Case Studies (Mostly US and Canadian)

But I'm working on
Greenpeace
& Adam Bandt



Peer 2 Peer SMS: Campaign Case Studies



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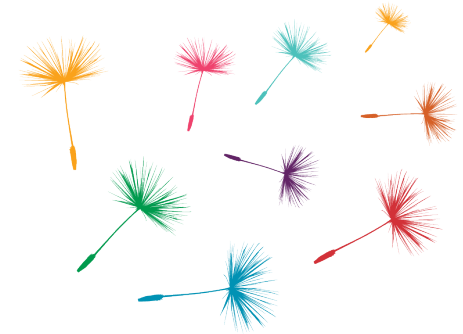
People's

Vote

Hi Tom, this is Richard from the People's Vote campaign. Our campaign is at a crucial stage, and we still need to persuade MPs near you to back a People's Vote. Do you want to hear more about our big campaign day this Saturday?

People's Vote campaign was designed to be extremely reactive. Responding not just daily, but hourly as political events play out.

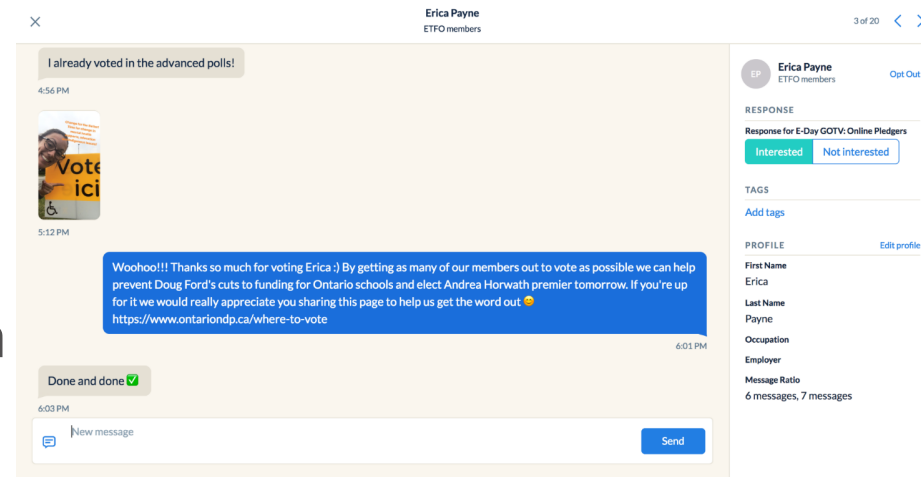
They need to reach supporters and mobilise them quickly to support in any way that they can, across volunteering, campaigning and donating.

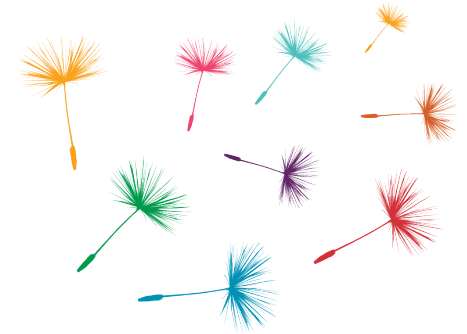


- ▶ Over **7,500 texts** in a few hours
- ▶ **19% response rate** – **1,427 conversations**
- ▶ **76%** of respondents **expressed an interest** in learning more about the Saturday 'day of action'
- ▶ **18%** of those interested **pledged to campaign or donate**



- ▶ Elementary Teachers' Federation of Ontario (ETFO) wanted to inform and engage their membership about the upcoming Ontario provincial elections in June 2018, and encourage them to vote
- ▶ They ran **3 text campaigns for ETFO members**:
 - May 10 2018: Voter outreach and identification
 - May 25 2018: Advance vote GOTV
 - June 06 2018: Election Day GOTV
- ▶ Through the 3 campaigns, over **97,000 texts** were sent to ETFO members. ETFO saw an overwhelmingly positive response and a **cumulative response rate of 36.9%**
- ▶ Sadly, despite the positive and high response rate, the conservative party won the election.





The US 2016 Presidential race is really where P2P Texting was born.

The Bernie Sanders campaign in Oklahoma, used SMS to recruit and engage with volunteers.

Bernie had only 6 community organisers to cover 77 counties in 3 weeks.

So he needed as many volunteers as possible.

Peer to Peer SMS let us reach out to these volunteers and gain their commitment. We also used SMS to provide volunteers with tools and information quickly.

- ▶ With limited time and resources, he had to find the most time-effective way to Get our the Vote (GOTV), and he decided to try Hustle – and it worked!
- ▶ Hustle SMS allowed us to recruit and retain a large group of volunteers. We were able to knock on twice as many doors (45,000+) than we would have if we'd used only using traditional methods of volunteer recruitment and retention

“*Using Hustle allowed Sanders’ small Oklahoma staff to quickly pick out active volunteers in areas where Democratic voters are so sparse that no campaign would have ever thought to open a field office and place a full-time organizer.*”

– *Bloomberg Politics, Feb. 24, 2016*

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P2P SMS is the best way to build relationships quickly and engage with new Defenders because it has a higher read and response rate.

Hi Margaret! My name is Lidia and I am a fellow Defender with Planned Parenthood

Hi, I'm glad I joined!

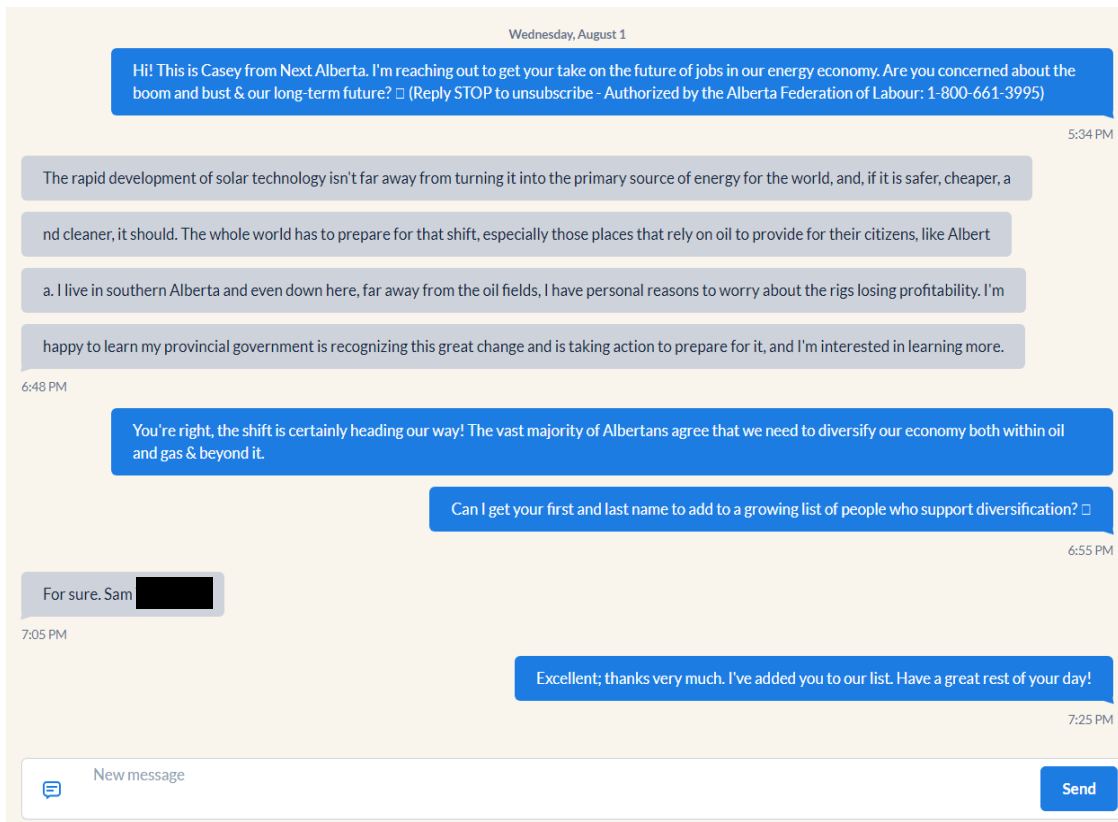
Happy you're here, PPFA is in severe risk of being defunded 😞 Can we count on you to raise your voice at the Women's March?

Yes and I'm bringing a friend!!!

- ▶ ~20,000 Defenders recruited by email were texted (via Hustle) over 10 days
- ▶ **In one month the program grew to ~50,000 Defenders**
- ▶ P2P SMS was used to: host meet-ups; attend trainings; recruit volunteers and attendees for in-person events, virtual phone banks
- ▶ P2P SMS allowed a small team of PPFA organizers to personally follow up with tens of thousands of new signups within 72 hours of joining email database
- ▶ It delivered a record-high response and conversion rate for a high-bar ask.



AFL used P2P SMS to text likely cell phones (**RDD**) and invite Albertans to engage in a conversation about their shared economic future.



<i>P2P SMS RESULTS</i>	<i>AMOUNT</i>
<i>MESSAGES SENT</i>	119,137
<i>MESSAGES RECEIVED</i>	10,839
<i>RESPONSE RATE</i>	8.1%
<i>INTERESTED</i>	2,498 (23%)
<i>NOT INTERESTED</i>	957 (9%)
<i>EMAILS COLLECTED</i>	437 (4%)
<i>REMOVED FROM LIST</i>	5,162 (4%)
<i>HOSTILE</i>	30

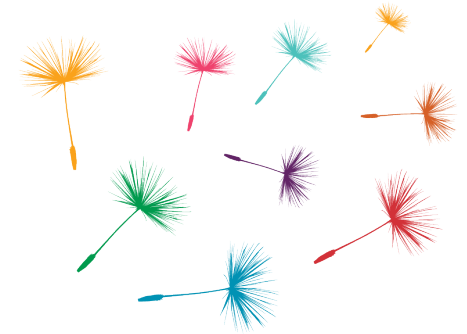
Peer 2 Peer SMS: Fundraising Case Studies



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Email rates are on the decline and phone calls are screened. P2P SMS is a new solution to build relationships with alumni and secure the donations. Spelman College had a goal of 1,881 donors for Founders Day.

Spelman sent over **2,000 texts** in a few hours and saw

“Hi Kristy! This is Nandi with Spelman College.

 *Founder’s Day is only 2 days away!*

Can you help us reach our goal of 1,881 donors by making a gift today? If so, can I send you a link to make a gift?”

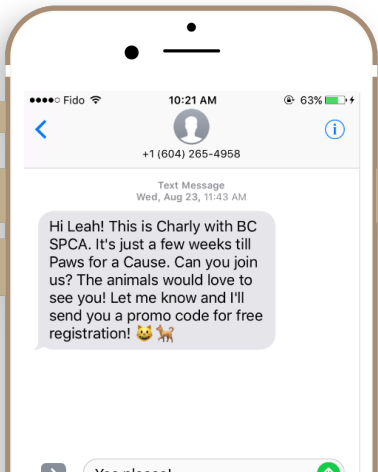
- ▶ a **30% response rate (600 alumni & students)**
- ▶ **with 90% of respondents (540)** pledging a donation via text message—the highest engagement rate they’ve ever seen
- ▶ Of those who pledged, **more than 60% actually made the donation** on Founders Day.

BCSPCA



The **BCSPCA** used Hustle to invite past participants to **sign up again for their Paws for a Cause event**. They tried two different text messages with interesting results.

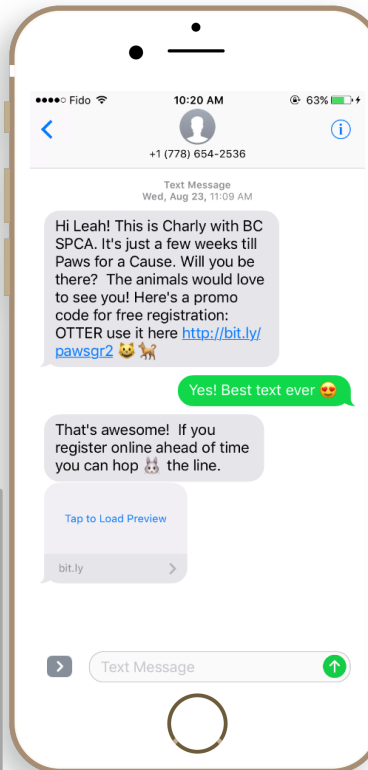
Getting people to engage before sharing code increased conversions



Ask A:

“...let me know and I'll send you a code for free registration...”

33% responded, of which 81% said YES (3.6% CVR)



Ask B:

“...here's a promo code for free registration: OTTER use it here: bit.ly/pawmgr2...”

7% responded, of which 86% said YES (2.4% CVR).

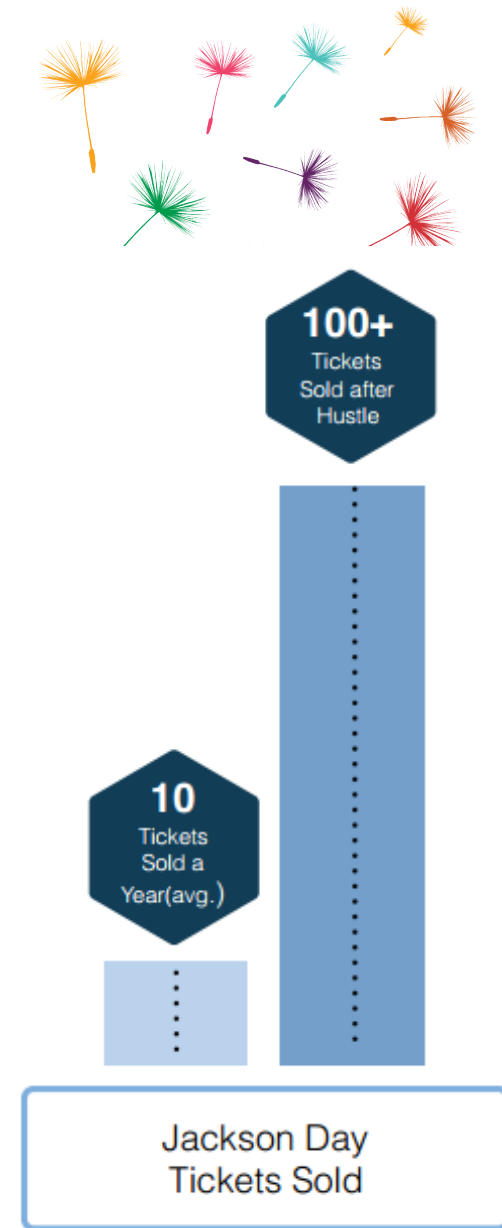
High number of link Clicks – but Ask A still had more conversions.

P2P SMS is a great way to engage donors. We used it with our donors and got a return on investment of \$25 for every \$1 we spent.
- Shoni Field, BCSPCA

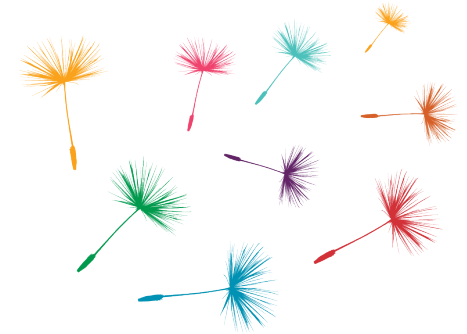


- The Tennessee Democrats wanted to find new high-dollar donors for their annual ‘Jackson Day Dinner’
- The previous year, email only generated 10 gala dinner ticket sales from individuals
- Using Hustle, they sold over 100 tickets via SMS and those new 100+ donors also gave an additional **\$15,000** – that’s **10x more** than **previous years**

“ In the past, Jackson Day's success heavily relied on corporate sponsors rather than individual ticket sales. In one day we sold as many individual tickets as we did combined last year thanks to Hustle. I would recommend using Hustle to anyone that is trying to reach new donors.



P2P SMS is a no BRAINER!



Are YOU ready to test Peer 2 Peer SMS for your org?

- *SMS only for appeals* get a 1% response rate and 25-35% donate
- *SMS for appeals, and engagement* get a 10% response rate and 30-40% donate
- Non-profits that use *Peer to Peer SMS to engage BEFORE an ask*, get a response rate of 30+% and a 50+% donation rate
- Campaign orgs are achieving their strategic goals because Peer 2 Peer SMS allows them to reach & activate more people.

Tools, platforms and costs



Which Peer to Peer SMS Tool to use?



Hustle has a great app that makes it easier for staff and volunteers to manage the text conversations from anywhere

Relay has an open API which allows you to integrate the data/supporter records with other databases and systems

Other than the above, they both pretty much do the same thing. It's a cloud based subscription tool that is designed for *Person to Person communications* (to get around the mobile text opt in compliance in the USA - which we don't have in Australia... yet). It's streamlined, but not automated.

You pre-prepare your script and conversations and then you send the first message and wait for replies to come back in. Staff and volunteers can reply with bespoke responses or using the prepared scripts – just saves them typing them in each time.

Pricing: Hustle



Rates

Pay as you go

\$0.15

per outbound



STRATCOM

- ▶ Price in AUD
- ▶ Billing is based on number of outbound texts (no charge for inbound texts from supporters)
- ▶ Includes: basic setup of your Hustle account, access to onboarding and training documentation
- ▶ SMS scripts and further support, strategy and consultation is additional.

Strategic and Platform support



STRATCOM

- ▶ Parachute Digital and Stratcom work together on Digital Lead Gen to RG conversion calling campaigns and Peer to Peer SMS
- ▶ Stratcom is one of Canada's most well respected Strategic Campaign Communications and Telefundraising agencies
- ▶ I like them and trust them 😊

**So, are you ready to test
Peer to Peer SMS?**



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