



# HOW TO HAVE A **6 FIGURE** FUNDRAISING CAMPAIGN

**THE ULTIMATE FUNDRAISING GUIDE!**

**CHAPTERS THAT DETAIL:**

**HOW TO START A NONPROFIT ORGANIZATION**

**FUNDRAISING SOFTWARE**

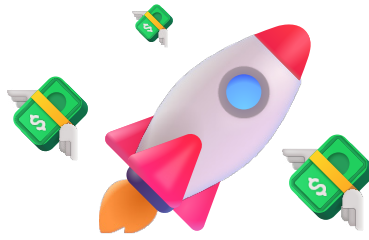
**NONPROFIT GRANT WRITING**

**TEXT-TO-GIVE**

**HYBRID FUNDRAISING EVENTS**

**\*BONUS\***

**SILENT AUCTION BID SHEET TEMPLATE**



# INTRODUCTION



Dear Reader,

I am excited to introduce our latest eBook - "How To Have A 6 Figure Fundraising Campaign". This comprehensive guide has been designed to help nonprofit organizations of all sizes and sectors achieve their goals and make a lasting impact on their communities.

I have seen firsthand the challenges and complexities involved in running a successful organization. This guide has been created to provide you with the knowledge, tools, and resources you need to overcome these challenges and thrive in the nonprofit world.

Our eBook covers a wide range of topics, including fundraising strategies, donor engagement, text-to-give, hybrid fundraising events, marketing and communications, and much more. We have drawn on the expertise of experienced nonprofit professionals to provide practical advice and real-world examples that can help you take your organization to the next level.

Whether you are a seasoned nonprofit veteran or just starting out, this guide is an essential resource for anyone looking to build a thriving and impactful nonprofit organization. We hope that you find this ebook to be informative, engaging, and helpful as you navigate the challenges and opportunities of the nonprofit world.

Thank you for considering our guide, and we wish you all the best in your nonprofit endeavors.

Sincerely,

John Killoran  
CEO, Snowball Fundraising





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# CHAPTER 1



# HOW TO START A NONPROFIT ORGANIZATION

**12 STEPS + CHECKLIST**



## CHAPTER 1:

# HOW TO START A NONPROFIT

1. DEFINE YOUR MISSION.
2. BUILD YOUR TEAM.
3. USE ONLINE FUNDRAISING TOOLS.
4. LEGALLY INCORPORATE.
5. WRITE YOUR BYLAWS.
6. APPLY FOR 501(C)(3) STATUS.
7. SECURE STARTUP FUNDING.
8. IDENTIFY LOCAL PARTNERS.
9. PURSUE YOUR MISSION.
10. GATHER COMMUNITY SUPPORT.
11. BUILD A PROFESSIONAL NETWORK.
12. PREPARE FOR GROWTH.



**IF YOU'VE DECIDED TO START** a nonprofit, congratulations! You're about to embark on a fulfilling journey with an incredible purpose: to do good things in this world. Working in nonprofits is extremely rewarding, but founding your own organization can be a major challenge.

Building an effective, long-lasting organizational structure takes determination and planning— and [the right tools](#). Yet being fully prepared and understanding every aspect of nonprofit work goes a long way to help ease the process.

The following steps are key to establishing and growing your new nonprofit organization. Use this list to jump to a specific step, or follow along from the top:



As you read through these essential steps, remember that while some may be pursued in whatever order you see fit, others should follow this particular order. For instance, you must write your initial bylaws before applying for 501(c)(3) status, and you must set up your online donation page before you start any fundraising campaigns.

Starting a nonprofit organization is among the most admirable work you can do. You owe it to yourself and your mission to be fully prepared. Follow these essential steps for building an organization that will benefit its community for years to come.

## PART I: GETTING SET UP

1. [Define your nonprofit's mission.](#)
2. [Build your nonprofit's leadership team.](#)
3. [Get up and running with online fundraising tools.](#)
4. [Legally incorporate to start your nonprofit organization.](#)

## PART II: GETTING OFFICIAL

5. [Write your new nonprofit's bylaws.](#)
6. [Apply for and receive 501\(c\)\(3\) status.](#)
7. [Secure some startup funding for your organization.](#)
8. [Identify local partners for your nonprofit.](#)

## PART III: GETTING STARTED

9. [Get started pursuing your mission.](#)
10. [Begin building a base of support in your community.](#)
11. [Build your nonprofit's professional network.](#)
12. [Lay some foundations for future growth.](#)



# 1

## DEFINE YOUR NONPROFIT'S MISSION.

What first inspired you to start a nonprofit organization? What issue or need do you see in your community that drives you to act?

You already understand your motivations and the goals of your nonprofit's work, but transcribing and communicating them to others can be more challenging than you might initially assume.

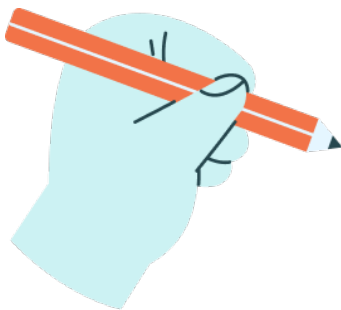
A strong mission statement should accomplish all of the following:

- Clearly express the mission of your nonprofit.
- Focus your organization's work and relationships.
- Guide your nonprofit's growth and development.
- Explain your purpose to constituents, donors, and funding bodies.



Remember, a **mission statement** doesn't need to explain everything about your nonprofit and its work, but it does need to clearly evoke the essence of your drive and purpose.

**MISSION STATEMENT =  
MISSION + WORK + GROWTH + PURPOSE**



Try to keep your mission statement short and sweet— one or two sentences at the most. We walk through more best practices in our longer [guide to writing a mission statement](#).

Taking the time to draft an effective mission statement moving forward is a smart move. Establish a clear mission that defines your driving passion, the actions you'll take, and the impact you'll have. This will act as a guiding light as you work through all the steps for starting your nonprofit organization— and it'll keep your vision focused on the bigger picture.

# 2

## BUILD YOUR NONPROFIT'S LEADERSHIP TEAM.



Next, build a strong team of leaders to help guide the creation of your nonprofit organization. You may already be part of a group that shares a vision and has decided to found a nonprofit together.

If you're driven by your own individual mission, you'll need to find partners who share it. Creating a reliable leadership structure composed of passionate, committed individuals is the only way to ensure that your nonprofit's operations will be sustainable.

The founding participants of a nonprofit organization should include:

- Members of a board of directors
- An executive director
- Other volunteers

Nonprofit organizations tend to grow out of existing networks of individuals who are brought together by a common goal or interest. If you're part of a group working together to found an organization, this is where you'll find these key individuals.

Once your organization has gained its footing, you'll be able to take on dedicated staff members, compensate your executive director, and create a more extensive leadership structure. You'll establish an official board of directors comprised of at least three members, and preferably an odd number of individuals.

In the meantime, it's important to accept help wherever possible but also refrain from taking on too many individuals!

And you must make it easy for your team to work together. This means regular, open communication and easy-to-use systems with multi-user access. Everything should be an open book, and everyone should be on the same page!

Nonprofit organizations tend to operate on extremely slim budgets, especially when they're young. This, combined with the inherent challenges of founding a nonprofit, means that you must remain focused on your mission and vision.





# 3

## GET UP AND RUNNING WITH ONLINE FUNDRAISING TOOLS.

When you start a nonprofit, you're the person who's running the operations. Regardless of the mission and drive behind your organization, there's one thing you should be prepared for— you'll be busy. There's no end to the tasks you could be doing, so nonprofit management becomes a question of prioritizing and streamlining operations wherever possible.

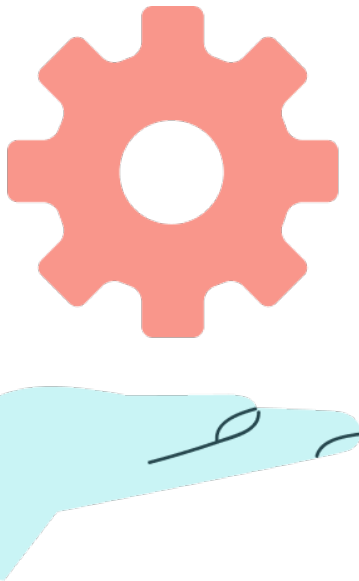
One of the chief functions in running a nonprofit is that of fundraising. Fundraising can require considerable investments of time and money to start generating stable revenue for a nonprofit organization— but it doesn't have to. Simplify daily operations right out of the gate by setting up a basic online donation platform for your nonprofit. This is the foundation from which your nonprofit will be able to grow. Here's what you'll need:

- **Fundraising software:** An ideal fundraising toolkit will include an online platform for accepting gifts, pledge fundraising options, event planning and registration tools, and [data reporting features](#).

The thousands of available fundraising tools might seem intimidating at first to the new fundraising professional. Juggling numerous systems will likely complicate, rather than simplify, management of your nonprofit— so look for an all-in-one platform for donations, events, and reports.

- **Online donation page:** Next, it's a good idea to get set up with online fundraising tools. Having your [online donation page ready to go](#) when it's time to start fundraising is a smart way to save time and money.

Many nonprofits struggle to gather momentum throughout the process of initial operations and applying for 501(c)(3) status. This creates the risk of a gap period when you're in a position to begin fundraising but don't yet have the basic tools in place to process donations. Since your online donation page will serve as the foundation of your fundraising campaigns, it's a good idea to start there.





- **Text-to-give tools:** Now that your fundraising platform is in place, you'll want to offer easy ways to give and accept donations. In addition to online giving, [text-message-based donations](#) are a great way for your nonprofit's supporters to give on the go.

Donors text a keyword (such as "give") to your nonprofit's text-to-give phone number and then confirm the amount they'd like to give. First-time donors fill out a short donation form with their credit card information. The first-time process takes under a minute; repeat donations take just two clicks.

- **A marketing strategy:** You will need to think deeply about how to position yourself in the nonprofit—and wider—world. Think about how your nonprofit compares to similar ones, and what sets yours apart.

Branding isn't just for commercial businesses. It defines how any organization expresses its goals and conveys its mission. Key tools to market your new nonprofit include your website, social media profiles, and press outreach.

- **Matching gift software:** One smart way to support your nonprofit's long-term goals from the start is to embed corporate philanthropy into your fundraising strategy early on. Do this by investing in a matching gift database that embeds into your donation software and website.
- The main reason that donors don't use their matching gift power is simply that they don't know it exists. Include educational resources in your email newsletters and on your website, and then encourage them to use your database to look up their own eligibility and complete their matches.

With access to these key tools, you'll be able to collect and store critical donor data, build your support base, and establish long-term relationships. The best part is that many of these fundraising platforms have [free tools that are perfect for a newly incorporated nonprofit](#), with potential upgrades available for your organization as it grows.





# 4

## LEGALLY INCORPORATE TO START YOUR NONPROFIT ORGANIZATION.

In order to move forward with starting your nonprofit, you'll need to write up a draft of your official charter. Also known as the articles of incorporation, your charter is what defines your new nonprofit as a legal entity.

Officially incorporating your nonprofit is required for eventually receiving 501(c)(3) tax-exempt status, accepting donations, and essentially functioning as a legal nonprofit organization.

Though it may sound intimidating, creating and filing nonprofit articles of incorporation is actually one of the easiest steps in the entire process. Do some quick research on your state's nonprofit laws, then simply complete the incorporation document with the following information:

- The legal name of your organization
- The official location of its operations
- The names and addresses of all initial trustees, or board members

Each official board member identified in your bylaws then needs to sign the articles of incorporation. Submit this document to your state's secretary of state office, and you've legally incorporated your nonprofit organization!

For more specific guidance, check out this [handy template from the IRS](#) that can guide your team as you draft your own founding charter. Of course, this process varies slightly from state by state, so do your research before starting.





# 5

## WRITE YOUR NEW NONPROFIT'S BYLAWS.

While your mission statement will guide your organization's goals, your bylaws will guide your organization's operations. Your bylaws are an extremely important founding document that will affect both its internal culture and functions for years to come.

Comprehensive bylaws are a central element of managing your nonprofit, governing its operations, and setting a strong precedent—and they're also required for receiving tax-exempt 501(c)(3) status.

Work with your nonprofit's leadership team to draft a set of founding bylaws. They should directly address, but aren't limited to, these topics and elements concerning how your organization will work:

- Clearly defined leadership and staff roles
- A formal mission statement
- Donation solicitation protocols
- Membership program and committee structures
- Policies for resolving conflicts of interest, setting compensation, etc.
- Procedures for amending the bylaws
- Explicitly defined financial reporting protocols

Organized procedures and clearly defined roles are absolutely essential to the success of your nonprofit organization. Your bylaws will ensure that all founding members are held accountable and committed to the organization's continued health.

Nonprofits need human resources structures and processes just like other organizations, and your bylaws are like your first HR foundations. Check out this [guide to nonprofit HR](#) to learn more about how stronger internal operations and culture can help stabilize your growth, especially in your early stages.



# 6

## APPLY FOR AND RECEIVE 501(C)(3) STATUS

When you imagine starting a nonprofit, this might be the step you immediately think of— and for good reason! Applying for and receiving 501(c)(3) status is the key to claiming status as an official nonprofit organization— complete with tax exemption and deductions for your donors.

The federal 501(c)(3) application process is vital for any nonprofit organization. It can be time-consuming and requires some strategizing, but it's not nearly as intimidating as many believe.

The most important tasks associated with applying for 501(c)(3) tax-exempt status include:

- Filing articles of incorporation with your state
- Receiving an IRS employer identification number
- Preparing your bylaws, leadership structures, and initial programming
- Completing the lengthy IRS form 1023
- Researching and complying with any separate state-level requirements

Even once you've completed the application for nonprofit tax exemption, your organization might not officially receive 501(c)(3) status for quite some time. There are policies in place that address nonprofits in this situation, so go ahead and get started engaging constituents and raising funds— just be sure to comply with all applicable federal and state solicitation and tax laws in the meantime.



### STEP 1

**WRITE YOUR BYLAWS**



### STEP 2

**APPLY FOR 501(C)(3) STATUS**



### STEP 3

**WRITE YOUR RECEIVE TAX EXEMPT STATUS**

For a more thorough explanation, be sure to read our [complete guide to the 501\(c\)\(3\) application process](#).



# 7

## SECURE SOME STARTUP FUNDING FOR YOUR ORGANIZATION.

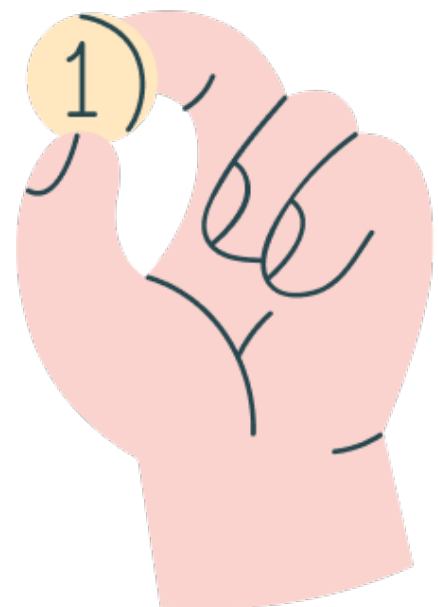
Nonprofit grant writing can be a major challenge, especially in the earliest days of your organization. However, finding and applying for nonprofit startup grants is extremely important to the launch of your organization.

First, you'll start by researching the different sources and [types of nonprofit startup grants](#). Funds can be secured from corporations, private foundations, and federal, state, or city governments. Without some initial funding, it can be difficult to reach and engage with the donors who will support your work in the future.

Next, you'll need to familiarize your team with the [grant writing process](#). If most or all members of your team are new to grant writing, doing some research beforehand will go a long way toward boosting your chances of success. Put generally, the steps of grant writing are:

- Understand your goals.
- Identify grant opportunities and research the sources.
- Build a grant writing team.
- Get started on the proposal, refining your strategy as you go.
- Build a strong case for support.
- Review and submit.

Securing some initial funding early on is the best way for your nonprofit to start pursuing its mission. Continue researching and [applying for startup grant funds](#) as you work on the next step, too.



# 8

## IDENTIFY LOCAL PARTNERS FOR YOUR NONPROFIT.



Next, identify a few local partners in your community who can help support your launch. At this point in the startup process, deliberately cultivating a local network of partners is beneficial because it builds momentum and keeps everyone excited.

Your community partners will become essential once you actually start reaching out to constituents and donors. It can be very difficult to engage new stakeholders without already having a shared connection.

Think about the local partners who might be interested and useful to your mission, like:

- Local businesses
- Schools and local universities
- Other nonprofit organizations
- Local municipal offices or agencies

Reach out to these partners and emphasize what you have to offer in the arrangement— such as free publicity and boosted [corporate social responsibility](#).

Remember, you're founding a nonprofit organization to better your community and address a specific problem. Your founding leadership is likely already well connected, but expanding your local network is always a good move. The right connections will unlock new donor bases, marketing outlets, and opportunities to directly pursue your mission.



# 9

## GET STARTED PURSUING YOUR MISSION.

You've been excited to get started bettering your community, and now all the official startup processes are out of the way. If you've already begun identifying local partners who can give you a foothold in the community, start leveraging those relationships.

You might begin reaching out to donors and engaging constituents in all kinds of ways, including:

**Events:** Organize an event with a community partner. Maybe an established local nonprofit also focused on improving the community would be willing to help you host and promote a kick-off event. This is a great chance to meet new donors, hear from your neighbors and civic leaders, and promote your first projects.

*Pro tip! Before your first event, make sure you have [event software](#) set up, so you can sell tickets (if applicable) and collect information about who will be attending.*

**Donations:** In the digital age, it's crucial for nonprofits to accept both in-person and online donations in various ways. In the last few years, online giving has taken over as the most popular

way to give. [According to Double the Donation](#), 55% of millennial and Gen X donors prefer to give online, so you have to meet them where they are.

*Pro tip! If you haven't [set up your donation platform](#) yet, now's the time. You don't want to lose out on the initial momentum your nonprofit is building.*

**Relationship building:** One of your overarching goals at this point in your nonprofit life should be to build relationships. Developing and nurturing initial relationships with donors and partners will form a strong foundation of support from which your nonprofit can grow. Keep outreach as a top priority, and be sure to nurture any relationships that are already underway.

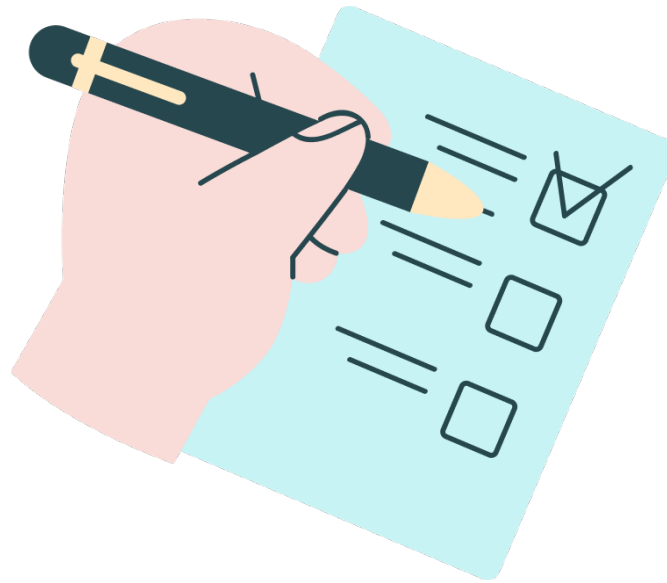
*Pro tip! Set up social media pages and begin building an audience. Ask supporters to share your content, and be sure to invite your following to participate in fundraising events.*





# 10

## BEGIN BUILDING A BASE OF SUPPORT IN YOUR COMMUNITY.



Use your own social media pages to convey your mission, let people know about your events, share fundraising initiatives, and direct followers to your online donation page.

As an added boost, your [donation page](#) can include tap-to-share social media buttons. This way, your supporters can quickly and easily let their own networks know about your nonprofit and their own involvement.

Consider running an email campaign with regular (but not too frequent!) [newsletters](#) that let readers

know about the great work you're doing. Include plenty of visual content, such as powerful photos or short videos of your team in action. This is a great way to inform and engage your supporters, so be sure to collect email addresses and other key contact information at all possible avenues.

Keep your website updated frequently with new blog articles, pages, photos, and updates. Make sure everyone knows your nonprofit is diving head-first into accomplishing amazing things— and that they, too, can get involved!



## BUILD YOUR NONPROFIT'S PROFESSIONAL NETWORK.

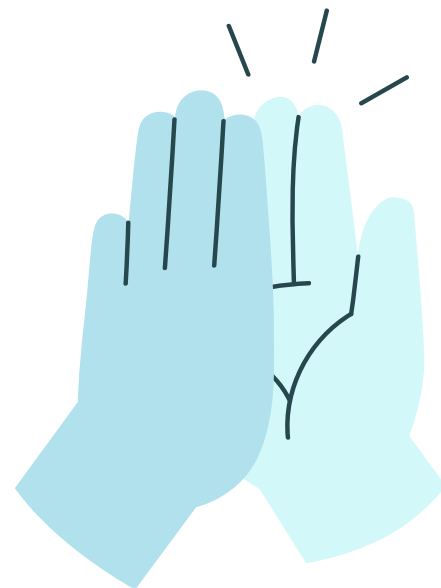
As your nonprofit gets to work pursuing its mission, you and your team will discover the immense value of developing an extensive professional network.

Building a professional network for your nonprofit can have some major benefits early on— particularly because others who believe in your mission will be happy to promote your work to their own audiences.

Important individuals and groups to connect with might include:

- Other nonprofits in your area of any size or mission
- Nonprofits in the wider region with missions similar to yours
- Digital outlets, such as blogs or news channels, that focus on nonprofits
- Other media outlets related to your mission
- Networks or associations that work in your field

Expanding your network will help to increase visibility for your work, attract new donor bases, and connect your nonprofit with essential resources.





# 12

## LAY SOME FOUNDATIONS FOR FUTURE GROWTH.



You've put in plenty of hard work to get your new nonprofit organization up and running. That's a real testament both to your passion and the value of your mission.

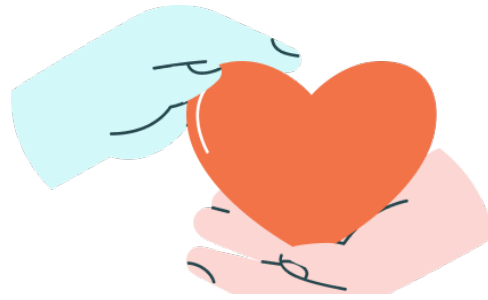
Now's the time to plan ahead and invest in your nonprofit's growth. Having smart development plans in place will greatly reduce any growing pains or internal friction as your hard work continues to pay off.

In addition to building scalable methods into your structures from the very beginning, go ahead and identify some tools that you'll need in the future, like:

- An adaptable CRM or database system
- New digital donation tools and platforms
- Automated marketing systems
- Volunteer, member, and staff management tools
- [Matching gift automation software](#)

Consider how your staffing and leadership strategies will adapt to growth as well. Have [strategic plans](#) in place for officially growing your board, instituting membership programs, and creating new staff positions.

Planning for your nonprofit's successful future is the best way to invest in its stability and healthy growth!



No one works in the nonprofit sphere because it's easy. Nonprofit organizations are founded for one key reason: to better the world and the communities that comprise it.

If you've made the admirable decision to start your own nonprofit, familiarize yourself with the entire process and be prepared to learn as you go! Always be on the lookout for useful resources that can provide you with new insights and resources, like these:

- [Best Nonprofit Software to Raise Money Fast](#). Choosing and managing a digital platform for collecting donations is essential for modern nonprofits.
- [Digital Asset Management Software for Nonprofits](#). Easily define and maintain your nonprofit's brand and mission with your donors.
- [Innovative School Fundraising Ideas](#). Learn some unique fundraising strategies perfect for new nonprofits with educational missions.
- [Fundamental Grant Proposal Template: 8 Crucial Components](#). Here's what to know when you're applying for external funding.
- [Nonprofit Digital Strategy: How to Maximize your Online Presence](#). These key tips will help you establish an effective strategy for your nonprofit organization's digital marketing.
- [Donor Retention: Attracting and Retaining Supporters](#). Find out how to get your donors returning time and time again.



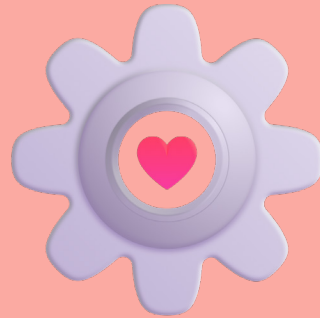
## Get a Personalized Tour

Snowball Fundraising is the all-in-one fundraising platform that makes it easy for your nonprofit to start fundraising today. Stay in the know with guides, articles, news, and tips to help your nonprofit thrive in today's fundraising space.

SEE HOW IT WORKS



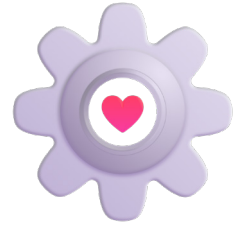
## CHAPTER 2



# THE NEW NONPROFIT'S GUIDE TO FUNDRAISING SOFTWARE



# The New Nonprofit's Guide to Fundraising Software



Are you a new nonprofit looking to grow your fundraising revenue but you're not quite sure how? You've come to the right place! A real toolkit of fundraising software can fuel a lot of growth that you might miss out on if you try to handle everything manually.

That's why Snowball offers a [complete suite of fundraising tools for minimal fees](#) and very affordable prices— meaning the money you raise can really go toward your organization's needs.

But first, it's important to understand the tools you'll need and what to do with them. Here are six of the most important fundraising software features that will streamline the donation process and help you bring in more revenue quicker.

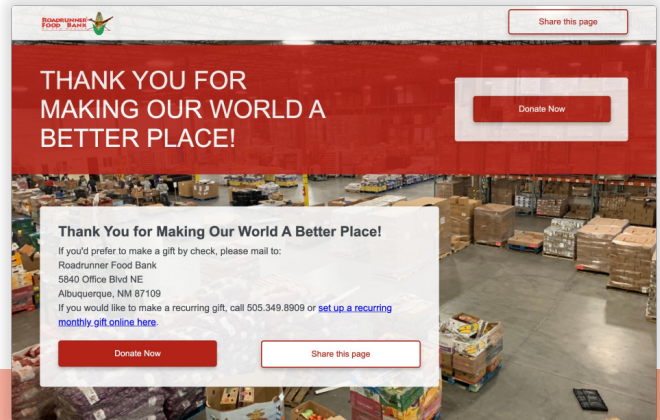


**[LEARN MORE ABOUT OUR FREE FUNDRAISING SOFTWARE!](#)**





# Online Donation Pages



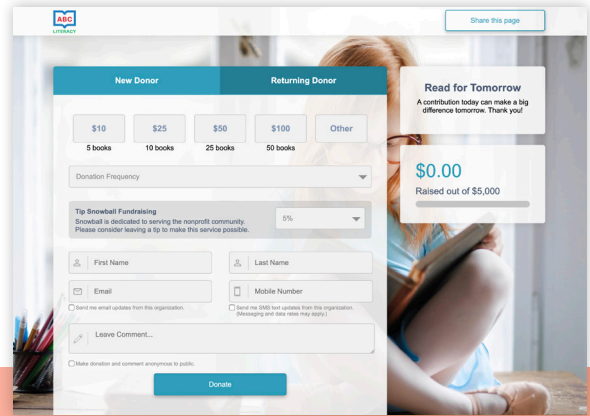
[Online donation pages](#) are likely to be the foundation for any fundraising campaign you run going forward. Instead of requiring that donors deal with cash or write a check for your organization, an online giving platform allows for a more convenient and modern approach to giving.

By accepting donations via credit/debit cards and electronic checks, you increase your campaign's accessibility and can bring in more funds. This quicker the process, the more donors are likely to follow through and submit their gifts!

An effective online fundraising platform provides access to unlimited donation pages, so you can have a customized donation form for each campaign you run. Just make sure to choose a PCI-compliant provider for ultimate payment security for your donors.



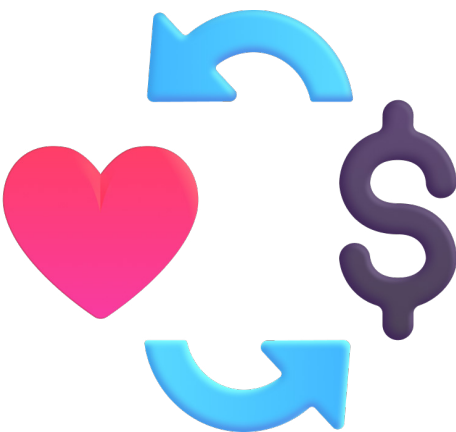
# Recurring Gift Functionality



One of the best ways to ensure year-round fundraising revenue is [by promoting and securing recurring gifts](#).

Rather than go through the trouble of soliciting each individual donation for your nonprofit, you can instead encourage dedicated supporters to donate automatically on a fixed schedule into the foreseeable future.

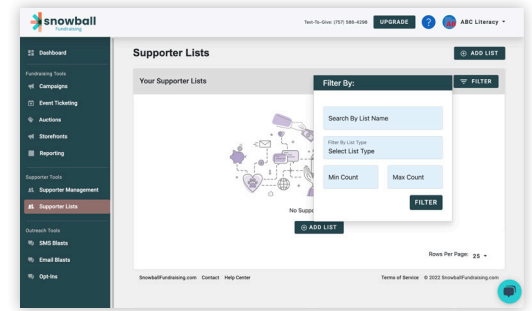
Now how do you secure these recurring donations? Be sure to include a simple option for recurring gifts on every donation page you create! You might be surprised at how many donors opt for the recurring option simply because it's there. After all, recurring gifts are extremely convenient for the donor who wants to support your nonprofit on a regular basis without having to constantly re-enter their payment information.







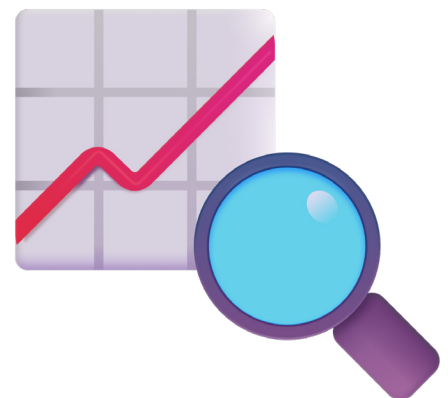
# Constituent Relationship Management Dashboard



Once a donor gives to your organization, it's important that you don't forget about them. You want to carefully manage every donor relationship, but this can get difficult as you receive an increasing number of gifts while your organization grows.

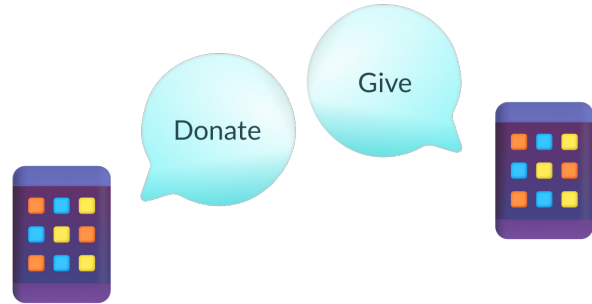
With an [effective constituent relationship management system](#), also known as a CRM, you can easily record and track the hundreds of donations you'll soon be receiving each day.

This way, you can collect data and create a profile for each supporter that gives to your nonprofit, including vital information such as previous donations, campaign engagement, and contact information. As you collect and analyze this information, you can build a comprehensive understanding of each donor and the relationship they have with your organization.





# Text-to-Give Campaigns



Text-to-give or [mobile giving campaigns](#) are a great way to transition your fundraising efforts into an increasingly mobile world. After all, the vast majority of Americans own smartphones, so it's a good idea to leverage that widely available tool for good.

As a fundraising organization, all you have to do is register with a text-to-give provider and receive a text-to-give number. Set a keyword (like GIVE or DONATE), and start promoting your campaign to the world.

From the donors' side, they just text the specified keyword to your text-to-give number, and then they will follow simple instructions to complete a donation. The best part about this type of fundraiser is that the entire donation process can be completed in under a minute.





# Fundraising Thermometers

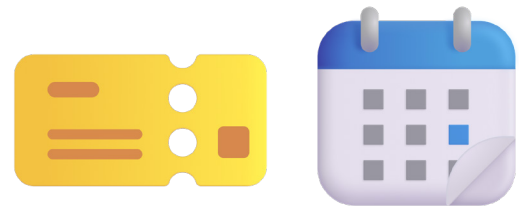


[Fundraising thermometers](#) are an impactful tool used to motivate donors to contribute to a fundraising campaign. This is a long-standing fundraising strategy that has traditionally used physical signs set up in prominent locations to encourage bystanders to participate.

However, with the rise of online fundraising tools, fundraising thermometers have gone digital as well. With a digital fundraising thermometer synced with your other online fundraising tools, your supporters are able to see real-time updates with every new donation! As your total begins to approach the predetermined goal, donors will be more likely than ever to join in (especially if you make frequent announcements and appeals to amp up the urgency).



# Event and Ticketing Tools



If your organization chooses to run event-based fundraisers to bring in new revenue, you should consider [event planning and ticketing tools](#) as well. When your tickets are sold through the same online giving platform that processes your donations, it creates a more seamless process. This way, you can quickly take the user through the entire engagement experience— from learning about your event, purchasing tickets, and finally making a donation while they're attending— without a hitch.

One of the most important elements of fundraising is the preparation that goes into a campaign beforehand. The best way to make sure a fundraiser runs smoothly is by using the right tools and resources to get the job done.

Whether you're a new nonprofit or an established and growing organization, Snowball's suite of fundraising software can be a great place to start. Best of all, our Essential Plan is free, so get started with [online fundraising](#) today!

No one works in the nonprofit sphere because it's easy. Nonprofit organizations are founded for one key reason: to better the world and the communities that comprise it.

If you've made the admirable decision to start your own nonprofit, familiarize yourself with the entire process and be prepared to learn as you go! Always be on the lookout for useful resources that can provide you with new insights and resources, like these:

- [Best Nonprofit Software to Raise Money Fast](#). Choosing and managing a digital platform for collecting donations is essential for modern nonprofits.
- [Digital Asset Management Software for Nonprofits](#). Easily define and maintain your nonprofit's brand and mission with your donors.
- [Innovative School Fundraising Ideas](#). Learn some unique fundraising strategies perfect for new nonprofits with educational missions.
- [Fundamental Grant Proposal Template: 8 Crucial Components](#). Here's what to know when you're applying for external funding.
- [Nonprofit Digital Strategy: How to Maximize your Online Presence](#). These key tips will help you establish an effective strategy for your nonprofit organization's digital marketing.
- [Donor Retention: Attracting and Retaining Supporters](#). Find out how to get your donors returning time and time again.



## Get a Personalized Tour

Snowball Fundraising is the all-in-one fundraising platform that makes it easy for your nonprofit to start fundraising today. Stay in the know with guides, articles, news, and tips to help your nonprofit thrive in today's fundraising space.

SEE HOW IT WORKS



## CHAPTER 3

# THE NONPROFIT GRANT

## WRITING GUIDE:

**AND HOW TO APPLY FOR FUNDING**



# Is your nonprofit interested in some free funding for large projects and goals?

## Of course, you are!



Grant writing for nonprofits can be one of the most challenging yet rewarding components of one's philanthropic career. When done well, it gives your nonprofit the resources to achieve its goals. Although competition for major grants can be intimidating and the writing process time-consuming, the good news is that with a few solid tips, you'll be on your way to successful funding.

By following a handful of basic best practices and acquainting yourself with the grant writing process, you can drastically increase the chance that your organization's grant application will attract attention. Explore this guide to nonprofit grant writing as we walk through an overview of the entire process, plus some helpful tips and resources. Here's what we'll cover:

1. [Understanding the Basics of Grant Writing for Nonprofits](#)
2. [Finding the Right Nonprofit Grant Opportunities](#)
3. [Components of an Effective Nonprofit Grant Proposal](#)
4. [Building a Case for Your Nonprofit Grant](#)
5. [Refining Your Strategy & Completing Your Application](#)

Remember— successful grant writing for nonprofits takes focus and dedication, so it's important to understand the process as soon as possible. Use this article as a reference to guide your grant writing and make sure your team doesn't lose sight of the big picture. Let's get started!

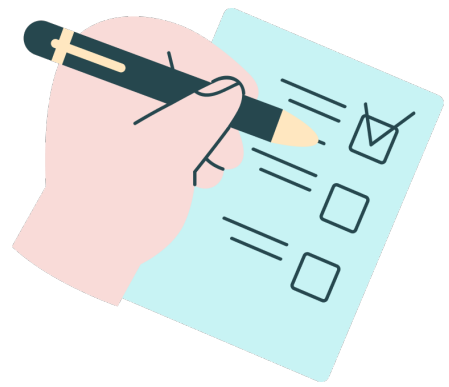
## 1

# Understanding The Basics Of Grant Writing For Nonprofits

Grants are packages of structured [financial support for specific projects offered by grant-giving organizations](#). To be considered for one, you have to complete an application and make solid case for support.

Grant writing has fantastic potential to help your nonprofit achieve its mission. A grant that supports a major new project can represent the beginning of a new phase of growth for your nonprofit and attract increased attention and new donors.

**But it does take time and labor to write and submit grant proposals.** Applying for grants is hard work, and many come with strings attached, such as parameters surrounding the allocation of funds. Plus, you may be going up against several other qualified organizations for limited funding.



So how do you get these coveted grants? **Grant-giving organizations tend to seek candidates that:**

- Have [clearly definable and relevant missions](#).
- Are driven by specific project goals and plans.
- Maintain adequate financial and operational structures.
- Use [modern fundraising tools](#) and methods.
- Possess a history of successful projects and initiatives.
- Retain strong relationships with community and peers.

This means that your organization should already have a strong vision and [smart operational foundations](#). Grant-giving organizations won't fund a nonprofit that they don't think will last. Show them yours has staying power with solid backing from non-grant sources as well.

**As a rule of thumb, fundraising experts recommend around 20% of your total funding to be grant-based—with the majority coming from other fundraising sources.** For example, implementing a free online donations platform lets anyone give to your nonprofit, whether they're from a grant-providing institution or not.





# Pro Grant Writing Tip #1

## Understand the amount of work required before starting.

Since grant funds usually represent a significant amount of money for the bodies or foundations that distribute them, whichever organizations ultimately receive the funding must prove that their operations are worthwhile, sustainable, and practical. This is

typically done through a considerable amount of written material in the form of applications and proposals. Check out this [free grant proposal template](#) that walks through each of the crucial components of a winning grant proposal.

## 2

# Finding The Right Nonprofit Grant Opportunities

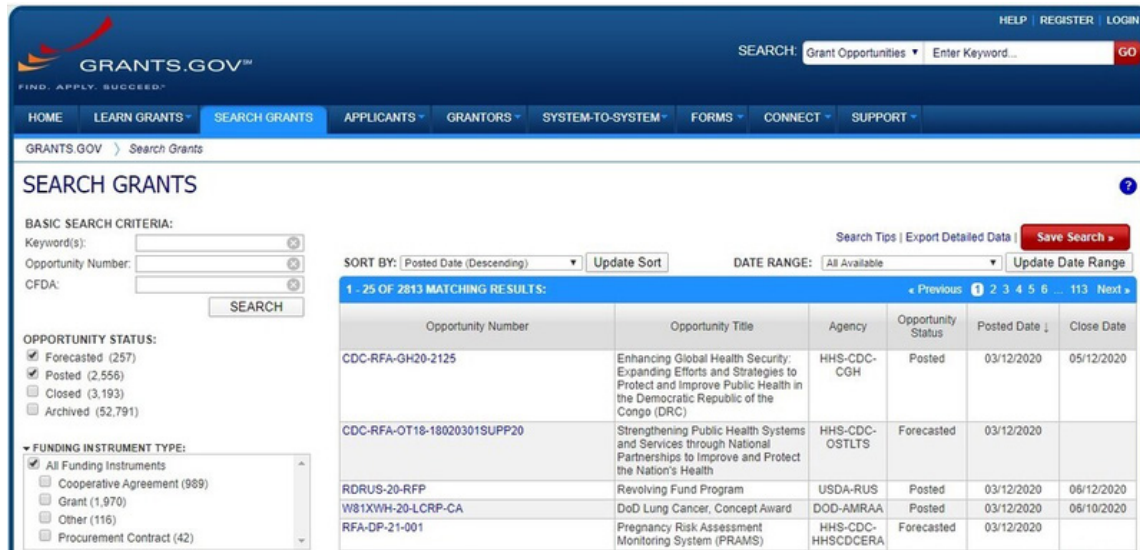
As you begin the grant writing process, it's important to use your goals to guide your grant search so that the grants you pursue will already be fairly aligned with your mission. By investing your time and effort in these opportunities, you'll drastically increase your odds of success.

So, where can you find these grants? The most [common sources for nonprofit grants](#) include:

- Federal grant programs and endowments
- State and municipal-funded resources
- Corporate giving programs
- Private grant-giving foundations

Begin your search with an exploration of federal- and state-level grant databases. [Grants.gov](#) is a great starting point— a comprehensive database compilation of all available federal grants that can be filtered by source, category, and eligible organizations.





Even if you don't find a federal grant appropriate for your exact mission, the database will give you a better understanding of available grants. Once you find a grant to pursue, start researching its source and see where to go from there!

Alternatively, if you're looking for grants to help you promote your nonprofit, consider looking into [Google Ads grants](#). These in-kind donations of up to \$10,000 in monthly Google Ads funding can put your ads at the top of search queries and attract new supporters when you [manage your Google Grants efficiently](#).



## Pro Grant Writing Tip #2

**Once you find the right grant, tailor your plan to that specific opportunity.**

When you identify a particular grant whose description matches the main concern of your organization's project, research the grant's source— including its giving history, leadership, and mission. Then, align the angle of your grant proposal with whatever you learn about the foundation



# 3

## Components of an Effective Nonprofit Grant Proposal

Make sure you understand the components of a typical nonprofit grant proposal. You can find more complete explanations of each section in our [proposal template](#), but these are the basic parts of a grant application:

- **Cover letter:** Briefly introduce yourself, your organization, and your proposal to the grant-providing institution.
- **Executive summary:** Quickly explain the most crucial aspects of your proposal, such as necessity, background, and relevance.
- **Statement of need:** Clearly define the problem that you hope to solve with grant funding. A sense of urgency and authority is key!
- **Goals and objectives:** Establish goals directly related to the need you defined, using quantifiable objectives and budgets.
- **Methods and strategies:** Layout a tangible, feasible plan to follow through with each step of your proposed program.
- **Plan of evaluation:** Set up a plan to track your progress and evaluate whether goals are being met throughout the entire timeline.
- **Budget projections:** Create a detailed budget covering expenses such as personnel, supplies, and overhead costs.
- **Organization information:** Provide insights into your organization's history, staff, and goals.

Note that some, but not all, grant-giving foundations might require an initial letter of intent and proof of support from other stakeholders as well.

**Grant writing for nonprofits requires that you already understand your project's core goals before even thinking about completing a proposal.** Even if you're unsure of your exact engagement plans or marketing strategies, it's a good idea to start any new project by clearly defining your goals.

Consider specific concerns and benefits to your community, as well as a solid strategy for gathering support and engagement. With concrete goals and a solid mission at the top of mind, you can begin to identify more specific strategies, tools, and stakeholders for your project.



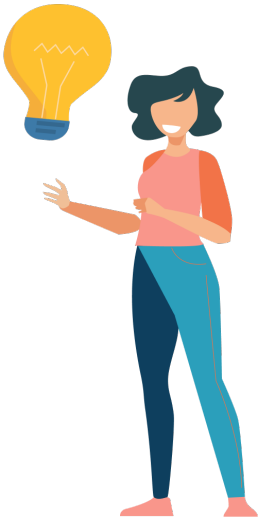
## Pro Grant Writing Tip #3

**Write your grant proposal clearly and boldly.**

Another great way to bolster your case for support in your grant application is to provide some concrete stories of your organization's impact in your community. Make sure your language is descriptive and specific, but concise and focused. Relevant data and smart insights should do the convincing, not the length or vocabulary of your proposal.

# 4

## Building a Case for Your Nonprofit Grant



Think of grant writing for nonprofits as simply pitching your idea. With a strong internal team of dedicated professionals, you'll be able to build a solid case for support by explaining why your plans are both meaningful and achievable.

The point of your proposal is to convince an agency or foundation that your organization is a responsible steward of funds, driven by an actionable mission, and engaged with supporters in impactful ways.



## Building a Nonprofit Grant Writing Team

Strong grant writing abilities require multiple perspectives to ensure that your programming plans, language and data are the most persuasive and well-reasoned that they can be. It's seldom a good idea to write a grant application alone.

Your nonprofit's grant writing team should be involved in brainstorming the right programming and engagement strategies to propose. A reliable team will consist of:

- Your nonprofit's executive leadership (at least for oversight!)
- At least one board member
- Staff members, especially those familiar with [fundraising and project planning](#)
- [Volunteers](#) who can offer unique perspectives on engagement

Keep the team to five or six members at a maximum. Too many voices can create distractions, reduce focus, and slow the entire grant writing process. Most importantly, prioritize diverse perspectives on your grant writing team to strengthen your appeal and create a more robust and flexible plan.

An effective grant writing team will help your project goals and strategies remain fully actionable and properly scaled to the grant's scope. Each team member can offer unique insights into the grant writing process to craft the most successful proposal possible.



## Building Your Case for Support

Your organization's passion for its mission is certainly half of the equation here. Still, data is often the deciding factor for grant-giving bodies, especially those receiving tons of applications from nonprofits around the world.

Depending on the focus and scope of your project, consider compiling data such as:

- Fundraising statistics from your [donations platform](#)
- Analytics and engagement trends from your [CRM](#)
- Your nonprofit's financial records
- Sociological or economic data concerning the key issue
- Other data illustrating your work and community involvement

The best cases for support provide a concrete background built on a combination of purpose and statistics. Balance your emotional appeal with quantitative plans and data, highlighting the engagement methods that have brought your nonprofit success in the past.



**Here's an example template of a case for support to better understand what goes into this aspect of the grant writing process.**

The need for our Nonprofit Organization Programming Project is great.

*Our community has struggled with \_\_\_\_\_ for several years, and its effects have been amplified by the rise of \_\_\_\_\_, changes in \_\_\_\_\_, and the loss of \_\_\_\_\_. Statistics show that this issue is on the rise in communities like ours:*

- *Properly cited statistics from an authoritative source*

*The Nonprofit Organization has confronted this issue in the past, and other local groups and governing bodies have addressed it as well, but we believe a more coordinated effort with greater support will solve the issue.*

- *Timeline of the issue in your community and any past outreach initiatives, legislation, etc.*

*If our Programming Project is not implemented, the community is at risk of \_\_\_\_\_. Our expertise and background in \_\_\_\_\_, as well as our local partnerships with \_\_\_\_\_, place the Nonprofit Organization in a unique position to make a major difference.*

Be sure to establish clear data reporting protocols across operations at an early stage. Your [fundraising](#), accounting, [marketing](#), and management tools should all cleanly and automatically provide detailed reports, which will reward your current and future grant writing efforts.

Be sure to research and collect any data relevant to the root issues driving your project's mission and affecting your community. This data-driven practice makes the grant writing process easier by backing any claims about your work and past successes and allowing you to make insightful connections that could win you the grant.



## Pro Grant Writing Tip #4

**Keep your data and resources organized and accessible.**

A successful nonprofit grant application must make a strong case for support. A winning nonprofit backs up its plans with effective and powerful data to present your organization as a professional, efficient, and responsible steward of funds. Grant officers might appreciate and champion your nonprofit's plans to enrich its community, but only persuasive and illustrative data can fully justify the decision to give major support like a grant.



5

# Refining Your Strategy & Completing Your Application

Remember that your strategy will adapt and change as you move through the grant writing process. Completing your application without adjusting your programming plans or shifting your goals at all typically means that your strategy could stand to be strengthened.

Establishing a peer review system is an excellent way to identify issues in both your rationale and the writing itself. After all, discovering any weak links now means they can be addressed before the grant program officer reviews the application later.

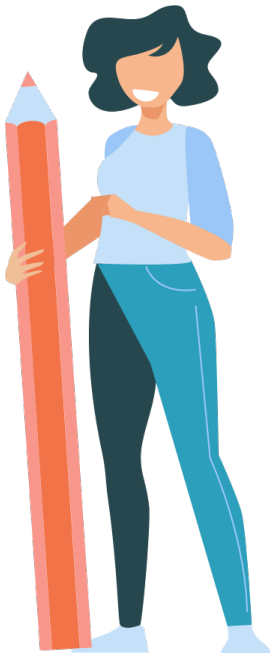
One effective way to ensure that your grant proposal remains focused and impact-driven is to identify how your project will provide a return on investment. Make sure to keep a focus on:

- **A literal return on investment.** Prove that your project will reach a quantifiable threshold of success, such as a specific engagement rate or funds raised at events.
- **A community return on investment.** Explain the less tangible but still substantial positive impact your project will have on your community.

Another key strategy for keeping your grant writing strategy flexible is to field thoughts from key stakeholders. What kinds of projects do your volunteers, donors, constituents, and members think would be perfect for your organization to undertake?

**Your organization's leadership will need to approve your final proposal anyway, so why not invite them to provide thoughts and feedback during the writing process?** They could quickly recognize weaknesses or opportunities that your team might have missed.

The most common approach to writing a grant involves your team assigning individual members specific application sections to complete in a collaborative online document. This enables your team to establish an efficient editing process. You can easily ensure that each section is examined both individually







and in the context of the sections before and after it. Stay on the lookout for spelling and grammar mistakes, ineffective language, and unsupported claims.

And don't forget, your organization is part of a community—which includes other nonprofits. If another nonprofit receives the grant, remember that the funding is still going toward bettering your community in important ways. You'll have other [funding opportunities](#), whether through different grants, [online giving](#), or major gifts from high-value donors, or corporate support from local businesses.

Upon completion, make sure the entire grant proposal is reviewed multiple times. Once the team is pleased with the application and your nonprofit's leadership signs off, it's time to send it off! Depending on the grant's source, you may submit your application electronically or through the mail— be sure to check well in advance of the due date.



## Pro Grant Writing Tip #5

### Don't be afraid to get personal!

Personally reaching out to the funding body is a good idea at times. Calling, writing, or meeting with the grant's program officer can be a good idea to discuss the alignment of your ideas and the priorities of the grant-giving body, but never contact the grant officer simply to make an impression. Some grant-giving organizations will explicitly ask *not* to be contacted, so just make sure to check in advance.

Grant writing for nonprofits is serious business, and by approaching it with careful planning and belief in the value of your work, you can write a successful proposal. You've started on the right foot by reading through this guide to writing a winning nonprofit grant proposal, but be sure to do as much research as you can.

Acquiring the perfect grant is certainly a challenge, but the rewards can be immense. As you prepare to start the grant writing process for your nonprofit, we wish you the best of luck! Just be sure your organization doesn't become too fixated on grant writing and lose sight of other key nonprofit operations.

**No matter what happens, preparing for, writing, and submitting your grant application will give you greater insights into your organization than you've ever had before. You'll be even more set up for success!**



For more information on grant writing for nonprofits and securing other sources of funding, be sure to check out these additional resources:

- [Grant Proposal Template](#). Our guide to any winning grant proposal's essential components can give you a handy checklist for your own grant writing process!
- [Top Volunteer Grant Companies](#). If your organization features an active volunteer program, these corporate philanthropy programs are another great way to fund your mission!
- [5 Types of Nonprofit Startup Grants](#). New nonprofits can apply for startup grants for initial funding. Learn more with our quick guide.
- [Best Nonprofit Software to Raise Money Fast](#). Don't wait around for the grant. Take action to raise funds now by building a solid fundraising toolkit.
- [Fundraising Letter Templates](#). Check out this exhaustive resource of templates. Information solicitations and requests for letters of support are often necessary when grant writing.



## Get a Personalized Tour

Snowball Fundraising is the all-in-one fundraising platform that makes it easy for your nonprofit to start fundraising today. Stay in the know with guides, articles, news, and tips to help your nonprofit thrive in today's fundraising space.

SEE HOW IT WORKS





# TEXT-TO-GIVE

Complete Guide for  
Nonprofits and Fundraisers

+

Comprehensive Checklist

# Introduction

Text-to-give is a modern fundraising method that enables donors to give to nonprofits via their mobile phones. Using their phones' native texting applications, donors can instantly text donations to their favorite nonprofits.

In 2010, one of the first publicized text-to-give campaigns was [The Red Cross's relief efforts after Haiti's devastating earthquake](#). For months, "Text HAITI to 90999" flashed across Americans' TVs, phones, and computer screens. Ultimately, it raised \$487.6 million, paving the way for mobile giving.

Nonprofits of all sizes can take several notes from this game-changing fundraising campaign. For starters, reach your donors where they are and simplify the giving process. Then, recognize that as technology develops, so should your organization's fundraising plan. That means employing new marketing techniques and especially offering new donation opportunities. Considering that [mobile giving donations have increased 205% in the past several years](#), you're likely missing out on a chunk of revenue by not taking advantage of mobile giving.

Text-to-give has quickly become a must-have in the nonprofit realm and for good reason: it works. In addition to boosting revenue, text donations enable nonprofits to improve donor engagement and [retention](#), helping them to secure long-term support for their cause.

Getting started with text giving might seem a little confusing. To help, the experts here at [Snowball](#) have created a list of must-know information and vital tips for better text-to-give fundraising. Let's take a look at mobile giving on a deeper level:

[The Basics of Text-to-Give](#)

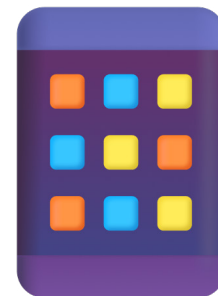
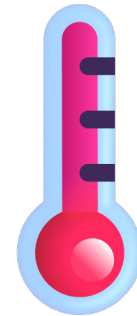
[Text-to-Give Pro Tips](#)

[Text-to-Give Platforms and Tools](#)

[Wrapping Up](#)

Text-to-give is a powerfully effective giving vehicle that organizations shouldn't overlook. Nonprofits both big and small stand to gain a lot from incorporating it in their fundraising strategy.

Ready to enhance your fundraising plan and boost donor engagement? Let's dive in!



**Mobile giving donations have increased by 20% in the past several years.**



# The Basics of Text-to-Give

Text-to-give is a powerful fundraising method. It enables nonprofits of all sizes to reach new fundraising heights by providing their donors with a new, modern way to give.

We've briefly touched on what text-to-give is, but let's take a closer look at what all it entails.



**The average donation size for text-to-donate fundraisers is \$107**

## What is Text-to-Give?

Text-to-give is using texting to donate to nonprofit, faith-based, and political organizations. It allows donors to give any time, anywhere in only a few seconds. Supporters will text your organization's keyword and donation amount to your phone number, which is assigned by [your provider](#). You can designate these donations to go toward your annual fund or to a specific campaign.

Often, you may hear text-to-give referred to by a number of names, such as:

- Text Giving
- Mobile Giving
- Text-to-Donate
- Text-to-Tithe (for churches)

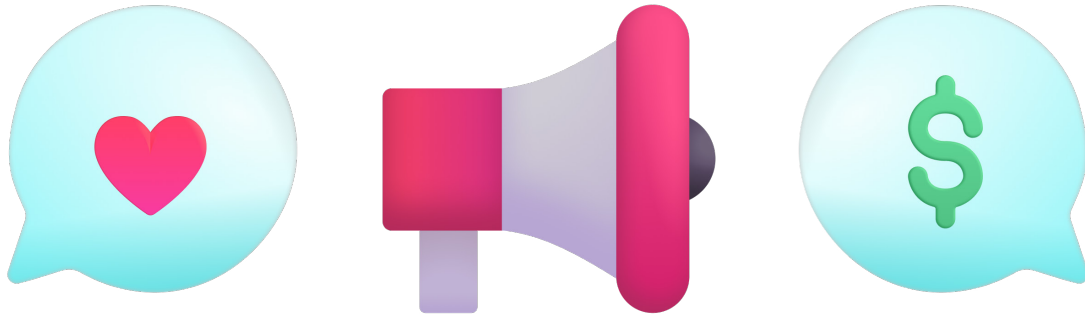
Regardless of what you call it, this modern approach to fundraising has the power to transform your fundraising but only if you employ the [best practices](#).

## Mobile Giving FAQ

Since you're brand new to mobile giving, a lot of questions are likely floating around your mind. Let's dive into some of those.

### How Much Does Text-to-Give Cost?

The cost varies per platform, but typically, it's based on a flat fee amount in addition to the credit card's fixed processing rate. For the most cost-effective investment, choose a platform that gives you unlimited text and text-to-give keywords and bypasses mobile carrier fees ([like Snowball!](#)).



### How Much is the Standard Gift with Text-to-Give?

According to [Nonprofit Source](#), the average donation size for text-to-donate campaigns is \$107. A common misconception is that text donations are typically small. Not only can they be substantial, but text-to-give enables easy setup for future recurring donations. In other words, you may encourage ongoing support and gifts from donors without making additional donation appeals.

### Is Mobile Fundraising Secure?

If you choose a [PCI-compliant](#) text-to-give provider, your information will be protected. Go with a provider that also uses authentication and tokenization to protect important donor info (such as payment information and addresses).

### How Can My Nonprofit Incorporate Mobile Fundraising?

The great thing about text-to-give is that it can work both on its own and in coordination with other fundraisers. Try hosting a fundraising campaign that relies solely on text-to-give donations, create a peer-to-peer fundraiser where volunteers raise funds via text-to-give, or simply post flyers with your text-to-give number at your fundraising events.

### How Do You Promote a Text-to-Give Campaign?

For the best results, incorporate your text-to-give campaign in all your communications. Share your number and keyword on social media, in your email signature, and on direct mail appeals with an eye-catching insert.

# How Text-to-Give Works

Text-to-give is a fairly straightforward process. Let's take a look at it from both the nonprofit and the donor perspectives.

*Note: The text-to-give process differs from platform to platform. The following steps are for [Snowball's text-to-give platform](#).*



## For Nonprofits

### Step 1: Choose a software provider.

Pick a text-to-give platform that offers the features your nonprofit needs while keeping your donors' information secure.

### Step 2: Receive a unique phone number.

Your software provider will give your organization its unique phone number that donors can text. You'll need to select a keyword so that your provider knows that those donations are for your specific text-to-give campaign.

### Step 3: Promote your campaign.

Once everything's squared away, you'll need to promote your text-to-give campaign to donors. Share your organization's number and keyword, and watch the donations fly in!



## For Donors

### Step 1: Text the nonprofit's phone number.

Initiate the transaction by texting the pre-selected keyword to an organization's phone number. Intuitive software ([like Snowball's platform](#)) will accept the donation even if there's a typo.

### Step 2: Follow the link.

Within a few seconds, you'll receive a confirmation text with a link. Click on it and select your preferred donation amount. First-time donors will need to fill out a short donation form with their payment information. Repeat donors just click "donate."

### Step 3: Press send.

Clicking on "donate" in the text message will lead you to a pre-written email that authenticates the transaction. Simply press "send" to submit your donation. It's as simple as that. A few clicks and the donation is sent!

**Try it yourself! Text the word "gala" to (505) 412-4891 to experience a simulated transaction using [Snowball's text-to-give platform](#).**

# Why Text-to-Give Works

As one of the most effective donation methods, text-to-give empowers nonprofits of all sizes to reach new fundraising heights.

Since so many of your supporters own cell phones, you need to incorporate text-to-give in your fundraising strategy.

Why is this, though? For one, it uses technology that most donors already use on a daily basis. In fact, 96% of Americans own a cell phone, making it the preferred method of communication. Donors are already surfing the web and communicating with their loved ones, so why wouldn't they take the time to send a quick donation to their favorite organization?

Since donors can make gifts on-the-go (and in just a few clicks), mobile fundraising is one of the easiest ways donors can contribute to your organization. You can even combine text-to-give with your other events and campaigns to maximize donations. Plus, it completely streamlines the donation process by eliminating the need to use a desktop, a laptop, or even direct mail. Donors can even opt to set up recurring donations and continue showing their support.

Remember, consistently engaging your donors in new ways is a common best practice for organizations. Give them new opportunities that take their needs and experience into consideration (like text-to-give), and they're sure to stick around.

**In short, text-to-give is fast, easy, and engaging. It keeps donors involved and excited without slowing them down, laying the groundwork for stronger donor relationships.**

**96% of Americans own a cell phone. Mobile giving donations have increased by 20% in the past several years.**





# Text-to-Give Pro Tips

As you become more experienced with text giving, employ a more advanced approach to yield the best results. The fundraising experts at [Snowball](#) have compiled our top tips for better text-to-give fundraising.

## Text-to-Give for Nonprofits

All nonprofits can benefit substantially from text-to-give—no matter their size. To maximize results, consider these pro suggestions:

### 1. Focus on clear campaign messaging.

Be clear about the need for your campaign and its goals. Make your reasons specific and actionable, and highlight exactly why yours is a cause worth supporting. Give donors purpose in their act of giving. Take the [Red Cross's Haiti earthquake relief efforts](#) for example. When there's a clear urgent need, we feel the urge to step up and contribute.

### 2. Feature it on marketing tools.

Across all your communications, make sure you're actively promoting your organization's number and keyword. Adjust your tactics according to the platform. For instance, create eye-catching inserts for direct mail. Add it to your email signature. Include it in your newsletters with a pop of color. Strategically include it in your social media posts. In any case, get creative!

### 3. Input collected donor data into your CRM.

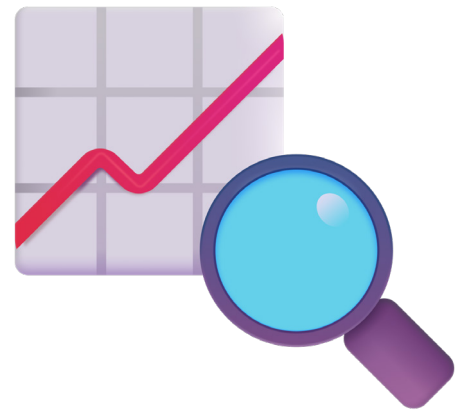
Make sure to input donors' names, phone numbers, email addresses, and billing addresses into your existing database. This way, you can incorporate them into your future fundraising efforts.

### 4. Track and analyze your data.

As with any fundraising activity, you should keep track of your performance. Track text-giving frequency and average text donation size to help inform your future donation appeals. Make note of any trends as well as any shifts away from those trends

### 5. Host it with an event.

Multiply revenue at your events by incorporating text-to-give. Make sure to hang engaging flyers with your text-to-donate number and shortcode. This way, donors won't have to worry about remembering their wallets. Chances are they're much more likely to have their cellphones on them anyway.





### 6. Try a peer-to-peer campaign.

A [peer-to-peer campaign](#) isn't just a great way to spread the word about your cause; it's a great way to spread your text-to-donate number, too. Encourage your volunteers to create their P2P pages like they normally would. Then, when they share their fundraising pages with their social networks, they can advertise your text-to-give number and shortcode.

### 7. Assign someone to be in charge of new donor data.

When you run a text-to-give campaign, you'll be flooded with new donor information. Assign a staff member to take charge of the data. Then, put processes in place to account for common concerns, such as what to do if new data differs from old data and how to handle duplicate information.

### 8. Host a pledge campaign.

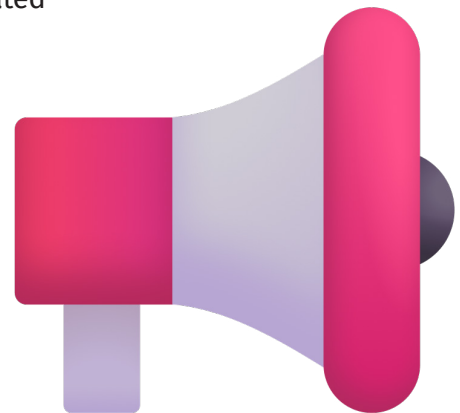
A pledge campaign is a great twist on traditional text-to-donate campaigns. Since [the average mobile donation pledge for fundraising events is \\$167](#), your organization stands a good chance at boosting donations. Have volunteers create their pledge pages. Then, they can share your organization's text-to-donate information. Supporters will have the option to pledge their support with the pledge page or donate right then by texting their gift.

### 9. Incorporate matching gifts.

To give via text, donors will have to give you their contact information. This is the perfect opportunity to email them about matching gifts, because their text donation might be eligible for a match through their employer. Learn more about this powerful giving vehicle [here](#).

### 10. Make text-to-give part of your Giving Tuesday efforts.

[Giving Tuesday](#) (and other time-based initiatives) represents a great chance to encourage donors to expand their giving as a result of an urgent push. Because there's a limited time frame, donors are motivated to act fast, and texting their donations is the fastest way to give.





# Text-to-Give for Churches

Referred to as “text-to-tithe” in the church sector, text-to-give helps churches reach their fundraising goals. Considering that [7 out of 10 churchgoers use text messaging](#), faith-based organizations stand to gain a lot from mobile giving. Consider these best practices to set your church up for text-to-tithe success:

## 1. Walk your congregants through the process.

Even though this form of giving is secure (when it’s PCI-compliant, that is), some churchgoers may be skeptical at first. To help, walk them through the process step-by-step, using:

- Social media posts with graphics showing each step
- Informational posters and flyers

An illustrated guide is often the best way to assist those who are new to text-to-give get acquainted with these new tools!

## 2. Offer several options, including recurring donations.

With customizable suggested giving amounts, you can encourage congregants to give as little (or as much!) as they’d like. Then, provide them with the opportunity to become recurring donors. With some text fundraising platforms, donors can choose weekly or monthly recurring donations, and there are no donation caps ([like Snowball!](#)).



### **3. Create handouts with your church's text-to-give information.**

Create eye-catching handouts featuring your church's text-to-give number and shortcode. Leverage the idea that text giving is more secure than passing the plate. In short, it eliminates the responsibility of handling, counting, storing, securing, and depositing checks and cash.

### **4. Always thank your donors.**

Show your appreciation by thanking your generous congregants as soon as possible. As a general rule of thumb, don't wait more than 48 hours. This may convey that you're not truly appreciative of their contributions by putting them on the back burner.

Remember, saying thanks increases the chance of a repeat donation. Better yet, it increases the chance of a larger repeat donation.

### **5. Integrate text-to-give with other online campaigns.**

Set up campaign pages that reflect all of the donations that a campaign has received—including those made through text-to-give. Donors will see how their support has pushed a campaign toward its goal. Then, they can optionally choose to list their names on your donation page, announcing their support of your cause.

### **6. Regularly post to social media.**

Incorporate text-to-give in your church's social media strategy. Most people access social media on their smartphones, making Facebook, Twitter, and Instagram the perfect place to promote your text-to-give campaign.

Amidst your church's other social media posts, share regular updates about how your followers can text-to-donate.



# Preparing for a Mobile Giving Campaign

Launching your text-to-give campaign can seem like a daunting task—especially when you’re new to the mobile giving world. Let’s look into the steps you need to take before launching your campaign.

## Step 1: Implement a text-to-give strategy.

First, you’ll need to select a software provider that fulfills your organization’s needs. To find the perfect fit, take a look at our top text-to-give software suggestions below.

Then, to implement the software in your fundraising strategy, answer the following questions:

- **Who** will be in charge of running your text-to-give campaign?
- **What** will the donations support? Are they for a specific project?
- **When** will you launch and close your text-to-give campaign? When do you expect to reach your donation goal?
- **Where** will you promote your campaign and post updates?

With these questions in mind, you should be able to get mobile giving up and running in no time.

## Step 2: Set attainable goals.

Clearly define goals for your campaign. Determine where the money will go, because donors will want to know exactly how their hard-earned money is helping.

While you want an aspirational goal, you need to be realistic. You don’t want to overwhelm your donors, especially since you’re already introducing a new fundraising strategy. Then, you’ll need to keep them updated on progress throughout the campaign. Remember to be honest. If you’re not quite on track, supporters will know to step up their efforts.

**Pro Tip:** If you’re using a [fundraising thermometer](#), donors will be able to see their contributions as part of the bigger picture, incentivizing their participation.



**Pro Tip:** If you’re using a fundraising thermometer, donors will be able to see their contributions as part of the bigger picture, incentivizing their participation.

**Step 3: Put a marketing plan in place.**

Once you've straightened out the fine fundraising details, it's time to share your campaign with the world! Regularly update your supporters and encourage them to share your text-to-give campaign with their personal networks. To spread the word, consider the following:

- **An email newsletter** with simple guidance on how donors can get started.
- **A press release** emphasizing your organization's role in the community.
- **An announcement on your website** such as a video from your nonprofit's team
- **Social media posts** that supporters can share with their followers.

**Pro Tip:** Seek out influencers to help boost the visibility of your text-to-give campaign. By recruiting influential advocates, you'll inspire new donors to trust you and contribute.

**Step 4: Collect data on campaign progress.**

Just like any other campaign, you need to track (and act on) key analytics. As you go along, remember to track the following:

- Individuals' text-giving frequency
- Average text donation size
- Marketing channel engagement (email click-throughs, social media engagement rates, etc.)
- Donor information (name, mailing address, etc.)

By tracking this data, you'll gain a better sense of what's working and what's not. Which marketing channels are receiving the most engagement? What about the least engagement? Is your campaign messaging actionable enough? Make adjustments according to what you learn, so you can make the most out of your mobile giving campaign.



**Pro Tip:**  
**Seek out influencers to help boost the visibility of your text-to-give campaign. By recruiting influential advocates, you'll inspire new donors to trust you and contribute.**

# Text-to-Give Platforms and Tools

To maximize your potential, you'll need to invest in the right fundraising tools. Let's take a look at the vital features you should prioritize and which platforms will set you up for success.

## Types of Text-to-Give Tools and Mobile Platforms



### Snowball Fundraising – All-in-One Fundraising

[Snowball Fundraising](#) is a mobile-optimized fundraising suite for any organization, nonprofit, or church. With Snowball, you'll receive more than the basics. Streamline all your fundraising efforts with these Premium features:

- Unlimited campaigns
- Unlimited text-to-give
- [Unlimited fundraising thermometers](#)
- Donation pages
- Event ticket management
- Comprehensive reporting

At Snowball, we have a simple solution for giving on-the-go—one that doesn't involve having a credit card handy 24/7. Our [text giving platform](#) enables donors to give wherever they are, whenever they want. All it takes is a couple of taps: one to send a text with the donation amount and another to confirm the payment. With our PCI-compliant technology and single-factor authentication, you'll know your donors' information is completely protected.

Unlike other platforms, once a donor enters their information for the first time, they never have to enter it again—even if they're donating through another online or mobile avenue. Best of all, our platform is highly secure, allows donations to reach your nonprofit within a few business days, and integrates seamlessly with your other fundraising initiatives.



**Try it yourself! Text the word “gala” to (505) 412-4891 to experience a simulated transaction using Snowball’s text-to-give platform.**



### Marketing Platforms

To spread the word about your text-to-give campaign, you'll need to employ dedicated marketing tools. When selecting your marketing tools, make sure they offer the following:

- **Custom branding** to develop trust and drive engagement
- **Editable templates** so you can easily and quickly create appealing messages
- **Automation capabilities** so you can time outreach with your campaign
- **Analytics** so that you can determine the best outreach strategies

Whether its email, social media, or text messaging, make sure your marketing tools enable quick solutions to streamline outreach.

### Pledge Tools

Remember, coordinating your text-to-give efforts with a pledge campaign can substantially boost engagement. To guide your efforts, ensure you invest in [dedicated pledge tools](#).

Overall, you'll need pledge software that offers the following:

- **A streamlined user experience.** All pledgors should have to enter is contact information and a pledged donation amount. Asking for anything more can drive them away.
- **Flexible payment options.** It should give users the ability to complete their donation immediately. Also, it should offer the choice to enter their payment info after submitting their pledge.
- **Secure donations.** Since you'll be collecting sensitive donor information, make sure your tools will protect this data.

Aim to make the pledge experience as quick and as smooth as possible. As a result, you should see a major jump in engagement and mobile donations.

### Event Apps

Coordinating your text-to-give campaign with an event can quickly and easily multiply revenue. When selecting an [event management tool](#), look for the following features:

- **Registration.** A comprehensive event app will quicken the registration process. Ensure you can limit the number of required information fields to the essentials.
- **Comprehensive ticketing.** Ticket distribution should be convenient for attendees and staff. To boost registration, ensure you can sell tickets via text-to-give.
- **Donation capabilities and multiple giving options.** Different donors prefer different giving options. To expand your potential, ensure your software offers donation capabilities. Then, enable multiple giving avenues, from credit cards to text-to-give.

Expand your tech toolkit to include comprehensive event management tools, and watch your mobile giving skyrocket!





# Choosing a Platform

As the public becomes more and more reliant on technology, you'll need to adopt a dedicated mobile giving strategy. If you want to reach your tech-savvy prospects, you'll need to go to them. To do this, invest in the right mobile giving platform and app that cater to your organization's needs. With multiple options on the market, this is easier said than done, though.

As you narrow down your options, ask yourself this series of questions:

- **What are you looking for in a mobile giving platform?** Determine your nonprofit's needs and fundraising goals.
- **What would be the easiest platform for your donors to adopt?** Consider how your donors have given in the past. Then, figure out if they'd be on board by surveying them.
- **Will it easily integrate with your existing CRM?** Ensure your data will flow seamlessly into your CRM. This way, you'll have an idea of all the different ways supporters are donating.
- **Does the platform offer security features?** Ensure your mobile giving app is PCI-compliant and has fraud analysis and encryption capabilities. Otherwise, no one will want to donate.

Choosing a mobile giving platform is no easy feat—especially if you're not very tech-savvy. To help, explore more vital questions [here](#) and ensure you're selecting the right mobile platform for your organization. By picking a solution that aligns with your needs, you'll experience a surge of donations in no time.



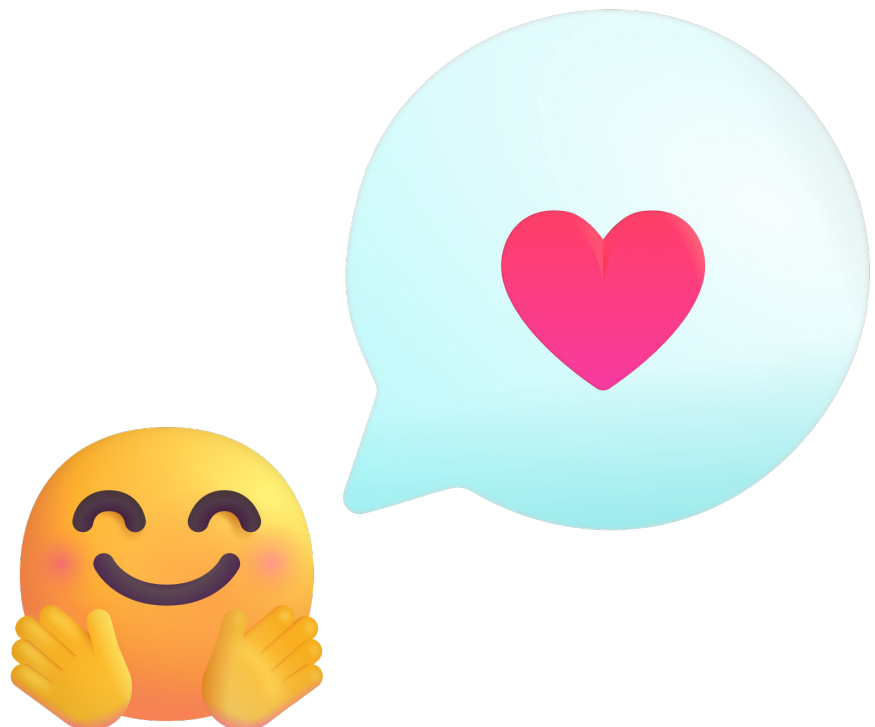
# Wrapping Up

Text-to-give has become a game-changer for nonprofits big and small. It enables organizations just like yours to [capture donations](#) whenever (and wherever) a donor is inspired.

Remember, the great thing about a text-to-give campaign can be hosted on its own or in coordination with your other events and campaigns. You're sure to boost funds so long as you take a strategic approach and keep the donor experience front of mind.

To truly maximize your text-to-give potential, invest in the platform that suits your organization's needs. Your best bet is to go with a vendor that offers multiple fundraising solutions. From mobile giving to [donation websites](#) to event ticketing, your organization needs to secure donations from all possible avenues.

Luckily, [Snowball](#) offers an all-in-one fundraising solution that features intuitive text-to-give technology in addition to several other features. Here at Snowball, our mission is to provide nonprofits with the intuitive tools they need to maximize fundraising success. No matter your organization's technological needs, we've got you covered.





# A Comprehensive Text-to-Give Checklist

With a new wave of digital marketing and philanthropy tactics upon us, it's time to get on board with mobile fundraising efforts— and maximize their usage for your own organization. Whether you're a small nonprofit looking to boost your next campaign, a church raising money for a mission trip, or a local school fundraising for a sports team, [implementing a text-to-give campaign](#) is the way to go.

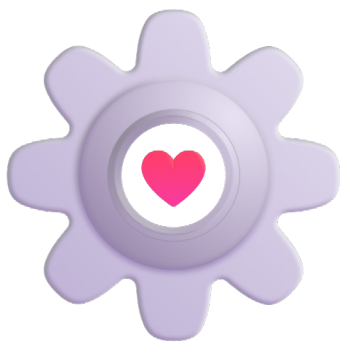
One of the greatest benefits that a text-to-give campaign has to offer is the way it can be so easily integrated into other fundraising strategies— like planning and hosting events!

If your organization is interested in planning various fundraising events, such as carnivals, galas, auctions, or more, text-to-give is an easy way to take each of those to the next level.

If you're wondering how to make the most out of a text-to-give campaign, just follow along through this checklist.



## Choose a text-to-give provider.



Make sure to do ample research ahead of time to find the best text-to-give provider to adopt for your fundraising needs. [Different providers](#) can vary based on many factors, including:

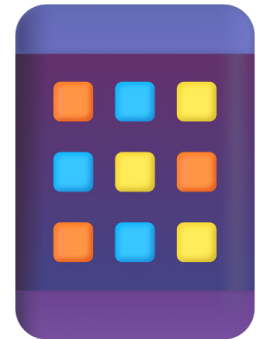
- Base and processing fees
- Number of keywords
- Number of campaigns

Decide which features are most suitable for your organization, your current budget, and the type of fundraising campaigns you plan on hosting to find the best set of tools.

## Receive a phone number and decide on a keyword.

After you register with a text-to-give provider, they'll provide you with a unique phone number with which to run your fundraising campaign. Some providers use full-length, 10-digit phone numbers (xxx-xxx-xxxx), while others may opt for a shorter, 5-digit number instead (xxx-xx).

Now that you have the number for donors to text, you need to set a keyword (or keywords). This is the text portion of the message users will send to your specified phone number. Common keywords include, "GIVE" or "DONATE," as well as your organization's name (i.e. SNOWBALL).



## Set clear and specific goals.



To best understand the scope of your campaign and measure your success, it's important to set specific goals ahead of time. For example, you might set a goal at \$5,000 of text-to-give revenue coming in during your fundraising event.

Establishing this goal beforehand is a great way to encourage both your fundraising team and your nonprofit supporters to keep focused. Plus, a specific goal is much more motivating for donors than an undefined end-point. You may even choose to implement a [fundraising thermometer](#) to further illustrate the progress toward your goal and keep energy high.



## Establish a campaign plan.

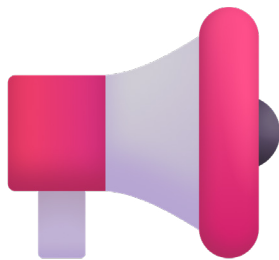
It's important that you have certain details ironed out before bringing your campaign to the public. Now that you have set clear objectives, it's time to [craft a campaign](#) plan that will allow you to reach those goals as quickly and easily as possible.

For example, you'll need to know where fundraising revenue will be going. Is the funding for a specific project, and if so, how will the money be positively impacting your community? Donors want to know where their hard-earned money will be going before committing to give!

You'll also want to establish a timeline beforehand, including the launch of your campaign and the expected duration. This will make it easier to check-in at regular intervals and adjust strategies as needed.



## Begin promoting your campaign.



Next, it's time to promote your fundraising campaign to your current network of donors and other community members that may be interested in supporting your organization. You can do this through a combination of traditional means and more digital approaches.

Consider promoting your text-to-give campaign through:

- Flyers
- Word-of-mouth
- Social media
- Your website

Make sure your text-to-give number and keyword(s) are readily available before, during, and after the fundraising event for the best results. Make sure everyone knows they can get involved!

## Walk volunteers and donors through the giving process.

One of the most important steps in a text-to-give campaign is ensuring that all supporters understand the giving process. Especially for older supporters and those less technologically savvy, text-to-give may be a brand new concept and might even seem overwhelming at first.

However, the process is quite simple. From the donor's standpoint, it goes like this:

1. Supporters text the keyword to your campaign's text-to-give number.
2. They receive a responding message and follow a link to specify the gift size.
3. First-time donors fill out basic payment information, while repeat donors simply confirm.
4. The donor finalizes their donation.
5. They'll automatically be sent a quick receipt that thanks them and confirms donation details.

That's it! Donors are able to give in seconds, and your organization receives the payment soon after.



## Be sure to thank each donor.



Mobile gifts deserve the same recognition as traditional donations, so it's important that your team takes the time to personally thank each donor for their contributions. Consider sending out a thank-you email receipt, a phone call, or even a handwritten letter. Automated thank-you emails are a great idea, too.

Try to thank each donor within 24-48 hours of receiving their gift to best strengthen donor relationships and show your appreciation. This goes a long way to retaining each individual's support for your future campaigns!

**Be sure to follow these steps as you consider implementing text-to-give into your nonprofit's current fundraising strategy. It's a modern way to utilize common tools and bring in new sources of fundraising revenue for your organization— and best of all, it's easy!**



# Additional Text-to-Give Resources

To become a text-to-give expert, read up on some of the best tips and tools out there. To help, we've compiled a list of resources written by professionals that you might find useful:

- [Top 10+ Text-to-Give Services](#). Explore Double the Donation's list of top text-to-give tools. Chances are you'll find one that strikes your interest and fulfills your organization's needs.
- [Online Fundraising In 2020 | Complete Guide And Resources](#). You already know text-to-give is a powerful fundraising tool. Now, check out our other suggestions for revamping your fundraising strategy.
- [Fundraising Ideas For Nonprofits | Directory Of 75+ Ideas](#). Text-to-give is just one of many surefire fundraising ideas. Explore more suggestions from our very own fundraising experts!



## Get a Personalized Tour

Snowball Fundraising is the all-in-one fundraising platform that makes it easy for your nonprofit to start fundraising today. Stay in the know with guides, articles, news, and tips to help your nonprofit thrive in today's fundraising space.

SEE HOW IT WORKS





# What Is a Hybrid Fundraising Event?

## The Basics





# INTRODUCTION

Hybrid events are a unique way to offer an inclusive experience that allows participants to come together in person or join remotely if they're not comfortable or are not physically nearby. While there is a certain learning curve when it comes to including a virtual component to an event, the benefits far outweigh any challenges. Once you learn how to make the most of your hybrid format, you'll be hosting engaging events in no time!

In this guide, we'll share why hybrid events are here to stay and how you can host an amazing event that gets all of your supporters excited to attend.



# Why Hybrid Events Will Remain Relevant

Over the past few years, [virtual events](#) became not only a convenient option but a necessity. When the option to meet face-to-face was no longer available, we all adapted. Eventually, as public health initiatives took place and people began feeling ready to gather in person, hybrid events arose.

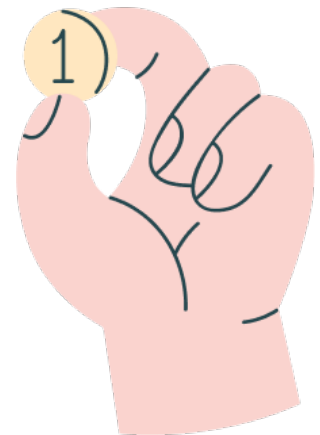
Now, with more and more people being both willing and able to gather in person, you might assume that hybrid and even virtual events are on their way out. But, according to a [survey](#) done by etc.venues in the US and UK, **73 percent of event planners now think hybrid events will continue to be more common in the future.**

Events are not the only thing that has largely shifted to virtual or hybrid over the last few years. Many companies now accommodate more remote and hybrid work schedules, which has given people the freedom and the expectation that they can live their lives and work from anywhere without sacrificing the things they love, like the nonprofits they support back home. Because of this, even when health concerns and personal comfort level are not factors in how you plan an event, the physical locations and availability of your supporters may still be an important consideration.

Overall, there are many benefits of hybrid events, including that they:

- **Allow for wider participation.** Even supporters who are sick, concerned about health risks, or simply away on a trip or visiting family can still participate.
- **Can be more convenient.** For global, nation-wide, or regional organizations, your supporters may not always be able to travel to your conferences and events. Allowing for virtual participation helps some participants to forego travel time, which can increase attendance overall.
- **Can reduce costs.** If some of your participants are attending virtually, you may be able to use a smaller venue, order fewer refreshments, or save on material expenses in other ways.
- **Allow for more creativity.** Many in-person events follow the same format. Hybrid events allow for additional creativity as you explore unique formats and activities to engage all participants.

**73 percent of event planners now think hybrid events will continue to be more common in the future.**



- **Can increase the chance of getting a highly-coveted speaker or performer.** If you've ever tried to book a highly-requested speaker, you know how hard it can be with their busy travel schedules. Allowing them to perform or speak remotely can greatly increase the chances of them finding the time in their schedule.
- **Are more accessible.** Some physical events exclude differently-abled people. Having a virtual component to your event can allow you to include more people in new ways.
- **Enable more data tracking.** Because participants are using digital formats instead of pen-and-paper, you'll be able to collect and store data more easily.

While many of your supporters will likely be thrilled to get back to gathering in person, continuing to host hybrid events ensures that you can include all of your supporters, regardless of their location, ability, health, or level of comfort. In the same way that you would make your website accessible for all people, a hybrid format is a way to do that with your events!



# How to Host a Hybrid Event

Even though hybrid events are a great way to engage more supporters, they do come with their own unique challenges. While it often lowers some costs for actually hosting the in-person portion of the event, it may require an initial investment to ensure that you have the proper technical equipment and software to give your supporters the best experience. It also requires additional strategy and planning to ensure that it's equally engaging for all participants and that your [fundraising plan](#) is adapted to this format of the event.

You'll have to solve some of these challenges, but they shouldn't deter you from hosting hybrid events. To make sure you have all the steps and tips you need to tackle any hurdle, we've outlined the essential steps for before, during, and after your hybrid event.

## Before

Most of these steps will be concerned with preparation and planning so that everything goes smoothly on the day of your event.

1. **Plan out the in-person and virtual components for the event.** It's a good idea to get as detailed as possible and determine how you will integrate them so that everyone interacts. Consider livestreaming, having a screen displaying posts in a Facebook Group, a fundraising thermometer, or other interactive elements.
2. **Identify any technology gaps.** This could be physical equipment like screens, cameras, or microphones. It could also be [software](#) like Text-to-Give, mobile bidding, online checkout, etc. If you're using pre-recorded videos of clients, volunteers, leadership, or donor testimonials, you'll need software (and enough time) to record and edit those before your event.
3. **Create a [marketing plan](#) to promote your event.** First and foremost, create a landing page with clear instructions for both components of the event and an easy sign-up. Promote it on social media and in your regular member communications, like email newsletters.

If you're having hosts, guest speakers, or including pre-recorded video segments as part of your event, you'll need to properly prepare for those ahead of time. For in-person speakers, make sure you create scripts for them to follow and do at least one practice walk-through.



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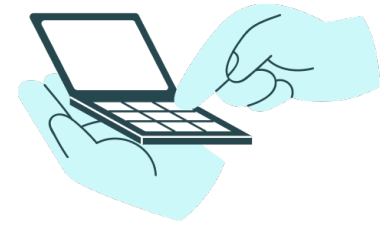
**Consider livestreaming, having a screen displaying posts in a Facebook Group, a fundraising thermometer, or other interactive elements.**



Once you've completed these steps to the highest standards, you'll be more than prepared to host an unforgettable hybrid event for your supporters.

## During

We recommend having one person who is in charge of moderating chats, comments, posts, etc. from virtual participants. This will ensure that your virtual participants have an opportunity to participate and don't get forgotten during the hustle and bustle of the event. This way, participants can have their questions answered, their comments can be shared with the in-person group, and you can shout them out for their donations as they come in. This person can also post your org's Text-to-Give number in the chat with trigger words to donate to the cause or bid on auction items that are being featured in the livestream, as well as give time reminders for how long bidding is still open.



You should also encourage online and in-person participants to post in your event Facebook Group using your social media hashtag or to interact with whatever other digital spaces you create for attendees. This creates an opportunity for in-person and virtual attendees to interact with each other's photos, comments, and updates even if they're not all physically together. If you decide to display your Facebook group on a screen, it's also a great way to have a live feed of all participants' activity.

## After

At the completion of your successful event, there are a few steps you'll want to take to keep the momentum going and encourage donors to participate again in the future:

- Send out a survey to all participants to gauge their level of satisfaction with their experience.
- Send out thank-yous to all attendees and to all donors.
- Post photos, videos, and highlights from your event to your social media channels, including resharing posts from both virtual and in-person attendees.
- Share a recap of your event in your next newsletter.
- Ship out any auction items that were purchased, if [hybrid auction software](#) was used as part of the hybrid event.

Bonus tip: If any participants shared particularly positive responses in your survey, get their permission to include a quote from them in your recap. This is a great way to organically increase [donor engagement](#). Everyone gets excited to see their name in a newsletter or to have their post reshared!

**Post photos, videos, and highlights from your event to your social media channels, including resharing posts from both virtual and in-person attendees.**

# 3 Types of Hybrid Events to Host

## Auction

You're likely familiar with in-person [auctions](#) and perhaps even attended or hosted a virtual auction over the past few years! Hybrid auctions combine some of the best features of virtual auctions, like digital catalogs and mobile bidding, with the socialization and community of in-person auctions.

To successfully host a hybrid auction, you'll want to invest in excellent [virtual auction software](#) that allows you to build beautiful digital catalogs of your auction items for participants to view before and during the auction. As part of your planning process, you'll need to gather all of the items and upload the data, descriptions, and photos to your auction software.

The right software will also enable your guests to bid directly from their mobile devices. Once they've bid, they'll be notified if they won and then be taken to an easy and convenient check-out right on their phone.

Whether all of your attendees are in-person or some are joining virtually, these virtual auction features can't be beat. They add a new level of convenience to any auction event that your attendees will love.

## Peer-to-Peer Fundraiser

These types of fundraisers already come in many shapes and sizes. From fun runs to bike-a-thons, knit-a-thons, walk-a-thons, and even more, there's no shortage of ideas when it comes to [peer-to-peer fundraisers](#). That's why it's such a great event to make hybrid.

With a traditional peer-to-peer fundraiser like a fun run, your participants would all gather at the same location and at the same time. When you create a hybrid version of your event, you can allow supporters to participate from wherever they are. Whether they're walking a certain amount of miles in their neighborhood or knitting a certain number of scarves, participants will track their progress, check in virtually, and post updates in a Facebook group to connect with and motivate each other.



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**Hybrid auctions combine some of the best features of virtual auctions, like digital catalogs and mobile bidding, with the socialization and community of in-person auctions.**

Creating an event Facebook group is one of the most crucial components of a successful hybrid peer-to-peer fundraiser. Without a place to communicate, connect, share updates, and motivate each other, participants won't get that same sense of community and connection that they do with in-person events. Add participants to your Facebook group in advance of your event and begin posting a few weeks before the event to get the ball rolling. Ask questions, share updates, and encourage participant posts.

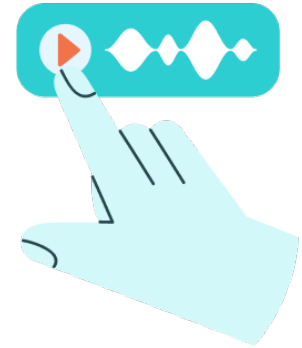
## Viewing Party/Show

Hosting a viewing party for a highly anticipated new movie, speaker, musical act, or even doing a hybrid drive-in movie, can be a great way to bring together families in your community while fundraising.

Once you have a venue to host the in-person portion of your event, you can [sell tickets](#) for in-person attendance and tickets to virtually watch the show through livestream. Depending on the type of viewing/show you are hosting, you could also arrange a Q&A or other discussion at the end to allow in-person and virtual attendees to engage with one another.

If you're hosting watch parties at different houses, you can send out VIP goodie basket) to the watch location hosts. For example, your gift basket could include a bottle of wine, chips and salsa, a handmade bowl, and a personal thank you note

Lastly, on top of ticket sales, you could sell concessions like popcorn and candy at your in-person event to really give people the show-attendance experience! For people attending virtually, they can sign up for an [upgraded ticket](#) type that includes a concession package with popcorn, candy, and drinks that you can send to their homes in advance of the event.



**Without a place to communicate, connect, share updates, and motivate each other, participants won't get that same sense of community and connection that they do with in-person events.**

# Best Practices for Hosting Hybrid Events

## Provide clear descriptions and details about your event.

It's crucial that you make sure your supporters understand that this is a hybrid event and how to attend both in person or virtually. Especially if you haven't hosted a hybrid event before, it's important to give supporters an idea of what to expect so that they are intrigued and not confused.

On your event landing page, clearly explain how both versions of the event will work and how participants should sign up as an in-person or virtual attendee. It can also be a great idea to include detailed instructions with their [ticket](#) so that the information is readily available to them, even after they leave your landing page.

## Make it easy to sign up for both the in-person and virtual components.

As we mentioned, it's important for supporters to understand what they're signing up for. The last thing you want is a ton of people showing up to your in-person event when they all signed up as virtual attendees. Clearly outline the sign-up process for in-person and virtual attendees or provide separate pages.

You can even text donors a sign-up form for the type of attendance they've chosen through SMS if your organization uses nonprofit text messaging as a method of [donor outreach](#). This can give your donors an easy way to have their questions answered. It's also a quick and simple way to stay in touch with attendees leading up to your event.



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**Clearly outline the sign-up process for in-person and virtual attendees or provide separate pages.**





## Use text-to-give for easy, contactless donations.

[Text-to-give](#) allows for virtual and in-person participants to donate at the same time and in the same way, while also decreasing contact between individuals. You can easily share the shortcode that donors have to text and then your participants will be able to donate at any time during your event without even leaving their seats!

To make [mobile giving](#) more engaging, you can showcase a fundraising thermometer that tallies up your incoming donations. You can also consider shouting out participants who donate, especially the virtual attendees, in order to include them more in your event.

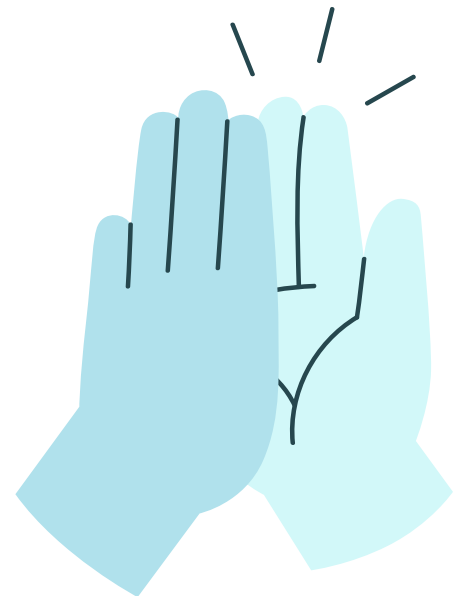
## Merge the in-person and virtual experience.

While several ways to include virtual attendees in your event have been mentioned, there is really no limit to what you can do with a little creativity. A few of our go-to ideas for engaging all participants include:

- Livestream the speaker, show, or other entertainment.
- Use a [fundraising thermometer](#) that can be accessed online.
- Display posts in your event Facebook group.
- Host a Q&A for virtual and in-person attendees.
- Shout out virtual attendee donations.

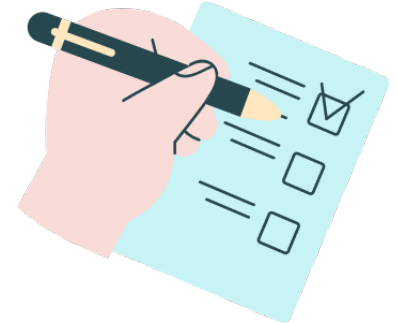
The more hybrid events you host, the more your team will get a sense of what your supporters enjoy. You can get even more creative than this and host an incredible hybrid experience for all of your supporters!

**The more hybrid events you host, the more your team will get a sense of what your supporters enjoy.**



# Hybrid Event Checklist

Ready to host your hybrid event? Use this checklist to ensure your event is a hit!



**Event management software**



**Event page with clear descriptions**



**Plan for integrating virtual and in-person attendees**



**Streaming software and technology**



**Marketing and social media plan**



**Text-to-give and/or mobile bidding capabilities**



**Facebook group, social media hashtag or other interactive digital space for during the event**



# Conclusion

Hybrid events, when done correctly, are a fantastic way to combine the best of both worlds and give all of your supporters the chance to attend and participate. Whether you need virtual auction software, text-to-give capabilities, ticketing, or marketing resources, Snowball has all the tools to help you host an amazing hybrid event. Don't forget to use the essential checklist we've included, in addition to all our tips, to successfully plan a hybrid event that leaves your supporters buzzing!



## Get a Personalized Tour

Snowball Fundraising is the all-in-one fundraising platform that makes it easy for your nonprofit to start fundraising today. Stay in the know with guides, articles, news, and tips to help your nonprofit thrive in today's fundraising space.

[SEE HOW IT WORKS](#)





# Silent Auction Bid Sheet Template



## What is a Silent Auction Bid Sheet?

A silent auction bid sheet details information about each auction item and provides space for bidders to list their names and bid amounts.

Organizers use bid sheets to track auction progress and determine the highest bidder who wins each item at the end of the event. Bid sheets also allow event staff to close out items at any point during the auction once bids reach a certain point. These bidding sheets have an influence on how much attendees decide to bid, so put thought into how you design them.

## Free Silent Auction Bid Sheet Template

To simplify your auction planning, we've put together a one-size-fits-all solution that you can use to easily fill in information about each of your auction items. Please print out the Guide on the next page.



Print out the Guide on the next page!



**Organization Name** \_\_\_\_\_

**Auction Date and Time** \_\_\_\_\_

Item Name: \_\_\_\_\_

Item Number: \_\_\_\_\_

Donated by: \_\_\_\_\_

Retail Value: \$ \_\_\_\_\_

Minimum Raise: \$ \_\_\_\_\_

Guaranteed Purchase Price: \$ \_\_\_\_\_

Bidder Name / Number	Phone #	Bid Amount
		Starting Bid \$



# THANK YOU FOR READING!

Thank you for taking the time to read our Nonprofit eBook.  
We hope that it has been informative and useful for you.  
If you have any feedback or questions, please don't hesitate to [contact us](#).



Click the happy email above to contact us.