



 **#Mobile201:**

Less Thinking. More Doing.

PRESENTED BY JESSICA SOTELO, WORLD WILDLIFE FUND &
LARA KOCH, THE HUMANE SOCIETY OF THE UNITED STATES

bbcon 2012
Blackbaud Conference for Nonprofits



► **WHAT WE'LL COVER**

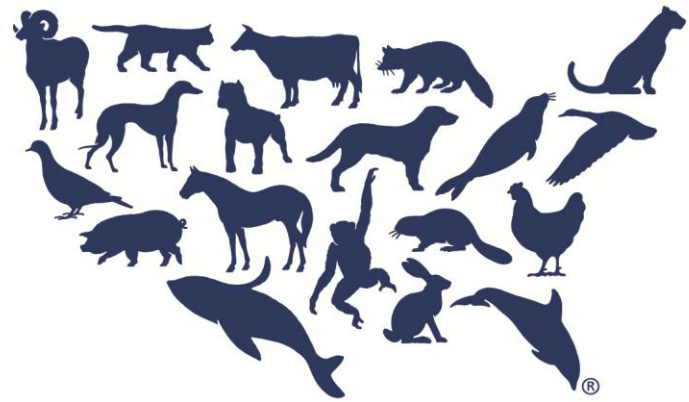
- **SMS**
- **Text to Give**
- **Mobile Web**
- **Mobile E-mail**
- **Apps**

THE HUMANE SOCIETY OF THE UNITED STATES



About HSUS

- The Humane Society of the United States is the nation's largest and most effective animal protection organization—backed by 11 million Americans.
- Established in 1954, The HSUS seeks a humane and sustainable world for all animals—a world that will also benefit people.
- We are America's mainstream force against cruelty, exploitation and neglect, as well as the most trusted voice extolling the human-animal bond.



**THE HUMANE SOCIETY
OF THE UNITED STATES**

humanesociety.org

WORLD WILDLIFE FUND



About WWF

- For over 50 years, WWF has been protecting the future of nature.
- The world's leading conservation organization, WWF works in 100 countries and is supported by 1.2 million members in the U.S. and close to 5 million globally.
- Our unique way of working combines global reach with a foundation in science, involves action at every level from local to global, and ensures delivery of innovative solutions that meets the needs of both people and nature.



©
WWF®

worldwildlife.org



► SMS 201: LEVERAGING YOUR MEGAPHONE

► SMS AT HSUS & WWF

- SMS means **so much more** than fundraising!
- Instead: Tool for **engagement, cultivation** and **action**, allowing us to give subscribers easy – and savvy – ways to stay updated and make a difference using their phones.
- This is not to say we don't fundraise. We **are** nonprofits, after all.
- Text2Give = Rare2Us.
 - We're "lucky" to be a crisis organization.
 - Remittance takes awhile.
 - We don't get everyone's contact info or immediate permission to message them again.




► SMS LISTBUILDING AT HSUS

- Keyword Opt-Ins.
 - Text **BBCON** to **30644** to join the HSUS text message list!
 - Promoted through: Thank You Pages & Autoresponders, E-mails, Publications like our Magazine, Social Media, Events.
 - Ask for e-mail address in follow-up text.
 - Require an “active user.” Yes, even texting is work.
- Form Sign-Up
 - Action alerts include a mobile number ask.
 - Nightly sync to both ways to Convio & Mobile Commons.
 - Only about **5%** of our overall general list includes people who opted in through a keyword – **asking for their number on the web & syncing it is the #1 way to build your list.**

Join our **Mobile Action Team** for texts that help you make a critical difference for animals right from your phone. Text **HSUS** to **30644**!



HSUS: Thanks for signing up for text alerts! Reply with your email address for email alerts with more ways to help. (Msg&DataRatesApply; ReplySTOPtoQuitTexts)

 Enter your mobile phone number below to sign up for [text alerts](#) (standard rates apply)

Mobile Phone Number:

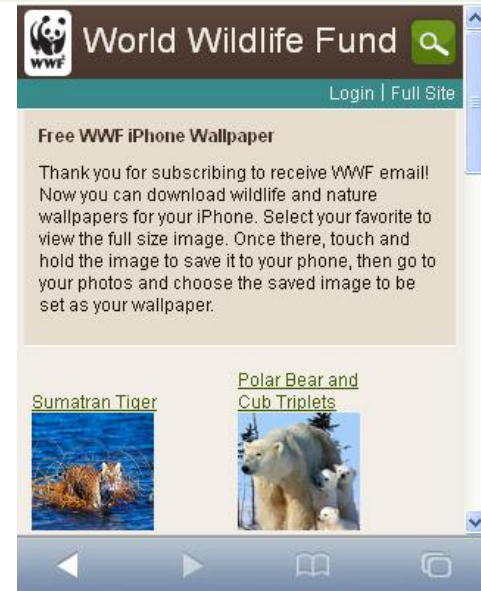
► ADDITIONAL SMS LISTBUILDING TIPS FROM WWF

- User Controls the Frequency
 - Text **BBCON** to **69866** to join the WWF list.
 - Supporters choose the frequency of SMS
 - 25% of people tell us what they want
 - 44% choose 4x per month!
- Growing the File
 - Offer something they can use or need on their mobile device
 - Mobile wallpaper brought in 20% of our new opt-ins in FY2012

Thanks for your email address. Tell us how many texts would you like to receive from WWF per month:

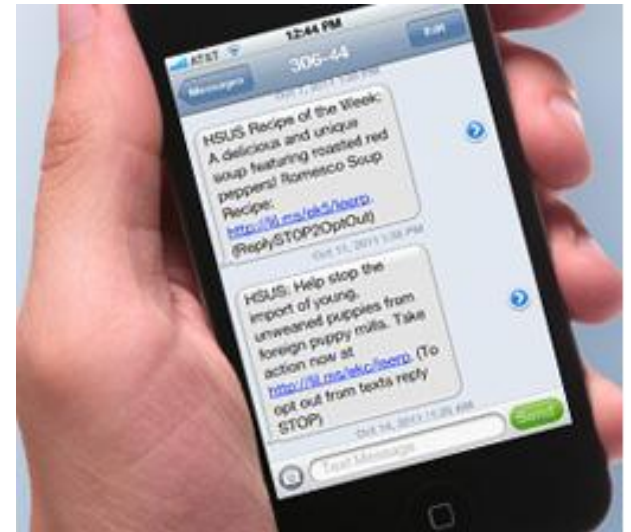
- A. One
- B. Two
- C. Three
- D. Four

Pls reply A, B, C, or D.



► HOW MANY TEXTS?

- Much of this will be dictated by a combination of budget, your rate card and list size.
- HSUS prefers 1-2 full file texts a month; WWF sends 1.
- HSUS has one current weekly SMS campaign.
- As many segmented and targeted texts as budget allows.
- Best Practices:
 - Don't over-text people, but don't under-text, either.
 - If you text too little, Opt-out rates will be higher, and you'll get a lot of "Who is this? I'm angry!"
 - If you text too much, Opt-out rates will be higher, and you'll get a lot of "Who is this? I'm angry!"
 - No matter what, you will get a lot of cursing from people who believe they are anonymous. They're not. This is the Internet, after all.





► WHAT KINDS OF TEXTS DOES HSUS SEND?

• Advocacy

- Inviting people to take action via our mobile-optimized advocacy alerts.
- mConnect: “Text messages meet patch-through calls;” the true melding of advocacy with mobile phones. Inviting people to connect directly with a legislator’s office via a text message.

BREAKING: HSUS uncovers shocking abuses at Tyson Foods supplier. Take action NOW for pigs by urging Tyson to treat them better. Link: <http://lil.ms/f5f/0>

• Fundraising

- Asking for donations to our mobile-optimized donation forms.
 - API Convio Donation forms, so require full credit card info, but doesn’t have the drawbacks of T2G
- Text2Give
 - Requires a bit of care to our subscribed SMS list due to different shortcodes; we route them to a form they can use to make their donation.

HSUS: Call Gov. Christie & urge him to sign A.2023, a bill to ban horse slaughter for human consumption. Reply CALL/dial 1-866-692-7270. (NoMoreTexts?ReplySTOP)

HSUS: Baby seals are dying right now in Canada. Will you help us end the slaughter by making an emergency gift to protect seals? Link: <http://lil.ms/f1o/0>

• Cultivation

- Breaking News, Event Reminders, Disaster Preparedness

HSUS: Evacuating? Take your pets! See our disaster checklist for pets & follow us on Twitter @HumaneSociety for shelter & evac info! <http://lil.ms/fj1/0>

• Ongoing Campaigns

- Meatless Monday

HSUS Meatless Monday Recipe: Craving a smokin' summer dish? Try this Baked Barbecue Tofu! <http://lil.ms/fis/0>



► WHAT KINDS OF TEXTS DOES WWF SEND?

- **Advocacy**

- Inviting people to take action

- **Fundraising**

- Campaign reminders
- Text2Give
 - Much like HSUS, this requires careful direction when sent to our subscribed SMS list due to different shortcodes; we route them to a form where they can make a donation.

- **Engagement**

- Trivia questions
- Feedback
- Event reminders

- **Breaking News**

WWF: This week Brazil's president decides on the Forest Code. PROTECT the rain forest + SIGN the veto petition: <http://lil.ms/f7d/0> (Text STOP 2 unsub)

WWF: Tiger #s are at all-time low, from 100K to >3200 in the wild in a century. Will you take 10 sec 2 HELP TIGERS? <http://lil.ms/fbu/0> (Text STOP 2 unsub)

WWF: Today we celebrate a large land animal that is a powerful symbol of nature. Know which? Click to see: <http://lil.ms/fhj/0> (Text STOP 2 unsub)



► IT'S ALL ABOUT THE COMMUNICATION

- **Mobile is its own channel.**
- **SMS is the interactive section.** Like social media, constituents expect someone living is sitting on the other end of the screen.
- Constituents provide **feedback**, ask **questions**, seek **advice** and fail time and time again at opting out, taking action, sending texts to the right number...

Not getting any texts from you what happen?????

I will pass on and yes I made the call thank you and god bless!

(1/4) Thank you so much! I have a question. How old do you have to be to volunteer there? I am 13 and i am looking for a volunteer job. i want to be a vet so i

HSUS: Hi Kayla! Thanks for your interest, it's great you want to help animals. You can visit humanesociety.org/volunteer to learn more about volunteering!

That's fabulous news

HSUS: Great news for NJ horses! Gov. Christie signed A.2023 into law. Your call helped make a difference. Thank you!
Read more:
<http://lil.ms/fnk/1j5e4d>

To whom it may concern: with my full support, please do act to regulate unlicensed puppx mills.
Thank you. L. E. Pugh

We are having an issue with people poisoning dogs in the town i live in.

I donated & at&t reversed it by mistake...tried to do it again & it is no longer available , can u help me re/do it?

You can send me alerts everyday. I have only received one since signing up Send more

Thanks for doing what you do

Palm hill and azalea's grass is getting high and needs some trimming on the bushes



► SMS BEST PRACTICES

- **We live in the age of Twitter.** If millions of users can craft tweets within 140 characters that use complete language, you can craft an SMS that does the same. Craft them with the same care as you do e-mail.
- Send your texts at “unique” times, otherwise they will conflict with meeting reminders. 11:35, 1:55, etc.
- Use conversations when necessary. Set an automatic reply for users who are confused or need help.
- Mix up what you text: Types of actions (web, phone), fundraising, cultivation. Give users a reason to stay subscribed.

HSUS: Animal advocates, join us in DC July 27-30 at our Taking Action for Animals Conference! \$45 off full registration expires tonight! Reply CODE for info.

HSUS: Use code MOBILE for 20% off full conference registration - expires 11:59p EST 6/26! Learn more & register at this link: <http://lil.ms/fc2/0>

HSUS: Donate \$10 to support our Disaster Relief Fund as we work to help pets affected by Hurricane Isaac. Link: <http://lil.ms/fj9/0> (ReplySTOP2Quit)

HSUS: You can donate via this link with your phone or computer: <http://lil.ms/fj9/0> . Reply HELP for help, or STOP to opt out of texts from HSUS.



► SMS BEST PRACTICES CONTINUED

- Close the loop! If there's a success, let them know about it!
- Mobile users are already more engaged. Give them the sharpest tools in your arsenal, the ones that will be most effective toward your goals, and the ones best suited to phones.
- Communicate with your constituents via SMS. Be available!
- If you provide a link, the destination should be mobile friendly.

HSUS: Great news for CA wildlife! Gov. Brown signed SB 1221 into law. Your call helped make a difference. Thank you! Read more: <http://il.ms/fnr/0>

All right, thanks. I'll keep you in my text list. Thanks!

HSUS: Hi Mike. HSUS is The Humane Society of the United States. You may have provided your mobile number when signing one of our action alerts. Thanks!

Don't know if I did this on purpose or by error. What is HSUS? Please identify. Mike Cleveland

No Exceptions.



► **TEXT TO GIVE 201: WITH AND WITHOUT DISASTER**



► **TEXT TO GIVE WITH A DISASTER!**

- **Hurricane Isaac**

- **Preparedness Phase:**

- As soon as the storm looked to be a real threat.
- Press Releases, Twitter, Facebook, Web, E-mail, Segmented SMS

- **Once our Animal Rescue Team is deployed, we began fundraising on behalf of our Disaster Relief Fund.**

- **Why Text2Give?**

- **SMS** to (segmented) list.
- **Keyword** promoted via Twitter, Facebook, PR, blog outreach.
- **E-mail & Web:** Dedicated Isaac forms. Desktop, Mobile, FB.

- **Stats:**

- Mobile form contributed to **6%** of overall donations.
- Text2Give contributed **9%**.
- **Mobile overall: 15%!**

- **Follow-up: Listbuilding!**

HSUS: Evacuating? Take your pets! See our disaster checklist for pets & follow us on Twitter @HumaneSociety for shelter & evac info!
<http://lil.ms/fj1/0>

HSUS: Donate \$10 to support our Disaster Relief Fund as we work to help pets affected by Hurricane Isaac. Link: <http://lil.ms/fj9/0> (ReplySTOP2Quit)

HSUS: Thank you for your recent donation to our Disaster Relief Fund & joining our text list! Reply with your e-mail for more ways to help. (NoTexts? ReplySTOP)

Donate to Help



**THE HUMANE SOCIETY
OF THE UNITED STATES**

As you read this, The Humane Society of the United States' Animal Rescue Team is on the ground in Louisiana after being called in to assist the Jefferson Parish Animal Shelter in caring for animals displaced by Hurricane Isaac.



Please support our disaster relief efforts by making an emergency \$10 donation to our Disaster Relief Fund using your mobile phone. Your support will ensure that our team can continue to answer the call during times of disaster wherever and whenever animals need us.

Your gift will be used **exclusively** for our disaster relief work to help animals during this and future disasters. **You will receive a text message; please reply YES to confirm your donation.**

Enter Your Mobile Number:

[Msg & Data Rates May Apply](#)

A one-time donation of **\$10.00** will be added to your mobile phone bill or deducted from your prepaid balance. All donations must be authorized by the account holder. All charges are billed by and payable to your mobile service provider. Service is available on most carriers. Donations are collected for the benefit of the Humane Society of the US by the Mobile Giving Foundation and subject to the terms found at www.hmgf.org/t. Messaging & Data Rates May Apply. You can unsubscribe at any time by texting **STOP** to short code 20222; text **HELP** to 20222 for help.

[Desktop Version](#) >

Powered by [Mobile Commons](#)

THE HUMANE SOCIETY
OF THE UNITED STATES
Celebrating Animals | Enriching Quality

YES! I WANT TO SUPPORT THE HSUS DISASTER RELIEF FUND

UPDATED: September 4, 2012, 1:30 PM ET

Watch the video to see our Animal Rescue Team in action as we respond to the emergency after Hurricane Isaac.

This weekend, we transported nearly 200 dogs and cats from damaged animal shelters in Jefferson Parish, La. and McComb, Miss. to ease the burden on these suffering communities. The HSUS and our Emergency Placement Partners will continue to care for the animals until they find loving, permanent homes.

Please donate to our Disaster Relief Fund today. Your support will ensure that we can continue to answer the call during times of disaster wherever and whenever animals need us. Your gift will be used exclusively for our relief work to help animals during this and other disasters. Thank you for your support!

Choose Gift Amount

\$35.00

Billing Information

* First Name:

* Last Name:

* Email:

* Street 1:

Street 2:

* City:

State / Province:

* ZIP / Postal Code:

* Country:

Payment Information

* Credit Card Number:

* Card Security Number/CVV: What is this?

* Expiration Date:

Month: Year:



The Humane Society of the United States shared a link.

August 31

Our Animal Rescue Team is on the ground in Jefferson Parish, Louisiana helping animals affected by Hurricane Isaac. Please consider donating to our Disaster Relief Fund by texting LOVE to 20222 to donate \$10 or click the link below to donate online. Thank you for your support!



HSUS

@HumaneSociety

Text LOVE to 20222 to donate \$10 to our Disaster Relief Fund as we work to help animals affected by #Isaac - Pls RT!

[Reply](#) [Retweet](#) [Favorite](#)

► WHAT ABOUT TEXT TO GIVE WITHOUT A DISASTER?

• Text for Tigers Campaign

- Goals:
 - Inspire people to give even though there was no catastrophe
 - Educate public about the seriousness of illegal wildlife trade
- Finite time span

• Create a Sense of Urgency

- Cross-channel push: PR, Facebook, Twitter, Google+, YouTube, email, SMS
- One consistent message (copy and imagery)

• Results

- Over 5 million impressions
- Raised tens of thousands of dollars over 7 days
- 50% of the revenue came from text-to-give; 50% via online donation forms



Donate \$10 to WWF for
tiger conservation today



Dear Friend of WWF,

Wild tigers are in peril.

Poaching, illegal wildlife trade and habitat loss have driven wild tiger numbers from more than 100,000 a century ago to as few as 3,200 today. And, more than 90 percent of tiger habitat has already been destroyed.

But there is still hope for tigers in the wild. Given enough space, protection and prey, tiger populations can quickly rebound.

This is the week to act fast. In just 10 seconds, you can buy more time for tigers.

[Text TIGERS to 20222, and donate \\$10 to help save the world's wild tigers.](#)

Your donation will help WWF save wild tigers everywhere, from India to Indonesia to the Russian Far East. With your text donation, you will directly help WWF

- connect tiger habitats on a massive scale
- support and increase anti-poaching efforts
- clamp down on tiger trade

Together, we can preserve this majestic icon of the wild and save the tiger for future generations.

[Please text TIGERS to 20222 and donate \\$10 for tiger conservation.](#)

You can also help WWF save tigers by spreading the word:

 **SHARE** [Protect wild tigers! Text TIGERS to 20222 to donate \\$10 to WWF and protect the big cat!](#)

 **TWEET** [Have 10 seconds? Text TIGERS to 20222 to donate \\$10 to WWF and protect the big cats! #texttigers http://bit.ly/1YB9b via @World_Wildlife](#)

 **SHARE** [Protect wild tigers! Text TIGERS to 20222 to donate \\$10 to WWF and protect the big cat!](#)

 [Tell your friends by email](#)

Every action counts in the fight to protect tigers. [Please visit our website today to learn more about what you can do to help protect tigers in the wild.](#)

A one-time donation of \$10.00 will be added to your mobile phone bill or deducted from your prepaid balance. Donor must be age 18+ and all donations must be authorized by the account holder (e.g. parent). By texting YES, the user agrees to the terms and conditions. All charges are billed by and payable to your mobile service provider. Service is available on most carriers. Donations are collected for the benefit of WWF by the Mobile Giving Foundation and subject to the terms found at www.mgf.org. Message & Data Rates May Apply. You can unsubscribe at any time by texting STOP to short code 20222; text HELP to 20222 for help. [Privacy Policy](#)



Donate \$10 to WWF for tiger conservation today



WWF: Tiger #s are at all-time low, from 100K to >3200 in the wild in a century. Will you take 10 sec 2 HELP TIGERS? <http://lil.ms/fbu/0> (Text STOP 2 unsub)



World Wildlife Fund

Liked · June 25

This week, we're highlighting a different subspecies of tiger each day, starting with the three extinct tiger subspecies.

We have lost 97% of the wild tiger population in just over a century. Three tiger subspecies—Bali, Javan and Caspian—are extinct. Javan and Caspian tigers were last seen in the wild in the 1970s.

THIS is the time to act fast. In just 10 seconds, you can buy more time for tige...[See More](#)

Like · Comment · Share

 Mac Mirabile and 2,068 others like this.

 2,361 shares

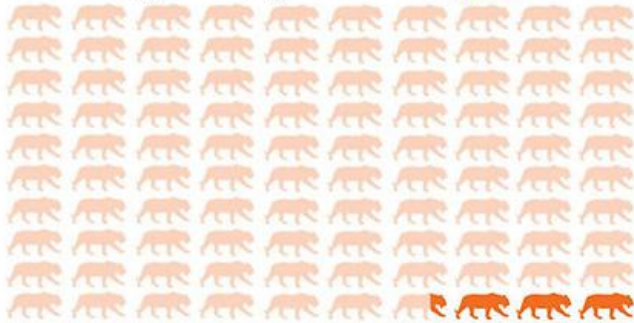
 View previous comments 6 of 109

 **Carina Bejenaru ill** do any July 6 at 12:22pm · Like



World Wildlife Fund @World_Wildlife 25 Jun
 Tiger #s at all-time low! From 100K to >3.2K in the wild in a century. You can help! #text4tigers twitpic.com/a0fbcb
 Hide photo Reply Delete Favorite

A century ago, there were **100,000** tigers in the wild. Today, there may be as few as **3,200**.



Text TIGERS to 20222 to donate \$10 to WWF for tiger conservation. *Tigers are running out of time.*
worldwildlife.org/text4tigers WWF

By World Wildlife Fund @World_Wildlife
 Tiger #s at all-time low! From 100K to 3.2K in the wild in a century. You can help! #text4tigers

TwitPic @TwitPic - Follow

245 RETWEETS 18 FAVORITES

11:07 AM - 25 Jun 12 - Details Flag media

Reply to @World_Wildlife



World Wildlife Fund @World_Wildlife 25 Jun
 It's #text4tigers Week! Help save wild tigers by spreading the word. Text TIGERS to 20222=\$10 bit.ly/t4tMo
 Collapse Reply Delete FAVORITED

102 RETWEETS 8 FAVORITES



Upload Photo or Video home profile settings logout



World Wildlife Fund
 @World_Wildlife

WWF works to build a future in which human needs are met in harmony with nature. Follow World Wildlife Fund - U.S. and share your love of all things wild.



Text TIGERS to 20222

Tigers are running out of time.

Donate \$10 to WWF for tiger conservation today.
text4tigers.worldwildlife.org/text4tigers



Bali tiger: **EXTINCT**



Javan tiger: **EXTINCT**



Caspian tiger: **EXTINCT**

Three tiger drawings © WWF-Canon/Helmut Diller

In a century, wild tigers dropped from 100K to >3200. Together, we can help. #text4tigers — with (Add/edit faces) 4,787 76 days ago

345 28 9
 Tweet Like Share

Delete Media

Embed this Photo

Copy & paste this code into your website

3200... on Twitpic">



Rachel @BuffaloRach

Have 10 seconds? Text TIGERS to 20222 to donate \$10 to WWF and protect the big cats! #text4tigers bit.ly/KZHQFS via @World_Wildlife



► **MOBILE WEB 201: BEYOND THE HOMEPAGE**



► WHERE IS MOBILE WEB FOR HSUS?

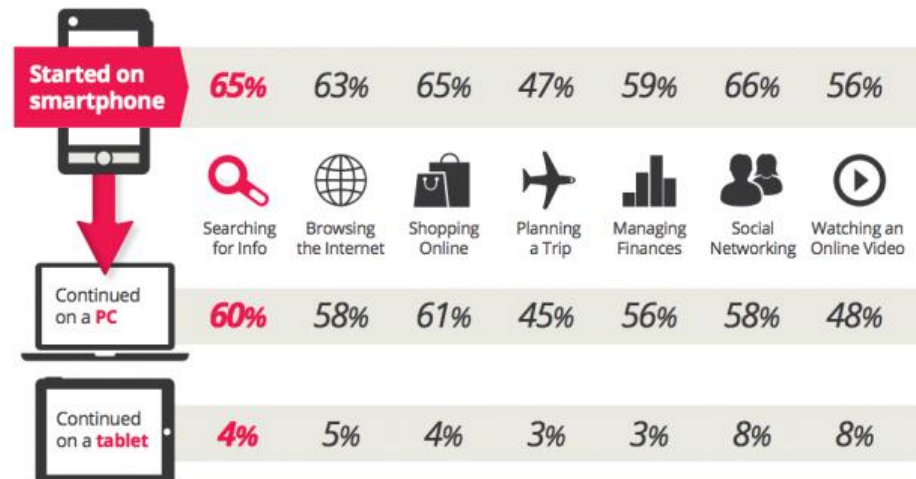
- **Are you looking at your analytics?**
 - My #1 answer to peers seeking Executive buy-in.
- **Some HSUS Stats:**
 - January 2011: **7%** traffic was via mobile. August 2012: **27%**
 - In 2012: Average of **23% overall traffic**. **68% growth** January – August.
 - **Dominating:** iPhone, Android, iPod Touch, iPad. In 2011, **211** unique types of devices. So far in 2012, **644**.
- **Death of the separate mobile CMS?**
 - We tried it. It kinda sucks.
- **So what's next?**
 - Responsive Design?
 - Leveraging the Presentation Layer?
 - Hover cars?

► WHERE IS MOBILE WEB FOR WWF?

- **Stats:**

- August 2011: **6.5%** traffic to website was via mobile
- August 2012: **12.7%**
- **Dominating:** iPad, iPhone, iPod Touch. Nooks and Kindles have moved into the top five in the past year, overtaking the number of Droids and other various non-apple brands!

Smartphones are the most common starting place for online activities



Source: Google "The New Multi-screen World: Understanding Cross-platform behavior" (August 2012)

► MOBILE WEB: RESPONSIVE DESIGN SOLUTION

- **Global mobile web users expected to surpass # of desktop users in 2014** (source: Morgan Stanley Research)
- **Goals of redesign**
 - Simple, elegant and authoritative design
 - Focus on storytelling through powerful imagery
 - Enter content once, publish to multiple platforms
 - Personalize experience
- **Launched in August: worldwildlife.org**



► MOBILIZING DONATION FORMS

- **WWF stats:**

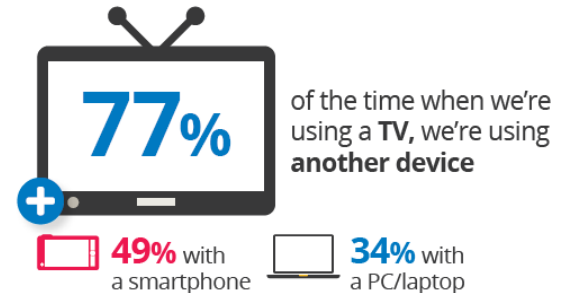
- August 2011: **5%** traffic to main donation form was on a mobile device. August 2012: **10%**
- DRTV campaign, August 2012: **41%** of traffic on mobile (up from 29% in March 2012!)

- **HSUS stats:**

- **90% growth** in mobile funds raised via DRTV June – December 2011 v. January – August 2012.
- **2012:** For campaigns with mobile forms, averaging **8%** of donations, **7%** of funds raised.
- Averaging 20% lower average donation*

- **Best practices?**

- Design for ideal user experience on mobile.
 - API! Chunky boxes! 44x44 buttons!
- **Just like SMS**, if you're driving users via **e-mail**, conversion opportunity should be mobile-friendly.
- Leverage mobile-friendly media like videos!

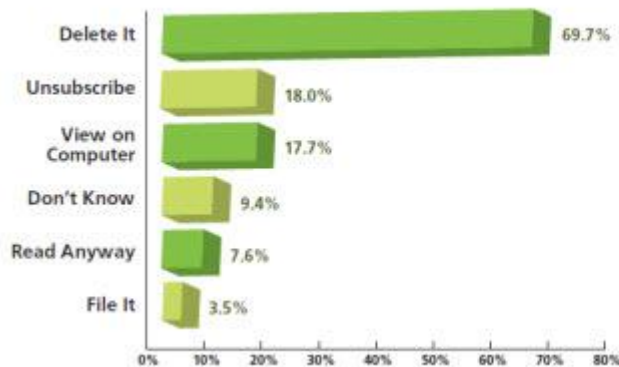


Source: Google "The New Multi-screen World: Understanding Cross-platform behavior" (August 2012)

► MOBILIZING EMAIL: WHY SHOULD WE CARE?

- **More email is read Mobile than on a desktop email client or via webmail.** Stats say 36% of email is now opened on a mobile device, with 33% for desktop and 31% for webmail.
Source: *Litmus* – “Has your audience gone Mobile” (June 2012)
- **20% of WWF’s email clickers reach our website on a mobile device**

If you get a mobile email that doesn't look good, what do you do?



70% of consumers delete emails immediately that don't render well on a mobile device.

Source: *BlueHornet* “Consumer Views of Email Marketing” (2012)



► APPS 201: ARE WE STILL TALKING ABOUT APPS?

► OKAY, WHAT'S THE DEAL WITH APPS?

- Apps aren't dead, but they're evolving. Slowly.
- HSUS Rules: Apps should be utility-based and consumer-driven.

- **HSUS Apps**

- HumaneTV
- Protect Seals



- **WWF iPad App**

- Coming late fall
- Goals: Reach new audiences with a free, engaging, educational, entertaining device
- Species-based, interactive, GPS-aware

- **Focus on mobile web, unless you've got the time, staff, data, & purpose. Remember: Good, Fast or Cheap. Pick two, you don't get the third.**



THANK YOU!

**FOLLOW JESSICA @JAYRAYFRAY
FOLLOW LARA @LARAKOCH**

Presentation: <http://lil.ms/fo8>

