

# mGive Text Donation Study 2013

Donor Survey Report with mGive Metrics and Benchmarks



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## About This Survey

### About The mGive Foundation

The mGive Foundation (<http://www.mGive.org>) is a 501(c)(3) established to make it easy for nonprofits to quickly execute effective text donation campaigns – and for mobile operators to support them. The mGive Foundation has partnered with more than 60 of the nation’s leading mobile carriers (covering 99% of U.S. mobile customers) to enable qualified nonprofits to increase overall donations and reach new audiences using affordable, reliable and regulation-compliant mobile donation campaigns. The mGive Foundation has supported more than 10,000 text donation campaigns for more than 500 nonprofit partners and processes around 85 percent of all text donations made today. We have worked with our charity partners to raise almost \$70 million through text message donations.

All media inquiries should be directed to Andrea Schafer at (303) 981-9000.

### Acknowledgements

This report was written by Jenifer Snyder of The mGive Foundation.

Special thanks to [mGive](#), a [Mobile Accord](#) service, and all of our study partners for making this study possible.



# Purpose and Objectives

The focus of this study was to examine:

- who mobile donors are by obtaining basic demographics;
- whether donation via text impacts the likelihood of donation through other channels or the amount given through other channels;
- donor reoccurrence and retention rates;
- preferred subscriber communication content;
- source of donor awareness of text donation campaigns; and
- what dollar amount donors are comfortable with donating via text.

# Timeline and Methodology

Email and text messages were sent to 993,672 text donors between April 23 and May 1, 2012. An email invitation to complete the survey was sent to mobile donors on April 23 (Day 1), and text messages were sent to a subset of 44,164 on April 30 and May 1 (Days eight and nine). The survey remained open for 30 days with an end date of May 22. A total of 20,445 responses were received, amounting to a 2% response yield.

## Response rate

Day	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Response	0	1	0	843	157	67	63	3,490	13,470	857	330	215	130	107	65
% Total Response	0	0.00%	0.00%	4.12%	0.77%	0.33%	0.31%	17.06%	65.85%	4.19%	1.61%	1.05%	0.64%	0.52%	0.32%

Day	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	Total
Response	50	41	43	32	19	23	23	18	15	15	19	10	66	260	26	20,455
Total Response	0.24%	0.20%	0.21%	0.16%	0.09%	0.11%	0.11%	0.09%	0.07%	0.07%	0.09%	0.05%	0.32%	1.27%	0.13%	100.00%



# Survey Result Highlights

**1 Donors are aware of text donation campaigns and have positive experiences with them.**

Eighty-five percent of respondents rated their experience with text donating as excellent or good.

**2 Donors consistently want to contribute more money through text.**

Nearly 85 percent of donors would like to contribute \$25 to \$50 through text donations, a slight increase from 82 percent in 2012.

**3 Text donors like to give through their mobile device because it is easy, convenient, and allows the donor to retain control.**

When asked to respond with reasons why donors gave with their mobile device a large number responded with words like “easy,” “convenient,” and “control.”

**4 Mobile phone numbers have a long lifespan.**

Seventy-five percent of donors have had their mobile number for more than five years (with 48 percent retaining the same number for eight years or more).

**5 Mobile is one of the top three preferred methods of donating.**

Donors reported they like to contribute online, with live events and mobile donations nearly tied as the second pick.

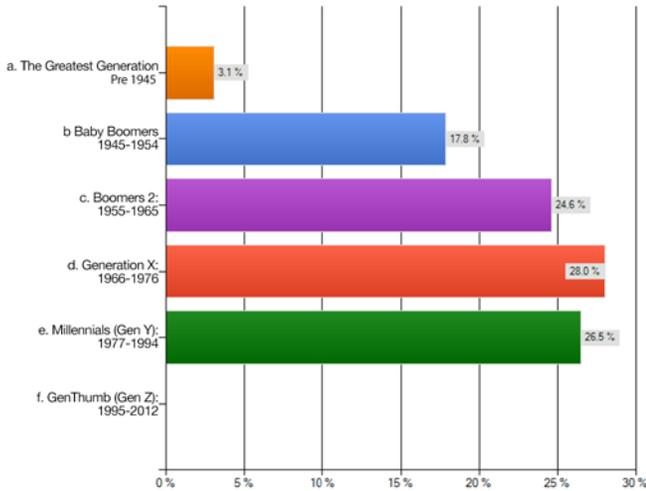
**6 More donors are hearing about text donation campaigns via social media.** When respondents were asked how they heard about text donation campaigns, the primary method was “TV or radio” at 67 percent, with social media being the second most common method, at nearly 28 percent, a six-point increase from 2012.

**7 Donors increasingly want more types of information from nonprofits via text.** Other than donation information, respondents were more receptive to receiving other information compared to the 2012 survey, with 17.6 saying they would like to receive information about surveys (a six point increase over 2012); 32.8 percent said information about volunteering (a nine point jump over 2012); and, 18.6 percent said program information (a four point increase over 2012).

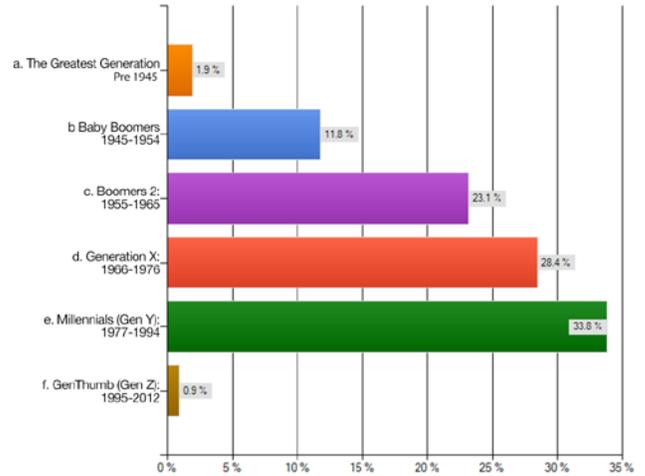
# Assessment Findings and Evaluation

## Generation/Age Group

### 2012 mGive Donor Study



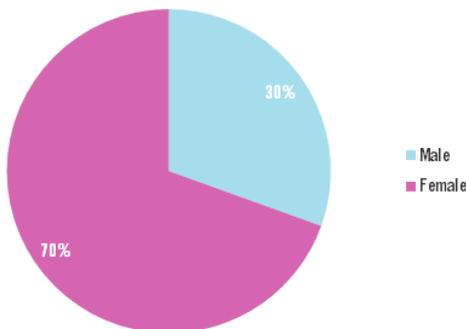
### 2013 mGive Donor Study



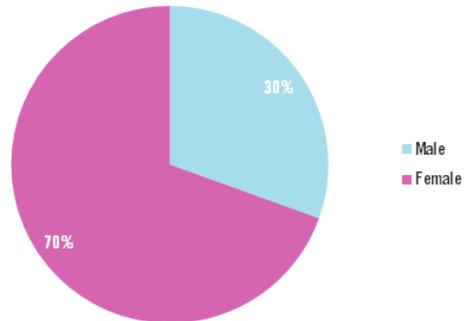
- There were fewer Baby Boomers (11.8 percent) and Greatest Generation (1.9 percent) members represented in this year's survey, with respondents in those age groups falling off 5.3 and 1.9 points respectively over 2012. Boomers 2 (23.1 percent) and Gen X (28.4 percent) stayed at roughly the same level as in 2012, while Millennial respondents increased from 26 percent in 2012 to 33.8 percent in 2013.

## Gender

### 2012 mGive Donor Study



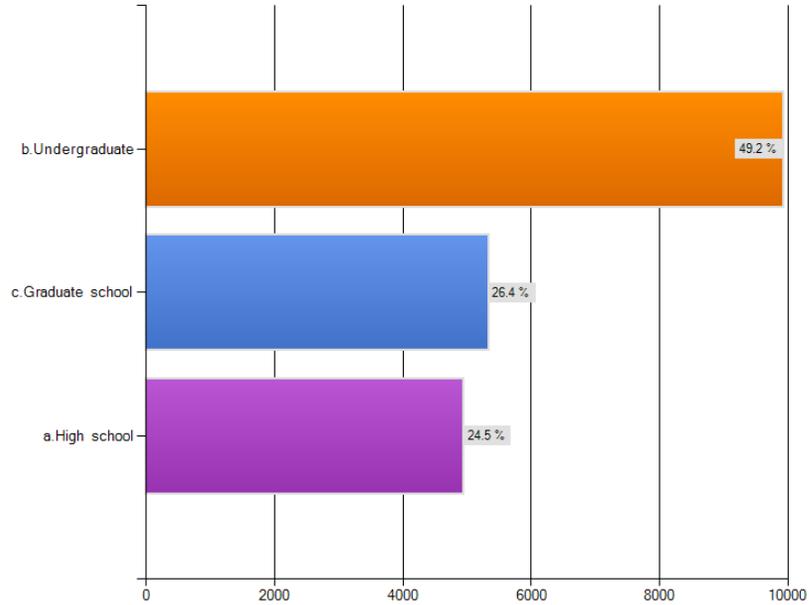
### 2013 mGive Donor Study



- An equal number of respondents to the mGive Donor Survey were female in 2012 and 2013. Females consistently comprise the majority of text donors.



## Highest Education Level Completed

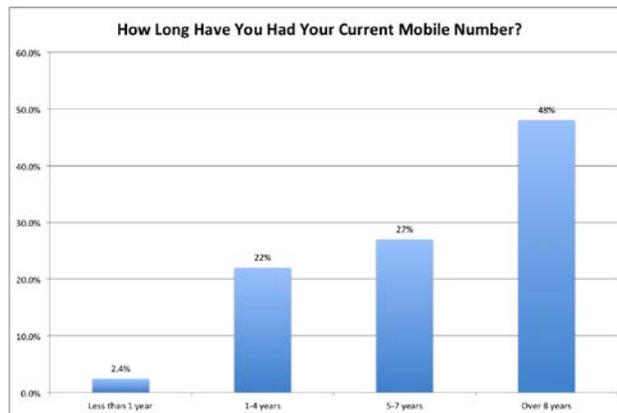


- Text donors are highly educated with 76% of respondents indicating they have completed secondary education or more.

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## Mobile Phone Number Retention

### 2013 mGive Donor Study

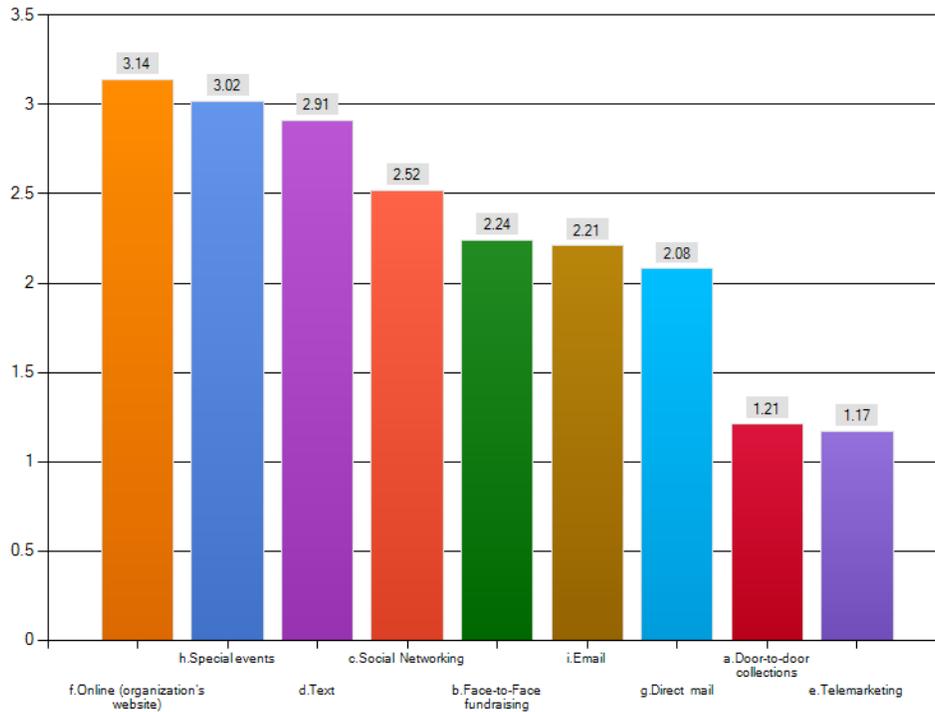


- Mobile phones continue to have long-term continuity with their owners: a total of 75 percent of respondents indicated that they have had their current mobile number for more than five years, with 48 percent keeping the same mobile number for more than eight years.

# Donor Behavior

## Preferred Method of Charitable Giving

What is your preferred method of charitable giving? Please rank from 1 (poor) to 4 (excellent)



\*Rank from 1 (poor) to 4 (excellent)

- Online donating again received top ranking by respondents in this year's study (3.14).
- Text donating (2.9) and donating at special events (3.02) were nearly tied as the second most preferred method.
- Mobile donating was in the top three choices when looking at responses in all age groups.

## Why Do You Prefer to Give That Way?

### Sample Responses

- "Text is [an] easy and quick way to help others."
- "I choose when and how much I want to give with no hassles or harassment from people."
- "It is easy, effective and does not consume a lot of money that might be better used by the charity"
- "Easy as it just adds to my phone bill...and the request for my donation comes at a time of need and my heart is softest!"
- "Easy and instant! I don't even have to move!"

## Preferred Method of Contributing - Most Common Word Analysis

**4%** - Responded with words related to convenience like “easy,” “fast,” “quick,” “convenient,” and “immediate.”

**2%**- Responded with words related to control of their gift like “choice,” “trust,” “pressure” and “hassle”

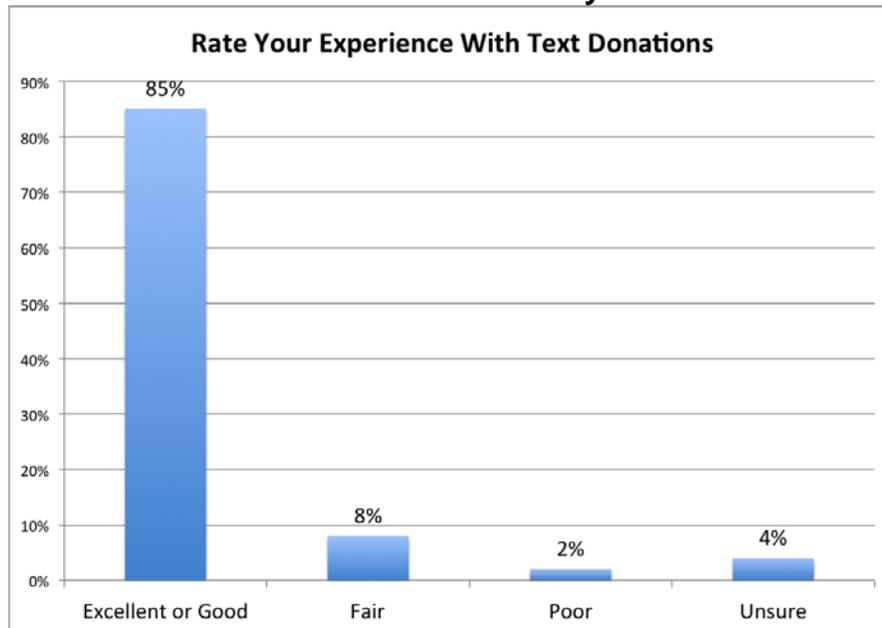
Showing 28 Most Important Words and Phrases

Convenient  
Calls Cause Choice Convenience  
Convenient Donate Door to Strangers Ease Easier  
Easiest Efficient Face to Face Fast Easy Goes Hassled  
Immediate Mail Money Organization Own Terms  
Pressure Quick and Easy Reasons Secure  
Simple Simplicity Trust

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## Experience with Text Donating

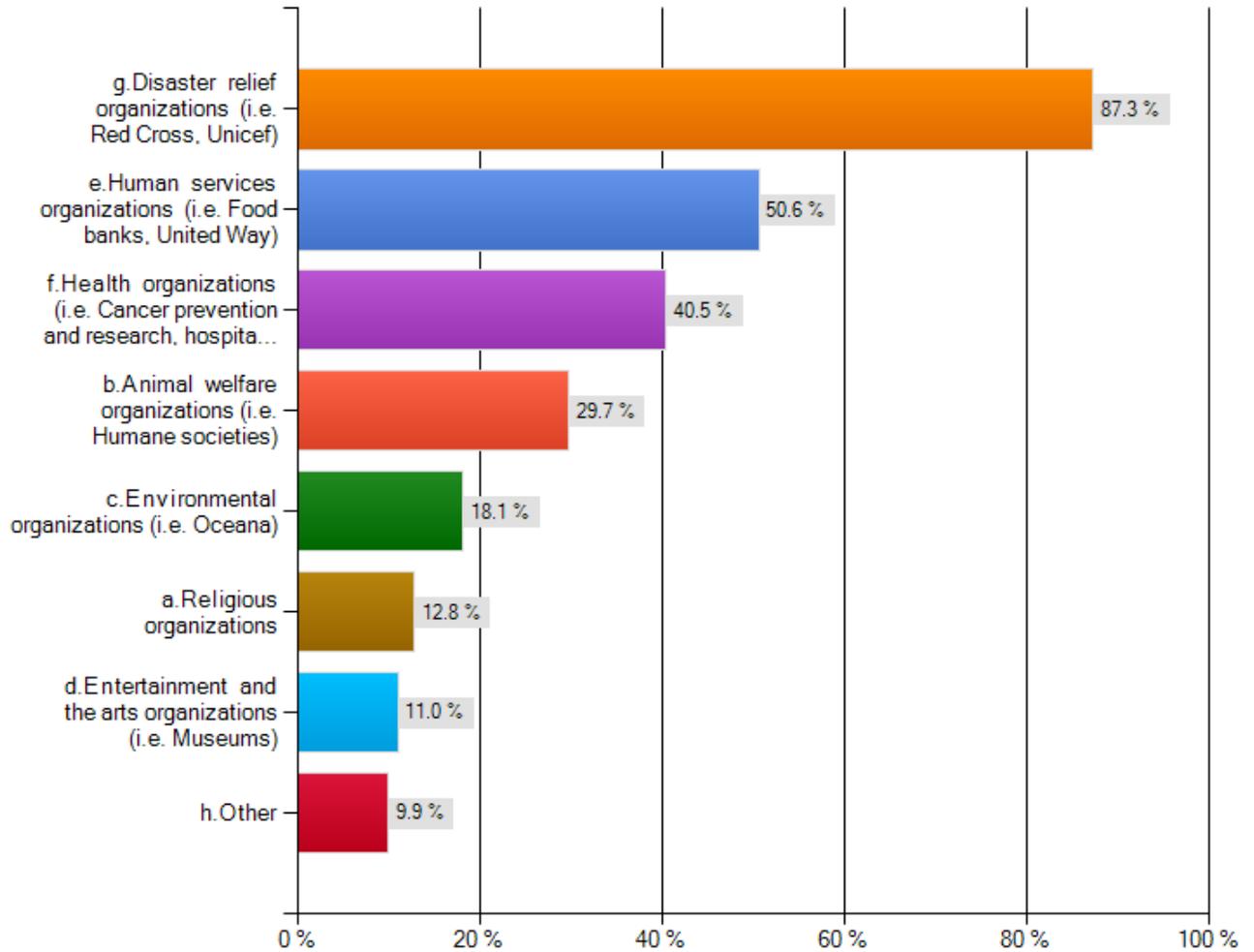
2013 mGive Donor Study Data



- Respondents rate their text donation experience very positively, with 85 percent rating their experience with text donations as excellent or good.

## Which Nonprofit Verticals Receive the Most Money?

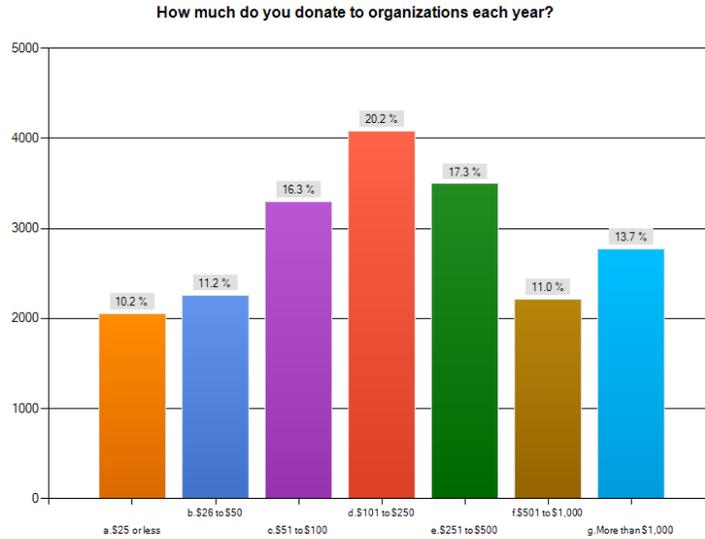
**2013 Donor Study Data**  
**What types of organizations do you like to give to through text donations?**



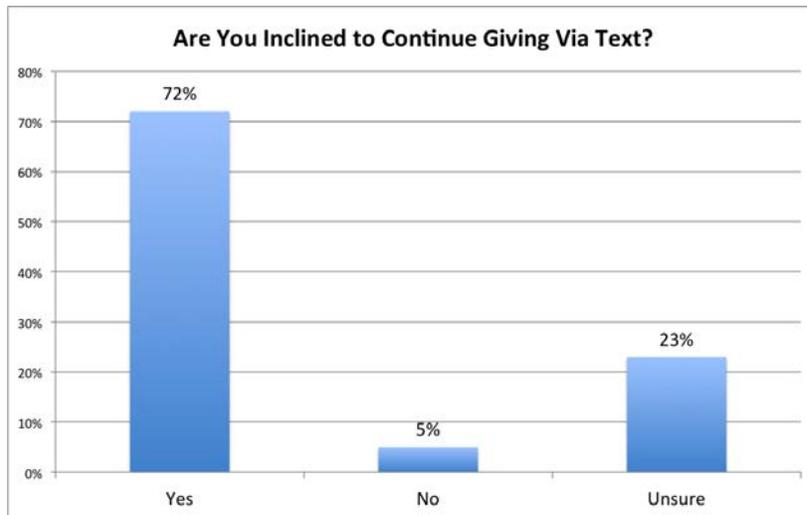
- Percentage of dollars raised through mGive text donations by charity type, based upon the IRS National Taxonomy of Exempt Entities.

## The Majority of mGive Text Donors Give More Than \$250 and are Loyal to the Organizations They Support

### 2013 mGive Donor Study

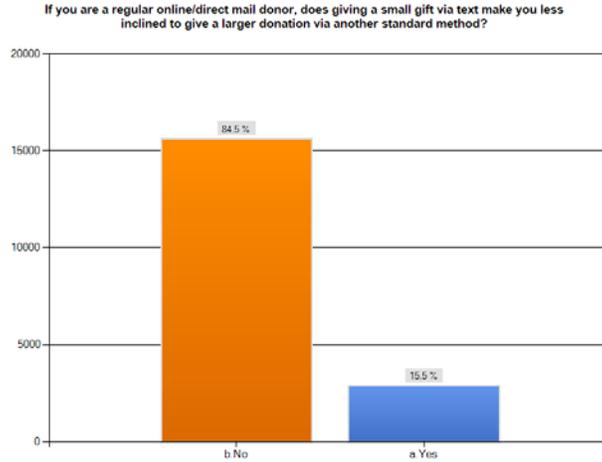


- Forty-two percent of respondents give more than \$250 annually through multiple channels.
- Text donors also expressed their strong intent to continue to contribute via text.



## Donations by Text Does Not Cannibalize Contributions Through Other Channels

**If you are a regular online/direct mail donor, does giving a small gift via text make you less inclined to give a larger donation via another standard method?**

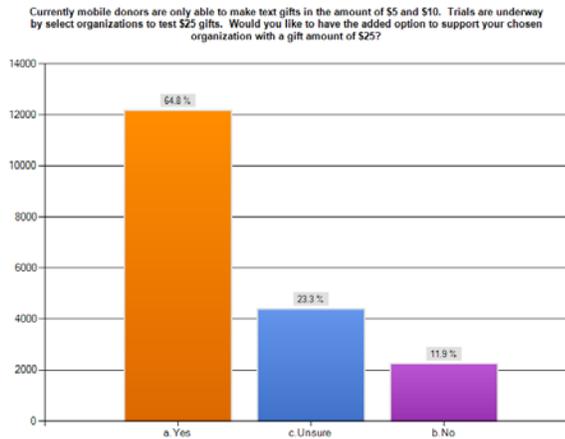


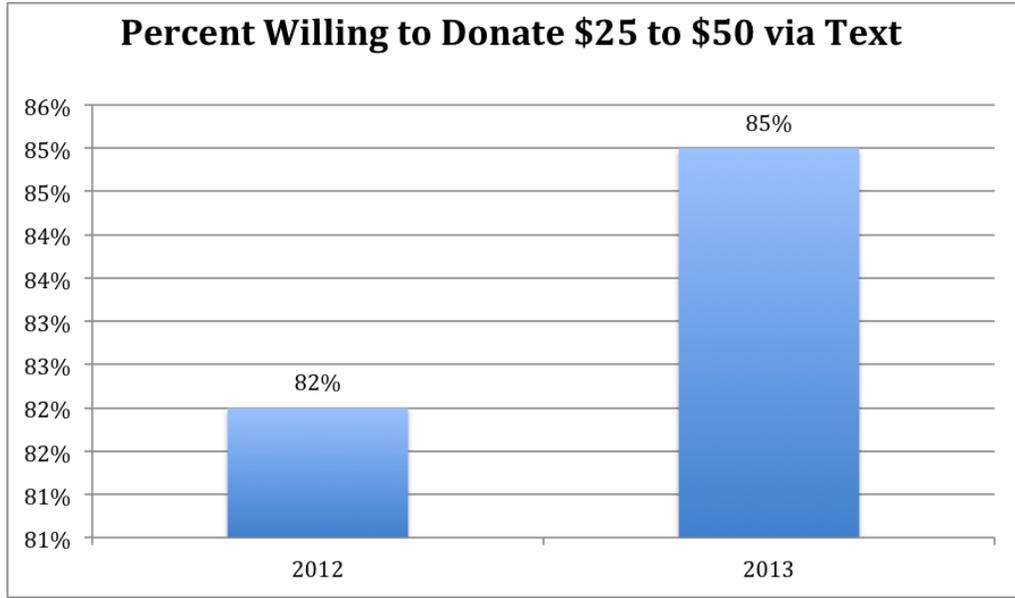
- Nearly 85 percent of respondents who give to an organization via text are inclined to give larger amounts via other channels, the same as in the 2012 study.

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## Donors Would like to Give More Than \$5 and \$10 via Text

**Would you like to have the added option to support your chosen organization with a gift amount of \$25?**



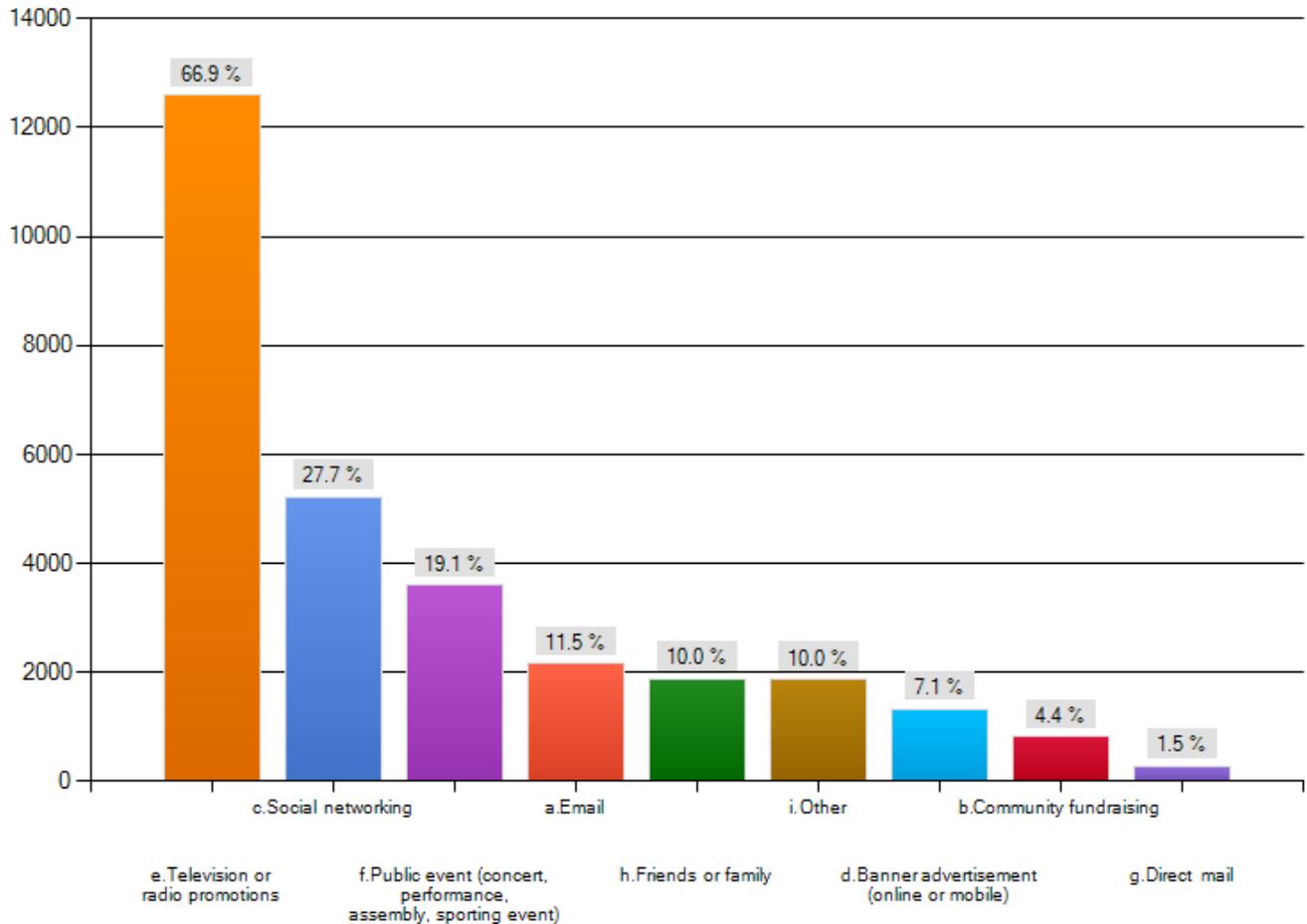


- The number of respondents who would be willing to give \$25 to \$50 via text increased from 82 percent in 2012 to 85 percent in 2013.
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# Communication and Content

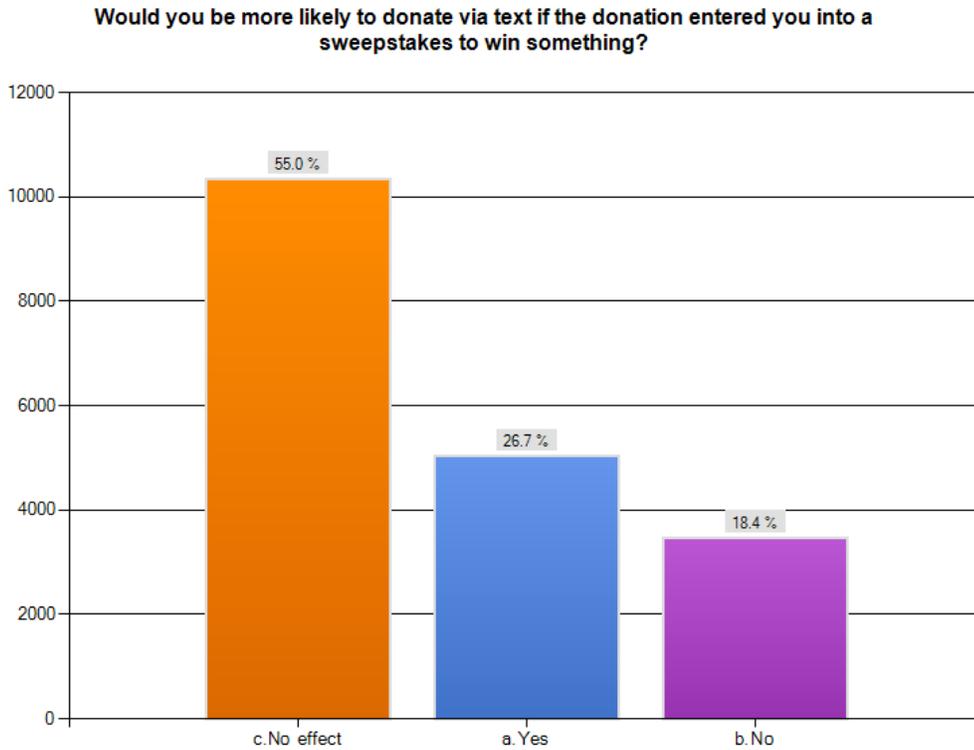
## Supporters Mostly Hear About Text Donation Campaigns Through Television or Radio Promotions and Increasingly, Social Networking

How did you hear about the text donation campaigns?



- Radio and television are the dominant method by which donors learned of text donation campaigns (66.9 percent), down slightly from 68 percent in 2012.
- The importance of social media in communicating text campaigns increased, from 22 percent in 2012 to nearly 28 percent in 2013. The number of respondents hearing about text campaigns at special events also increased, from 16 percent in 2012 to 19 percent in 2013.

## Offer of Sweepstakes Persuades Some Donors to Make a Text Donation

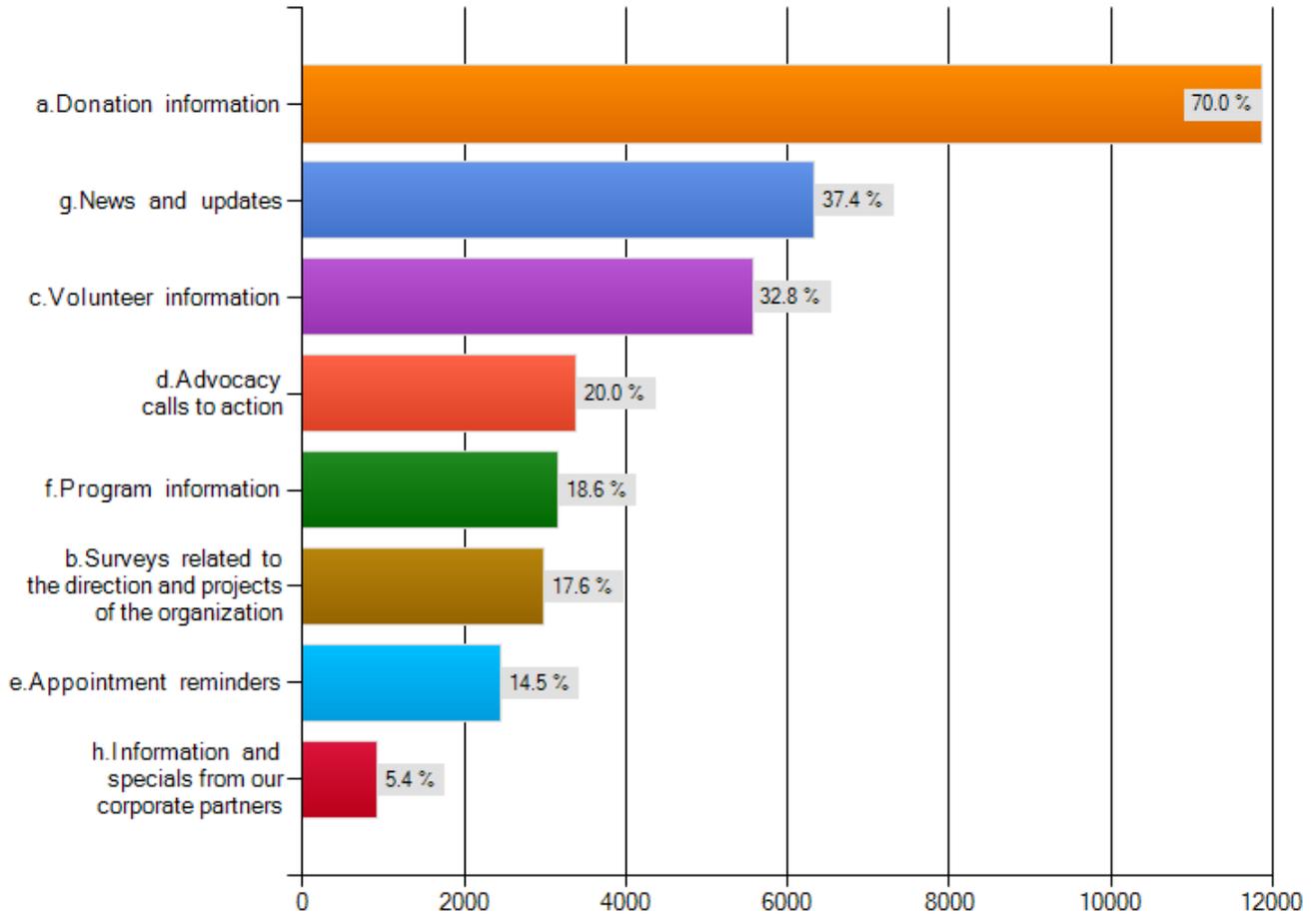


- More than a quarter of respondents – 27 percent – say that the offer of entry into a sweepstakes would make them more likely to donate via text, while 55 percent say it would make no difference.

## Supporters want to Receive Text Messages on Multiple Topics, not Just Donation Information

### 2013 mGive Donor Study Data

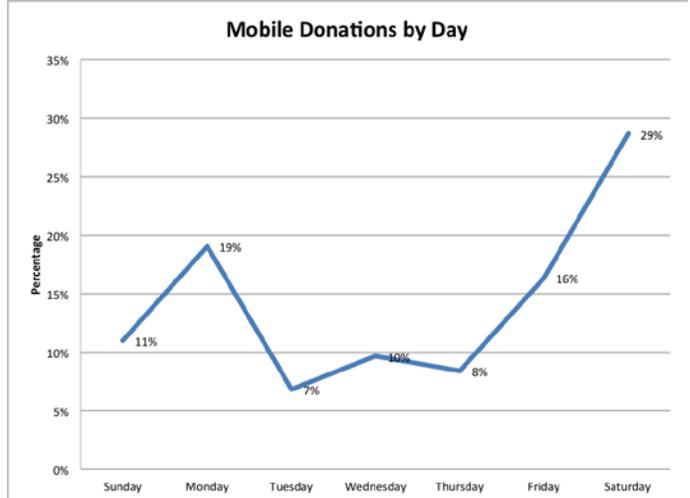
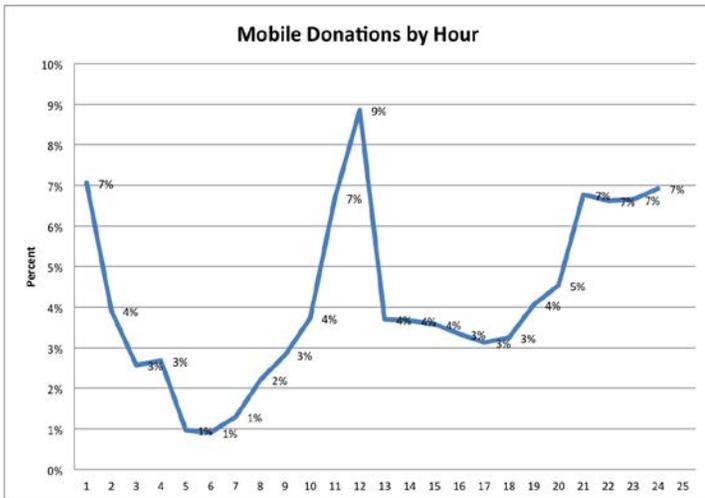
What types of information would you like receive via text message?



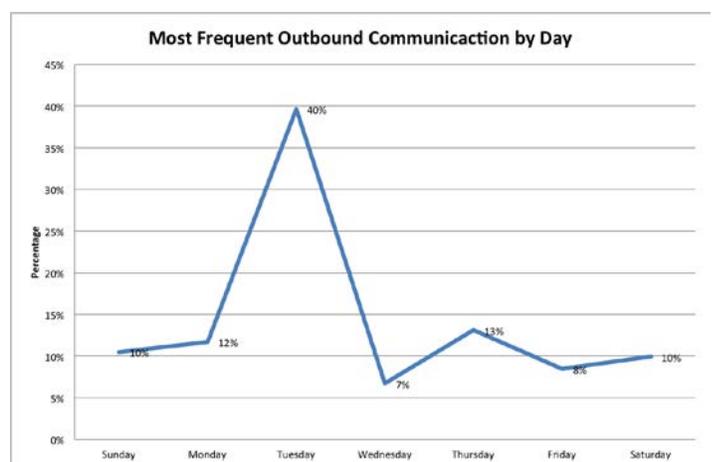
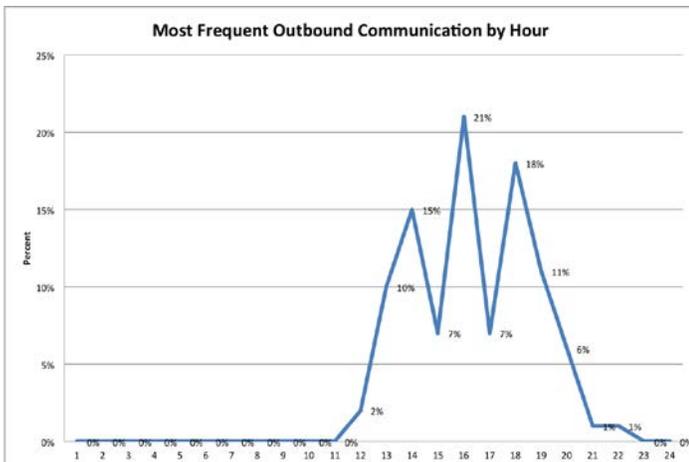
- The majority of respondents want to receive donation information at 70 percent, while the desire to receive certain other types of information increased this year over 2012. Those saying they wanted to receive volunteer information increased from 24 percent to nearly 33 percent, and those wanting survey information rose from 12 percent to nearly 18 percent.

## mGive Appendix

### Completed mGive Mobile Donations by Hour and Day



- Saturday is the most popular day to make text donations, with 29 percent completed that day. Total weekend donations (Friday through Sunday) are 56 percent.
- It is not uncommon to see donation confirmations stream in up to three days after an event.
- Tuesday and Thursday are the least popular day to complete a text donation, at 7 and 8 percent respectively.
- Most donations are completed from 9 p.m. EST to midnight (21 percent) and 9 a.m. – noon EST (20 percent).



- Forty-percent of mGive clients communicate via text on Tuesday.
- Most nonprofits communicate in the afternoon, with outbound trafficking peaking at 3 p.m. EST (21 percent) and again at 5 p.m. EST (18 percent).



## Key Stats

### Top 5 States by Total Text Donations

State
New York
California
New Jersey
Texas
Pennsylvania

### Top 5 States for Text Donations per Capita

State
New Jersey
District of Columbia
New York
Massachusetts
Connecticut

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