



TEXT-TO-DONATE LIVE DISPLAY AT EVENTS



TECHNICAL CHECKLIST

- Try out texting your code.** Text your code to 44-321 from all possible phone carriers: AT&T, Verizon, Sprint, T-Mobile, etc.
- Select whether to turn on/off the Recent Donor names on your Live page.** You can edit this in the Admin Portal under the “Basic Information and Goals” tab in your campaign settings.
- Manually add offline donations.** If you raised money for your campaign offline and want to add that your progress bar, go to “Basic Information and Goals” for your campaign in the Admin Portal.
- Test the payment process.** Visit your campaign page and make small donations (\$1 or \$2) using a credit card, ACH, and digital wallets (Apple Pay and Google Pay).
- Test your Text-to-Donate Live Display link.** This can be accessed anytime in the Admin Portal or by switching the word “donate” to “donations” in the campaign URL. (i.e., change “<https://secure.givelively.org/donate/givingtuesday>” to “<https://secure.givelively.org/donations/givingtuesday>”).
- Test projecting your Text-to-Donate instructions.** If you’re planning to use the Live Display page to show your text code, test the Wi-Fi. Use any internet browser to project the Live Display except for Internet Explorer, which is no longer secure or supported by our platform. If Wi-Fi is unavailable, you can create a slide instructing attendees to text your code to 44-321. (i.e. “Text WOMEN to 44321”).
- Test reception at the venue.** Try texting your code to 44-321 from all possible phone carriers and in different areas inside the venue.



FUNDRAISING BEST PRACTICES CHECKLIST

- Plan a stopping point.** You will want to make your fundraising ask during the program when there are no other distractions.
- Project your Text-to-Donate information.** Whether you’re using the Live Display page or a slide with clear visual instructions including your Text Code and Short Code (ie, “Text WOMEN to 44321”), make sure every attendee can see the instructions.
- Pause the presentation and ask your attendees to get their phones out and ready to Text-to-Donate.** Give them enough time to do this and don’t be afraid to ask more than once.
- Share the impact your organization has had on an individual.** Telling a story about how your organization helped someone should be a major part of your appeal.
- Recognize your supporters.** As donors give, their names will appear on the Live Display’s Donor Roll (unless you’ve disabled showing Recent Donors in the Admin Portal). Shout individual donors out and say thank you!
- Keep encouraging attendees to donate.** The closer you get to your goal, the more likely donors will help you get there.