STATION RESOURCE GROUP

Next Generation Fundraising Capacity
Mobile Giving Project

SRG's Mobile Giving Project (MGP) will bring together 10-15 member stations to create more effective smartphone donation pages that:
- Increase conversions (the percentage of people who come to the page who actually make a gift)
- Increase the number of sustainer joins (vs. one-off gifts), and
- Increase the average gift amount.

Every year more of your listeners will use their smartphones to read your emails, visit your web pages, use your content, and make their donations. The trend lines are clear.

Discussions within SRG tell us that a few members are making good progress with mobile giving, but many others want to move forward quickly. Even some of our largest members are telling us they can benefit from more testing and a better-informed discussion of the mobile-giving experience. We also see the potential for SRG members to define a set of preliminary benchmarks for mobile-giving performance, breaking new ground for the system as a whole.

For any revenue project, the most important goal should be simple: find ways to get more net revenue. And we will keep that goal front and center.

To reach this goal, participating stations will learn from each other under the guidance of our consulting partner, Nuevo Fundraising, who will bring mobile lessons and practices from leading nonprofits and for-profit companies.

Starting in February, the participating stations will:
- Assemble and analyze baseline data about mobile donations.
- Agree on a small set of KPIs that will be used to evaluate performance.
- Conduct optimization tests on donation forms, both mobile Web and in-app.
- Investigate "text to pledge", which encourages listeners to get a link that will take them to a donation page designed around the specific program content that has prompted them to want to give.
- Evaluate sustainer giving via text (PSMS) – the systems associated with making a donation or purchase by text message that is billed to the giver's mobile phone bill.
- Review and possibly test payments via PayPal and Amazon.

- Develop an overview of best practices for mobile giving that can be applied at SRG member stations and reported to the SRG Planning Retreat and the 2016 PMDMC.

The Project Team

As always, Tom and Terry will follow the project work, guide some group decisions, and report findings to SRG members.

Mark Fuerst will serve as project coordinator under the auspices of the Public Media Futures Forums and with support from the Wyncote Foundation. Long-time members will recall SRG's collaboration with Mark on the development of early-on fund raising benchmarks and best practices as well as *Brilliant on the Basics* and *The Leaders Partnership*, two watershed SRG initiatives that significantly advanced individual giving to public radio.

Our lead consultant is Nick Allen, the founder of [Nuevo Fundraising](), who will also draw on experts with whom he has worked. Nick has advised leading organizations including NPR, UNICEF, Amnesty International, and The Humane Society of the United States.

We will also look to opportunities to cooperate with and tap the expertise at other public media organizations, particularly Greater Public and NPR Digital Services. We will share our findings with the broader system at conferences and through other channels.

Station Responsibilities

Project participants will be asked to:
- provide baseline data on your mobile donations and conversion rates
- set up or use donation pages developed by MGP to test against your existing "control" pages
- join in regular group discussions and evaluations by conference call.

Your baseline data should be available in Google Analytics and in your donor database and we will be very clear about what is needed.

We will provide templates for the new mobile donation pages to test against your existing pages, but your station will need to do some coding for the pages and set them up in Optimizely, the A/B testing tool we will be using.

You'll also report what you're learning and brainstorm with your colleagues on what's working, what to test next, etc. If we decide to test text messaging for donations, your station would have to sign up for text messaging services and learn how to manage them (we will help!).

Some of the testing will require that all project members participate; other testing work can be addressed with a sub-set of the group.

The Mobile Giving Project is a self-supporting initiative. Each participating station will pay $8,500 toward project costs.

You can enroll in the project [here](#).

- Terry Clifford, Tom Thomas, Mark Fuerst, Nick Allen