

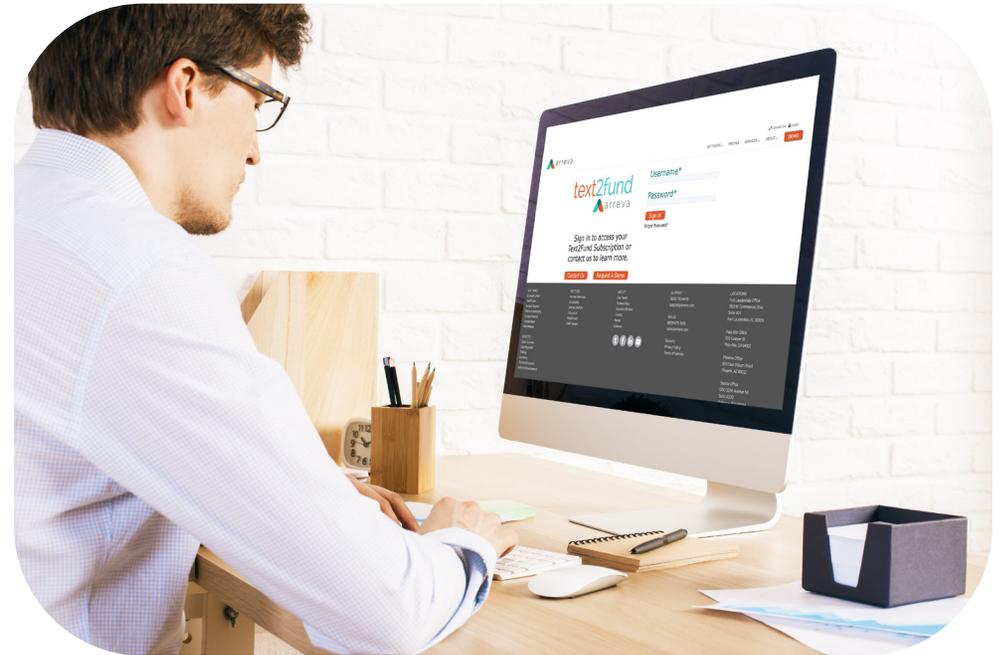


Optimization Guide



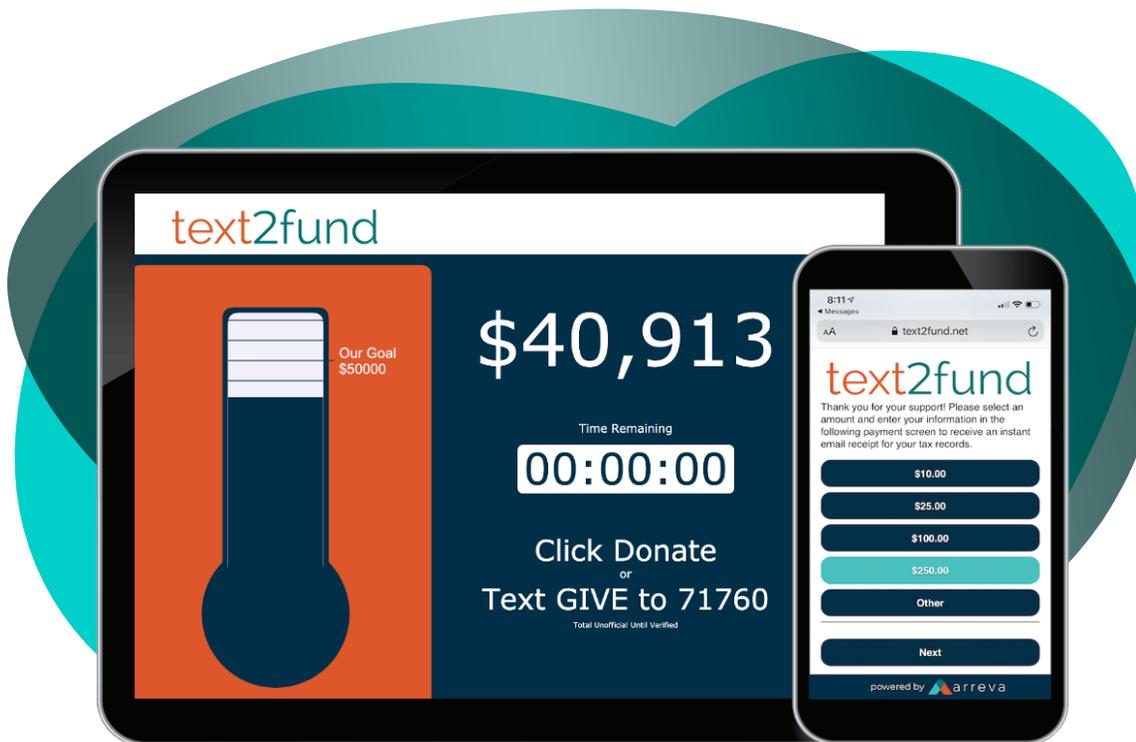
text2fund Optimization Guide

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Let's Optimize Your Text2Fund Campaign

Follow these easy steps to optimize your Text2Fund mobile fundraising campaign and elevate your fundraising.



Get to Know the Campaign Manager

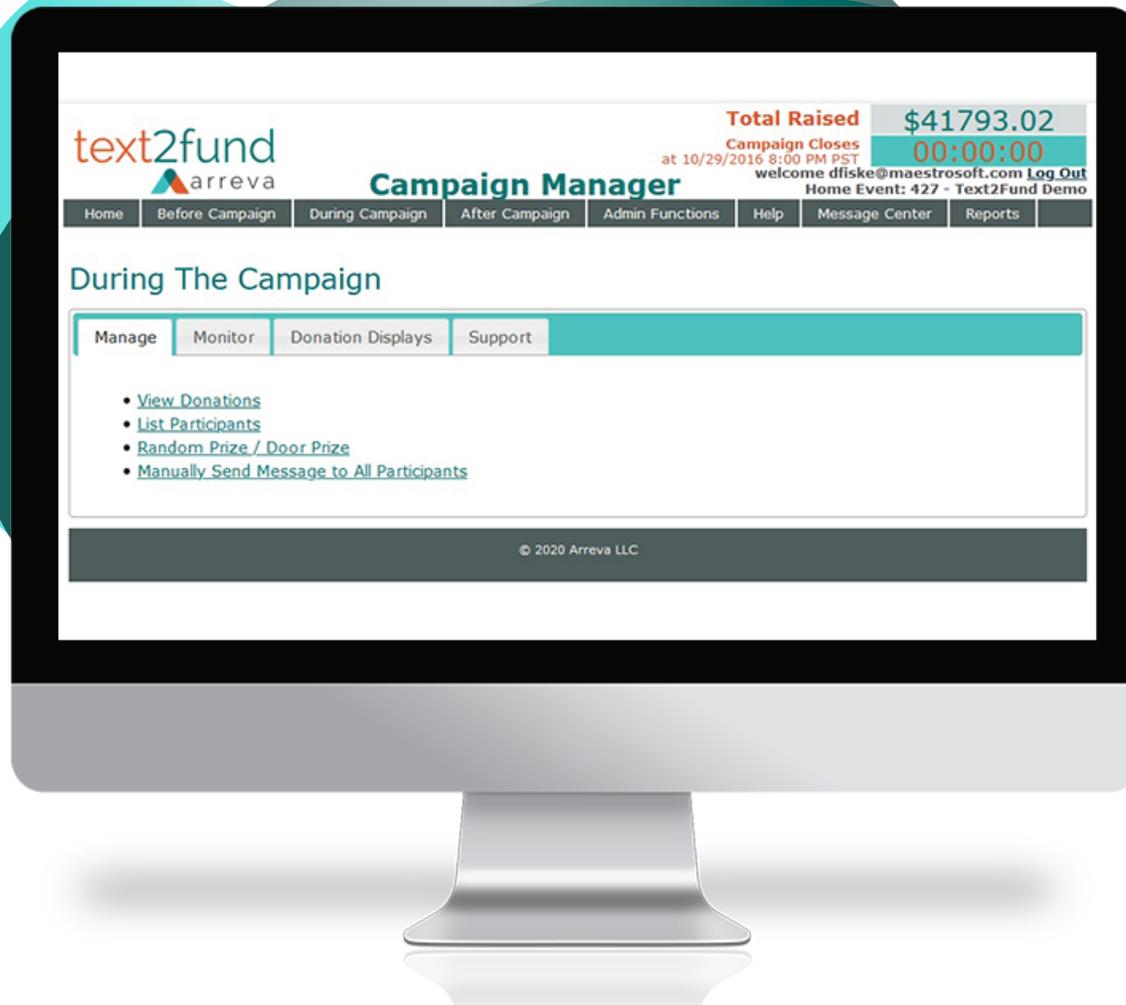
The Text2Fund Campaign Manager is split into four different tabs/areas: Home, Before Campaign, During Campaign and After Campaign. Each area (except Home) is split into different sub-tabs, and each sub-tab link will have options and input fields to make changes to your campaign. Throughout this software guide, we will reference how to make changes to your campaign by providing the path via the area and sub-tab, as Before Campaign (tab) > Advanced (sub-tab) > Mobile Theme Options (specific link)

Track and Monitor via Dashboard

The campaign dashboard is on the "Home" tab located on the top left of the Text2Fund Campaign Manager. Use the Campaign Setup Tasks list to verify all the important setup tasks have been completed. Use the Campaign Summary box to view important fundraising statistics related to your campaign in real time. Use the Manage & Monitor Campaign list to view important reports related to your campaign.



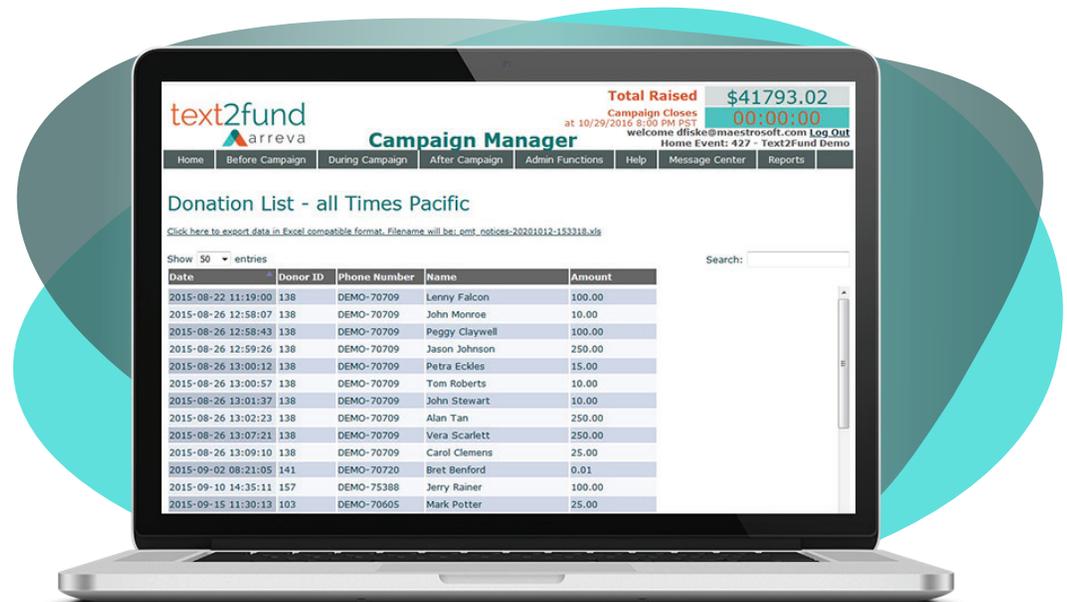
During Campaign



During Campaign > Manage > View Donations

View Donations

You may sort current campaign donations by each header and conduct a search. Export this report to Excel by using the “Click here to export data in Excel compatible format” link at the top of the report.

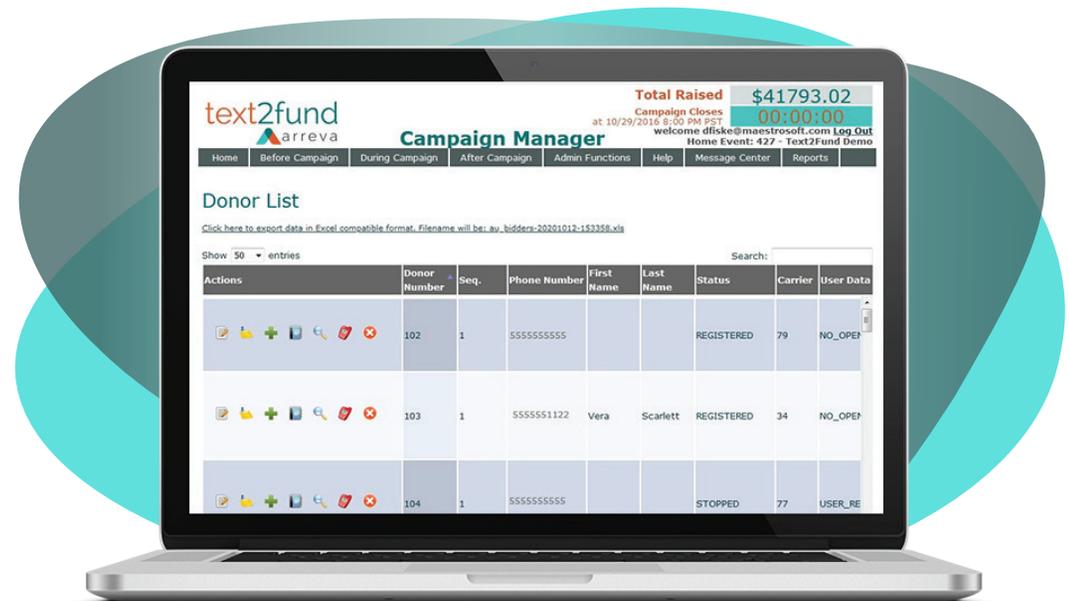


During Campaign > Manage > List Participants

List Participants

Display and sort current participants in your campaign by each header and conduct a search. Export this report to Excel by using "Click here to export data in Excel compatible format" link at the top of the report.

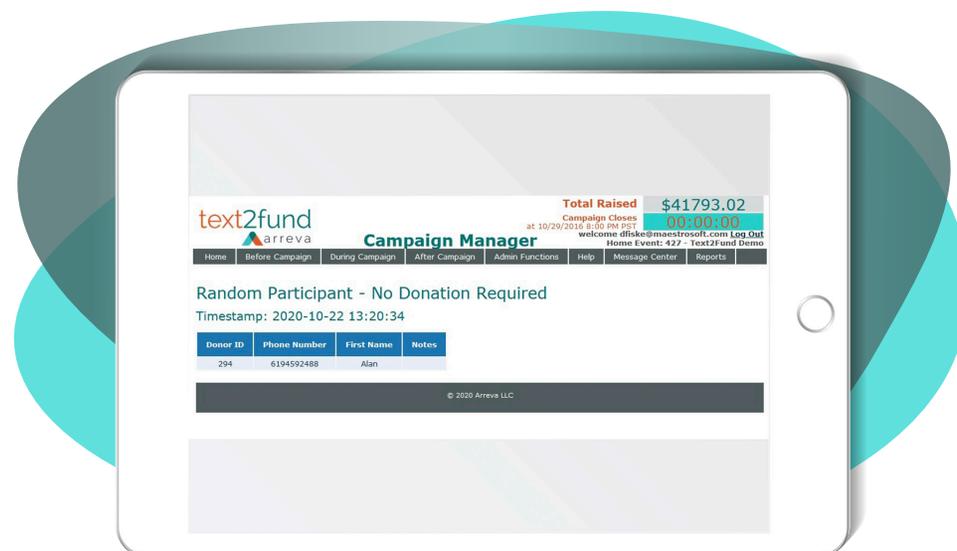
You can also send an individual text to a participant by clicking the phone icon next to their record. Participants with a First and Last name showing have completed a donation. Participants without a name have sent the keyword text but have not completed a donation.



During Campaign > Manage > Random Prize / Door Prize

Conduct a Prize Drawing

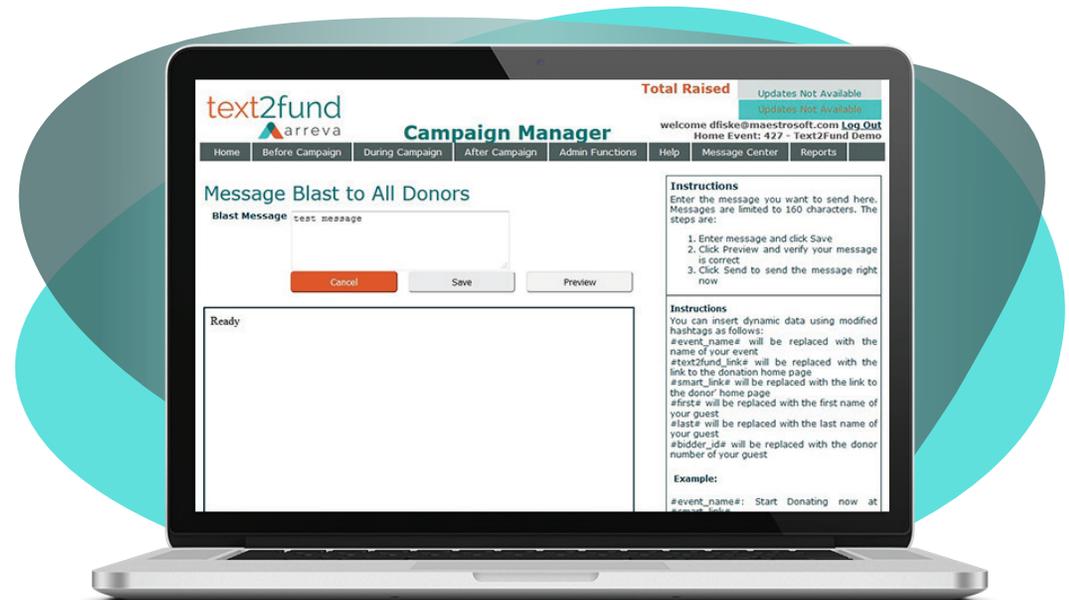
You may randomly draw 1 participant from your list of participants. Each time you click this link, a different participant is randomly drawn. Entice donors to participate by texting your keyword to 71760 to be automatically entered into a random drawing. Offer a prize to any participants in your campaign, and then use this screen to draw a winner or multiple winners.



During Campaign > Manage > Manually Send Message to All Participants

Send Text Messages to Participants

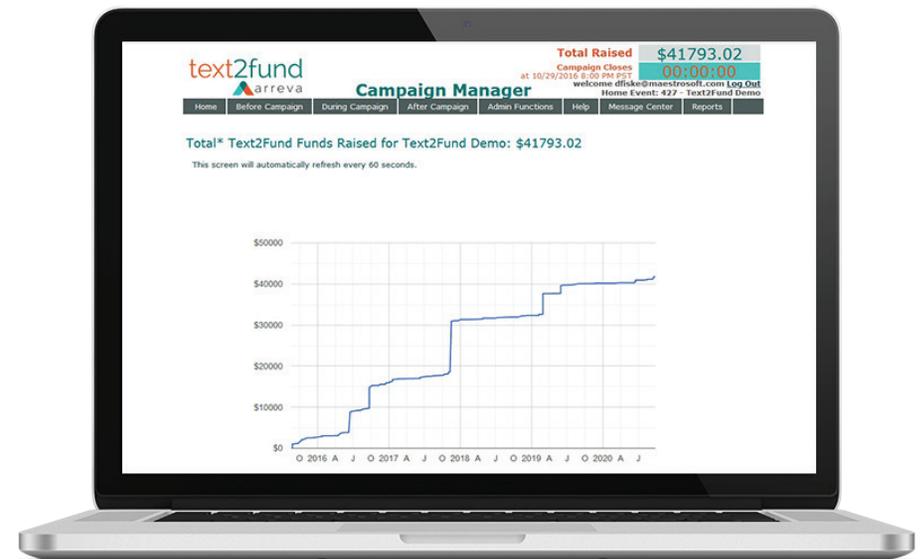
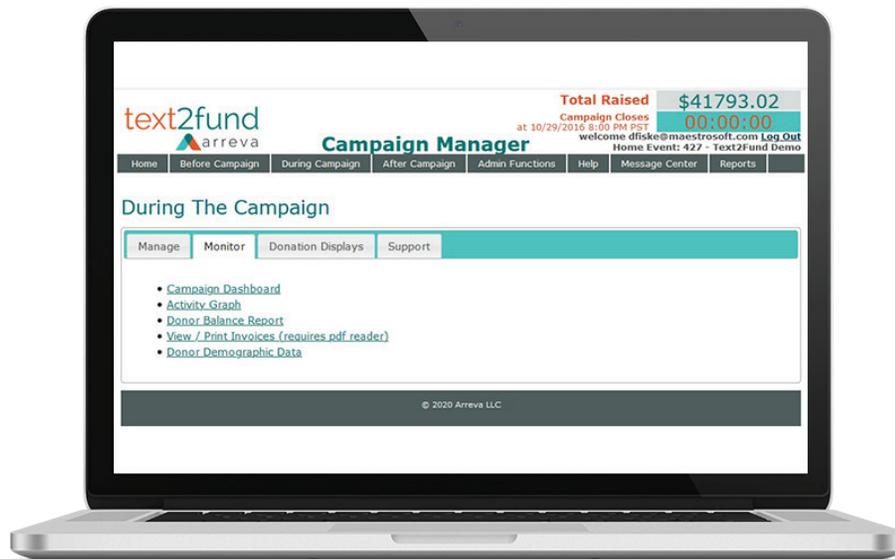
Use this feature to keep your participants engaged and updated throughout your campaign by sending mass text messages. This is a great way to promote your campaign, invite supporters to participate, send campaign success updates and ask for donations.



During Campaign > Monitor

View Reports and Analytics

All links in this tab are for different campaign reports you can use to track the process and success of your campaign. Please review each link. Most reports can be exported to Excel.



During Campaign > Donation Displays

Thermometer Displays

There are two different thermometer display styles. Each style has four different sizing options. Thermometer displays are an excellent visual to use during a broadcast, presentation, speech, or at an event.

The thermometer shows potential donors how much has been raised and how close you are to reaching your goal. This will create excitement for your campaign and encourage potential donors to text your keyword to 71760 to make a contribution.



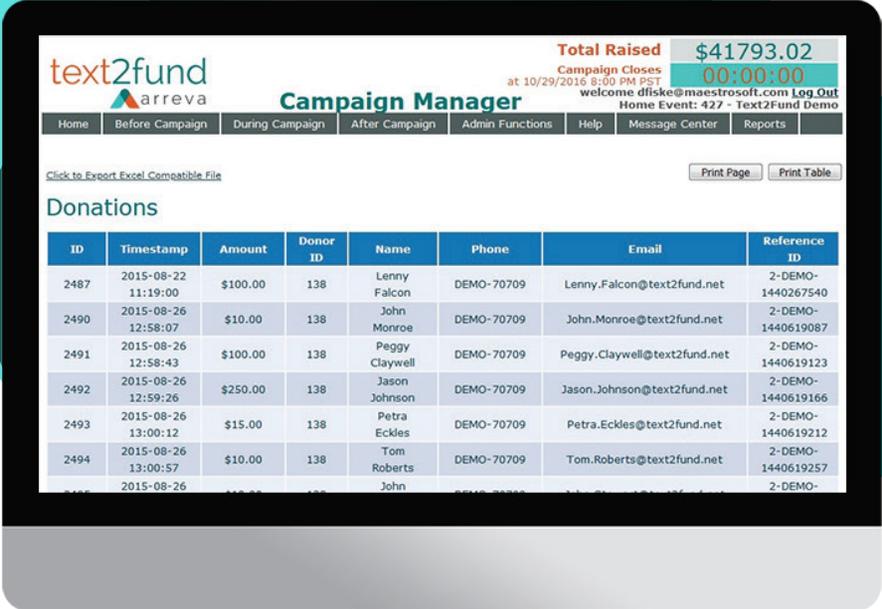
After Campaign



After Campaign > Reports > List Donations

Final Campaign Donations

This report will show the final campaign donation list. It includes a timestamp of when the donation was made, amount of donation, name and email address of donor. The report can be exported to Excel.



The screenshot shows the 'text2fund Campaign Manager' interface. At the top right, it displays 'Total Raised \$41793.02' and 'Campaign Closes at 10/29/2016 8:00 PM PST' with a countdown timer at '00:00:00'. Below this is a navigation menu with options: Home, Before Campaign, During Campaign, After Campaign, Admin Functions, Help, Message Center, Reports, and a 'Log Out' link. A 'Print Page' and 'Print Table' button are visible. The main content area is titled 'Donations' and contains a table with the following data:

ID	Timestamp	Amount	Donor ID	Name	Phone	Email	Reference ID
2487	2015-08-22 11:19:00	\$100.00	138	Lenny Falcon	DEMO-70709	Lenny.Falcon@text2fund.net	2-DEMO-1440267540
2490	2015-08-26 12:58:07	\$10.00	138	John Monroe	DEMO-70709	John.Monroe@text2fund.net	2-DEMO-1440619087
2491	2015-08-26 12:58:43	\$100.00	138	Peggy Claywell	DEMO-70709	Peggy.Claywell@text2fund.net	2-DEMO-1440619123
2492	2015-08-26 12:59:26	\$250.00	138	Jason Johnson	DEMO-70709	Jason.Johnson@text2fund.net	2-DEMO-1440619166
2493	2015-08-26 13:00:12	\$15.00	138	Petra Eckles	DEMO-70709	Petra.Eckles@text2fund.net	2-DEMO-1440619212
2494	2015-08-26 13:00:57	\$10.00	138	Tom Roberts	DEMO-70709	Tom.Roberts@text2fund.net	2-DEMO-1440619257
	2015-08-26			John			2-DEMO-

After Campaign > Reports > Donor Demographic Data

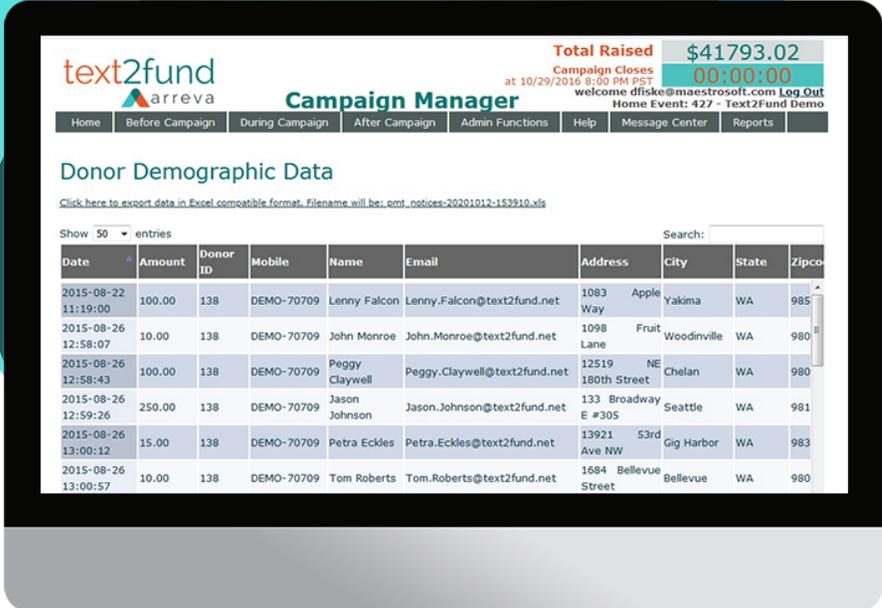
Donor Demographics

Transfer this report into your donor relationship management database. This allows you to utilize all the donor demographic data, such as name, email, address, donation amount and timestamp. You may export this report to Excel.

After Campaign > Reports > View/Print Invoices

Donor Invoices

Email donors their payment/donation confirmation receipt the moment they make a donation. In addition, this report captures all invoices in case you need to re-send an individual payment receipt to a donor.



The screenshot displays the 'text2fund Campaign Manager' interface. At the top right, it shows 'Total Raised \$41793.02' and 'Campaign Closes at 10/29/2016 8:00 PM PST'. Below this is a navigation menu with options: Home, Before Campaign, During Campaign, After Campaign, Admin Functions, Help, Message Center, and Reports. The main content area is titled 'Donor Demographic Data' and includes a search bar and a table of donor information.

Date	Amount	Donor ID	Mobile	Name	Email	Address	City	State	Zipcode
2015-08-22 11:19:00	100.00	138	DEMO-70709	Lenny Falcon	Lenny.Falcon@text2fund.net	1083 Way Apple	Yakima	WA	985
2015-08-26 12:58:07	10.00	138	DEMO-70709	John Monroe	John.Monroe@text2fund.net	1098 Lane Fruit	Woodinville	WA	980
2015-08-26 12:58:43	100.00	138	DEMO-70709	Peggy Claywell	Peggy.Claywell@text2fund.net	12519 NE 180th Street	Chelan	WA	980
2015-08-26 12:59:26	250.00	138	DEMO-70709	Jason Johnson	Jason.Johnson@text2fund.net	133 Broadway E #305	Seattle	WA	981
2015-08-26 13:00:12	15.00	138	DEMO-70709	Petra Eckles	Petra.Eckles@text2fund.net	13921 Ave NW 53rd	Gig Harbor	WA	983
2015-08-26 13:00:57	10.00	138	DEMO-70709	Tom Roberts	Tom.Roberts@text2fund.net	1684 Bellevue Street	Bellevue	WA	980

Next Steps

Throughout your campaign, please reference our Steps to Campaign Success Guide for everything you can do outside the software to make your Text2Fund campaign a success.

If you have not already, begin with the Text2Fund Getting Started Guide to setup your campaign using the Text2Fund Campaign Manager.





Contact Us with Questions

The Text2Fund Team will provide help if you have any questions.

Email questions to: info@text2fund.com

www.text2fund.net



Arvea® is a trusted advisor and market leader of fundraising, donor relationship management, and virtual auction software serving the nonprofit industry for more than three decades. Arvea's, ExceedFurther® All-in-One virtual fundraising and donor relationship management solution along with MaestroAuction™ virtual, live, and silent auction software and services are helping nonprofits further their mission, cultivate donors, and raise billions of dollars.