



DonorDrive®

# Unlock Your Potential: Guide to Mobile App Adoption

# Introduction

It's no secret that more people than ever before are turning to their mobile phones to take care of daily tasks, like paying bills, buying groceries, and even attending virtual healthcare appointments. **82% of Americans own a smartphone** — and by 2025, it's expected that nearly 73% of smartphone users will access the internet solely from their smartphones.<sup>1</sup>

In the nonprofit space, we've already seen a shift to mobile experiences. In fact, mobile users (both phone and tablet) represented 57% of all nonprofit website visits.<sup>2</sup> As mobile usage continues to grow, it's increasingly important to ensure your organization is set up with a robust mobile fundraising strategy.

Meeting your fundraisers where they are is essential to keeping them engaged and making the fundraising process as seamless as possible. Using the **DonorDrive Charity Mobile Fundraising App**, supporters can access key information about the causes they support and quickly mobilize to fundraise for those causes.



**57%**

of all nonprofit  
website visits  
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(phone and tablet)

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<sup>1</sup> Zippia. (2023) 20 VITAL SMARTPHONE USAGE STATISTICS [2023]: FACTS, DATA, AND TRENDS ON MOBILE USE IN THE U.S. Available at: <https://www.zippia.com/advice/smartphone-usage-statistics/>

<sup>2</sup> M+R Benchmarks. (2023). Available at: <https://mrbenchmarks.com/#website-performance>

## DonorDrive Charity Fundraising App

The DonorDrive Charity Mobile Fundraising app was designed and developed by the DonorDrive team to make supporting your mission even easier. Since its inception in 2021, the app has gained traction among nonprofit organizations and their fundraisers. The continuous deployment of code means the app is always up to date, without any downtime for you or your fundraisers. That, coupled with key features within the app, have earned it a 4.9 star rating on both the Google and Apple app stores.



## Imagine What Your Fundraisers Can Do (From Anywhere)



Register, manage, and share fundraising pages



Motivate supporters to give through text, email, and social media



Check in to events from the mobile app, completely contactless



Track activity with Apple Health, Google Fit, Fitbit, and Strava



React to updates from other fundraisers and your organization



Connect Facebook Fundraisers



Configure goals, Fundraising Milestones, and Donor Incentives



Donate toward their fundraising goal

## Key Benefits of the App:

### → Increase Fundraiser Engagement:

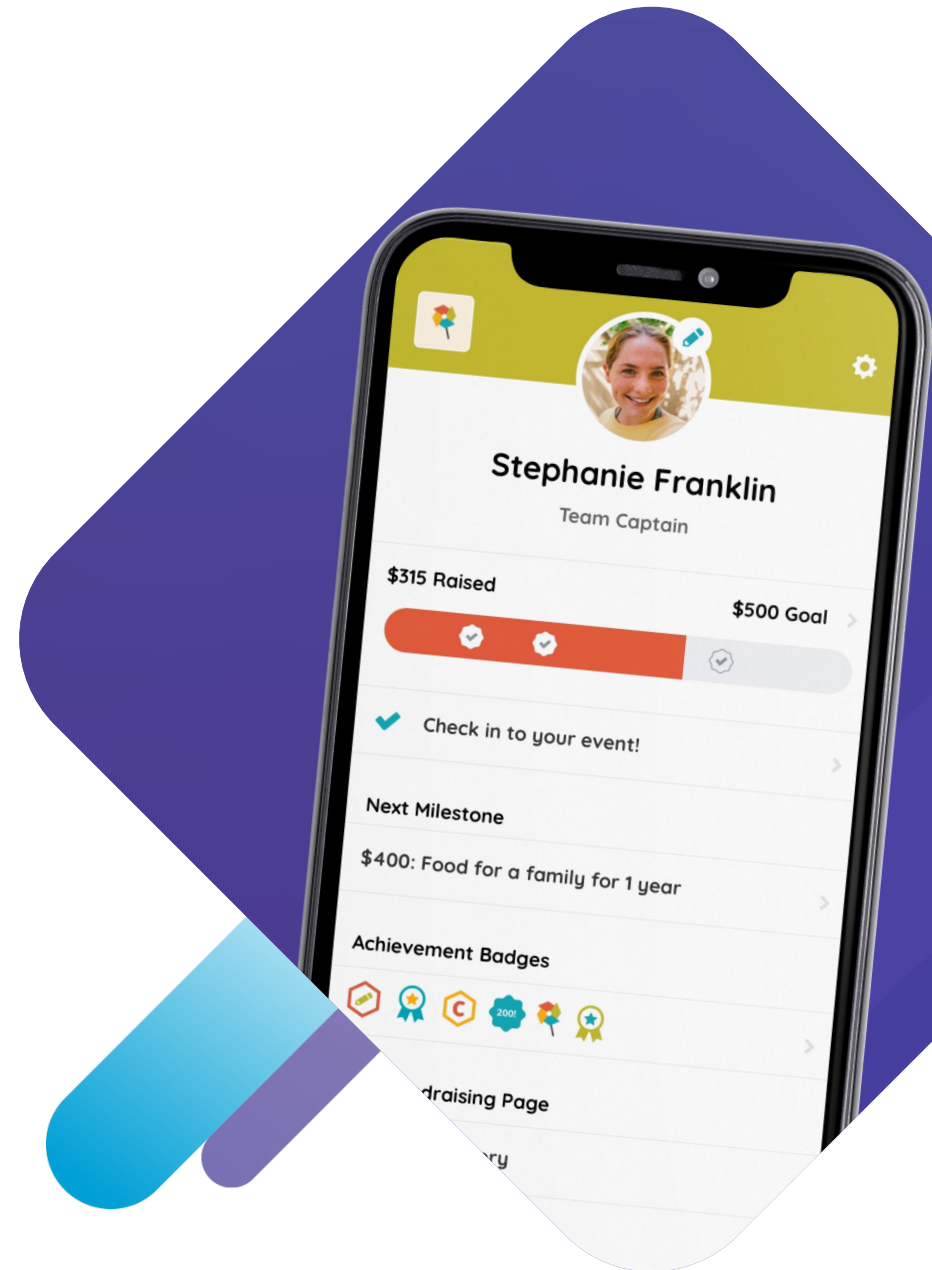
The more your fundraisers engage, the more they raise. With the mobile app, your fundraisers can customize their pages, create Facebook Fundraisers, add Fundraising Milestones and Donor Incentives, and take critical actions to increase their total fundraising — from anywhere.

### → Share Your Mission's Message:

Reduce email fatigue with communication methods that get read and truly keep your cause top of mind for your fundraisers. Share exciting campaign highlights, impact stories, and sponsor spotlights with timely and targeted push notifications and in-app messaging.

### → Create a Cohesive Cross-Channel Experience:

Manage messaging, branding, and updates for both web and mobile together within DonorDrive. The mobile app goes hand-in-hand with our enterprise fundraising platform and is backed by the same highest standards of security, reliability, and accessibility.



# Guide Overview

Within this guide you'll find actionable insights and tips to drive mobile app adoption and engagement among your supporters, including:

- **How to Get More Fundraisers Using the App**
- **How to Increase Fundraiser Engagement within the App**
- **Success Stories from Organizations Using the App Today**
- **Checklists to Set You Up for Success at Each Stage**



# How to Increase Mobile App Adoption

You are ready to launch your event with the DonorDrive Charity Fundraising App, but how do you get as many supporters using the app as possible? Here are four tips to drive app adoption among your supporters:

- 1 Build the Mobile App Into Your Content Strategy**
- 2 Communicate About the Mobile App**
- 3 Incentivize Fundraisers to Use the Mobile App**
- 4 Train Key Stakeholders**

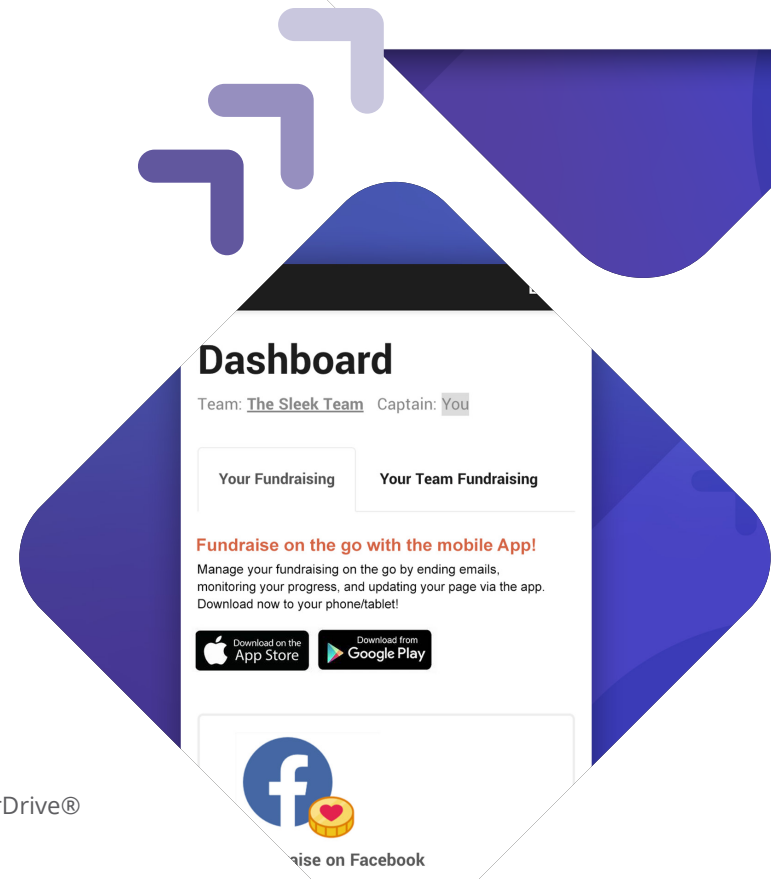
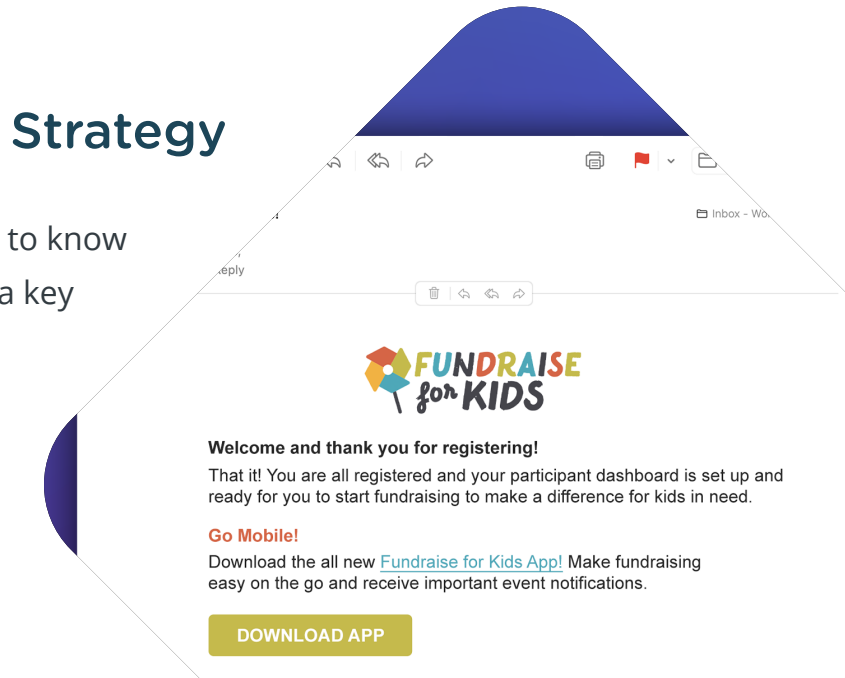


# 1 Build the Mobile App Into Your Content Strategy

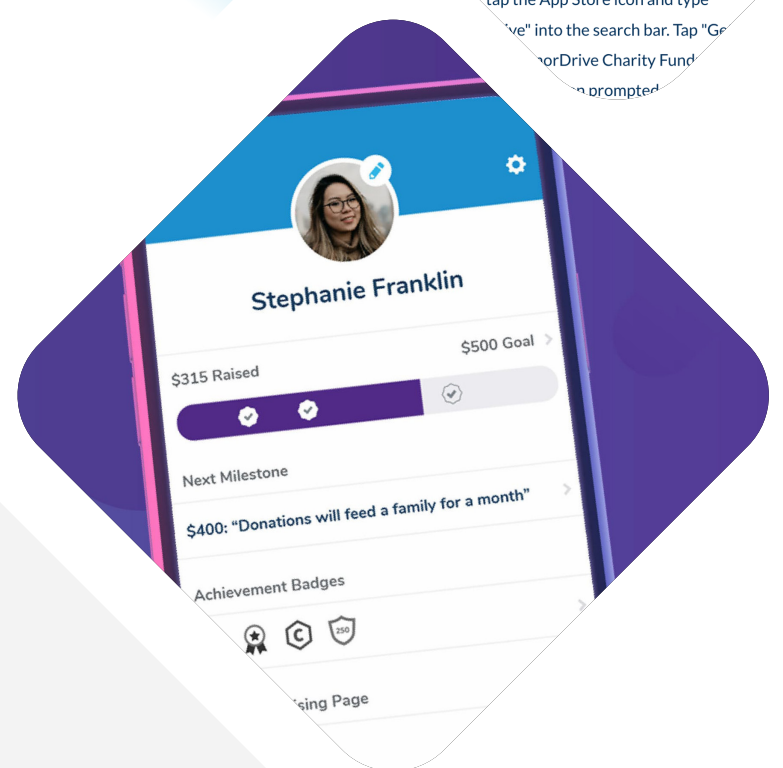
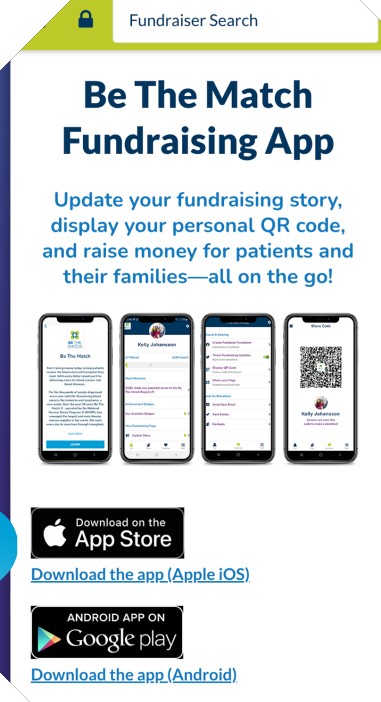
Your supporters rely on your website as a source of all the details they need to know for your event. It's essential to include information about the mobile app as a key tool for their fundraising success.

**Add CTAs to Your Site:** Start by optimizing your website content and including CTAs to download the mobile app throughout your site. Here are key places to add it:

- **Registration Thank You Page:** Include a call-to-action to download the app the moment a participant registers for an event.
- **Participant Dashboard:** Include a call to action to download the app within all fundraising coaching areas.
- **FAQs** - Create app content wherever you have FAQs.



- **Create Content Dedicated to the Mobile App:** Creating a content page that is completely dedicated to the mobile app is a great way to draw attention and interest in the app. To create a content page for the app:
  1. Add visuals of the mobile app including logos for the Apple and Google Play app stores
  2. Reinforce why supporters should download the app. There are so many compelling reasons. Participants using the app:
    - Increase their fundraising totals
    - Stay up to date on key updates related to the event
    - Access exclusive content for app users only
    - Manage their fundraising in an easy to use app
    - Use a QR code to quickly collect donations in person





- **Provide Information About the Mobile App in Your Supporter Toolkit:**

If you're offering your supporters a fundraising toolkit for an event, use it as a way to encourage them to also download the mobile app. We recommend positioning the app as the main place for getting updates about the event and recommend that you list out ways participants can use the app to make the fundraising experience even easier, including:

- Check in from the app on the day of the event
- Use a personalized QR code to easily collect donations in person
- Stay up to date on key event information with in-app notifications
- Easily share your personal fundraising page on Facebook from the app

**HOT TIP!**

## Registration through the Mobile App

Instead of sending your fundraisers to your website for registration, direct them straight to download the mobile app and register for your organization's event. You can easily direct your supporters with a QR Code or Short Code.



## 2 Communicate About the Mobile App

Consistent communication about the mobile app is a key component to driving mobile app adoption. Studies show that it can take up to 7 times for a message to sink in to consumers.<sup>3</sup>

- Create emails that include a single, clear CTA to download the app.
- Use Scheduled Messages to segment and reach out to those who have not downloaded the app.
- Use QR codes to encourage supporters to download the app in direct mail communications.
- Encourage app downloads leading up to, during, and after your event to help drive the message home throughout the participant's journey with the event.
- Promote the Mobile App on social media. Social media can be a great place to promote the mobile app. Most supporters accessing social media are doing so from their mobile device, making it easy for them to download the app in just a few clicks.



**HOT TIP!**

*WATCH THE VIDEO TO LEARN HOW COVENANT HOUSE GREW THEIR SLEEP OUT EVENT USING THE MOBILE APP.*



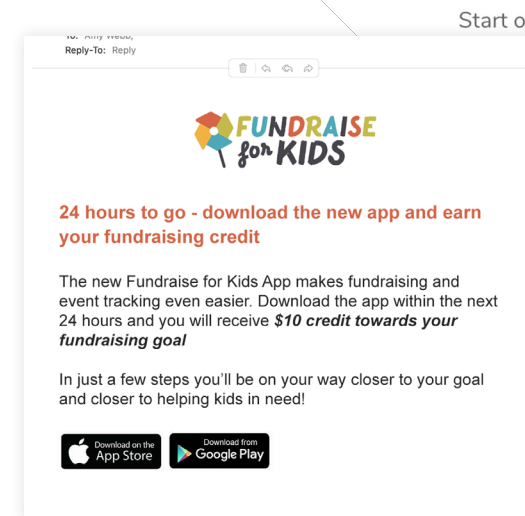
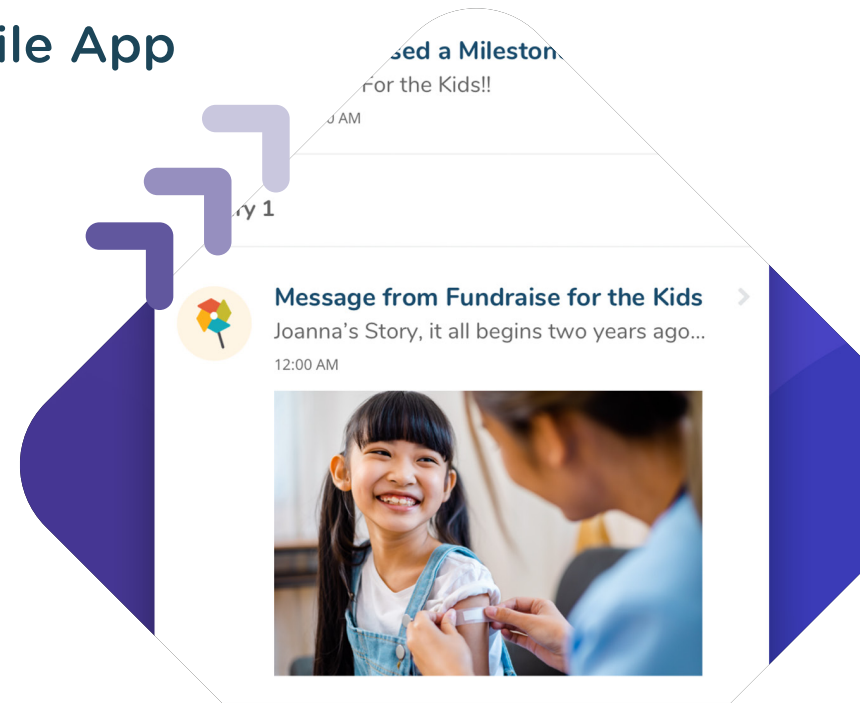
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<sup>3</sup> Assemblo. (2017). Repetition is Key: Why Frequency Makes Your Marketing Effective. Available at: <https://assemblo.com/blog/repetition-is-key-why-frequency-makes-your-marketing-effective/>

### 3 Incentivize Fundraisers to Use the Mobile App

Providing rewards and gamifying the app can be a great way to engage your supporters throughout their journey. **Consider these tactics:**

- **Host Fundraising Challenges:** Create challenges for your supporters when they take certain actions. For example, Covenant House ran a fundraising challenge where they rewarded a \$25 fundraising credit when supporters downloaded the app within a certain time frame.
- **Giveaway Swag:** Who doesn't love free swag? Offer event t-shirts to those who download the app within a certain time frame, or hold a drawing for a special incentive.
- **Make Special Partner Offers:** Share special partner promo codes or other content from your sponsors in the mobile app feed. Let your supporters know they have to download the mobile app in order to access the special offer.
- **Provide Exclusive Content to App Users:** Create impact stories, training programs, and motivational messages just for your app users.





## 4 Train Your Key Stakeholders

Your event staff, volunteers, and team captains can be a critical asset to driving adoption. Enable them with the key benefits of the mobile app, and encourage them to drive adoption with fundraisers.

- Host a kickoff session (either virtually or in person) with event staff, volunteers, and team captains to equip them with all they need to know to encourage supporters to download the app and field questions.

# Checklist: Drive Mobile App Adoption

- Add links to download the app in key places across your site, like the Registration Thank You page and the Participant Dashboard
- Make sure your app gets the attention it deserves by promoting it in your fundraising kit and creating a dedicated content page on your site.
- Consistently communicate about the app to your supporters in emails, social media, and other communications.
- Incentivize app adoption by hosting fundraising challenges or offering swag for sign ups during a certain time period.
- Make sure your event staff, volunteers, and team captains are ready to encourage mobile app adoption and answer fundraisers' questions about the app.



# How to Increase Mobile App Engagement

Now that you have supporters who have downloaded the app for your event, you'll also want to focus on keeping them engaged and coming back to the app. Here are four tips for driving engagement among your supporters:

- 1 Add Mobile App-Specific Communications to Your Supporter Journey**
- 2 Set Up Mobile Event Check-In**
- 3 Encourage QR Code Usage**
- 4 Incentivize Mobile App Usage**

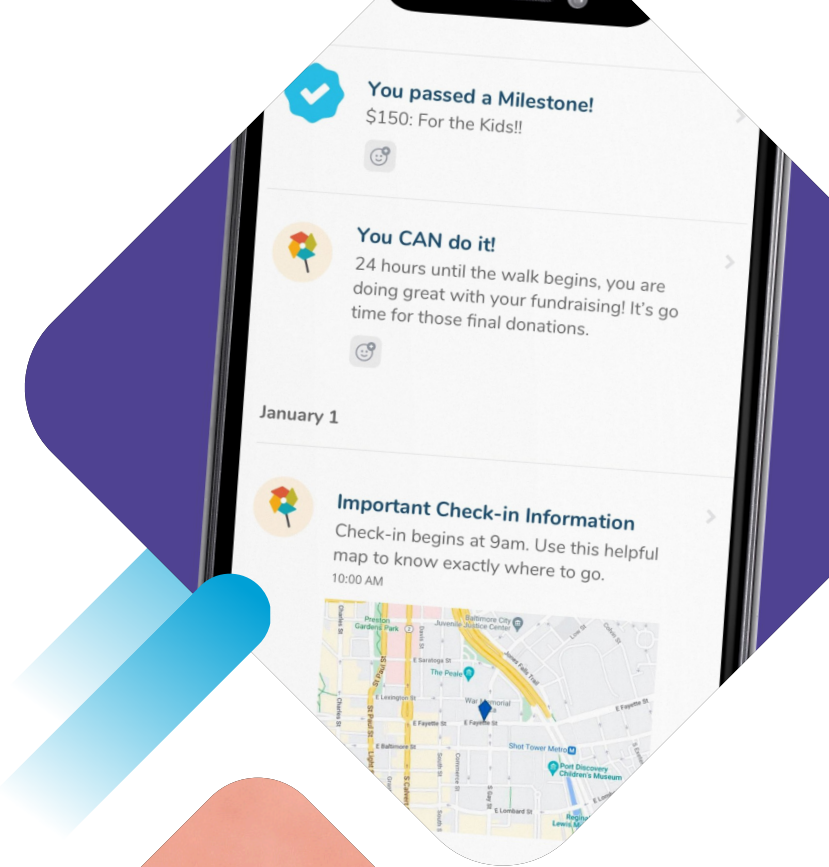


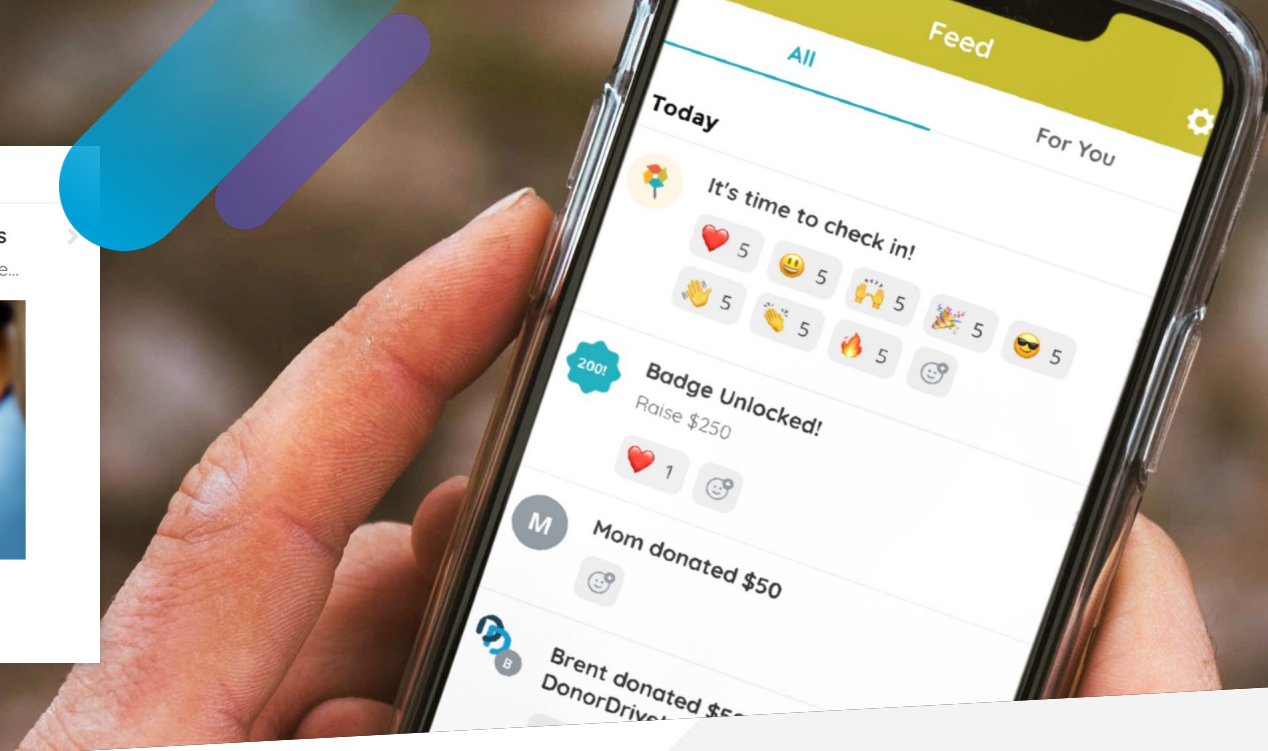
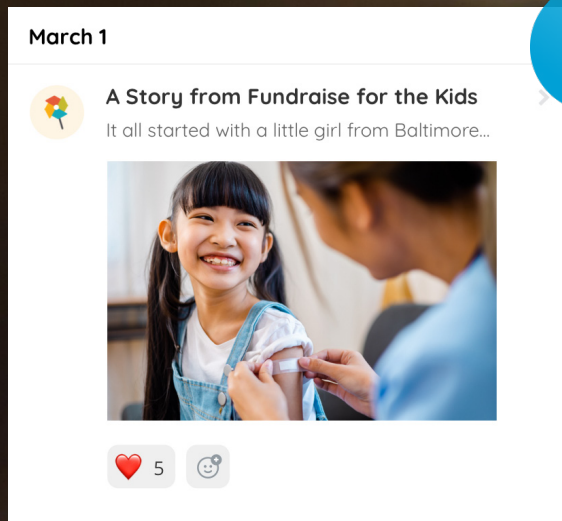
# 1 Build a Communication Strategy using the Mobile App

Consistent communication within the app will help add value to fundraisers who use the app and keep them coming back and engaging with your organization. Plus using a combination of push notifications and feed posts to amplify your message across channels can help cut down on email fatigue and reach your participants in new ways.

**Push Notifications:** Push Notifications are available for fundraisers using the app. DonorDrive admins can configure Push Notifications to display in app users' devices. Push Notifications can be sent as soon as possible or scheduled for an approximate day/time.

- **Before the event:** Let participants know when they receive a donation or reach a goal. Send motivational messages after they log new activity or need a fundraising push. Share pro-tips for fundraising, impact stories, or key event info.
- **At the event:** Send important information to participants or encourage them to send out one more fundraising ask before you announce total raised.





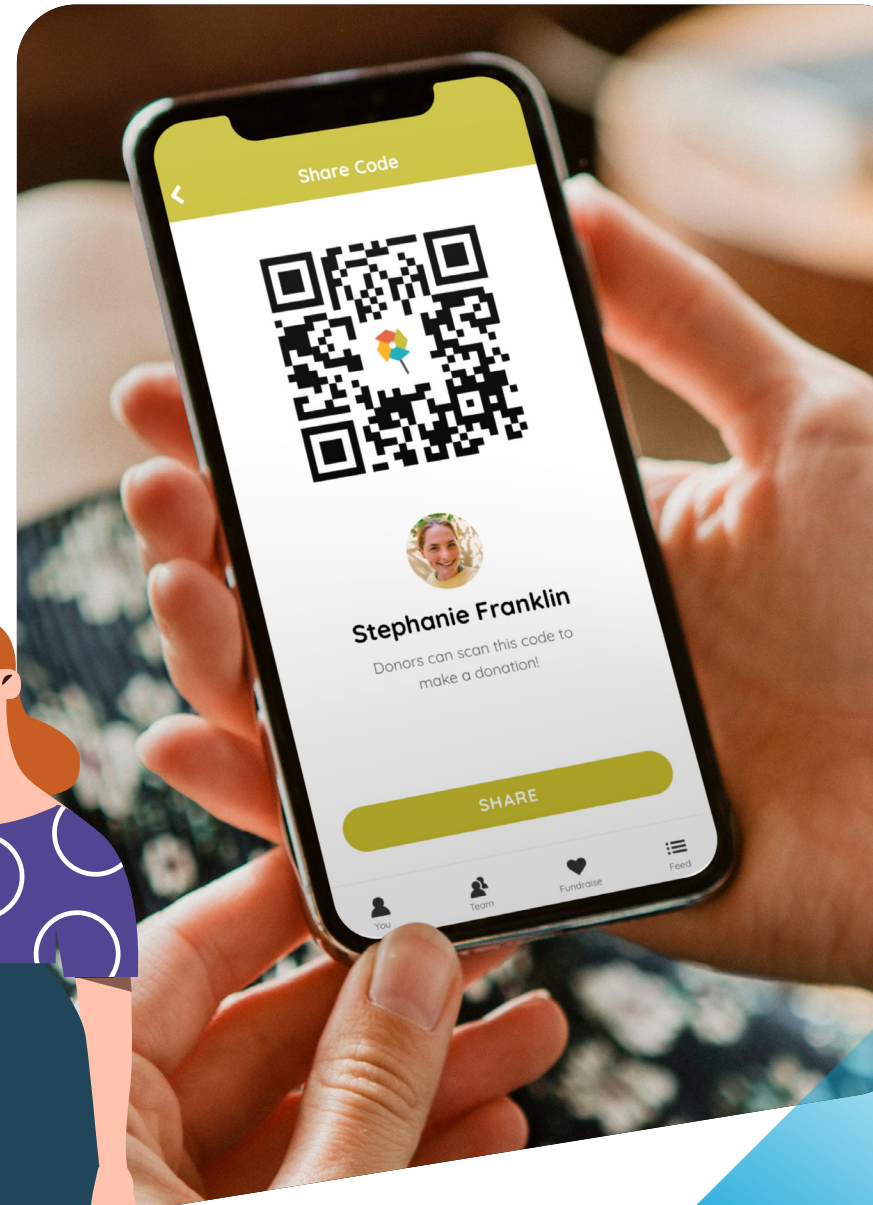
**Feed Posts:** The Feed is a great place for users to continuously engage with their fundraising progress and with your organization. Users can check in to get a quick overview of what's happened recently with their fundraising and read messages from the organization.

- The Feed includes automatic updates about personal and team fundraising progress, as well as messages from the organization. Feed items about fundraising progress such as when a user receives a donation, reaches a milestone, or has a new team member will appear automatically.
- Keep mobile app users engaged with impact stories, sponsor promos, and fundraising encouragement.



## 2 Encourage QR Code Usage

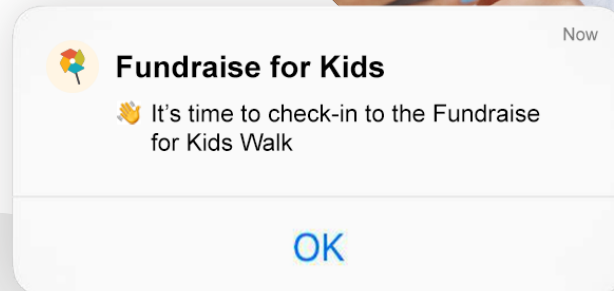
Participant and Team pages have an automatically generated QR code available in the app to easily receive donations and recruit additional participants. Fundraisers can print QR codes for an in-person event, or share a QR code around the dinner table on a night out with friends. QR codes can drive supporters directly to the personal or team fundraising page or even to join the team.



### 3 Set Up Mobile Event Check-In

Make the day of the event as seamless as possible for your fundraising staff and participants by enabling mobile event check in. Mobile event check in helps decrease time spent waiting in lines for in-person check in and join the event fun sooner.

Mobile event check in uses the latitude and longitude of your check-in location paired with a radius to create an area for participants to check in. You can also segment participants in day-of communications and send personalized and targeted messages to those who have and have not checked in.



## 4 Incentivize Mobile App Usage

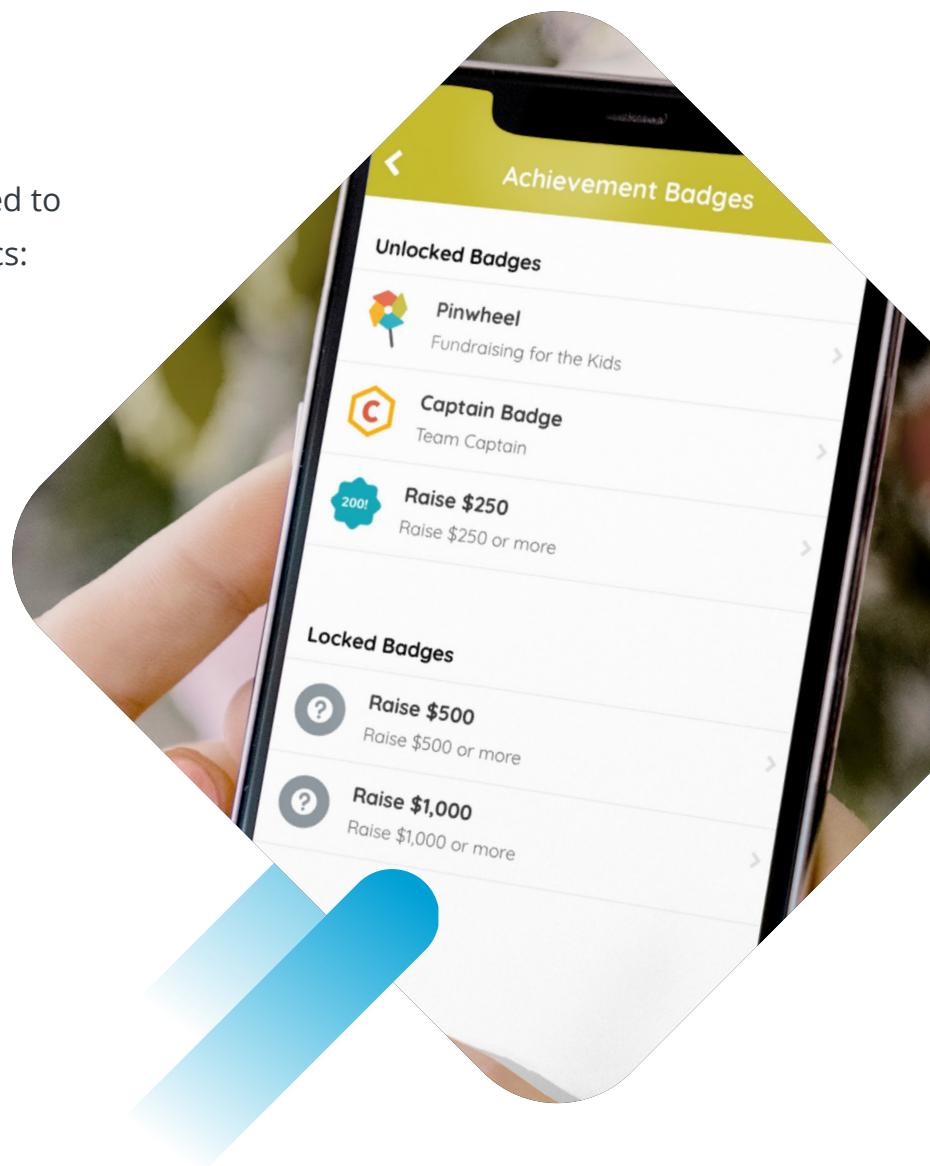
Many of the incentive tactics you use to drive adoption can also be used to drive continual engagement with the app. Consider the following tactics:

**Giveaway Swag:** Free swag can go a long way! Offer event t-shirts to those who download the app within a certain time frame, or hold a drawing for a special incentive.

**Make Special Partner Offers:** Share special partner promo codes or other content from your sponsors in the mobile app feed. Let your supporters know they have to download the mobile app in order to access the special offer.

**Provide Exclusive Content to App Users:** Create impact stories, training programs, and motivational messages just for your app users.

**Use Achievement Badges:** Grant achievement badges to supporters when they complete certain tasks like getting their first donation, hitting a fundraising milestone, and exceeding their goal. Each badge shows up in the feed, giving teammates the opportunity to react and celebrate their success.



Increase retention by sending past participants who used the mobile app directly to the app for registration instead of sending them through your web registration flow.

# Checklist: Drive Mobile App Engagement

- Engage participants by sharing success stories from other fundraisers in the app.
- Keep your mission at the top of your supporters mind with impact stories in the feed.
- Create Push Notifications and Feed Posts to keep participants engaged, build excitement for the event, and provide important updates.
- Send special thank you messages to app users leading up to and after the event.
- Incentivize your app participants by sending them exclusive offers and swag for hitting important milestones.
- Set up mobile event check in to make everyone's lives easier.



# DonorDrive®

Crush supporter acquisition goals, boost stewardship and engagement, and level up mission impact with the DonorDrive enterprise digital fundraising solution. Get ready to create meaningful supporter experiences with our native mobile app, peer-to-peer fundraising events, tailored giving campaigns, activity tracking, and livestream fundraising.

[donordrive.com](https://donordrive.com)