

# Nonprofits Get Mobile



# Agenda

Welcome and Intro Speakers

Who's Using Mobile

Overview of mobile uses

▶ Example case studies

Real world example: National Parks Conservation Association

What's next on the horizon

Q&A

# A Little More About Your Speakers

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[www.npca.org](http://www.npca.org)

*charity*DYNAMICS



How are you using Mobile now?



*In the first 9 days after the earthquake in Haiti over \$26 million was raised through mobile giving*



International Fund  
for Animal Welfare  
used text messaging  
to collect over  
50,000 names via a  
petition campaign  
aimed to ban seal  
hunting in Canada.

**Hill Country Ride for AIDS** used an iPhone application to provide their participants with a new fundraising tool allowing riders to raise more and added new donors to their housefile.

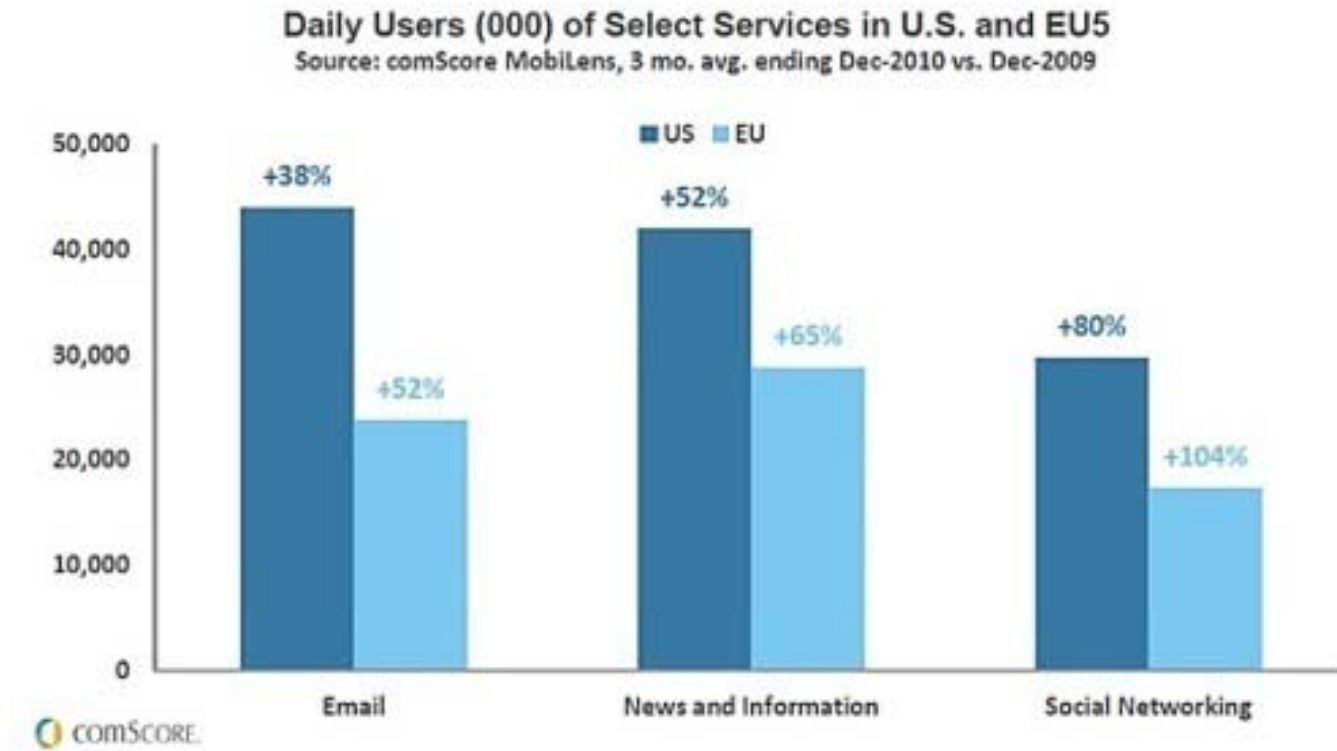


27.3%

72.7%

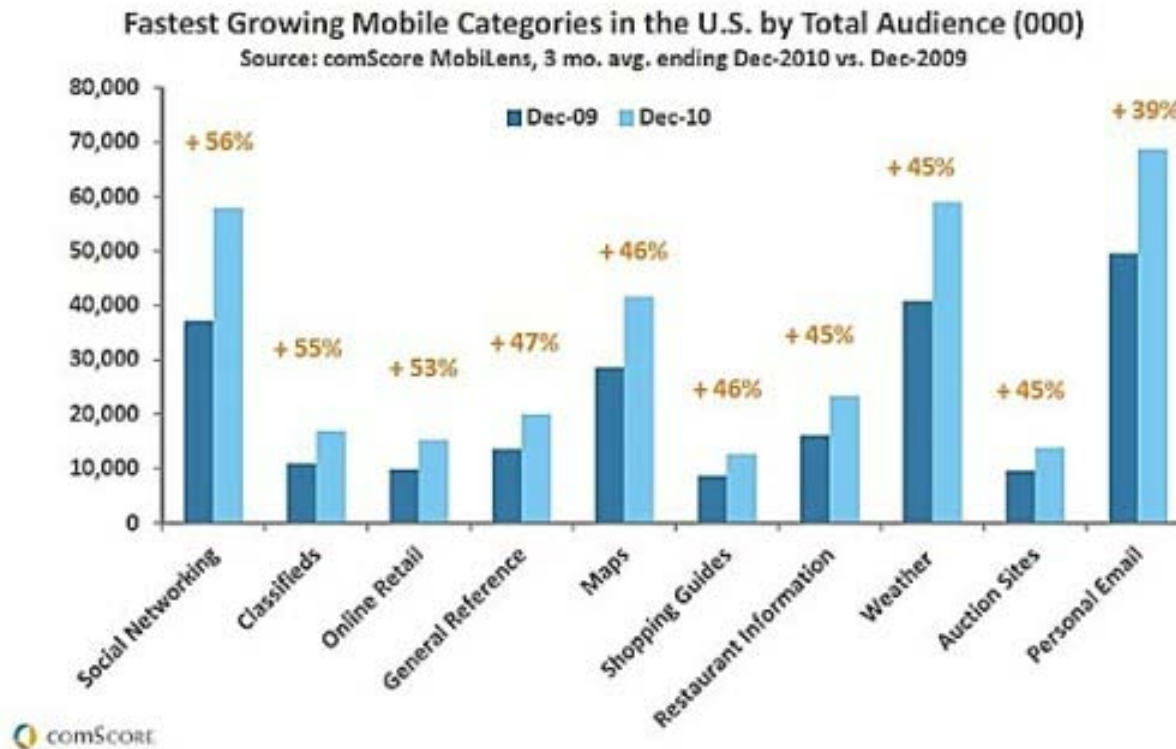
# Mobile Access is Growing

- ▶ Email +38%
- ▶ News and Information +52%
- ▶ Social Networking +80%



# Mobile Access is Growing

- ▶ Fastest Growing Content categories of interest:
  - ▶ Social Networking +56%
  - ▶ Online Retail +53%
  - ▶ General Reference +47%



# Audience Reach



# Engagement Level

Mobile browsers  
outnumber personal  
computer browsers  
by 3 to 1



A close-up photograph of a person's hands holding a black smartphone. The person is wearing a light blue shirt. The background is a blurred public space with other people and a light-colored floor. The lighting is bright and natural.

**81%**

**25 Minutes**

# Mobilizing Your Website



- ▶ **Develop your strategy**
  - ▶ Goals
  - ▶ Most visited pages
  
- ▶ **Simple**
  - ▶ Navigation
  - ▶ Images
  - ▶ Design
  - ▶ Avoid object & JavaScript

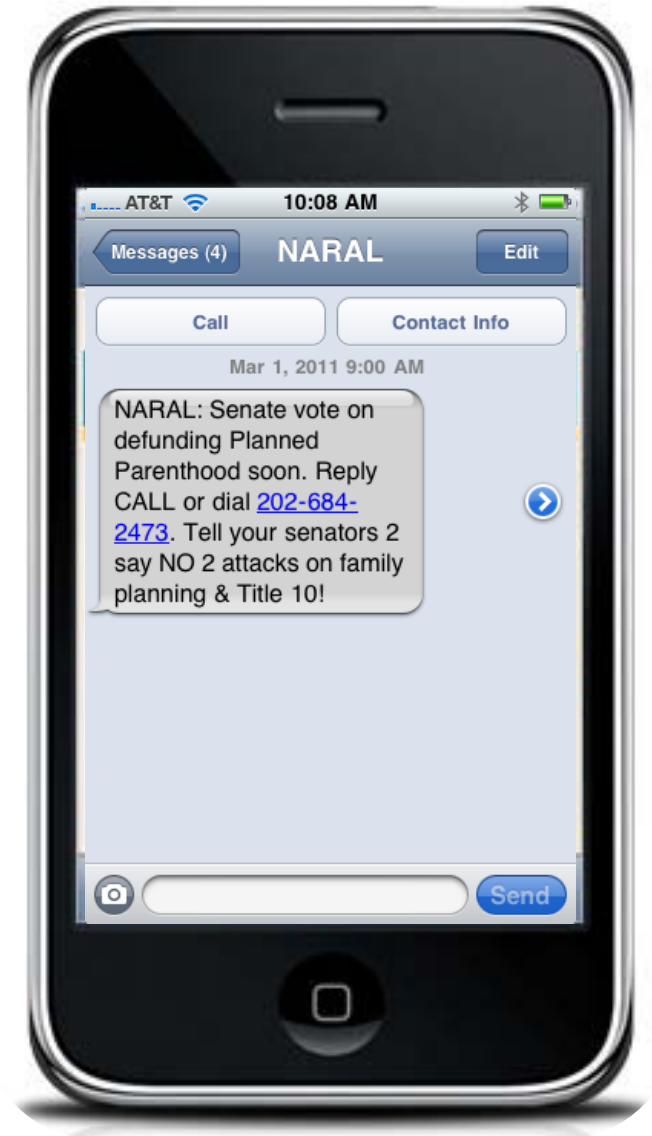
# Optimizing Email

- ▶ Separate template
- ▶ Simple 320 pix design
- ▶ Small images
- ▶ Calls to action at top
- ▶ Double space clickable links
- ▶ Landing pages should be mobile friendly



# Text to...

- ▶ **Give**
  - ▶ Disaster Relief
  - ▶ Large captive audience
    - ▶ Best with 'celebrity'
- ▶ **Call**
  - ▶ Advocacy
- ▶ **Communicate**
  - ▶ Issue messages
  - ▶ Functional information



# Mobile + Social Media

The image shows a screenshot of a Facebook mobile interface for a donation campaign. At the top, the Facebook logo and navigation icons are visible, along with a search bar. The main content area features a large heading "Make a Donation" and a progress bar showing "\$15080 of \$5000 raised". Below the progress bar, there are four markers for \$1,250, \$2,500, \$3,750, and \$5,000. To the left of the progress bar is the logo for "The Trevor Project" with the tagline "SAVING YOUNG LIVES". To the right, there is a form section titled "Enter mobile number to make a donation" with a text input field, a checkbox for "Donate \$5 and agree to [Terms and Conditions](#)", and a "Donate \$5 Now" button. At the bottom, there is a disclaimer: "\$5 will be added to your mobile phone bill/deducted from your prepaid account. Message and Data Rates May Apply." followed by links for "Full Terms" and "Privacy Policy".

facebook

Search

## Make a Donation

\$15080 of \$5000 raised

\$1,250 \$2,500 \$3,750 \$5,000

 **The Trevor Project**  
SAVING YOUNG LIVES

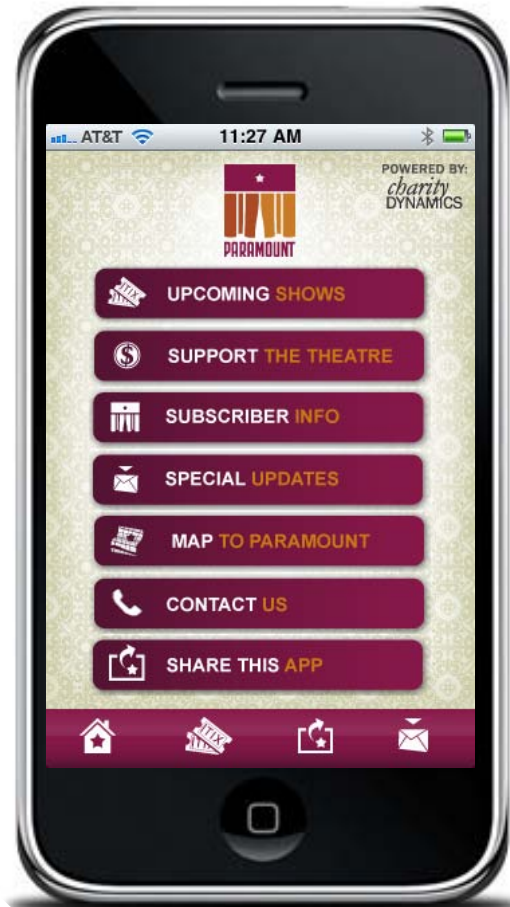
Enter mobile number to make a donation

Donate \$5 and agree to [Terms and Conditions](#)

**Donate \$5 Now**

\$5 will be added to your mobile phone bill/deducted from your prepaid account. Message and Data Rates May Apply.  
[Full Terms](#) | [Privacy Policy](#)

# Applications



# NPCA—A Case Study

## The Park Guide App



[www.npca.org](http://www.npca.org)

# How NPCA Got App of its Dreams!

- ▶ Seeking new ways to cultivate the next generation of park supporters, activists, and potential members
- ▶ Supporting NPCA's core values of innovation & diversity
- ▶ Prepping for the future when mobile devices will outnumber desktops in numbers and “dependency”

# NPCA's First Attempt


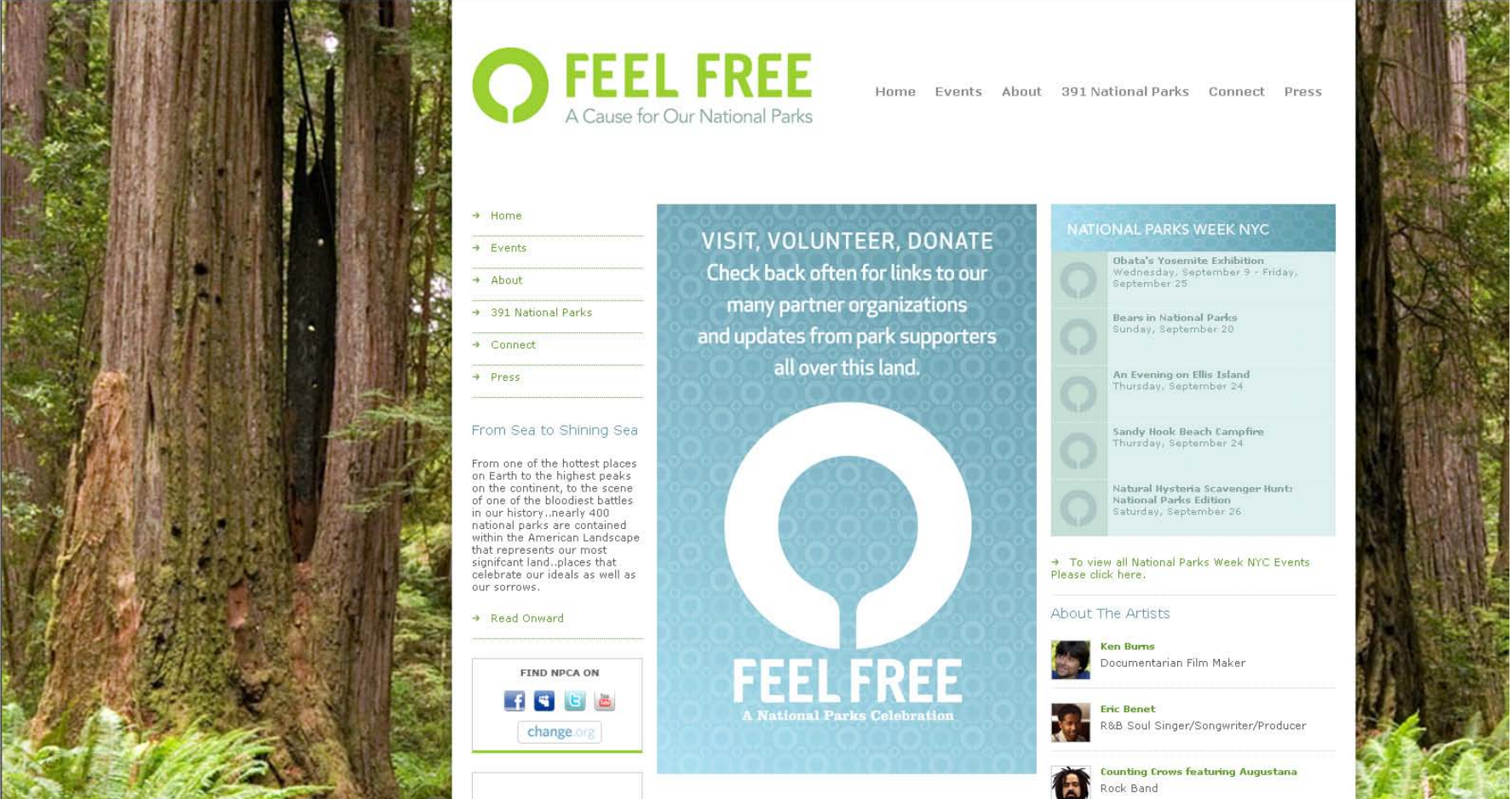
Feel Free - A cause for our National Parks. - Windows Internet Explorer provided by NPCA

http://feelfree.org/

File Edit View Favorites Tools Help

Links Customize Links

Feel Free - A cause for our National Parks.



## FEEL FREE

A Cause for Our National Parks

Home Events About 391 National Parks Connect Press





- Home
- Events
- About
- 391 National Parks
- Connect
- Press

From Sea to Shining Sea

From one of the hottest places on Earth to the highest peaks on the continent, to the scene of one of the bloodiest battles in our history...nearly 400 national parks are contained within the American Landscape that represents our most significant land..places that celebrate our ideals as well as our sorrows.


→ Read Onward

FIND NPCA ON

VISIT, VOLUNTEER, DONATE






Check back often for links to our many partner organizations and updates from park supporters all over this land.



## FEEL FREE




A National Parks Celebration

### NATIONAL PARKS WEEK NYC

-  **Obama's Yosemite Exhibition**  
Wednesday, September 9 - Friday, September 25
-  **Bears in National Parks**  
Sunday, September 20
-  **An Evening on Ellis Island**  
Thursday, September 24
-  **Sandy Hook Beach Campfire**  
Thursday, September 24
-  **Natural Hysteria Scavenger Hunt: National Parks Edition**  
Saturday, September 26

→ To view all National Parks Week NYC Events Please click here.

### About The Artists

-  **Ken Burns**  
Documentarian Film Maker
-  **Eric Benet**  
R&B Soul Singer/Songwriter/Producer
-  **Counting Crows featuring Augustana**  
Rock Band

# NPCA's First Attempt

- ▶ Large public concert in Central Park—“Feel Free”
- ▶ The plan: A text to win campaign to launch our mobile outreach
- ▶ Lackluster Response
  - ▶ No ongoing celebrity relationship
  - ▶ Only one concert
  - ▶ Lacked compelling “warm-up”
  - ▶ No urgency

# Park Guides App—Why?

- ▶ Inspire the next generation of park advocates
- ▶ Excite outdoor and wildlife enthusiasts about national parks and park protection
- ▶ Grow our email list
- ▶ Find new supporters
- ▶ Increase NPCA's name recognition in the online/digital arena
- ▶ Strong topic for a smartphone effort

# Park Guides App—How?

- ▶ Selected Great App Developer
- ▶ Engaged Digital Outreach Team
- ▶ Created App Development Team
  - ▶ With staff who actually have smart phones!!!

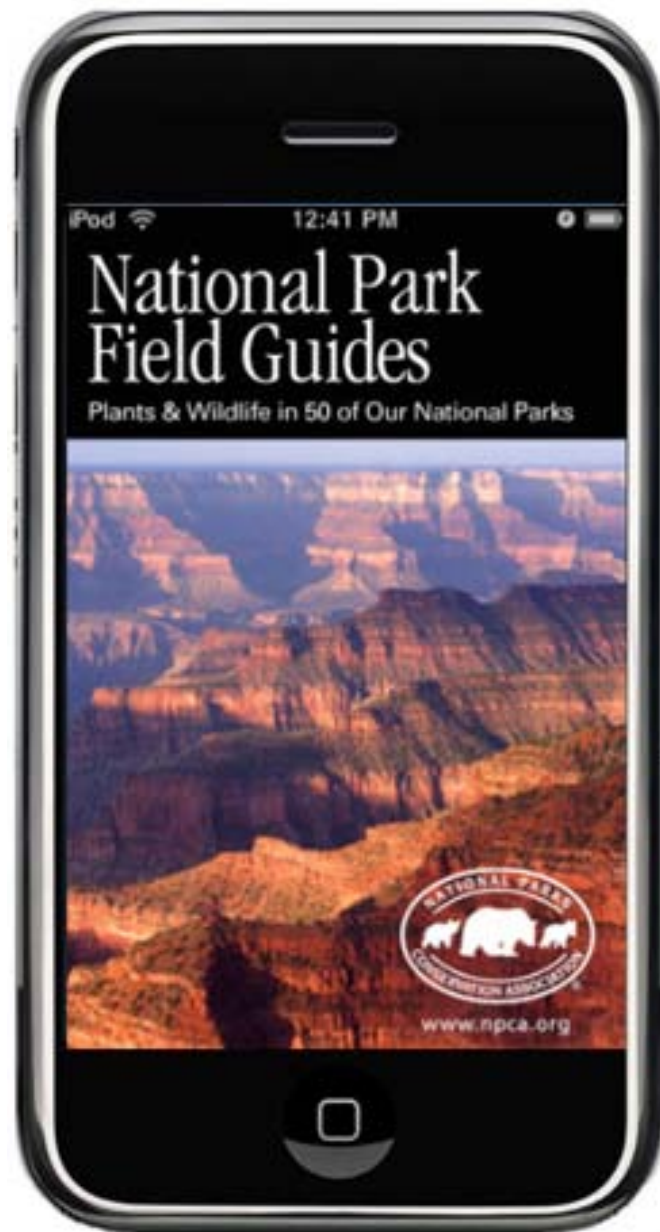
# Park Guides App—How?

- ▶ Vendor approached NPCA
- ▶ NPCA paid development costs
- ▶ Vendor did much heavy lifting BUT.....



# Park Guides App—What?

- ▶ Started with 50 parks from 394
- ▶ Works on iPhone, iPad, iPod Touch
- ▶ App is free!
- ▶ <http://bit.ly/NPCApp>



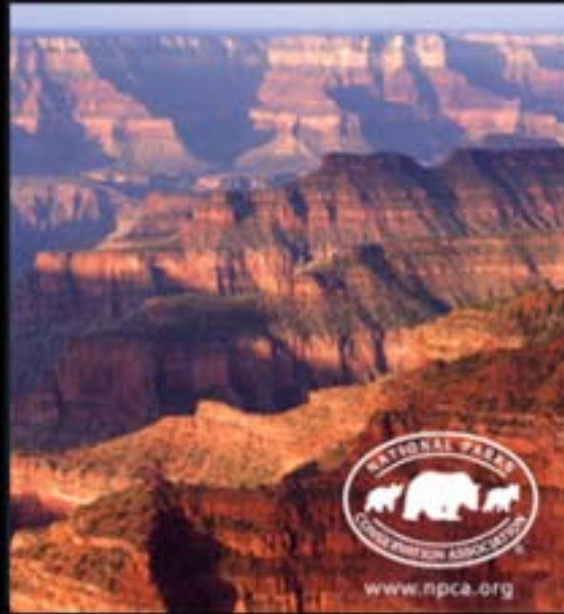
iPod

12:41 PM



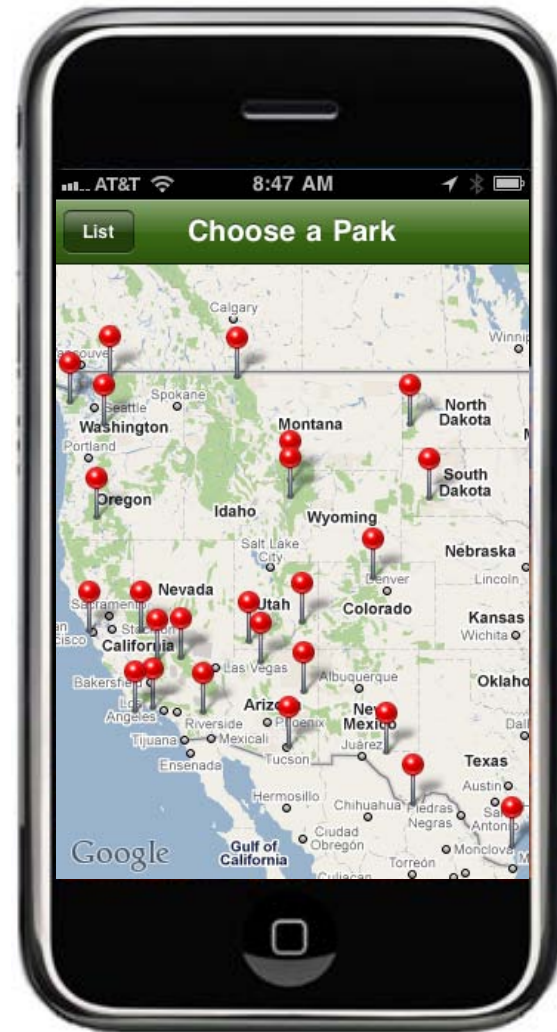
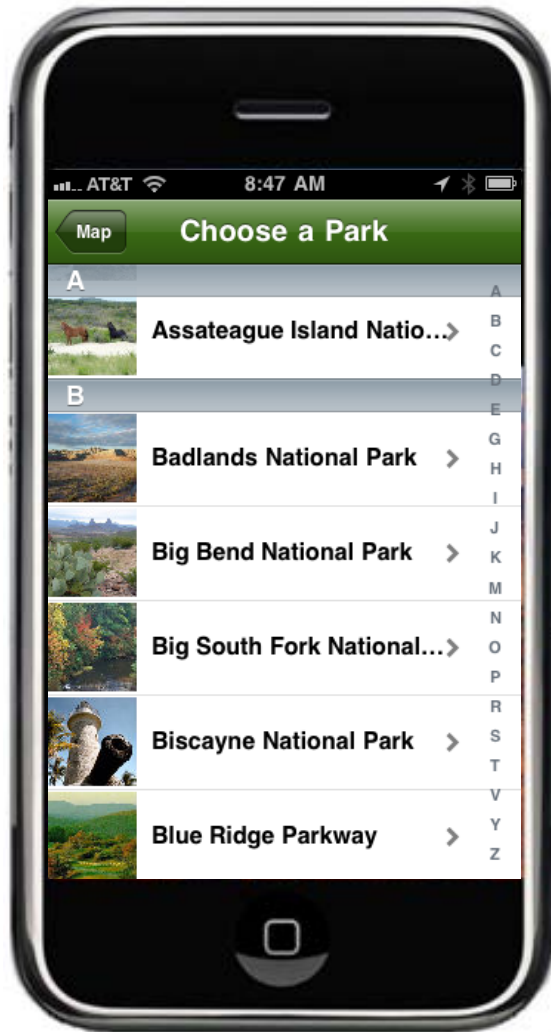
# National Park Field Guides

Plants & Wildlife in 50 of Our National Parks



[www.npca.org](http://www.npca.org)

# Two ways to find a park



# Park Field Guides


## Grand Canyon National Park



All Plants and Animals



Poisonous and Dangerous



Threatened and Endangered



About Park



National Parks Conservation Association\*  
Protecting Our National Parks for Future Generations\*

CFC 12069



**SUPPORT THE PARKS AT WORK!**

## Search For Species

### Biscayne National Park

#### Search by Name

Search by Name

#### Advanced Search

Use Advanced Search to identify species by color, size, habitat, etc.

Begin Advanced Search



Home



Search



Twitter



About



@npca

about 18 hours ago

Wolverines are amazing creatures--not the ones in comic books and football fields. Article & video at Nat'l Parks Mag: <http://bit.ly/gBK7vW>

about 20 hours ago

Transfer of bluff to Fort Davis National Historic Site finalized <http://bit.ly/h5gxCQ>

about 23 hours ago

NPCA honors Valley Forge National Historical Park officials with conservation award <http://bit.ly/iaKTbQ>

about 23 hours ago

Buying a Valentine's gift? Learn how you can do that AND have \$10 sent to @NPCA at no extra cost! <http://bit.ly/fufn2y>



Home



Search



Twitter



About

Cancel

## Register

### Please Register Your Park Guide

Registering your National Parks Guide with National Parks Conservation Association has lots of benefits. You'll receive news, action alerts, and Park Lines, our newsletter that will keep you informed about the threats facing our parks and how you can help.

Send me updates and offers from NPCA and eNature?

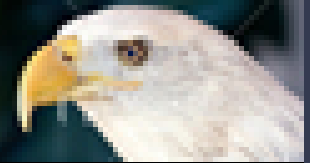
Register



National Parks Conservation Association®  
Protecting Our National Parks for Future Generations®

CFC 12069

**SUPPORT THE PARKS AT WORK!**



# Results So Far

- ▶ Over 10,000 downloads
- ▶ Over 2,500 emails collected
- ▶ Ads offer even more potential
  - ▶ Two types—Full page and banner
  - ▶ 3 full page ads—Join NPCA, Facebook, Travel with NPCA
  - ▶ 2 banner ads—Join NPCA & Workplace Giving

# Next Steps

- ▶ **Continue Marketing Outreach**
  - ▶ Keep getting the word out—Facebook, email, Twitter, welcome series
  - ▶ Positive reviews critical!!
  - ▶ Online and traditional media
- **Use ads for fundraising and advocacy**
  - ▶ Create mobile ready pages for donation and advocacy ads
  - ▶ Improve ability to message on urgent needs

# Why Create A Mobile Ready Site

- ▶ All of 2010 = 19,733 mobile visits



These mobile devices sent 19,773 visits via 13 operating systems

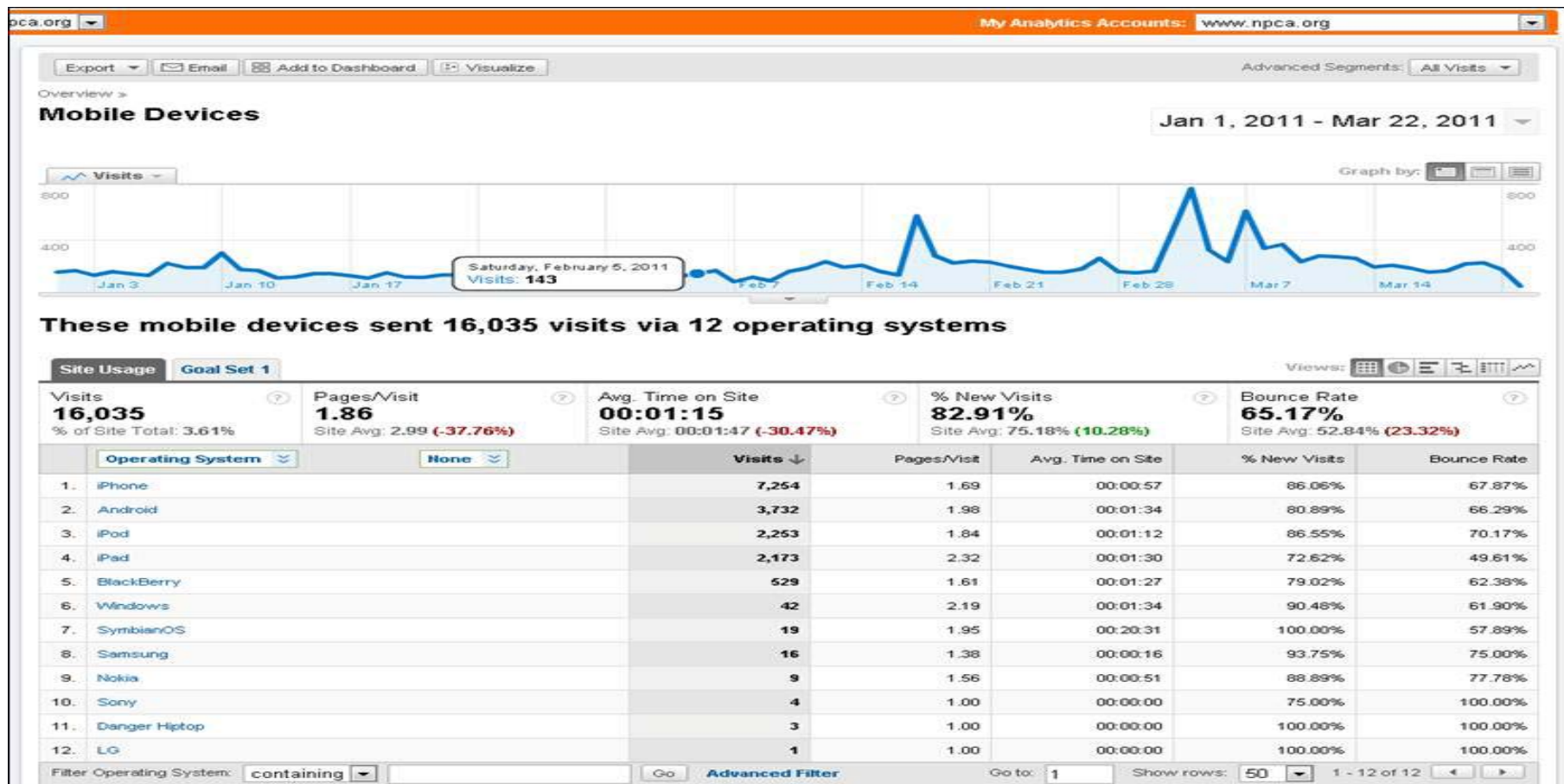
Site Usage | Goal Set 1 | Views: [Grid] [Table] [List] [Map] [Chart]

Visits <b>19,773</b> % of Site Total: 1.24%	Pages/Visit <b>1.67</b> Site Avg: 2.52 (-33.51%)	Avg. Time on Site <b>00:00:59</b> Site Avg: 00:01:31 (-35.58%)	% New Visits <b>85.78%</b> Site Avg: 81.66% (5.04%)	Bounce Rate <b>72.53%</b> Site Avg: 66.67% (8.79%)	
Operating System	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. iPhone	9,946	1.55	00:00:46	84.57%	73.83%
2. Android	3,615	1.92	00:01:31	86.75%	70.65%
3. iPod	2,512	1.74	00:00:58	84.32%	70.22%
4. iPad	1,830	1.98	00:01:03	86.17%	67.43%
5. BlackBerry	1,136	1.49	00:01:13	90.67%	74.12%
6. Windows	253	2.15	00:01:14	88.14%	64.43%
7. Danger Hiptop	228	1.00	00:00:00	100.00%	100.00%
8. SymbianOS	88	1.19	00:01:21	100.00%	85.23%
9. Samsung	83	1.59	00:01:30	90.36%	79.52%
10. PalmOS	55	1.05	00:00:20	92.73%	94.55%
11. LG	16	1.06	00:00:12	100.00%	93.75%
12. Sony	15	1.40	00:02:45	80.00%	73.33%
13. Nokia	4	1.75	00:00:46	100.00%	75.00%

Filter Operating System: containing | Go | Advanced Filter | Go to: 1 | Show rows: 50 | 1 - 13 of 13

# Why Create A Mobile Ready Site

- ▶ To date 2011 = 16,035 mobile visits
- ▶ Almost equal to all of 2010





# Questions?



[www.npca.org](http://www.npca.org)

*charity*DYNAMICS

Additional Questions

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