MobileCause

3 Ways to Use a Fundraising
LANDING PAGE

Launching a fundraising campaign is challenging enough without having to send your supporters, volunteers, donor base, sponsors and staff all to different online pages to drive the action you desire. That's where a **Landing Page** comes to the rescue.

A Landing Page (aka an Event Page) acts as the central hub for both you and your donors by providing all the important information in one place. They streamline promotional efforts, are easy to create and update (no coding required!) and are optimized for speed and mobile to create a positive user experience on any device. Landing Pages are powerful tools thanks to their bold and prominent call-to-action buttons that drive desired actions.

What is a Landing Page?

A Landing Page is a standalone web page, with its own URL, created specifically to support one campaign or event. A Landing Page has a singular focus, can support multiple calls-to-action (CTAs) in one convenient space and is designed to increase campaign conversion rates.

Here are **three effective ways to incorporate Landing Pages** into your campaign planning to increase efficiency, effectiveness and make your promotion effortless.

Use #1

Live Fundraising Event

Plan, manage and promote a live fundraising event while simplifying your efforts.

Landing Page includes:

• Event name and theme
• Date, time, location and directions
• Event sponsor logos and links
• Volunteer opportunities
• Table captain info
• **CTAs: Tickets, RSVP, Sponsor event, Volunteer, Donate**

Use #2

Day of Giving or Virtual Campaign

Promote your campaign while recruiting ambassadors and boosting donations.

Landing Page includes:

• Campaign name and date(s)
• Peer-to-Peer recruiting information
• Countdown clock
• Images of beneficiaries or program in action
• Hashtag to inspire social sharing
• **CTAs: Become a fundraiser, Give, Volunteer, Request more info**

Use #3

Microsite

As the primary website for smaller nonprofits to provide information on the organization and drive giving.

Landing Page includes:

• Your organization's compelling story
• Mission and beneficiaries you serve
• How supporters can get involved
• Images of beneficiaries and program in action
• The impact of giving
• **CTAs: Donate, Volunteer, Become a fundraiser, Newsletter signup**
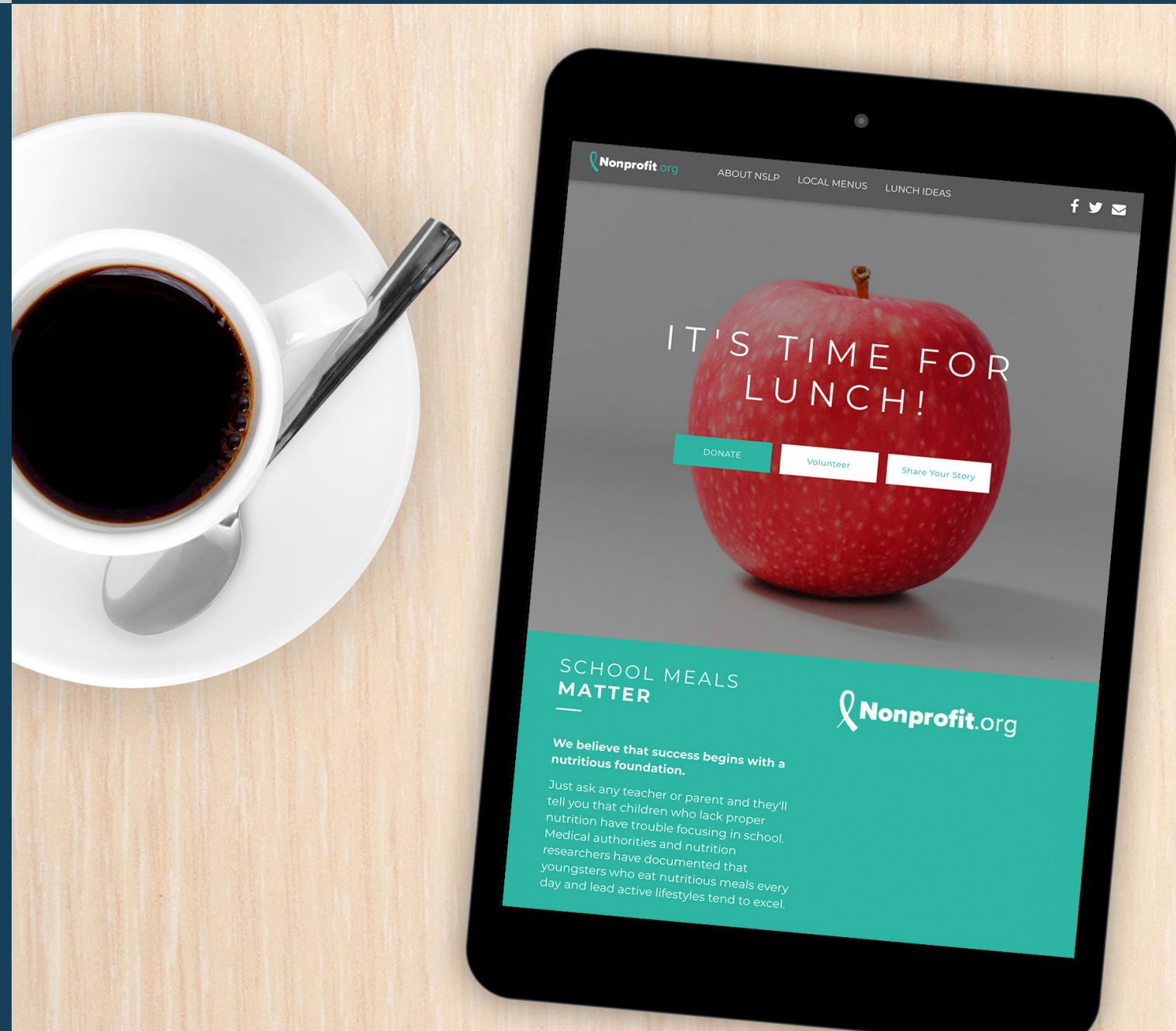
PRO TIP No matter the use of your Landing Page, always start by including a vibrant image, inspiring information on your organization and sharing your impact metrics, then build from there with pertinent details and **bold CTAs** to drive action and giving.

Once you've got your unique Landing Page up and running, it's time to let your audience know! Deliver your Landing Page's keyword and shortcode in videos, on images, television, radio and voicemail. Include links to your Landing Page in emails, social media posts and provide your URL in direct mail to motivate supporters to give, sponsor, register volunteer and more, all in one convenient location.

MobileCause

MobileCause is more than simply comprehensive fundraising software. We offer nonprofits one-on-one strategy plus 24/7 customer support that's there when you need it. MobileCause believes 100% of the donation should go directly to your cause, so we never charge a transaction fee. MobileCause enables you to maximize your resources and grow your mission like never before.

To speak directly to a fundraising consultant about implementing MobileCause online and event fundraising software and strategy for your nonprofit, please call **(888) 661-8804** or visit **mobilecause.com** to request a demo.