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Pledge Creation and Configuration

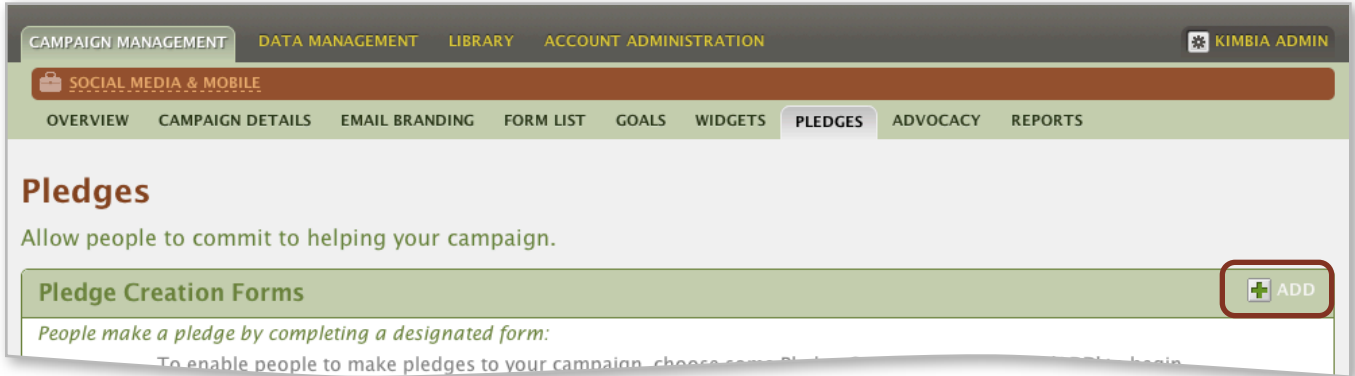
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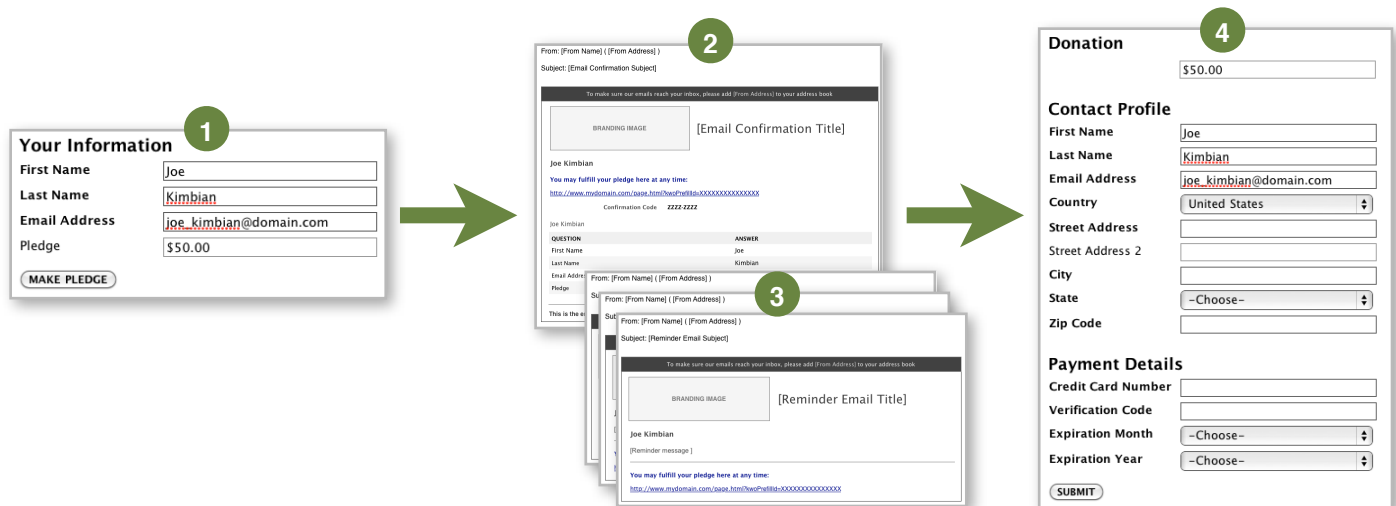
Adding Pledges to your Campaign

Pledge workflows can be added to your Campaign quickly and easily. The first step in creating a workflow is to add a Pledge form to your Campaign. Simply navigate to the Pledges tab, and click the 'ADD' icon ...



... next, identify the donation form for where individuals can fulfill their pledges. Lastly, configure your Reminder Emails.

Information collected on the Pledge form (1), including the pledged dollar amount, will be pre-filled on the donation form (4) when accessed via the URL's included in both the pledge confirmation email (2) and up to 3 reminder emails (3).



For more details on how to configure a Pledge workflow please visit:
<http://www.kimbiam.com/product-docs/release-notes/7-11-2011-release-notes/>

Four great ways to use Pledge

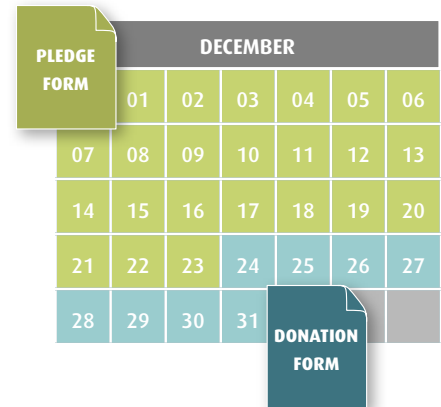
Pledges allow potential donors to connect with you and make a financial commitment without having to fulfill that commitment immediately. Below are four examples of situations where collecting a Pledge may make more sense than asking for an immediate donation.

1. Special events fundraising

Pledge forms are an excellent way to capture interest leading up to a major fundraising event.

For example, if you're conducting a year end pledge drive from December 24th to December 31st, Pledge forms can be installed on the giving event site prior to December 24th to capture pledge commitments. Instead of asking donors to return later you can use a Pledge form to capture their commitment and then remind them to fulfill the gift during the pledge drive period.

KIMBIA Pledge campaigns can be configured to start sending reminders at a specific time. In this example, reminder emails would be set to start going out on December 24th in conjunction with the rest of the pledge drive marketing campaign.



2. Viral to blogs and partner sites

Many Kimbia customers have launched successful viral campaigns by distributing donation forms to partner sites and supporting sites such as blogs. Like donation widgets, Pledge widgets can be branded and distributed to any remote site.

Pledge widgets enhance viral marketing opportunities by providing an option that is more compact and easier to complete than a full donation form. Offering Pledge widgets as an alternative to donation widgets increases the number of sites that can engage donors for you.

Potential donors complete the Pledge process without ever leaving the remote site, which means supporting sites can help you without losing their audience as they would with a banner click through or outbound link. Pledges are ultimately fulfilled on a donation form you designate. So, distributing Pledge forms helps to further the marketing objective of delivering potential donors to your website.

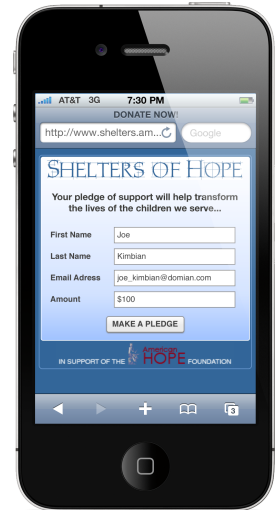


It is just as easy for a friendly site to install a Pledge widget as it is for them to install a link back to your site. But a Pledge widget works much better for everyone: potential donors can commit to you quickly without leaving the site they are on, friendly sites can support you without losing their audience, and you can capture donor interest immediately and fulfill gifts on your own site.

3. Mobile

All KIMBIA forms are engineered to work on mobile browsers, but even with a perfectly formatted mobile form, it can be awkward for donors to type in so much information on a phone.

Pledge forms eliminate this problem by making it easy for potential donors to quickly express a commitment on a form that is appropriate for a mobile experience. Follow up reminders allow the donor to fulfill their commitment using a full browser experience. Mobile Pledge forms are an especially good option for live events. Responding immediately to your request for support is as easy as sending a text or making a call. The donor can complete their gift later at home or at work. Best of all, you get complete contact information on each person who responds, which you don't get with mobile giving solutions that rely on text messaging.



4. Facebook

Kimbia was the first company to offer a complete giving experience without ever leaving Facebook. Our customers have also launched response campaigns on Facebook by using Kimbia to connect with donors. Through these efforts, we have learned a lot about how people prefer to interact on Facebook.

Facebook users are accustomed to connecting on Facebook but may be more reluctant to provide their credit card information. Conversation rates on transactional forms are significantly smaller when compared to conversation rates on forms that only request basic contact information.

Pledge forms are an ideal solution for connecting with potential donors on Facebook since they only require a pledge amount and contact information. Potential donors can pledge quickly without leaving Facebook and can fulfill their gift later on a normal donation page. This approach is likely to be more effective than requesting credit card information immediately or only collecting contact information and hoping to convert the donor later through an unrelated means.

Kimbia's pledge process works the way Facebook users expect and may be a key factor in converting your organization's Facebook friends into donors.

