



Mobile Donations

Using Mobile Donations at Celebrity Events Case Study: Keep a Child Alive

In early 2008 mGive pioneered mobile giving in the United States, giving non-profits nationwide the ability to utilize the mobile channel for purposes other than messaging. Since then, many major charities such as The United Way, ASPCA, Keep A Child Alive and many more have integrated mobile donations into their fundraising efforts.



As the mobile donation channel expands across the US marketplace, many nonprofits are looking for innovative ways to leverage celebrity endorsements and mobile donations. One great example of how well this new fundraising channel is working is Keep a Child Alive, supported by their main spokesperson, singer Alicia Keys. Ms. Keys now includes a specific appeal for mobile donations during a majority of her current 33 city tour.



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During her concerts singer Alicia Keys stops halfway through her show, dims the house lights, and asks concertgoers to pull out their cell phone and donate \$5 to Keep a Child Alive by texting 'ALIVE' to 90999. The instructions for the mobile donation appeal are displayed on all screens, and promoted throughout the venue with banners, flyers, and t-shirts. Keep a Child Alive continues to raise thousands of dollars at a majority of stops on the 33 city tour, with about a 6-12% response rate for venues of 15,000-20,000.

Web Marketing

Targeting a younger demographic online, Keep a Child Alive utilizes graphics and web widgets provided by mGive to accept donations throughout their web and social network presence. Through mGive, Keep a Child Alive is able to monetize the social networking channel, giving users the ability to donate in 10 seconds without having to deal with credit cards.



KeepAChildAlive.com



Facebook



YouTube



MySpace

