



Mobile Donations

Using Mobile Donations at Televised Events

Case Study: Keep a Child Alive

In early 2008 mGive pioneered Mobile Donations in the United States, providing 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, UNICEF, Children's Miracle Network, The Disabled American Veterans, and hundreds more have integrated mobile donations into their fundraising efforts.



Keep a Child Alive provides life-saving anti-retroviral treatment, care and support services to children and their families living with HIV/AIDS in Africa and the developing world. Becoming a powerhouse in only five years, KCA looked to decrease their dependence on large gifts, due to the changed global economy. To do this, they created the Text ALIVE challenge with the goal of 100,000 \$5 text message donations by June 1, 2009.



The challenge culminated with a Mobile Giving call to action on American Idol by Alicia Keys and performance by Noah, a HIV Positive patient at the Icyuzuzo Clinic in Kigali, a clinic funded by Keep a Child Alive.





In a first for American Idol, and a departure from traditional fundraising methods, Keys asked the show's 30 million viewers to use their mobile phones to give \$5 by sending the text message **ALIVE** to **90999**.

Keep a Child Alive raised over \$450,000 from more than 90,000 mobile donors.



Text ALIVE Challenge

The Text Alive Challenge targeted a younger demographic online, using various social networks (Twitter, YouTube, Facebook, Ning, etc) to engage supporters and solicit donations. Keep a Child Alive was able to monetize the social networking channel by giving users the ability to donate in 10 seconds without having to deal with credit cards.

Keep a Child Alive also instituted a "Text Alive" video contest. Supporters posted user-created videos with creative ways to increase text donations. The winner received a trip for two to Africa to see Keep a Child Alive in action.

YouTube



Facebook



Twitter

