



Mobile Donations

## Using Mobile Donations at In-Stadium College Events Case Study: Capital Area United Way

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 Keep a Child Alive, UNICEF, Children's Miracle Network, The Disabled American Veterans, and hundreds more have integrated mobile donations into their fundraising efforts.



Capital Area United Way is recognized as the premier fund raising organization for health and human service needs in the 10-parish Capital Area including Baton Rouge and surrounding parishes. Through its leadership, United Way brings together a diverse group of donors and volunteers to help its Member Agencies and others make a significant impact on the community. Its capacity will grow with the needs of the community.

### MOBILE GIVING CAMPAIGN

Capital Area United Way, one of the first non-profits in the United States to embrace the Mobile Giving channel, looked to mGive to run their text message donation campaign. The unique fundraising opportunity was completed in collaboration with United Way, a private sponsor, LSU Athletics, and Diane Allen & Associates Advertising & Public Relations, Inc.

The goal of the campaign was to unite fans to conduct the largest, one-time contribution campaign in the history of Capital Area United Way.



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[mGive.com](http://mGive.com)



## PROMOTION

### Advertising Efforts

In the days up to the in-stadium promotion, Capital Area United Way placed teasers on donated digital billboards around town to generate buzz. In addition, the Call to Action was promoted in donated print ads, radio, on Twitter and Facebook, and in a series of media interviews on television.

### Canvassing

Volunteers and staff also canvassed the local Death Valley before the game and handed out promotional items encouraging people to text in and donate. In addition, attendees entering the stadium were provided with promotional flyers.

### In Stadium

On October 24, during the LSU-Auburn game, first quarter, first timeout, LSU asked 90,000 individuals in Tiger Stadium to text LSU to 864833 to donate \$5 to Capital Area United Way by using a game announcement and jumbotron ad.



**HELP TIGER STADIUM MAKE HISTORY. AGAIN.**  
AUBURN GAME  
FIRST QUARTER  
FIRST TIMEOUT

**Today during the first timeout of the first quarter of the Auburn game We'll ask you to text on your cell phone:**

**Text: LSU To: 864833**

You'll be donating **\*\$5.00** to Capital Area United Way, as part of the largest one-day contribution in the history of United Way! No other university has ever done this before. But then, no other university is LSU!

## RESULTS

The event brought in \$8,550 with over 2,558 text messages sent. Over 800 people did not confirm the second step in the text message donation process, so Karen Profita asked fans to go back and ensure they confirmed. This resulted in an additional \$465 in donations for the organization, bringing the total to \$9,015.

*We generated an amazing buzz with this effort and introduced a new approach of fundraising to this community. It was great to see the supportive fans united to help the community.* Karen Profita, President /CEO of Capital Area United Way.

So join us. LIVE UNITED. AND HELP TIGER STADIUM MAKE HISTORY AGAIN!



Capital Area United Way

ON BEHALF OF LSU ATHLETICS AND CAUW, THANK YOU FOR YOUR GENEROUS CONTRIBUTION.

A one-time donation of \$5 will be added to your mobile phone bill or deducted from your prepaid balance. Payment processing fees are applied to this total. All proceeds are used to help support the mobile donation program. Service is available on many plans and carriers as outlined for the benefit of the Capital Area United Way by the Mobile Giving Foundation and subject to the terms and conditions at www.mgivelive.com. You can unsubscribe at any time by texting STOP to 864833.




## SNAPSHOT

Total Raised:	\$9,015
Messages Sent:	2,586
Conversion Rate:	70%
Participation Rate:	2.87%

**TIGER STADIUM MAKE HISTORY NOW!**

**Text "LSU" to 864833**

**\$5 DONATION TO THE UNITED WAY**





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