

Company profile

The Toronto Humane Society's mission is to promote the humane care and protection of all animals and to prevent cruelty and suffering. The Society provides a desperately needed adoption facility and haven for injured and abandoned animals in the City of Toronto. The injured receive veterinary care, and abandoned animals are given a safe haven 24 hours a day, 365 days a year. Immature and/or injured animals are placed in foster care until they are old enough and strong enough to be placed for adoption.

The Toronto Humane Society's Text-to-Donate Program



STORM ALERT!

We've lost some crucial supplies and our building has sustained some damage due to yesterday's devastating storm.

All our animals are fine — but the flood waters did make it into our store rooms and we've lost some everyday essentials. We need your help to restock these lost items ASAP! Anything you can afford would be greatly appreciated.

DONATE TODAY AT:

GO ONLINE
www.torontohumane.com

TEXT
You can use your mobile device to send your donation — just text message the word PAWS to 20222 to donate \$10 instantly!


TORONTO HUMANE SOCIETY
www.torontohumane.com

For more information call the Toronto Humane Society at: 416-592-2273 or go online: www.torontohumane.com

The Toronto Humane Society is new to the world of mobile giving, and they are off to an incredible start. With their first campaign having launched in July of this year, the Toronto Humane Society took full advantage of the ease by which they could display their text-to-donate call-to-action. Prior to launching, the Toronto Humane Society selected two inherently appropriate keywords to correlate with the Society's mission: PAWS and THS. To give mobile users a choice in the amount they could donate at one-time, PAWS was established at the \$10 donation price point, and THS was established at the \$5 donation price point.

With more than 14,000 animal lovers following their Facebook page, 23,000 subscribers to their e-mail newsletter, and posters displayed in the shelter and on the animal housing, it was easy to get the word out about a new way to donate and support the Toronto Humane Society's mission. On July 3, 2013, the Society did just that and introduced their Facebook friends to mobile giving, where supporters of the Toronto Humane Society could now make a \$10 donation via text to help an animal in need.

With their first text-to-donate campaign barely underway, no one could have anticipated the support the Toronto Humane Society would soon require. On July 8, 2013, torrential rain hit Toronto and some of its surrounding cities. Fortunately, all of the animals being cared for at the Toronto Humane Society were unharmed; however, the Society did lose an abundance of critical supplies. Without missing a beat, the Toronto Humane Society reached out to their supporters and encouraged Torontonians to donate online or by text to help replenish the supplies they lost in the flood. The response they received was heartwarming.

Results

The success of the Toronto Humane Society's emergency text-to-donate campaign can be measured by the amazing spike in donations on July 10th when the Society reached out on Facebook with a 'Storm Alert!' call-to-action. **On July 10th, 112 mobile donors actively responded to the call-to-action and donated a total of \$1,120.00.**

To date, the Toronto Humane Society has done incredibly well with their text-to-donate campaign outside of, and while in an emergency situation. With an eye-catching and pull-on-your-heart-strings image displayed on their website and on their Facebook page in connection to the text-to-donate program, it's no surprise that upon introducing their call-to-action on

Facebook on July 3rd, the Society had already received a total of **\$165.00 in donations from 28 mobile donors on their very first day of advertising!**

July proved to be a successful first month for the Toronto Humane Society, as they raised more than \$1,900.00 from 202 unique donors! By carefully selecting the keyword PAWS at the \$10 donation price point, the Society was able to immediately connect the text-to-donate program with animal lovers and draw attention to what donations will support. In turn, approximately **85% of donations were made through the \$10 keyword vs. the \$5 keyword**. By including a call-to-action within the shelter itself, the Society has also been able to maintain a steady flow of donations on a daily basis. The Toronto Humane Society has also embraced the option to have a follow-up text message sent to donors to encourage recurring monthly donations. By using the follow-up message option, the Society was able to convert **7% of one-time donors into monthly donors**. Additionally, of this 7%, 60% subscribed to the \$10 monthly giving option.



Impact & Feedback

When implementing a new and different way to donate, especially with charities that have already had great success with other methods of raising funds, like direct mail and online, it is often a concern that existing donation avenues will be negatively impacted by promoting a text-to-donate program. The Toronto Humane Society focused promotional efforts on offering supporters a number of ways to donate, i.e. through text AND online, instead of focusing on promoting only one particular channel. As a result, they have seen absolutely zero negative impact, comparatively speaking, on the volume of online donations since implementing their text-to-donate campaign. Not only are both ways to donate to the Toronto Humane Society thriving, but the Society has also received very positive feedback from their donors about mobile giving, indicating through Facebook messages that the text-to-donate option is a great new way to contribute.

Case Study Prepared by:

Caitlin O'Neill, Client Services Team, Mobile Giving Foundation Canada

With Credit to:

Stephanie Ratcliff, Integrated Direct Marketing Manager, Toronto Humane Society

&

Mary Bowyer, Senior Director, Development & Communications, Toronto Humane Society