

# Nourishing Potential Mobile Giving Campaign

**The Winnipeg Foundation  
& the Mobile Giving Foundation Canada**

## Overview

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This summer, The Winnipeg Foundation ran a 10-week long campaign in support of Nourishing Potential, a fund at the Foundation that makes grants to charitable organizations that provide healthy food and nutrition education to Winnipeg youth. The Foundation's overall goal was to help the Nourishing Potential fund reach a total value of \$5 million (at the start of the campaign, it was valued at just over \$4 million). This campaign also focused on raising awareness of Nourishing Potential and how it helps youth in our city.

To launch the campaign, three-time Stanley Cup champion and two-time Olympic gold medalist Jonathan Toews agreed to be an ambassador for Nourishing Potential by sharing his message of how healthy eating is key to his success. During the campaign's second week, Jonathan was part of the public Nourishing Potential grants announcement event, which received extensive media coverage from many of the major media outlets in Winnipeg, including: CBC, CTV, APTN, CJOB, Winnipeg Free Press, and the Winnipeg Sun.

Part of the campaign included recognizing donors who made gifts during the 10 weeks, with Chicago Blackhawks vs. Winnipeg Jets tickets donated to the Foundation for this purpose. Each week, two randomly selected campaign donors were recognized – one who had made a gift through traditional means (phone, mail, online, in person), and one who made a gift via text message (but only for those that completed the mobile entry submission form).

**THE WINNIPEG FOUNDATION**  
Your Community Foundation  
For Good. Forever.

**Nourishing Potential**

Nourishing Potential 2014

Thank you for supporting Nourishing Potential!

Join Jonathan's team and you could see him on the ice in an NHL game at MTS Centre! Enter your name and email address below to hear more about upcoming recognition opportunities for Nourishing Potential donors.

Yes, I would like to be considered for upcoming donor recognition opportunities.

Name:

Email Address:

The information submitted herein will be collected by the Mobile Giving Foundation Canada and provided to The Winnipeg Foundation in accordance with the Mobile Giving Foundation Canada's privacy policy at [www.mgfc.ca](http://www.mgfc.ca). This information will be used by The Winnipeg Foundation for its intended purpose only, further in accordance with The Winnipeg Foundation's privacy policy at [www.winnipegfoundation.ca/privacy-policy](http://www.winnipegfoundation.ca/privacy-policy). By clicking 'submit' you agree to these terms. For questions concerning your donation, or otherwise related to mobile giving programs, or to opt-out of future contact, please email [support@mobilegiving.ca](mailto:support@mobilegiving.ca).

CERTIFIED BY THE  
**MOBILE GIVING FOUNDATION CANADA**

*The Winnipeg Foundation leveraged a customizable mobile form. The link to the mobile form was provided within a free follow up text message sent to all mobile users that completed a text message donation.*

*This mobile form can be seen on the left. It includes a video element, two campaign specific logos, custom text, custom entry and opt-in fields, as well as custom terms and conditions.*

## Campaign Promotion

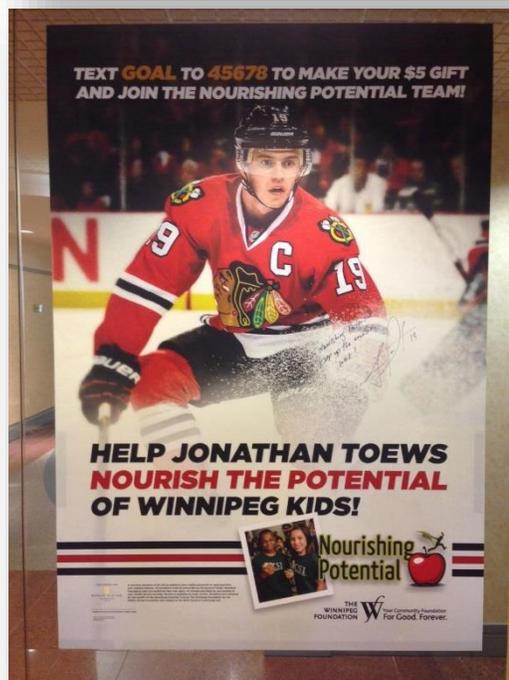
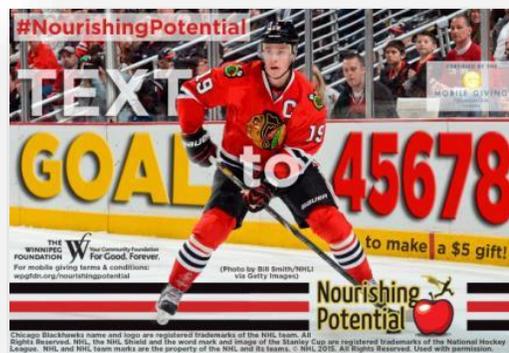
Prospective mobile donors were encouraged to “join Jonathan” and make a gift to Nourishing Potential by texting GOAL to 45678, to make a \$5 gift. Whenever possible, the mobile giving promotions were targeted to a younger demographic (18-30) of Winnipeggers with an interest in the Foundation, hockey, Jonathan Toews, charities or philanthropy.

As part of the campaign, a 30-second promotional video spot ran before every movie at Cineplex theatres throughout Winnipeg for the 10 weeks, reaching more than 500,000 guests. The video included a brief quote from Jonathan about the importance of eating healthy, footage of Jonathan playing hockey/scoring goals (with permission from the NHL), and a call to action for people to text in a gift.

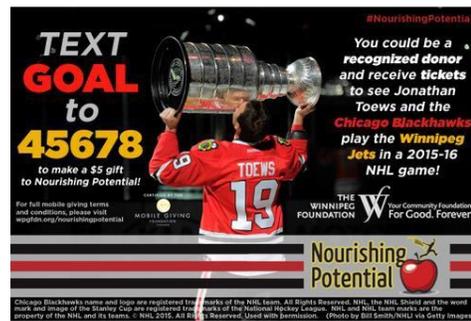
The campaign used social media extensively to promote the mobile giving option via Facebook and Twitter posts, including the hashtag #NourishingPotential. In addition to the mobile call-to-action, campaign updates were posted and success stories, articles, quotes, facts, our advertisements and donor recognition announcements were all incorporated via social media. Our Facebook and Twitter posts reached more than 50,000 users and received more than 318,000 impressions, respectively, during the course of the campaign.

Another element of the Foundation’s social media campaign was a secondary hashtag, #IJoinedJonathan. An area in our office was set up with a signed Jonathan Toews jersey and one of the large theatre-sized posters that Jonathan had also signed. Donors could have their photo taken with our camera and/or their smartphones, and then share the photo via social media with the #IJoinedJonathan hashtag.

The Foundation also promoted the text-to-give option via newspaper ads, posters, an outdoor electronic billboard at Portage and Main in downtown Winnipeg, radio interviews and features including the Foundation’s own radio program (*River City 360* on community radio station 93.7 CJNU), and articles on the Foundation’s website and Community News Commons (the Foundation’s citizen journalism project).



Every GOAL counts! Text GOAL to 45678 to make a \$5 gift to #NourishingPotential & help Winnipeg kids #ForGoodForever!



# Impact



*The text-to-donate option was positively received by donors. Donors remarked on how easy it was to make a gift.*

Weeks 1, 2 and 10 were the strongest in terms of gifts via text. These weeks coincided with the campaign launch, the Nourishing Potential grant announcement event, and the conclusion of the campaign. For half of the 10 weeks, traditional gifts outnumbered text gifts. This indicates that the text donation option did not cannibalize other gifts made through traditional channels.

Although this mobile campaign didn't meet all The Winnipeg Foundation's expectations in terms of the number of text gifts, our overall campaign outcome was still very successful, raising more than \$644,000 in 10 weeks. 155 of the 341 gifts received (45%) were text gifts, and of the text donors that submitted their contact details via the widget (50%+ of all text donors), the majority were new donors to the Foundation.

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