

# Gather Rise – International Justice Mission Canada

## Overview

International Justice Mission (IJM) Canada is a registered Canadian charity sharing IJM's global mission of ending violence against the poor in developing countries. By supporting local law enforcement, IJM Canada helps rescue victims, rehabilitate survivors, bring criminals to justice, and strengthen justice systems.

On October 1<sup>st</sup>, 2016, IJM Canada was part of Gather Women's first national conference called "Gather Rise." IJM Canada partnered with Gather Women, a national movement working "to bring Canadian Christian women together from diverse cultural, denominational, generational, and geographic backgrounds to create a strong infrastructure of connection from coast to coast. By providing the essential equipment and education, they can live their faith and put their faith in action to transform their nation."<sup>1</sup>

The event took place in Toronto, Ontario at the Winter Garden Theatre. Approximately 450 women, ranging from 30 to 60 years old, were in attendance.

## Campaign Promotion

Women gathering in to go out and effect change was a theme of Gather Rise. Kelly Cameron, the featured speaker from IJM Canada, presented the true story of Gowri: a mother caught in slavery in India who was unable protect her children. Gowri's story can be found at [www.ijm.ca/gowri](http://www.ijm.ca/gowri).



By drawing emphasis to the day's theme along with a powerful quote from Gowri's grandmother: "Life is short. While you live, you must live boldly," Kelly invited the audience to use their mobile phones to "Raise a Rescue" in India. A \$10 donation could be made to IJM Canada by sending a text message containing RESCUE2 with their full name and e-mail to 20222. The total fundraising goal was \$8,200, the approximate cost of an IJM rescue operation.

<sup>1</sup> Gather Women Canada, About, <http://www.gatherwomen.com/testing-about/>

To prepare the audience, Kelly instructed the participants to take out their cell phones and hold them up in the air. She then demonstrated the donation process on her own cell phone to ensure participants knew how to complete their donation. An image created by IJM Canada was also displayed to highlight the text message donation process: “To make a donation of \$10 text <RESCUE2 Full Name Email> to 20222.” The trailing text feature was used with IJM Canada’s text-to-donate campaign which allowed for donor information to be captured, including consent to contact donors, within the initial text message sent by donors.

To make a donation\* of \$10 text  
 <RESCUE2 Full Name Email>  
 to 20222



\*To make an anonymous donation of \$10 text  
 RESCUE2 to 20222

## Results

Within 5 minutes, IJM Canada raised a total of \$1550 through text message donations. IJM Canada mainly received positive feedback regarding the use of the text-to-donate tool. Some donors preferred to donate cash instead while others who wanted to donate a larger amount were able to do so through alternative donation methods, such as cash or credit card. Thus, demonstrating that, when called upon, donors will choose their preferred method of donating whether it be via text message, credit card, or cash.

Out of 169 text-to-donate participants, 92% completed their donation, 8% did not complete their donation, and 97% provided their contact information within the initial text message. By comparing the donor data obtained from the trailing text feature to their existing database, IJM Canada discovered that 96% of mobile donors from the Gather Rise event were newly attained donors.

| Between 11:31 AM Eastern and 11:36 AM Eastern on October 1, 2016, a total of \$1,550 was raised to benefit IJM Canada.<br>That's an average of 1 donation every 2 seconds. |       |            |   |
|--|-------|------------|---|
| Transaction Category   | Count | % of Total | Explanatory Notes   |
| Total Transactions   | 169   | 100%       | Total transactions is a combination of all accepted, incomplete, unsupported and failed.  |
| Accepted Transactions  | 155   | 92%        | An accepted transaction refers to a donation that has been completed successfully.  |
| Failed Transactions  | 1     | 1%         | A failed transaction refers to an attempt to complete a donation unsuccessfully. In this case the mobile user did not have enough prepaid funds.  |
| Unsupported Transactions   | 4     | 2%         | Unsupported transactions refer to either a SaskTel user that attempts to donate or a TELUS user that attempts to donate from a business account phone. In this case, three were TELUS users that have a business account phone, and one was a SaskTel user. |
| Incomplete Transactions  | 9     | 5%         | Incomplete transactions refer to a donation that has been initiated but has not been completed through the reply of YES when prompted. The average incomplete rate for all programs is typically between 10-20%.  |
| Unique mobile users that provided name & email   | 164   | 97%        | Note that although there were 9 incomplete transactions, each one of these included the name and the email address of the mobile user.  |
| Number of mobile users that had donated to IJM previously through other channels   | 7     | 4%         | By comparing the donor data from text donors to their existing donor database, IJM discovered that 4% of mobile donors were existing donors and 96% were new donors.  |

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