

Company profile

The Ottawa Senators Foundation empowers children and youth to reach their full potential by investing in incredible social recreation and education

programs that promote both physical and mental wellness. The Ottawa Senators Foundation supports Roger's House, a pediatric palliative care home for children and youth with life-limiting illnesses.



The Ottawa Senators Foundation Text-to-Donate Program

March 28, 2013 marked the 9th Annual Roger's House Telethon. With the telethon set to begin at 6:30pm, prior to the puck drop of the Ottawa Senators and New York Rangers game, the broadcast introduced the viewers to some of the children and families that require palliative care that count on Roger's House for support during this very difficult time in their lives. During the month leading up to this moment, the Ottawa Senators Foundation utilized various mediums to spread the word about the event and its importance to the community – especially, Roger's House.

This was not much unlike any year past in leading up to the Telethon, where the Ottawa Senators Foundation typically puts forth a communications and promotional strategy to gain as many supporters of the cause as possible. However, this year, unlike those previous, saw near full integration of the text-to-donate program as a viable means for those to support the Ottawa Senators Foundation and in turn, support the Roger's House Telethon. The text-to-donate calls-to-action for both the \$5 and \$10 donation amount were promoted through social media, positioned as an additional way for those who can, to help out, while appeals were also shared by local celebrities who helped to create viral response.

“Text SENS to 45678 for a \$10 donation”

OR

“Text SENATORS to 45678 for a \$5 donation”

The text-to-donate program was also promoted on television and in print (including newspaper, posters, and direct mail), as well as during an Ottawa Senators game (while the announcer had the full attention of the audience). The pre-event publicity helped to prime potential supporters; the text-to-donate call-to-action, particularly the keyword SENS, became a familiar brand to the various audiences exposed to it. It was no surprise then that this year's telethon was a great success, and in some ways even more of a success from year's previous.



Results

By using a wide variety of methods to promote the call-to-action for the Rogers House Telethon, and successfully incorporating text-to-donate as a part of their entire campaign strategy, more than 1,700

individuals responded. Of these individual donors, 170 donated more than once through text message, and approximately 20 donated more than twice. **As a result, the Ottawa Senators Foundation collected \$15,730 through their text-to-donate campaign!** Using the monthly recurring sustainable gift feature, which sends a follow-up message with the option to subscribe to monthly donations, the Ottawa Senators Foundation also acquired 35 new monthly donors. The 'cross-channel' approach taken by the Ottawa Senators Foundation in promoting their call-to-action made a critical difference in terms of increasing response rates. To put this in perspective, the 2013 text-to-donate program saw **an increase of 400% in total funds raised** when compared to 2012 results. In addition to the funds raised, the Ottawa Senators Foundation received a tremendous amount of positive feedback from text donors who made a point of commenting on how convenient it was to have the option to donate using their mobile phones. The Ottawa Senators Foundation is a prime example of mobile giving gone right; effective and holistic marketing when applied to a text-to-donate program can lead to success and overall, a return on the investment.

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