

World's Largest Truck Convoy for Special Olympics 2015

Special Olympics Nova Scotia and the Mobile Giving Foundation Canada



Overview

From September 8 to 30, 2015, Special Olympics Nova Scotia integrated its mobile giving program with the World's Largest Truck Convoy – an international celebration of the trucking industry that raises funds benefitting the Athletes of Special Olympics Nova Scotia. The annual Convoy campaign also seeks to increase awareness and change perceptions of those with intellectual disabilities.

Although the celebratory event takes place on a single day, the lead up campaign involves a number of promotional activities perfectly suited to facilitate the collection of donations through many channels – including mobile giving.

Special Olympics Nova Scotia leveraged all four donation amounts as a part of its mobile giving program. Mobile phone users could choose the amount they wished to donate – \$5, \$10, \$20, or \$25.

Campaign Promotion

Special Olympics Nova Scotia used various social media channels to spread awareness around its campaign, asking potential donors to text CONVOYNS to 20222 to donate \$5, \$10, \$20 or \$25. Local radio stations also played a role in campaign promotions by helping to publicize how individuals could get involved. Most significant though were banners that displayed the mobile giving call-to-action on the side of participating trucks, which were seen by families and individuals alike as they drove through each community.

With an already large fan base, adding the mobile giving element was a great way to turn these fans into donors. It was something new not only to Special Olympics Nova Scotia, but also to all of the fans that follow the Truck Convoy each year.

Impact

Unsure of audience size, demographics and whether mobile donors had donated via other means in the past, Special Olympics could only determine the success of the mobile giving program by assessing other measurable variables, including: the rate of incomplete donations; the rate of failed donations; and the total number of donors that could be further broken down by the donation amount chosen.

The incomplete donation rate represents the number of mobile users that texted CONVOYNS to 20222 but did not reply affirmatively to complete the donation. The average incomplete rate across

all mobile giving programs is typically 11-13%. The incomplete rate for the CONVOYNS program was only 8%. What is striking about this is that one would expect the incomplete rate to be higher for programs that also include the extra step of having mobile users respond with the intended donation amount before getting to reply YES and complete the donation. This was not the case with the Convoy campaign, and in fact, one could deduce that giving mobile users the choice of donation amounts actually improved overall conversion rates when compared with all other mobile giving programs.

The failure rate represents the number of mobile users that attempted to make a donation, but could not complete the transaction due to a variety of reasons such as insufficient funds or plan-specific settings that prevent any premium charges to a particular user's account. The average failure rate is typically around 4%, while the CONVOYNS program experienced only a 2% failure rate.

In total, 111 mobile users donated via the Convoy mobile giving program. Of which, the following can be noted:

- 59% donated \$5
- 23% donated \$10
- 10% donated \$20
- 8% donated \$25

Conversely, and proportionate to the total dollar value of funds raised (\$1,025), the following can also be noted:

- 32% of total from \$5 donors
- 25% of total from \$10 donors
- 23% of total from \$20 donors
- 20% of total from \$25 donors

Although the majority of mobile users chose to donate \$5, the total dollar value derived from each donation amount offered does not differ greatly from one to another.

Overall, the mobile giving program was a success in the minds of those with Special Olympics Nova Scotia. Initially, the mobile fundraising goal was just to cover the cost of running the program, but that was far surpassed. In this first foray into mobile giving for the Special Olympics Nova Scotia, the mobile donations made up approximately 1% of the 2015 Convoy campaign. However, it is very important to note that there was no evidence to show that including the mobile giving option impacted other giving channels. Rather, it served as a complementary means by which Convoy fans could use to become donors.

Contact:

Anne Marie Shannon, *Director
Events and Communications,*
Special Olympics Nova Scotia
amshannon@sportnovascotia.ca

Katherine Winchester, *Manager,*
Mobile Giving Foundation Canada
kwinchester@mobilegiving.ca

