



MOBILE
GIVING
FOUNDATION
CANADA



IJM

Mobilizing Women for Justice

On October 1, 2016, International Justice Mission (IJM) Canada partnered with Gather Women for the Gather Rise conference in Toronto, where 450 women gathered to inspire action and faith.

Kelly Cameron, IJM's Manager of Strategic Engagement, shared Gowri's story — a mother caught in slavery in India — and encouraged attendees to donate \$10 via text to support IJM's rescue efforts.

A NEW PATH FORWARD

At an in-person event, International Justice Mission combined live storytelling, a clear fundraising goal, and a real-time demo to drive action.



IJM combined emotional storytelling with a simple, immediate donation process. The \$10 price point and live demonstration made participation easy and accessible, while real-time tracking and transparency reinforced donor confidence.

HIGHLIGHTS

- **Storytelling to Inspire:** IJM's live presentation and Gowri's story created emotional urgency.
- **Clear Call to Action with Trailing Text Feature:** Donors were instructed to text "RESCUE2 [Full Name Email]" to 20222 for a \$10 donation.
- **The trailing text feature** allowed IJM to collect donor names and emails, strengthening future outreach and engagement.
- **Live Demonstration:** IJM demonstrated the process on stage to build confidence and participation.
- **Give in the Moment:** 169 donations in 5 minutes proved text-to-donate enables giving when people feel most compelled.

- **Clear Call to Action:** Donors were prompted to text "RESCUE2 [Full Name] [Email]" to 20222 for a \$10 donation making it simple and engaging to participate.
- **Built-In Data Capture:** By including their name and email as part of the message, donors triggered the trailing text feature, allowing IJM to seamlessly collect contact information for follow-up and future engagement.

IMPACT HIGHLIGHTS

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.

 **169**
DONATIONS MADE VIA TEXT

 **\$1,550**
RAISED VIA TEXT-TO-DONATE

 **5 minutes**
TIME DONATIONS WERE COLLECTED

WHY IT WORKED

- **Make It Personal:** Emotional storytelling creates urgency and connection.
- **Simplify the Process:** Clear, direct instructions increase donor participation.
- **Leverage Data:** Capturing donor information allows for future engagement.

