



MOBILE
GIVING
FOUNDATION
CANADA



OTTAWA
SENATORS
foundation

Blending Digital & Traditional Tactics Led to 400% Increase in Funds Raised.

During an Ottawa Senators game in March 2013, the Foundation partnered with MGFC to launch a text-to-donate campaign in support of the 9th Annual Roger's House Telethon.

The campaign supported by TV, print, social media, and elevated by local celebrities, boosted awareness and offered a new and accessible way to support pediatric palliative care.

HIGHLIGHTS

Scoring Big with Mobile Giving

- Make It Simple: Easy-to-follow donation methods increase participation.
- High-Visibility Moments: In-game announcements and social media boosts increased responses.
- Celebrity Engagement: Local celebrities and players promoted the campaign on TV and social media, boosting visibility and inspiring fan donations.
- Cross-Channel Approach: Coordinated outreach across multiple platforms boosts reach and engagement.

A NEW PATH FORWARD

To maximize the impact of their annual Roger's House Telethon, the Ottawa Senators Foundation paired a clear and compelling text-to-donate call-to-action with a dynamic multi-channel promotion strategy.



By engaging fans during the live game, leveraging local celebrity support, and offering monthly donation options, the campaign created multiple touchpoints for donor engagement and long-term impact.

IMPACT HIGHLIGHTS

Impactful messaging proved essential, with many donors responding positively to clear statements connecting their gift to real-world outcomes.



1,700
TOTAL DONORS



\$15,730
RAISED VIA TEXT-TO-DONATE



35
SIGNED UP TO DONATE A MONTHLY RECURRING GIFT



10%
DONORS GAVE MORE THAN ONCE

WHY IT WORKED



- ➔ The text-to-donate program offered a convenient, real-time approach to engaging supporters during the game.
- ➔ The recurring gift option helped convert one-time donors into long-term supporters.
- ➔ Pre-event and live-event promotion ensured high visibility and audience engagement.

Start your own campaign: support@mobilegiving.ca