



MOBILE
GIVING
FOUNDATION
CANADA

SPCA
Nova Scotia

The Nova Scotia SPCA lives by open-admission and no-kill principles, helping over 16,000 animals each year through rescue, rehabilitation, and rehoming.

Thanks to their proactive partnership with MGFC, they were well-prepared to act fast in moments of crisis, turning urgent need into tangible support.

In 2019 and again in 2022, the SPCA faced unexpected emergencies that stretched their resources. Because they already had an active text-to-donate campaign and a strong digital presence in place, they were able to respond quickly with targeted campaigns that inspired immediate action and generous giving.

WHY IT WORKED

- With text-to-donate already live, the SPCA activated donations instantly.
- Donors understood exactly how their donation would help, prompting immediate action.
- Real animals and urgent needs created emotional connection.
- Supporters shared their giving experience, driving peer-to-peer momentum.
- Local media, emergency emails, social content, and QR-coded kennel tags extended reach.

CAMPAIGN TACTICS

2019: Puppy Litters Overwhelm Shelter

Three new litters of puppies brought the number of dogs under the Nova Scotia SPCA's care to 53, well beyond the shelter's capacity. A text-to-donate campaign was launched alongside a media push sharing stories of the pups in need.

A clear call-to-action, emotional storytelling, and the ease of mobile giving helped raise over \$26,000 in just three days, enough to provide medical care, rehabilitation, and supplies for every dog.

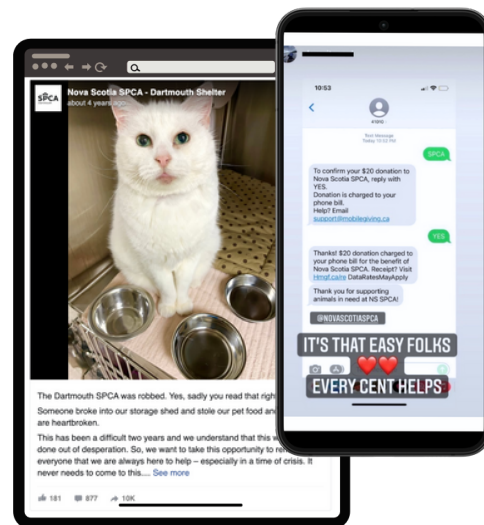
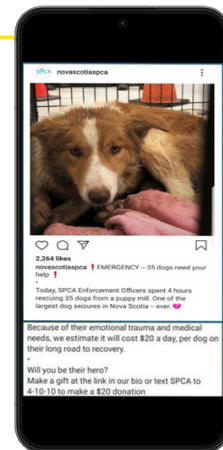
2022: Shelter Robbed, Urgent Needs Emerge

After thieves stole essential equipment from the SPCA shelter, the team turned to social media. A single tweet with a mobile giving ask, "Text SPCA to 41010 to donate \$20", sparked a wave of generosity.

Within one hour, over \$5,000 had been raised. By the days end, the total reached \$32,000.

Supporters shared screenshots of their donations, showing how easy it was to give. This sparked a wave of peer-to-peer momentum that helped the campaign go viral.

Just as important was the SPCA's ability to show the real-world impact. Photos of empty dishes created an emotional connection, and made the loss tangible. Supporters could see exactly how their gift was helping.



IMPACT HIGHLIGHTS



53 Dogs received immediate care thanks to mobile donations



\$26,000+
RAISED VIA TEXT-TO-DONATE



2019 Campaign Story
[Read on LinkedIn](#)



Equipment replaced quickly after theft through 2022 campaign



\$60,000+
RAISED VIA TEXT-TO-DONATE



2022 Campaign Story:
[Read the Blog](#)

Start your own campaign: support@mobilegiving.ca