

FEATURE SPOTLIGHT

SUB KEYWORDS



Targeted Giving, Smarter Fundraising

Sub-keywords give charities the power of many campaigns while using only one main keyword. Donors get a consistent, seamless experience while you track where gifts should go, whether by school, region, team, or even individual animals in care.

You can use up to 50 sub-keywords at no extra cost.

Say you have 45 animals in your shelter, each one could have its own sub-keyword. For example, adding the animals name after the keyword LOVE, supporters have the power to donate to the animal they want to support (e.g. LOVE REX or LOVE LUNA).

WHEN TO USE



Track donations across regions or programs



Encourage teams to fundraise together



Highlight specific animals, shelters, or cases



Stretch your campaign investment further

VALUE & IMPACT

Sub-keywords make it easier to fundraise for multiple programs, teams, or causes, all while giving donors a simple, seamless donation experience. They help you track donor intent and ensure funds go exactly where supporters want them to.

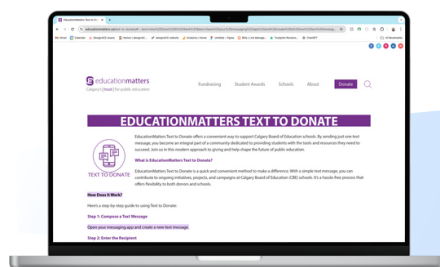
Using MGFC's reporting tools, you can see which sub-keyword was used and confidently allocate donations to the right program, school, or animal in care. It's a smart way to keep your back-end organized and your donor communications crystal clear.

EXAMPLES IN ACTION

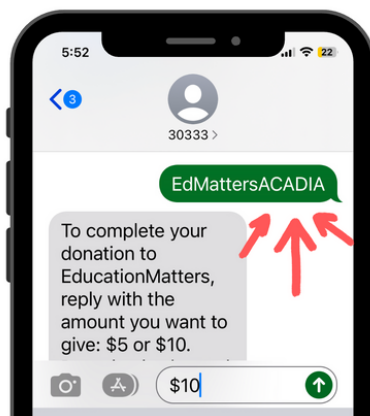


Calgary's | trust | for public education

EducationMatters uses sub-keywords to let donors support over 230 Calgary schools individually. Their dedicated landing page lists sub-keywords for each school so supporters can give directly to the one that means the most to them.



EducationMatters Text to Donate CBE Keywords	
School Name	Keyword
A. E. Cross School	AECROSS
Abbeydale School	ABBEY
Acadia School	ACADIA
Alex Munro School	AMUNRO
Alexander Ferguson School	AFS
All Boys Program	ALLBOYS
Altadore School	ALTA
Alternative High School	ALTHIGH
Andrew Sibbald School	SIBBAL
Annie Foote School	AFOOTE
Annie Gale School	AGALE
Arbour Lake School	ARBOUR
Auburn Bay School	AUBURN
Balmoral School	BALMOR
Banff Trail School	BANFFT
Banting and Best School	BABEST
Battalion Park School	BATTP
Bayside School	BAYSIDE
Beddington Heights School	BEDDH



For instance, texting EdMattersACADIA to 30333 sends funds directly to Acadia School, while EDMATTERS alone goes to the general fund.

This system powered their “Loonies for Literacy” campaign, helping create school pride, donor confidence, and clear impact tracking.

Start your own campaign: support@mobilegiving.ca