



MOBILE  
GIVING  
FOUNDATION  
CANADA



## CKUA Radio Network Tunes into Mobile Giving Success

For nearly a century, CKUA has inspired over 494k monthly listeners with music, culture, and thoughtful programming, strengthening Alberta's arts community and reaching audiences worldwide.

In 2020, they partnered with MGFC to introduce text-to-donate, raising more than \$20,000 in the first month. This success was built on a strong spirit of collaboration—working together to adapt the campaign to CKUA's unique needs and create a donor experience that truly resonated with their audience.

## HIGHLIGHTS

- Meeting donors where they already are: engaged, on-air, and on their phones
- Launching during their annual fundraiser to maximize urgency and participation
- Unique follow-up messages encouraged donors to share their stories, request songs, and deepen their connection with CKUA.



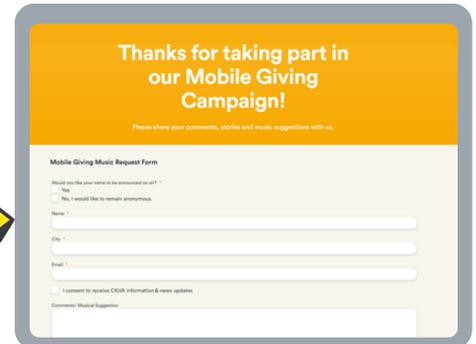
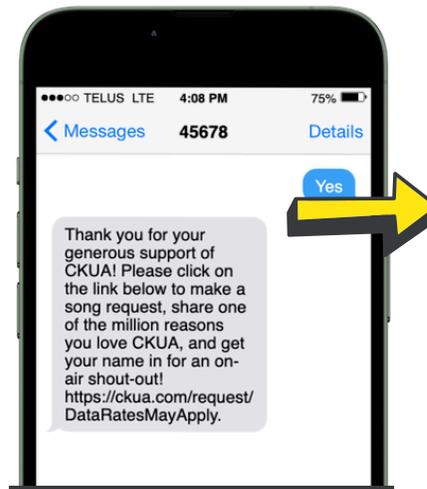
*"This effort has significantly contributed to our year-round fundraising. The services that Mobile Giving Foundation Canada offers enhance and support our other ongoing fundraising campaigns. Thank you, team MGFC!"*

*- Karla Schell, Director of External Relations, CKUA*

## COLLABORATION IN ACTION

Working closely with MGFC, they customized their text-to-donate program to fit the unique dynamics of live radio, introducing a tailored contact form and creative follow-up messages that invited supporters to make song requests, share stories, and even receive on-air shout-outs.

These personalized touches transformed a simple donation into an engaging experience, extending participation well beyond the initial gift and proving how powerful mobile giving can be when adapted to an organization's needs.



*"MGFC worked with us to find unique ways to customize the donation path for our loyal listeners." - Karla Schell, Director of External Relations, CKUA*

## IMPACT HIGHLIGHTS

By working with MGFC, CKUA's text-to-donate campaign was tailored to fit their unique needs.



**\$20,000**

RAISED IN FIRST MONTH OF CAMPAIGN

The result?

- \$20,000+ raised in month one
- Enthusiastic feedback from listeners
- Deeper community bonds

**When you work with MGFC, we help customize your campaign so it doesn't just raise funds, it makes a lasting impact.**

*"I love the new text option and encourage other listeners to try it out—such an easy way to donate!"*

*"It was so easy to add to our donations by texting during the Double Your Dollars segment, and I did just that!"*

*"I just topped up my donation using the texting option. What a great idea! So easy and simple."*

Start your own campaign: [support@mobilegiving.ca](mailto:support@mobilegiving.ca)