



MOBILE  
GIVING  
FOUNDATION  
CANADA



For over four decades, The Snowsuit Fund has helped Ottawa's most vulnerable children stay warm through winter, distributing over 16k snowsuits annually to kids 15 and under.

In 2021, they introduced Text-to-Donate with a simple \$25 ask—the maximum amount donors can give by text. Working closely with the MGFC team, they added a thoughtful follow-up message inviting donors to send a second \$25 gift, covering the full cost of a snowsuit.

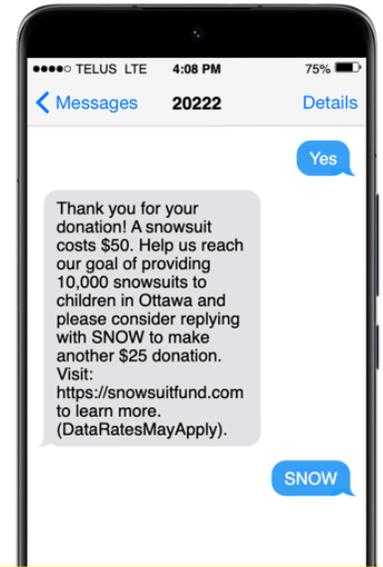
The result? Over \$38,000 raised, 1,059 donors engaged, and 40% who gave twice to keep kids warm.

## INNOVATION IN ACTION

### Flexible Follow-Up Messaging

The Snowsuit Fund made strategic use of MGFC's Flexible Follow-up Message feature. After a donor's first gift, they received a personalized message reminding them that each snowsuit costs \$50 and inviting them to reply SNOW to send a second \$25 donation toward their goal of outfitting 10,000 Ottawa children.

This tactic doubled the opportunity for impact. Many donors responded with a second gift, showing how small, well-timed prompts can turn generosity into ongoing support.



## IMPACT HIGHLIGHTS

 **1,059**  
UNIQUE DONORS

 **\$38,000+**  
RAISED IN JUST 30 DAYS.

 **40%**  
DONATED MORE  
THAN ONCE

 **700**  
CHILDREN OUTFITTED  
WITH WARM SNOWSUITS.

## KEY LESSONS

- **Small Gifts Add Up:** At just \$25, donors saw how their contribution created a tangible impact.
- **Follow-Ups Multiply Impact:** Thoughtful reminders prompted repeat donations from nearly half of supporters.
- **Ease Drives Participation:** The simplicity of text-to-donate attracted new donors and made giving inclusive.
- **Grassroots Power:** Even without government funding, a community-driven campaign can fuel large-scale impact.

”  
*“Thanks to our first ever text-to-donate campaign using the Mobile Giving Foundation Canada platform, The Snowsuit Fund of Ottawa can provide 700 snowsuits to needy kids in our community this winter! At the \$25 donation level, that’s a lot of new donors texting ‘S-N-O-W’ and sharing their warmth. The MGFC team made it so easy to implement and we can’t wait to do it again next season.”*

— Karen Wood, Fundraising Lead

## HELPFUL RESOURCE



[Watch the Video](#)

**Stronger follow-ups drive stronger donor relationships.**

This event replay shares practical tactics for crafting well-timed, donor-focused messages that inspire second gifts and deepen engagement, strengthening your overall donor stewardship strategy.

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