



MOBILE  
GIVING  
FOUNDATION  
CANADA

L'ITINÉRAIRE

For over 30 years, Le Groupe communautaire L'itinéraire has played a vital role in Montréal's social fabric, using journalism, social enterprise, and community action to support people experiencing homelessness and marginalization. At the heart of its mission is the organization's magazine, *L'itinéraire*. Created, distributed, and sold as a tool for income, dignity, and connection.

Since 2019, Le Groupe communautaire L'itinéraire has partnered with MGFC and used text-to-donate to support its mission. Their primary call-to-action is simple and accessible: Text CAMELOT to 30333 to give \$5.

## HIGHLIGHTS

- Since 2019, L'itinéraire has raised over \$28,000 through thousands of small gifts.
- Their follow-up message is updated bi-monthly with a direct link to the newest edition of their magazine, turning a standard thank-you into a dynamic experience for donors.
- Strategic use of sub-keywords allows them to track specific initiatives and locations while keeping one consistent public-facing keyword.

## CAMPAIGN TACTICS

### Turning a Follow-Up Message into a Living Touchpoint



L'itinéraire updates its follow-up message twice a month. Instead of sending a static thank-you, donors receive a fresh link to the latest edition of their editorial magazine.

This means every donor gets immediate access to current stories, voices, and impact. The message becomes more than confirmation. It becomes content and keeps donors connected to the mission long after the \$5 gift is made.

### Smart Use of Sub-Keywords

The organization also uses sub-keywords to track different initiatives, campaigns, and likely locations. This allows them to see what's working at a more granular level without changing the main public-facing keyword.

Some examples include:

- camelotMARC
- camelot44

This flexibility has been promoted on social media, especially during moments like the Canada Post strike, where they encouraged supporters to text specific phrases to ensure continued access to the magazine.

Instead of pausing engagement during disruption, they used mobile as a workaround.



## IMPACT HIGHLIGHTS



**\$28,170**

RAISED SINCE 2019



**5,394**

DONATIONS MADE SINCE 2019

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