



MOBILE
GIVING
FOUNDATION
CANADA

FUNDRAISING DIRECT
innovation • creativity



In May 2016, wildfires forced the evacuation of more than 80k residents in Fort McMurray, Alberta. As Canadians watched the crisis unfold, many looked for a simple, immediate way to help.

The Canadian Red Cross, in partnership with the MGFC and Application Service Provider, Fundraising Direct, quickly launched a national text-to-donate campaign to support emergency relief efforts.

Within hours, Canadians began responding. By the morning of May 1st, an outpouring of donations had already come in overnight. In the days that followed, hundreds of thousands gave what they could, showing the power of the collective in a moment of need.

10 years later, this campaign remains a powerful example of how text-to-donate can mobilize a nation, achieving the highest response in MGFC's early history.

HIGHLIGHTS

- A clear, simple text-to-donate call-to-action allowed people to give in seconds, turning urgency into immediate support
- The highest single-day donation volume in MGFC's history, with hundreds of thousands of Canadians giving within days of the crisis
- 90% of donors were new to the Canadian Red Cross, showing how mobile giving reaches new audiences
- With an active text-to-donate campaign already in place through MGFC, donations were able to flow in immediately when they were needed most
- Strong collaboration between the Canadian Red Cross, MGFC, and Fundraising Direct helped drive results and convert over 6,000 donors into ongoing monthly supporters

CAMPAIGN TACTICS

Rapid Emergency Activation

The campaign was launched quickly in response to an urgent, national crisis. Because the Canadian Red Cross had already activated text-to-donate for previous campaigns, the program was ready to go with minimal updates—giving Canadians a fast and accessible way to help.

Strong Collaboration Across Partners

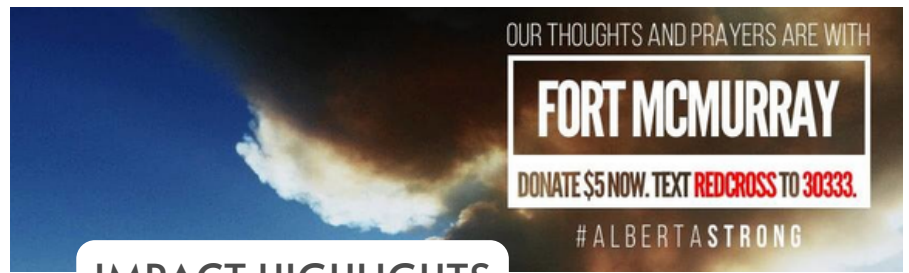
This campaign was driven by close collaboration between the Canadian Red Cross, MGFC, and Fundraising Direct. As an approved Application Service Provider, Fundraising Direct supported campaign execution, donor engagement, and follow-up strategy, helping convert immediate support into longer-term relationships. With 26% of donors opting in to be contacted directly by the charity, the campaign supported meaningful follow-up outreach and ongoing engagement.

National Reach and Real-Time Giving

The campaign spread quickly across social media, media coverage, and community partners, all sharing one simple call-to-action.



Wherever Canadians saw the message, they could act immediately and give in seconds.



IMPACT HIGHLIGHTS

- Reached entirely new audiences, with 90% of donors giving to the Canadian Red Cross for the first time
- Engaged younger supporters, with 61% of donors under the age of 35

233,000+
UNIQUE DONORS



\$1,600,000+

RAISED BY THE END OF MAY 2016
THROUGH MOBILE GIVING ALONE



6,000+

DONORS OPTED INTO
MONTHLY GIVING

Start your own campaign: support@mobilegiving.ca