



MOBILE
GIVING
FOUNDATION
CANADA



ORCHESTRE
MÉTROPOLITAIN
Yannick Nézet-Séguin

Your donation makes waves.

Each summer, Orchestre Métropolitain brings music to the heart of Montreal with its outdoor concert series at the foot of Mont-Royal. Thousands gather to experience live orchestral music in an open, accessible setting.

To support this beloved tradition, the organization launched a simple and memorable mobile giving campaign built around one powerful line: Your donation makes waves.

The message connected music and movement. One small gift could ripple outward, helping keep concerts free and accessible for all.

Supporters were invited to Text OM to 20222 to give \$5.

HIGHLIGHTS

- \$3,680 raised in July 2025 through 736 five-dollar donations, proving that small gifts can add up quickly.
- Strong on-site promotion at the outdoor Mont-Royal concert series encouraged real-time giving through Text OM to 20222.
- A memorable social media tagline, “Your donation makes waves,” created buzz, reinforced the keyword, and connected the emotional power of music to immediate mobile action.

CAMPAIGN TACTICS

Live Event + Mobile Simplicity

The campaign was prominently promoted during the outdoor concert series, especially at the final performance on July 30, 2025. On-stage mentions and visual displays encouraged the crowd to take out their phones and give in the moment.

The \$5 donation level made participation easy. It felt accessible, spontaneous, and aligned with the joyful energy of a summer concert.



At the same time, Orchestre Métropolitain used social media to build excitement and reinforce the keyword. Posts highlighted the tagline “Your donation makes waves,” shared visuals from the event, and clearly displayed the call-to-action: Text OM to 20222.

This multi-channel approach ensured supporters saw the message before, during, and after the concerts.



IMPACT HIGHLIGHTS



\$3,680

RAISED IN JULY 2025



736

\$5 DONATIONS MADE



\$2,915

RAISED DURING THE FINAL CONCERT ON JULY 30 ALONE



583

DONATIONS MADE IN A SINGLE EVENING

Start your own campaign: support@mobilegiving.ca