



MOBILE  
GIVING  
FOUNDATION  
CANADA



Montreal  
Canadiens  
Children's  
Foundation

The Montreal Canadiens Children's Foundation, a registered charity affiliated with the Montreal Canadiens Hockey Club, encourages sports participation and physical activity among youth aged 4 to 17 from underserved communities across Quebec. Through its initiatives, the Foundation aims to act as a catalyst for social change by promoting healthy lifestyles through the creation of environments and opportunities that encourage sport participation, perseverance, and the joy of being active.

By partnering with MGFC, the Foundation sought to provide its supporters with a simple and accessible giving tool- making donating as easy as cheering Go Habs Go!

The Foundation integrated Text-to-Donate into its fundraising toolkit, allowing Canadiens fans and the general public to support children's physical activity programs in just seconds from their mobile phones. The call to action couldn't be simpler: Text HABS to 45678.

## HIGHLIGHTS

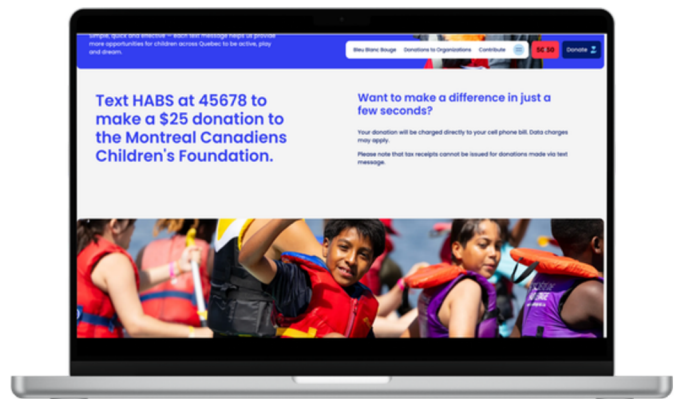
- Integrated into high-profile, high-engagement events such as the annual RadioTéléDON, providing a simple way to turn fan enthusiasm into support for the cause.
- Beyond fundraising campaigns, Text-to-Donate remains a simple and accessible giving option available year-round.
- By including Text-to-Donate alongside other donation methods on its website, the Foundation reinforces the legitimacy of the channel and ensures consistent visibility beyond specific fundraising campaigns.
- Because recurring giving can be enabled from the outset, a one-time \$25 donation can easily become a monthly gift, transforming a spontaneous contribution into long-term donor support.

## CAMPAIGN TACTICS

### Consistency On and Off the Ice

The Foundation uses several high-visibility channels to promote Text-to-Donate:

- During the annual RadioTéléDON, the call to action is displayed on the centre-hung scoreboard at the Bell Centre, as well as on screens throughout the corridors, lounges, and suites.
- Text-to-Donate is also featured among the donation options available on the Foundation's website.
- On social media platforms such as Instagram and X, the Foundation regularly shares its keyword and short code to encourage donations.



### Pairing media energy with mobile action.

Each year, the Foundation reactivates its Text-to-Donate campaign for the RadioTéléDON broadcast during a Canadiens game on RDS and the Club's partner radio stations.



### Recurring giving in action

The Foundation also takes advantage of MGFC's built-in recurring donation option, which makes it easy to convert one-time gifts into monthly donations. By keeping this feature active year after year, the Foundation maximizes the program's value and its ability to build long-term relationships with donors, rather than treating it as a seasonal or one-time fundraising tool.

## IMPACT HIGHLIGHTS



**\$40,055**

RAISED SINCE 2022



**2,924**

DONATIONS MADE SINCE 2022

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