



MOBILE
FUNDRAISING

CASE STUDY:
SHOUT FOR MAMA

Shout.

OVERVIEW

- Mobile fundraising
- Case Study: Shout for Mama



TRADITIONAL FUNDRAISING

- Face to face
- Direct mail
- Telemarketing
- Raffles
- Etc



TYPICAL DONOR PROFILE

-Over 55

-Female



INNOVATION – AN INTEGRAL PART OF FUNDRAISING IN THE FUTURE

- Engage new donors
- Stay ahead of the pack
- Needs investment and agility
- A well structured test plan
- Be prepared for failure



IT'S A MOBILE WORLD

- Latest statistics suggest that over 80% of people visit Facebook on their mobile rather than their desktop
- Over 73 per cent of Australians own a smartphone but only 16 per cent of charities offer a mobile optimised website
- 61% of Australians aged 16+ have smartphones (48% a year ago)
- 74% of Australians consume the internet (via mobile or laptop) at the same time as TV (multi-screening)



DONOR ACQUISITION IN A MODERN WORLD

- Face to face still king
- BUT movement towards a two stage recruitment approach
- Low cost, once off proposition followed by a regular giving ask



CASE STUDY: SHOUT FOR MAMA

- Background
- Channels
- Outcomes



TVC



RADIO

- Live reads
- interviews



DIGITAL

- Geo-targeted mobile advertising
- On-line (website)



OUTDOOR

- Rock posters
- At event activation



OUTDOOR



SOCIAL MEDIA

- Ambassador outreach
- Story arching and content



PR

- Print
- Radio
- Online



CORPORATE PARTNERS

- Mitre 10 – online and eDM
- Bisley
- NAB
- Suzuki – dealer activation
- RT Edgar – DM, outdoor and online



OUTCOMES

- Over \$50K raised for NBCF
- 2909 Shouts
- Average Shout: \$12.73
- Total campaign value: \$1,005,636

Social Media

- 511.455 accounts reach
- 1,352,440 impressions



QUESTION BREAK





**A
LOT
CAN
HAPPEN
FROM
A
LITTLE**

Shout.

SHOUTFORGOOD.COM
INFO@SHOUTFORGOOD.COM

Shout.

Shout.