Shout.

MOBILE FUNDRAISING

CASE STUDY: SHOUT FOR MAMA

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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

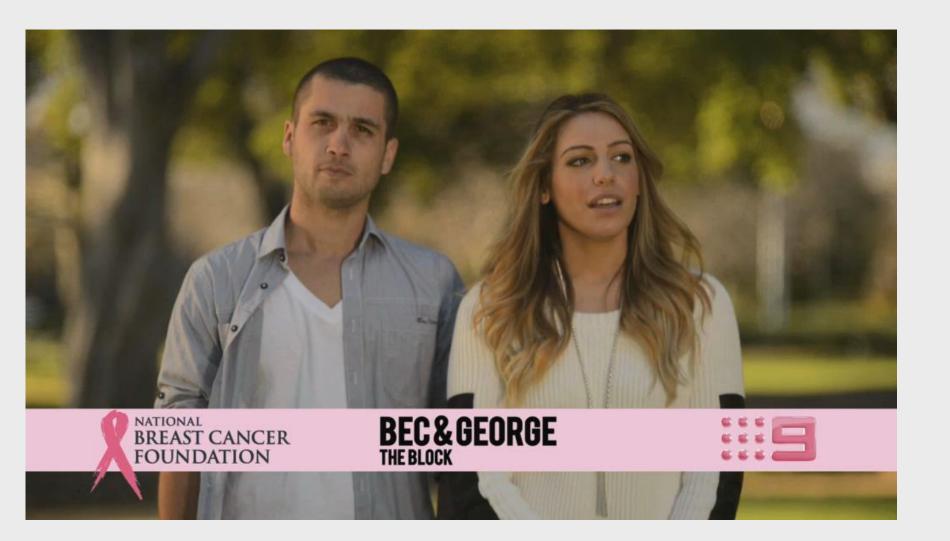


CASE STUDY: SHOUT FOR MAMA

- -Background
- -Channels
- -Outcomes



TVC



RADIO

- -Live reads
- -interviews



DIGITAL

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



OUTDOOR

- -Rock posters
- -At event activation



OUTDOOR



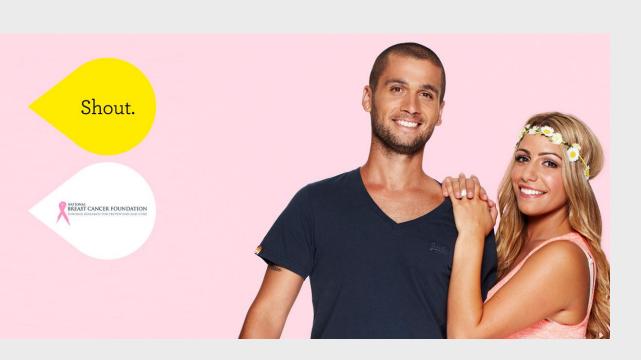






SOCIAL MEDIA

- -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

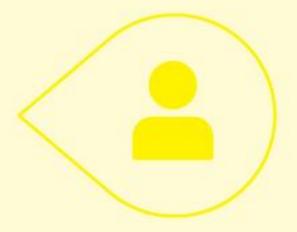
- -Over \$50K raised for NBCF
- -2909 Shouts
- -Average Shout: \$12.73
- -Total campaign value: \$1,005,636

Social Media

- -511.455 accounts reach
- 1,352,440 impressions



QUESTION BREAK





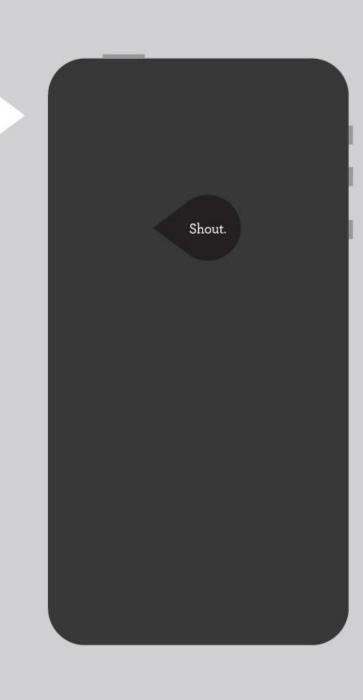












Shout.