

TEXTING FOR DOLLARS: CAMPAIGN CASE STUDY

DMAW SOCIAL MEDIA DAY

NO CHILD SHOULD GROW UP HUNGRY.

NO KID HUNGRY




What is Share Our Strength?



- The leading national organization working to end childhood hunger in America.
- Since 1984, we have raised over **\$250 million** through pioneering culinary events, cause marketing initiatives and partnerships with leading corporations like AT&T, the Food Network and American Express, as well as the generosity of individual donors.
- Our innovation and creativity have helped us earn our reputation as one of America's most effective and high-impact nonprofits.

NO KID HUNGRY



Operation No Kid Hungry


WHO: AT&T, Communications Workers of America, the Mobile Giving Foundation, and Share Our Strength

WHAT:

- **Text-giving program** where wireless users can donate \$5 to Share Our Strength by texting SHARE to 20222, which AT&T will generously match up to \$100,000
- **AT&T Pioneers food drive** benefiting Share Our Strength grantees

WHY: To respond to President Obama's call for corporations to serve

WHEN: launched 01/12/09



NO KID HUNGRY



Phase One promotion: AT&T

- Advertisements at DC area airports
- Signage and text giving and ringtone cards at AT&T sponsored events, including Pebble Beach, Spurs games, etc.
- Heavy media push, including Sunday morning talk shows PSA
- Promotion on AT&T website (including homepage)
- Internal communications to 300K employees, including two videos



Airport Advertisement

1 out of 6 children
will worry about when their next meal will come. That's more than 12 million children in America.

Share Our Strength® is the leading national organization working to make sure no kid in America goes to bed hungry. We weave together a net of community groups, activists and food programs to catch children at risk of hunger and ensure they have nutritious food where they live, learn and play.

SHARE OUR STRENGTH
WE CAN FEED AMERICA

www.strength.org

We can change this. Text "SHARE" to 20222 to donate \$5 to Share Our Strength.

AT&T



AT&T videos/PSA



[Bryan Clay, Olympic Athlete](#)



[30 second PSA](#)



Promotion: Share Our Strength

- Homepage hijack/sidebar promotion
- Blogger outreach: ~125 blog hits(+\$3K+ online \$)
- Additional social media outreach via Facebook/Twitter
- Traditional media outreach
- E-newsletter feature, which reaches 30K
- Integration into various events

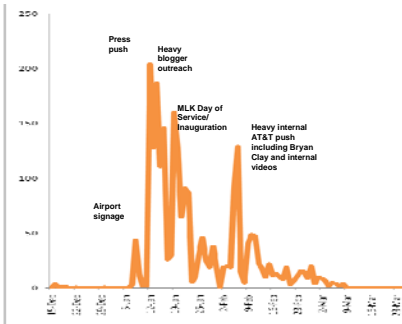


Web widget





Phase One Inflection Points





Opportunities...

- There are 1.8M nonprofits in the US and less than 500 have text giving campaigns: get in on ground floor!
- Great way to diversify funding base and augment current fundraising programs/ events.
- Has led to ripple effect gifts, greater exposure for our brand and awareness about hunger, as well as to additional social media campaigns that have yielded an additional ~\$28K.
- We are eager to explore monthly recurring donations and opt-in features to build relationship with text donors.



Lessons Learned So Far

- **Trust/Education:** Text giving is still new. Building trust and educating donors are key.
- **Engage:** Just handing out text giving cards doesn't work as well as explaining they how/why of our work—and it's hard to get people's attention in crowds.
- **Create a moment:** Alicia Keys/American Idol example.
- **Mix it up:** On-and offline promotion/Viral and traditional media to reinforce messaging from other channels
- **Keep Call to Action Simple:** Our message was complicated b/c we were also promoting the food drive.
