



MOBILE PLEDGING CASE STUDY FOR



Overview

Today's Hope founder Graydon Agar and Forbidden Fashion Show producer Eduardo Khawam asked Atomic Mobile to find a way for attendees at the Seattle event to use their mobile phones to pledge donations, helping children with Autism Spectrum Disorder. Atomic responded by creating the Atomic Pledge platform and providing pledging services to Today's Hope at cost.

By sending a mobile text message with the word "HOPE" to a number provided by Atomic Mobile, guests could engage in an interactive conversation with Atomic's pledge platform, declare a pledge, share their email address, and complete their donation by way of a credit card payment over a secure mobile optimized webpage. Guests who pledged also received a follow-up email with instructions on how to complete their donation at a later time, if they had chosen not to pay via the mobile payment page.

Promotion

The mobile pledging opportunity was promoted several different ways. A simple call to action was created, stating: ***Donate Now! Text HOPE to 206.673.2752***

- Prior to, and directly following the event, a large wall projection displayed the call to action along with a "pledge meter" which showed the total amount of pledges received that evening. Projection of the call to action was prohibited during the event itself as it would distract people on stage.
- Two 5-foot roll-up banners were placed at the entrance to the venue which contained the call-to-action
- Each attendee was given a printed program containing the call-to-action.
- Halfway through the event, Mr. Agar of Today's Hope took the stage to talk a little about the challenges of ASD and to ask people to make a mobile pledge.

How It Worked

The pledge worked as follows:

- Potential donor sends a text with the word **HOPE** to 206.673.2752
- They receive the following reply “**Thank you for supporting Today's Hope! How much would you like to pledge (\$25 minimum)? Donations are not charged to phone bill, they are collected later.**”
- Donor replies with an amount of \$25 or more. Donors are not confined as to the format of their reply message. Replies can contain a mixture of text and numbers. The following message formats are all processed correctly by the pledge platform;
 - 35
 - \$35
 - I would like to donate 35 dollars
 - I pledge thirty five dollars
- The pledge platform replies with “Thank you for pledging \$35.00 to help fight Autism. Please reply with your email address to confirm your pledge, or reply with a new pledge amount.”
- Donor replies with their email address. Again, the platform is flexible and can correctly process and validate email addresses in any of the following messages:
 - donor@atomicmobile.com
 - My email address is donor@atomicmobile.com.
- The pledge platform:
 - Confirms the pledge
 - Records pledge data in a pledge database
 - Creates a trackable SmartURL* that points to a donation payment page
 - Issues a thank you email with donation instructions and SmartURL link
 - Replies via SMS with “**Thank you once again for supporting Today's Hope! To complete your donation, follow the instructions sent via email, or visit <http://mbl.ac/XXXXX>**”
- When a donor follows the SmartURL, depending on which device they visited the SmartURL with, they are either taken to a standard payment website or a mobile-optimized version of the payment website. From this payment page the actual donation can be made.
- When a donor does complete payment, the donation is recorded in the pledge database and the pledge is marked as “paid”.

**Note: A SmartURL is a short url that is generated by Atomic Mobile that allows device detection (mobile phone or desktop browser), click tracking, and the ability to carry forward data collected during an SMS interaction for use in pre-population of a destination form.*

Results

The Atomic Pledge platform allowed Today's Hope to do several things that are at best difficult and in some cases not possible with mobile giving processes like those used to raise funds for Haiti - and more recently Japan - via the Mobile Giving Foundation. Most notably:

- **No restrictions on donation amount.** The mobile giving process used for Haiti and Red Cross donations is set at \$10. The Atomic Pledge solution offered a way to set a minimum and leave the maximum possible pledge open-ended.
- **Access to collected data.** The Mobile Giving Foundation does not allow organizations to collect mobile numbers or know anything about who donated to their cause. With the Atomic Pledge platform, Today's Hope was able to collect mobile numbers and email addresses and follow-up with pledgers who forgot to complete their donation and thank those that had.

Twenty percent of attendees initiated a mobile pledge. The average pledge amount was \$36 and the highest pledge was \$100.

Today's Hope significantly increased the size of their donor database by collecting email addresses. They can now include them in future marketing and awareness campaigns.

Findings

This approach performed very well. In spite of the fact that a portion of the guests' ticket fees already went to supporting Today's Hope, 20% chose to make an additional contribution via the mobile channel.

Placing the call-to-action in multiple places was helpful but the strongest response was when Mr. Agar went onstage with the direct attention of the audience. During his talk he was able to refer guests to their printed program where they could clearly see and follow the call to action. The mobile channel is an effective way for organizations to capitalize on people's good nature and their impulse to donate. Future enhancements to this approach might include multiple displays containing the call-to-action during the onstage speech.