



# give by cell

## ATLAS SERVICE CORPS

Mobile fundraising in a pinch and on a budget

Atlas Corps, located in Washington, D.C., is an international network of nonprofit leaders and organizations that promotes innovation, cooperation and solutions to address global challenges. Its mission is to address critical social issues by developing leaders, strengthening organizations, and promoting innovation through an overseas fellowship of skilled nonprofit professionals. Atlas Corps engages leaders committed to the nonprofit sector in 12- to 18-month professional fellowships at organizations to learn apply their new skills at home. The organization celebrated its 10th anniversary during a gala event--the first black-tie event hosted by Atlas Corps--that doubled as the organization's largest fundraiser. The client purchased one-time use of the Mobile Donate, Mobile Pledge and Screencast fundraising thermometer for the event.



### THE CHALLENGE

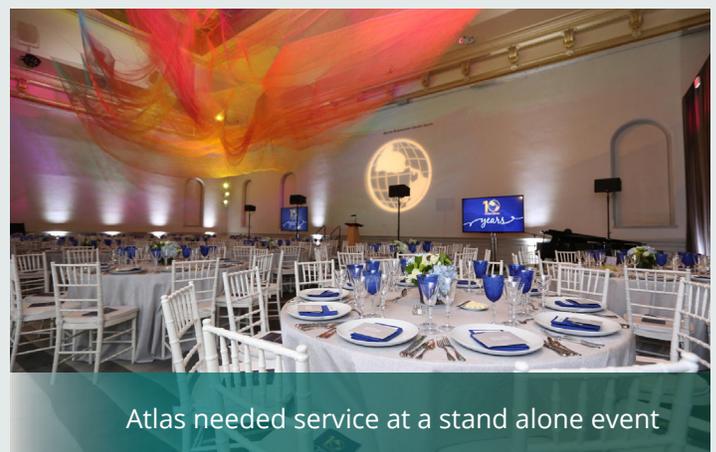
Atlas planned several fundraising activities centered around the event, including ticket sales, raffles and contests, and decided to add the ability for guests to donate during the event itself. With two weeks to go until the event, the client realized it was inexperienced with event fundraising, and sought a solution. Alternatives to Give by Cell either demanded lengthy contracts or additional services that were of no interest to the organization. Atlas was interested only in the ability for guests to donate or pledge by cell phone, and to display fundraising efforts in real time to guests. Give by Cell assisted the client in overcoming its time deficit.

"In the 11th hour we reached out to Give by Cell to make that happen," Atlas Corps Chief Development and Engagement Officer Abby Robinson said.

### THE SOLUTION

Atlas Corps researched its option for fundraising during events

and selected Give by Cell for several reasons including a-la-cart product offering not requiring long-term contracts, price points and activation speed. The organization needed service at a stand-alone event. The client purchased one-time use of the Mobile Donate, Mobile Pledge and Screencast fundraising thermometer. "It was specifically what we wanted, had the right price tag and implemented quickly," Robinson said. "The Give by Cell team was very informative and quick, because we were under a time crunch."





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At the event, a master of ceremonies instructed guests when and how to make a donation or pledge on their mobile phones. The instructions were also shown on television screens throughout the space, and printed on place cards at dining tables. Using Screencast, all guests could see how close the organization was to reaching its donation goal. Names of those who donated were also displayed.



Guests could see how close Atlas was to its goal

"It added excitement to the event. It told people, visually, of what we were achieving as a group," Robinson said. "It inspired people to action. Guests also said they would donate further because they felt inspired."

Days after the event, the client reached out to guests who pledged and collected the remaining donations.

## THE RESULT

Atlas Corps raised about \$8,000 using Mobile Donate on the night of the event and several thousand dollars in pledges using Mobile Pledge that were collected in the following days. Although the organization had no similar events to draw comparisons, the experience exceeded its expectations. "We never had events where people donated during an event. It was amazing," Robinson said. The organization will evaluate whether it should Give by Cell as other annual events that serve as fundraisers.

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-- Abby Robinson,  
chief development and engagement officer

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