



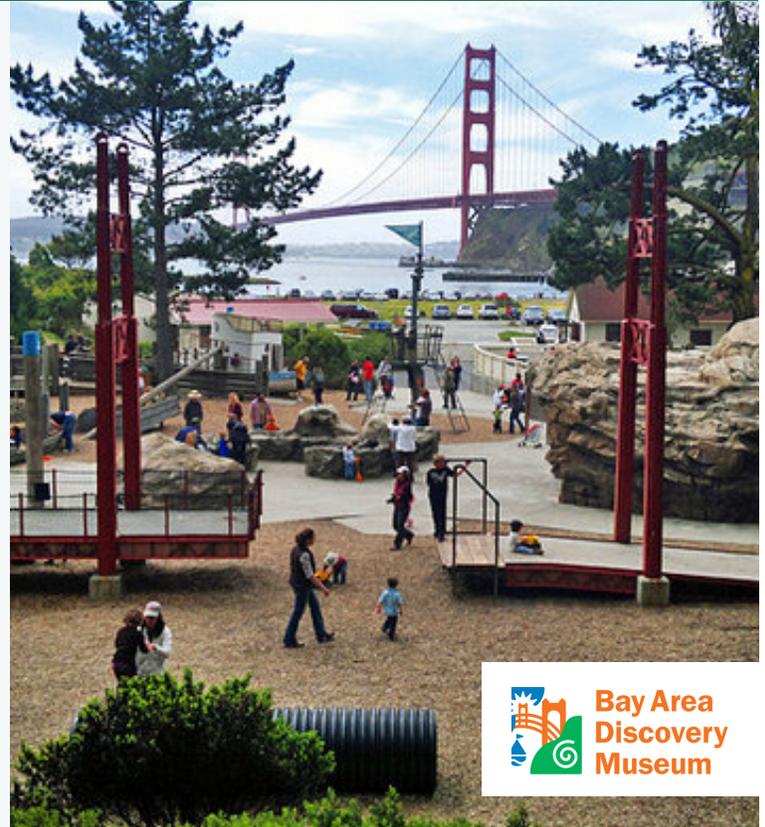
# give by cell

## BAY AREA DISCOVERY MUSEUM

Mobile fundraising in a pinch and on a budget

The Bay Area Discovery Museum, located in San Francisco, works to provide and improve early learning experiences for children to inspire and build fundamental creative problem solving skills, transforming the way they learn and the way they contribute to the world.

The client provides science, technology, engineering and mathematics education to develop creativity and conceptual thinking, critical components of problem solving often missing from early childhood education. It is also a resource for the broader community by providing information, models, training, and resources for educators and families.



### THE CHALLENGE

The client hosts an annual Creativity Forum and luncheon, a fundraiser and thought leadership luncheon for educators, parents, business leaders and the research community. The fundraiser supports the museum's efforts to close the achievement gap before it begins and to promote creative thinking as a critical 21st century skill.

In the past, Bay Area Discovery Museum staff had to collect credit card numbers from guests as they arrived. This activity was considered awkward by both staff and attendees, and resulted in fewer attendees being willing to donate. It also became troublesome as the event grew too large, with attendees having to wait in long lines to enter their credit card numbers before being seated.

"We didn't want to be in the situation of having to collect people's credit cards when people entered," Senior Manager of Events Elizabeth Friedrich said.

### THE SOLUTION



The Bay Area Discovery Museum partnered with Give by Cell to use our Mobile Donate and Screencast Fundraising Thermometer. Now, guests at the Creativity Forum fundraisers are able to follow printed and displayed instructions to quickly and easily register to donate using their cell phones. This eliminates the need for them to hand over credit cards to museum staff.



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Donors simply text a shortcode to a local number, and once they receive a response, follow prompts to enter their information on a mobile website and donate or bid on items.

"The mobile site is great and it's really easy to use. We can customize everything," Friedrich said.



Guests are able to follow displayed instructions

*"The mobile site is great and it's really easy to use. We can customize everything."*

-- Elizabeth Friedrich,  
Senior Manager of Events,  
Bay Area Discovery Museum

Contact us today, to schedule a **free demo**. We'd love to help you engage your visitors and members.

To register, visit: [www.givebycell.com/web](http://www.givebycell.com/web) or call us at **415.615.0150**.



## THE RESULT

Since the partnership with Give by Cell began in 2014, the client began increasing how much the event brought in from fundraising by \$10,000 year-over-year. The event has brought in both smaller donations from many as well as large donations from elite donors. Fifty percent of attendees are now donating at the event with Give by Cell. "Our attendees like it as a way to donate. The staff all likes it because it's so easy," Friedrich said.

Screencast has allowed attendees and auction bidders to see results in real-time, motivating them to get involved and donate or increase their bids. "Having the visual on-screen with the help of the Screencast thermometer was also appealing to us," she said.