

# The Restoring Honor Rally hosted by Glenn Beck for The Special Operations Warrior Foundation

Featured Products: Text to Give

Nonprofit Sector: Human Services & Healthcare

Endorsements: Glenn Beck, Alveda King, Sarah Palin, Albert Pujols

**BACKGROUND** The **Special Operations Warrior Foundation** provides scholarship grants and educational and family counseling to surviving children of special operations personnel who die in operational or training missions. SOWF also provides immediate financial assistance to severely wounded special operations personnel and their families.

**CAUSE** The **Restoring Honor Rally** hosted by **Glenn Beck** was to be held on August 28, 2010 on the anniversary of MLK's "I have a dream" speech at the Lincoln Memorial in Washington. The event was promoted as a **celebration of Americas heritage and heros**, with many veterans to be honored. All proceeds raised from the event would be given to the Special Operations Warrior Foundation. Along with Beck, speakers included **Alveda King** (the niece of Martin Luther King Jr), **Sarah Palin** (former vice presidential nominee) and **Albert Pujols** (MLB Most Valuable Player).

**PROBLEM** The event had a reported **300,000-500,000+ attendees** in addition to national media coverage. Maximizing fundraising revenues from the crowd and virtual attendees was very important to organizers. They desired to **provide event attendees, television viewers and radio listeners with an additional easy giving option**. Also, organizers desired for SOWF to track donation results in real time and collect donors mobile numbers.

**SOLUTION** To strengthen their fundraising strategy event organizers utilized MobileCause's **Text to Give platform for instant \$10 donations** that are billed directly to a supporters phone bill. Special Operations Warrior Foundation was able to receive mobile donations from all 50 states by supporters **texting "SWOF" to 85944**. Furthermore, SOWF utilized MobileCause's control panel that tracks the time, date, cell number and geography of donors as well as amounts raised. The one-day event resulted in nearly **\$200,000 in mobile donations from 20,000 unique donors**.

## HIGHLIGHTS

Text to Give empowered the Restoring Honor Rally to raise nearly \$200,000 from 20,000 donors through text donations for SOWF

Campaign management enabled the Special Operations Warrior Foundation to track donations from all 50 states and maintain donor data

