

The Human Dignity Awards Dinner Program for Torture Victims

Featured Products: Mobile Pledging, Strategy Support
 Nonprofit Sector: Healthcare & Human Services
 Endorsement: Judge Bruce Einhorn, writer of the Refuge Act of 1980

BACKGROUND The **Program for Torture Victims rebuilds the lives of torture survivors from over 65 countries** who have stood up for freedom, democracy, and human dignity. The first organization of its kind in the country, PTV has helped heal the wounds of thousands of survivors through comprehensive services, empowering them to reenter society, reclaim their identities, and work toward a world without torture.

OPPORTUNITY In April 2011, The Program for Torture Victims was set to have their **first annual fundraising dinner**; "The Human Dignity Awards Dinner." Judge Bruce Einhorn, the writer of the Refuge Act of 1980 - the modern US law of asylum and refugee protection, was to be presented with the Human Rights Hero Award.

CHALLENGE The Fundraising goal for the dinner was \$300,000. This amount was to be met by major gifts, ticket sales and silent auction. The staff believed there was a portion of their audience, that would be attending the event for free, that would be likely to give after hearing the vision and mission of the organization. They also desired to **eliminate the cost of having credit card machines on site** and the manpower that would be necessary in fulfillment. The Executive Director set an **ambitious goal of \$10,000 to be raised by text** during the event.

SOLUTION MobileCause recommended that PTV implement a Mobile Pledging Campaign that would allow attendees to **text "JUSTICE" and any dollar amount to 41444** to be credit card billed and call center collected. In three strategic sessions, the Mobile Planning Team and PTV staff were able to devise a plan for the most **effective timing, instructions, call to action and marketing materials** for the event. The first call to action produced an audible buzz in the room and 85% of the **goal was reached in 15 minutes**. The second call to action, which was planned in the script, successfully raised the final 15%.

HIGHLIGHTS

Over \$10,000 was raised at the event from 174 mobile pledges

Careful pre-event planning ensured that the text fundraising goal was reached

