

## Educating Tourists about Marine Mammal Preservation at Pier 39 in San Francisco: The Marine Mammal Center

Featured Products: Mobile Messaging  
Nonprofit Sector: Environment and Animal

**CAUSE** The Marine Mammal Center mission is to expand knowledge about marine mammals - their health and that of their ocean environment - and to inspire their global conservation. Our core work is the rescue and rehabilitation of sick and injured marine mammals, supported by state-of-the-art animal care and research facilities, a corps of dedicated volunteers, and an engaged community.

**OPPORTUNITY** Every year thousands of tourists come to see the seals and sea lions at Pier 39 in San Francisco. The Marine Mammal Center, located nearby, had a unique opportunity to place an educational aid at the end of the pier, offering tourists additional information about the Sea Lion population. Though the sign would be small, it would have high visibility.

**PROBLEM** The Marine Mammal Center wanted to build a text message list that they could use to invite tourists to visit the center, as well as send important educational information and special opportunities. Pier 39 is a popular tourist location with many distractions, so a text initiative was likely to be unseen and ignored.

**SOLUTION** To compel Pier 39 tourists to join the text list MobileCause and The Marine Mammal Center worked together to develop a creative Mobile Messaging campaign where subscribers would receive a free ringtone download of a sea lion's bark. To receive the ringtone and join the Marine Mammal Center text message list individuals could text "RINGTONE" to 27138. This integration of compelling valuable content into the subscription process has resulted in more than 2500 subscribers. Only six of these subscribers have unsubscribed. These supporters can now be educated in the mission to rescue, rehabilitate and preserve marine mammals.

### HIGHLIGHTS

Exclusive content was effectively used to build a Mobile Messaging list

2500+ subscribers (and counting) are being educated in the mission

