

## Hillsong United Tour supports Tembaletu School for kids with disabilities in Cape Town, South Africa

Featured Products: Text to Give  
Nonprofit Sector: Faith & Human Services

**BACKGROUND** Hillsong is a Christian worship band and network based out of Hillsong Church in Sydney, Australia. They have spent the last 10 years leading the Christian music marketplace with new, fresh content. Their audience has been building devotion for over a decade and demographically ranges from teens to seniors. They have multiple groups that tour the US, as they have multiple churches across the world.

**OPPORTUNITY** Their Summer 2010 Hillsong United US Tour, included ticketed concerts in 12 cities over two weeks with an average of 4500 fans in nightly attendance. Funds raised during tour would provide much needed medical equipment and transportation for kids with disabilities at Tembaletu High School in Cape Town, South Africa in which Hillsong Church-Cape Town fully funds.

**PROBLEM** Traditionally, worship events are free concerts where a pastor takes an offering near the end of the event. Vast human resources are needed as volunteers pass offering plates, count monies, verify offering envelopes and enter data into the church database. As an innovative leader in the nonprofit faith sector, Hillsong was looking for new technologies that could streamline donations, processing, and supporter information. Their goal was to increase funds and better utilize volunteers.

**SOLUTION** MobileCause provided its Text to Give tool as a turnkey fundraising solution for the summer tour. Attendees could text "iHEART" to 85944 to give a \$10 donation for Tembaletu School kids. Hillsong United was able to raise \$38,030 over the two week tour from 3800+ new donors (roughly 15% audience participation).

**THE LOS ANGELES CONCERT** MobileCause executives were able to attend the LA show at the Nokia Center on August 3, 2010. For one hour, before the concert began, all screens displayed band video content and the opportunity to make a \$10 text donation for the Tembaletu School. MobileCause executives, were tracking donations in real time and realized that zero donations were made during this time. This proved MobileCause's ongoing hypothesis that independent Text to Give signage is entirely inadequate and live, emotional, and personal calls to action are essential.

The concert began with a crowd warm-up, product give-a-ways and a little comedy. It then crashed into a full blown high energy set with full band, lights, fog, and videos. When the first hour-long set ended, the band's Pastor emerged and gave a short sermon followed by a tender story about the Tembaletu School. The pastor then invited fans to text "iHEART" to 85944 to make a \$10 donation and help their efforts to provide much needed transportation and medical equipment for the students. Emotionally moved, and accustomed to traditional church offerings, the diverse audience was empowered to quickly respond to the text to give call to action. 300+ attendees, roughly 15% of the crowd, responded to the Call-to-Action and made huge impact in the lives of South African kids!

### HIGHLIGHTS

\$38,030 was raised over two weeks for Tembaletu High School in Cape Town (15% participation)

Hillsong United's volunteer base was efficiently utilized at the 12 events

Donations, processing, and donor information were effectively streamlined throughout the tour

Hillsong  
UNITED

