

World Aids Orphan Day AHOPE for Children in Ethiopia

Featured Products: Text to Give, Strategy Support
Nonprofit Sector: Causes
Endorsement: Bobby Eakes, Actress: "All My Children"

CRISIS You are five years old. Today your mother died of AIDS. You are HIV+. You have no home, no food, no medication, no hope. Who can help?

CAUSE AHOPE for Children is a nonprofit whose mission is to serve the children of Ethiopia, with a primary emphasis on caring for orphans infected with HIV. In Addis Ababa, AHOPE's two pleasant, well-staffed Children's Homes care exclusively for orphans who are HIV+ and have no extended family to care for them. Many of these children are now finding their forever families through adoption. AHOPE's Community Outreach Program enables orphaned children to remain within their extended families and culture, while receiving medical care, education, food, and other services. Bobby Eakes, actress from "All My Children", is the voice of the nonprofit.

CHALLENGE AHOPE for children desired to promote World AIDS Orphan day awareness while giving current and new supporters an easy way to make donations. As a small nonprofit, with one full time employee and revenues under 500K, AHOPE desired to promote and run this campaign exclusively through its social network and email list.

SOLUTION MobileCause's Professional Services team recommended that AHOPE implement a Text to Give campaign, where supporters could text "AHOPE" to 85944 to make a \$10 donation, to be promoted through their facebook page, e-newsletter and ongoing emails. This mobile option greatly increased campaign visibility and bolstered traditional giving. This integrated text to give strategy resulted in the World Aids Orphan Day awareness message effectively reaching more than 5000 supporters and the organization raising funds from 120 new donors.

HIGHLIGHTS

A small nonprofit was able to raise awareness and funds from thousands of supporters through an integrated mobile and web campaign

5000 supporters were engaged to participate in World Aids Orphan Day

120 donors were empowered through Text to Give to support AHOPE

World AIDS
ORPHANS Day
May 7th


