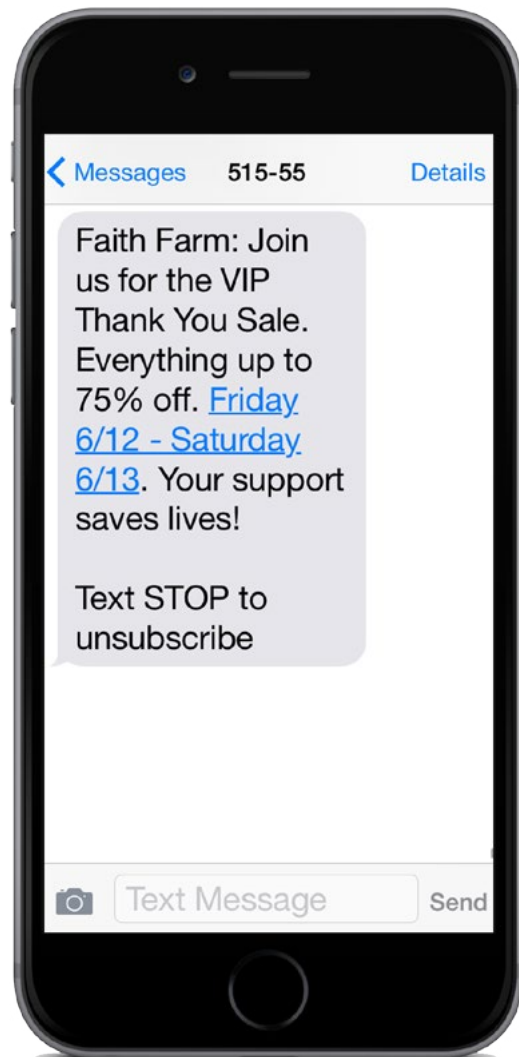


Success Story: Faith Farm Ministries

Local Charity Engages Donors with Mobile Marketing



Tags: Faith Based, Church, Human Services, Mobile Marketing



Faith Farm Ministries (FFM) is a faith-based, long-term, residential, recovery program for men and women who struggle with addiction. They provide support for people who are hurting by helping them rebuild their lives. Their thrift store serves as the main source of program funding.

In preparation for the "VIP Thank You Sale," FFM abandoned traditional, time-consuming and extremely costly media advertisements (TV, radio and newspapers) and decided to implement mobile marketing. Without technical knowledge or training, they uploaded over 40,000 phone numbers from their database for mobile validation and in minutes, more than 37,000 of them were verified as mobile.

In conjunction with email blasts and social media posts, FFM sent a series of text message alerts promoting the campaign.

Campaign Results

- Retained 30,000+ mobile subscribers for future engagement
- Saved \$45,000 in advertising budget
- Raised \$116,000+ more revenue than the past year

"MobileCause has helped us lower our costs, increase revenues, and embrace the power of mobile marketing."

Judy Walters, Project Manager and Alumni Liaison

FFM plans to promote mobile-friendly online forms, keywords to build their subscriber list, and use crowdfunding.