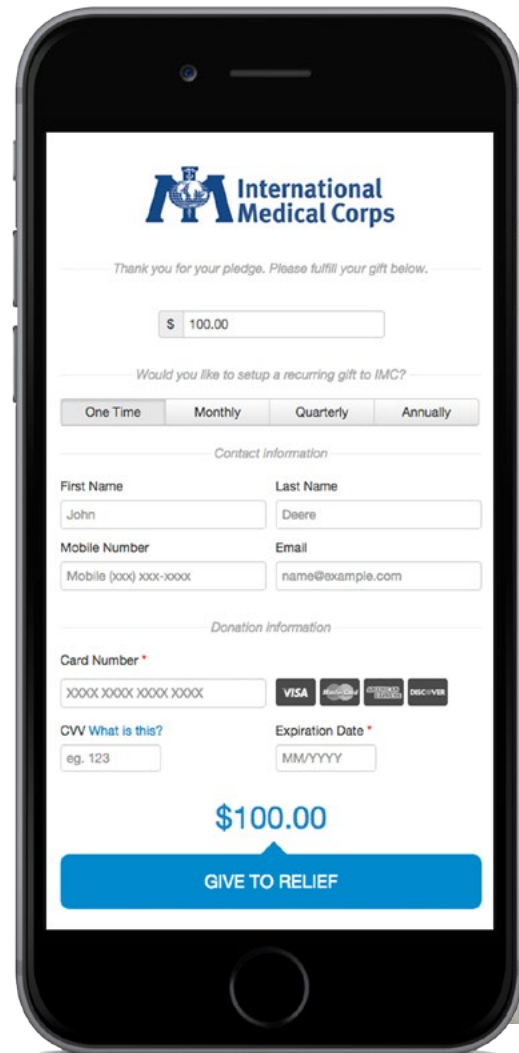


Success Story: International Medical Corps

Annual Awards Celebration Gala Fundraising



Tags: Healthcare, International, Events



International Medical Corps (IMC), established in 1984 by volunteer doctors and nurses, has as its mission to improve the quality of life through health interventions and related activities that build local capacity in underserved communities worldwide. IMC rehabilitates devastated health care systems and helps bring them back to self-reliance.

After raising more than \$250,000 at the 2013 Annual Awards Celebration, which featured keynote speaker Hillary Clinton, IMC set an ambitious goal of \$350,000 for their 2014 event. After an emotional call-to-action, event attendees texted (Keyword <space> Gift Amount <space> Personal Message) to 41444 to make a pledge. Results were displayed live on-screen as the thermometer reached the goal.

Campaign Results

- \$365,717 collected in mobile pledges
- 157 donors
- 42% year-after-year increase in participation

“MobileCause makes giving at events exciting! Every single attendee is empowered to become an important part of our mission.”

Shelley Wenk, IMC Sr. Digital Communications Specialist

International Medical Corps plans on using MobileCause event solutions to increase donations for many years to come.