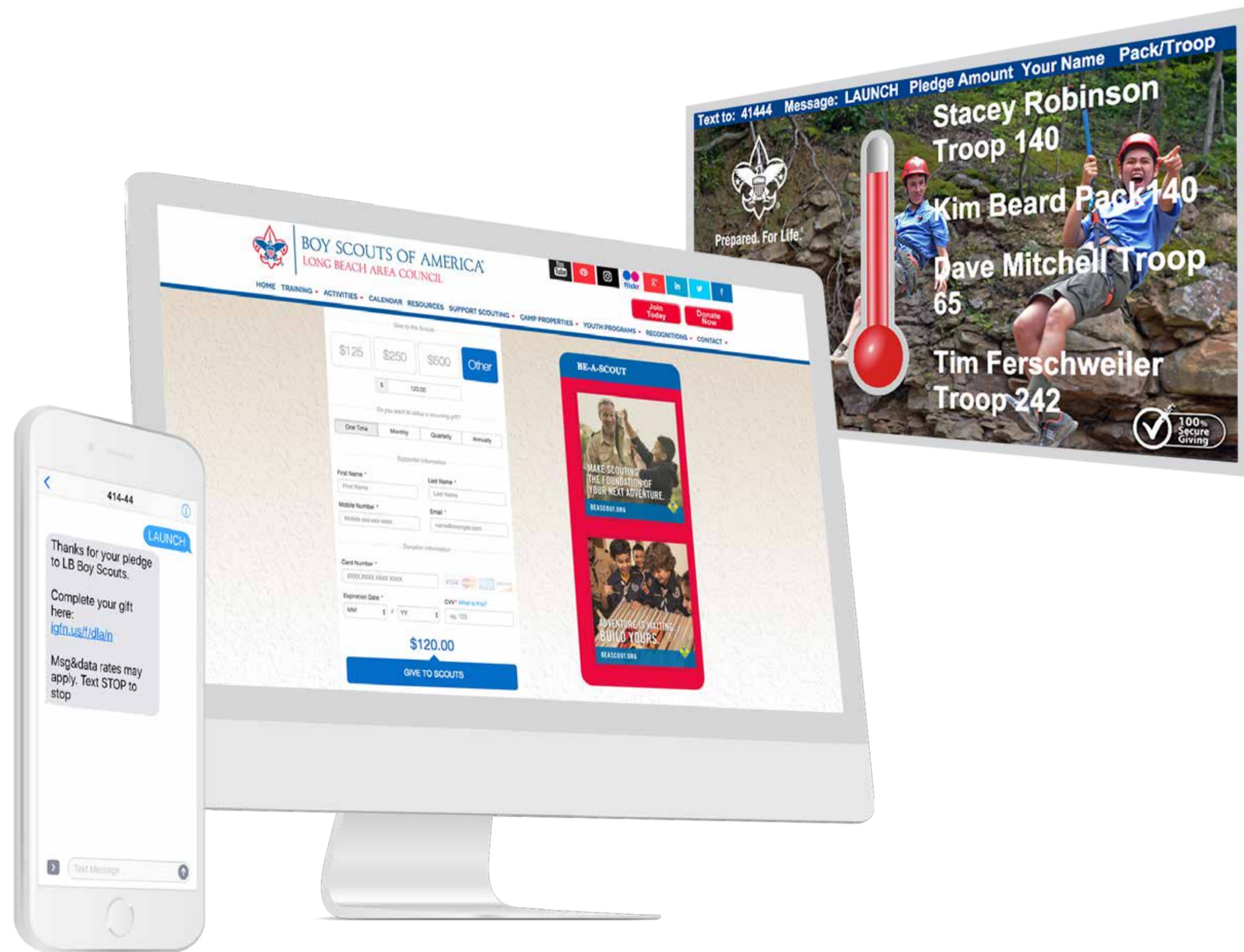


# Success Story: Boy Scouts, Long Beach Area Council

## Annual Giving Strategy Enhanced with Straightforward Mobile and Online Solutions



**Boy Scouts of America, Long Beach Area Council** (Long Beach BSA) is the Long Beach, California branch of the Boy Scouts of America, whose mission is to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law.

With a small staff of 4 people, Long Beach BSA easily implemented MobileCause solutions 2 days before an event resulting in 60 out of 80 attendees making a **mobile pledge** to be displayed on the **live fundraising thermometer**. The organization continued to use the platform as a straightforward way for supporters to give throughout the year.

To do this, they sent out two newsletters, one for their mainstream audience, and the other for major donors. Both included instructions on how to **text-to-give** from their mobile device, as well as a URL for **online giving**. The instructions were printed on direct mail, weekly emails, and social media posts.

With every communication, Long Beach BSA provided compelling reasons to give, explaining how charitable donations differ from Scout dues, for instance, like allowing them to purchase new equipment or build a new dining hall at their summer camp by texting **LAUNCH** to **41444**.

One of the biggest hurdles Long Beach BSA faced was the fact that many Scout parents are in their 30s and do not carry cash or checks with them. Mobile and online giving solutions provide a simple solution by allowing younger generations to give quickly and easily online or by using their smartphone.

Long Beach BSA continues to use MobileCause solutions for events and giving campaigns, integrating **online forms** and **mobile messaging** to make it easy to sign up, pay registrations, and capture RSVPs.

### Campaign Results

- Over **\$48,000** raised through **online giving**
- Over **\$23,000** pledged for new summer camp dining hall
- **390** donors supporting local programs and initiatives
- **36** recurring gifts and counting



Hear more from LBAC Boy Scouts' development director  
[https://youtu.be/G4nziL\\_qpAE?t=6m25s](https://youtu.be/G4nziL_qpAE?t=6m25s)