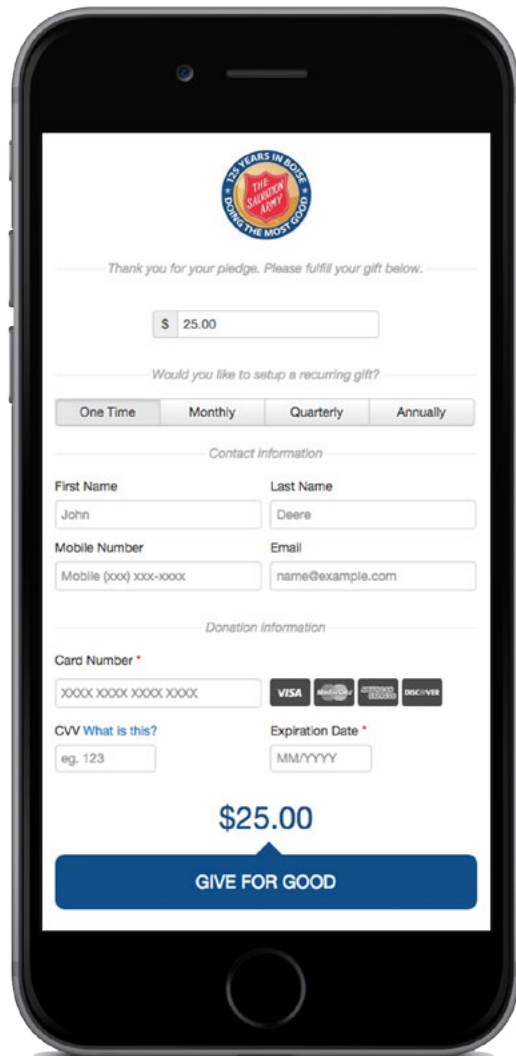


Success Story: Salvation Army Boise

Year-End Giving Kickoff Luncheon



Tags: Human Services, Faith Based, Salvation Army, Events



Listen to complete event strategy <http://mcause.us/sab>

Salvation Army Boise (SAB) has continuously served the impoverished, homeless, and jobless by providing crisis aid to help struggling individuals and families for the past 126 years. Last year, more than 73,000 families and individuals were assisted with SAB services.

To start the giving season, SAB held a Red Kettle Kickoff fundraising luncheon to jumpstart donations. Board members served as table captains and worked to fill the room with long-term friends and potential donors. Captains competed to collect donations leading up to the event.

Pre-event donations were displayed on the thermometer and after compelling storytelling, the speaker asked attendees to make mobile pledges. SAB inputted all offline gifts collected at the event (checks, cash and pledge cards that were placed in red kettles on tables) to be recognized on-screen. The fundraising thermometer catalyzed the room and donations were made until the goal was reached.

Campaign Results

- 200+ attendees
- 163 pledges
- \$59,000+ raised (99% of pledges were fulfilled in 24 hours)

“Oh my gosh! That was the most exciting event I’ve ever been to. Do people always raise that much money in one hour? Usually we just give them our check and we never know what happens.” - Event attendee

“The MobileCause fundraising thermometer is the central element that drives incremental revenue at a live event.”

Angela MacIntosh, SA Digital Strategy Specialist

Salvation Army National is working to clone this campaign for every division and territory across the US.