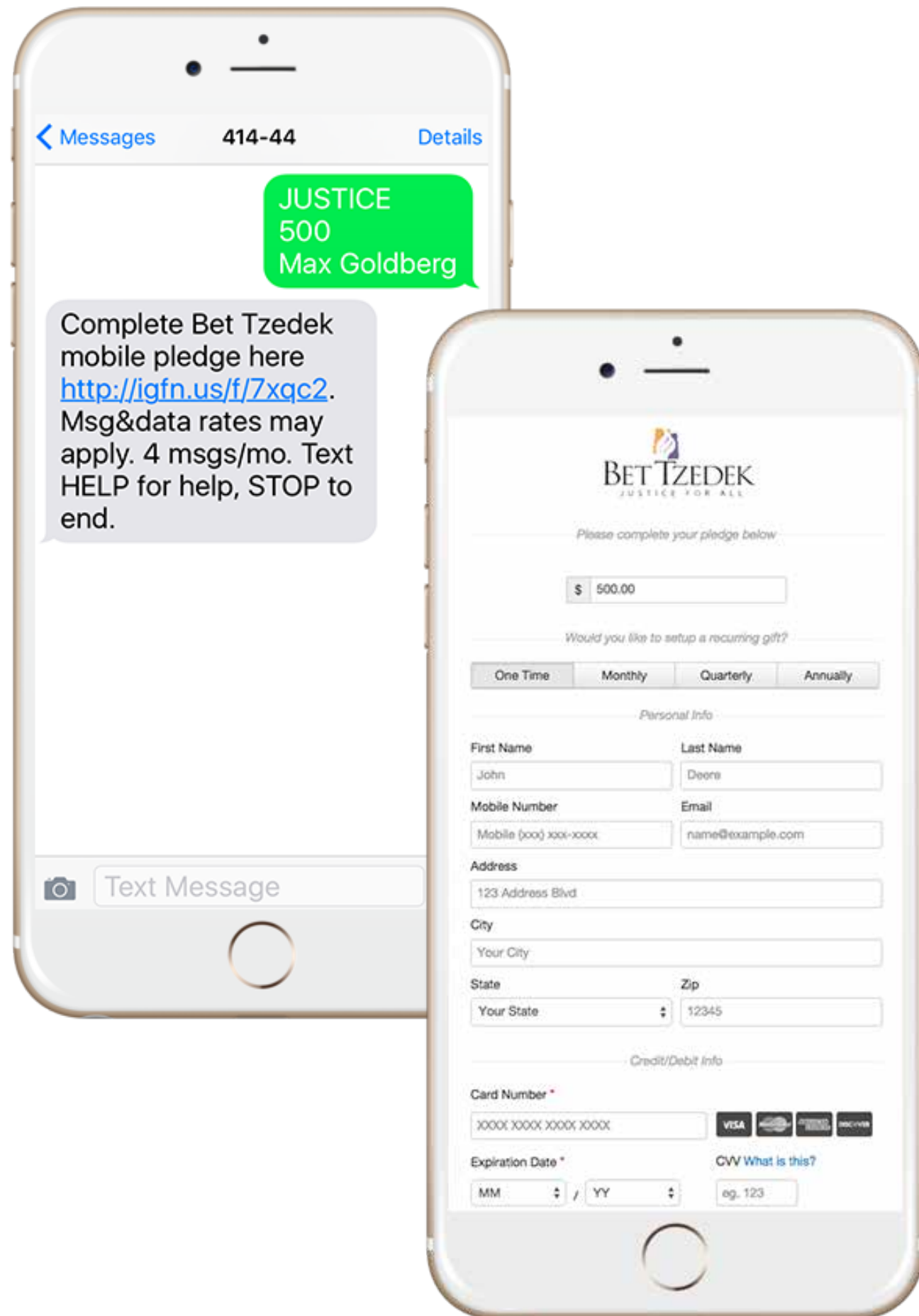


# Success Story: Bet Tzedek

## Year-After-Year Fundraising Growth at Annual Event



**Bet Tzedek** is a small group of lawyers, rabbis, and community activists who sought to act upon a central tenet of Jewish law and tradition: “Tzedek, tzedek tirdof – Justice, justice you shall pursue.” This doctrine establishes an obligation to advocate the just causes of the poor and helpless. Consistent with this mandate, Bet Tzedek provides assistance to all eligible needy residents throughout Los Angeles County, regardless of their racial, religious, or ethnic background.

For the 3rd consecutive year, Bet Tzedek implemented mobile pledging with the fundraising thermometer to increase revenues at their annual event. At the event, after a compelling testimony, attendees were instructed to text **JUSTICE** followed by a gift amount and name to **41444**. Pledge amounts and donor names were displayed on-screen in real-time as the total amount rose towards the goal. The call-to-action was reinforced with clear on-screen instructions and table tents.

After making a pledge, donors received a reply text message with link to fulfill their gift. The donation form was customized to capture important donor data for future campaigns and donors received an immediate gift receipt via email.

Donors could also fulfill their pledge at any time by cash or check. Those who did not fulfill their pledge received 3 text message reminders and a follow up phone call from a representative.

### Campaign Results

Year 1: \$19,200 pledged  
Year 2: \$41,435 pledged  
Year 3: \$61,251 pledged