

Featured Products

Mobile Pledge; Screencasting

Industry

Youth; Charitable Organization



Boys & Girls Clubs in New Jersey

Background

The Boys & Girls Clubs in New Jersey (BGCNJ) is a network of 23 local clubs serving more than 77,000 youth each year. For more than 150 years, Boys & Girls Clubs across New Jersey have been at the forefront of youth development, working with youth from disadvantaged economic, social, and family circumstances. The Boys & Girls Clubs' mission is to enable all children and youth, especially those who need them the most, to reach their full potential as productive, caring, and responsible citizens.

Opportunity

On November 14, the Club held its "10th Annual Concert for Kids" at the New Jersey Performing Arts Center in Newark, with previous "American Idol" contestant, Kellie Pickler. The event aimed to increase awareness of the Club's mission and raise funds for all of New Jersey's 23 chapters.

Challenge

The Boys & Girls Clubs in New Jersey wanted to promote their mission while giving current and new supporters an easy way to make donations during their event. With the celebrity power of Kellie Pickler, the Clubs wanted to utilize the media attention and allow new and old supporters to easily contribute any dollar amount they desired.

Solution

With Give by Cell's Mobile Pledge program, the clubs' supporters could pledge the amount they wished to donate via text message. Supporters could text "DREAM," the dollar amount they pledged to donate, and their name to 56512. A representative from the Boys & Girls Clubs in New Jersey called supporters to collect the funds. Using Give by Cell's Screencasting option, they projected the donor's name, donation amount, and their encouraging message on a giant screen. The interactive thermometer tracked their fundraising progress while the digital clock ticked down the minutes until the end of the event.

Result

On November 14, the organization made several calls-to-action throughout the night, urging attendees to donate and show their support. The organization received 202 text messages, totaling over \$9,000 in pledges. Attendees texted encouraging messages and dedications while donating money to the Boys & Girls Club so that all could see their thoughts and pledges appear seconds later on the screen.

