Case Study – SMS

CAMPAIGN

Title: #SOSNepal
Short Description: Ad hoc action run in 2015 by Polish Humanitarian Action in order to support the victims of the earthquaces in Nepal.
Financial Target:
Amount Raised:
No.1 Learning Outcome: If you want your SMS action to be successful, then promote it multiple ways, constantly.

ORGANIZATION

Name: Polish Humanitarian Action
Web: http://www.pah.org.pl/
E-mail:
Focus / mission: 'Our mission is to make the world a better place by alleviating human suffering and promoting humanitarian values. We understand responsibility for the world as the possibility for each PAH employee and volunteer to actually participate in the aid process and influence it. The work of any of us contributes to saving people's lives. This obliges us to develop ourselves and to raise the quality of our aid.'

Campaign description

After the earthquake in Nepal Polish Humanitarian Action started a campaign to raise funds for the vectims of this natural disaster. People could do the dontation via charitable SMS (c.a. 1 euro) or by buying charitable t-shirt (c.a. 5 euro). The campaign was supported by over 30 TV, radio and other media stations. There were also many celebrities involved, who promoted the campaign.

Target group

Polish society.

Campaign goals (financial and non-financial)

To raise as much money as possible to support the victims of the earthquake in nepal, expecially 1,7 million children.

Campaign outcomes (financial and non-financial)

113 672 SMS sent and almost 30,000 t-shirts sold.

Milestones, turning points, key decisions

Learnings and takeaways

- Act fast – when an issue appears, set up the charitable SMS action as fast as possible.
- Involve celebrities and famous people to spread a word about the action and to encourage people to dontae.
- Give individual donor an opportunity to donate in multiple ways (e.g. by sending SMS, or by buying t-shirt).

Closing notes

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