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Challenge presented

Cesvi Fondazione Onlus is an independent, secular humanitarian organisation which works for international solidarity in more than 30 countries around the world. Following the humanitarian emergency in Libya, it was necessary to find a direct, fast channel to promote fundraising to ensure that help would reach people in the areas which needed it most, through distributing first aid materials, blankets, sanitation kits and food for children.

Actions undertaken

Cesvi decided to make use of the SMS channel at a particularly urgent time to encourage its members, who number more than 15,000, to donate through its website in order to help with the emergency in Libya. By using the Skebby SMS Messenger platform, Cesvi was able to quickly contact its members, thus promoting its relief work.

Benefits delivered

"For us at Cesvi text messages are a very important communication channel given the high level of engagement, the opportunity for one-to-one interaction, and the fact they are read in real time. Indeed, this tool boasts excellent visibility, and allows direct interaction with our donors. Particularly when there's an emergency, it's crucial for us to let people know about our humanitarian work immediately, and inform them on how they can help by making a donation" explains **Myrta Canzonieri, Director of the Fundraising, Communication & Education Department at Cesvi.**

www.skebby.com

How can charities benefit from SMS mobile marketing

✓ Increase donations

Use SMS to encourage donations for your charity or association's projects.

✓ Boost membership

Send texts to encourage people to sign up to newsletters, your charity's website or fundraising events.

✓ Announce news, updates, useful information

Keep all your members informed and up to date by sending them texts with news on projects and initiatives.

✓ Manage events

Notify groups of people if an event has changed location or been postponed. You can also send live text messages during an event, or receive them, sharing them by projecting them on a big screen.

✓ Internal communication

SMS are perfect for keeping in touch with staff when they are off site.

