



CASE STUDY

Executing a Swift & Impactful Peer-to-Peer Texting Campaign

BACKGROUND

On December 16, 2021, Super Typhoon Rai wreaked havoc in the Philippines, unleashing torrential rains and Category 5 hurricane-strength winds.



The resulting devastation included the destruction of homes, infrastructure, and, notably, a clinic operated by our client. With over 7 million people displaced, the urgent need for relief was evident.

The Philippines bears the highest number of leprosy cases in the Western Pacific Region. Our client plays a pivotal role by operating a vital skin clinic in Cebu City and actively working to educate and combat the stigma associated with this ancient disease.

CHALLENGES

There were two main challenges to effectively aiding our client in their emergency relief campaign: rapidly developing and deploying a highly impactful campaign and creating targeted messaging that diverged from our client's typical fundraising campaigns.

OBJECTIVE

TLC sought to create a swift, impactful, and unique campaign that would compel supporters to inject much-needed funds to rebuild the clinic and provide essential resources to the beleaguered city of Cebu.

TLC SOLUTIONS

In the aftermath of Super Typhoon Rai, the urgency of raising and deploying funds was paramount. Traditional fundraising avenues such as direct mail and email marketing would not suffice in achieving the required expediency. Additionally, we needed to craft a responsive campaign that deviated from our client's customary omnichannel fundraising strategy of focusing on mid- to long-term goals, such as developing a vaccine, building clinics, and training local health workers.

We therefore determined that this particular campaign demanded both a more efficient fundraising channel and laser-focused approach centered solely on immediate typhoon relief efforts.

Given P2P texting is quick and typically has a 4.5x higher open rate than email campaigns, TLC devised and executed a highly effective P2P texting campaign to raise much-needed funds within less than a month following Super Typhoon Rai's devastation in the Philippines.



After quickly deciding on the appropriate list segment and launching a donation page specific to Super Typhoon Rai relief efforts, TLC developed creative for three texts messages to be delivered over the span of one week.

Each message, bearing the signature of our client's president, succinctly conveyed the extent of the disaster, the need for support to rebuild, and a direct link for the dedicated donation page. The first and third messages also included visual depictions of the destruction wrought by the typhoon.



The initial text message was an A/B test dispatched to nearly 32,000 recipients. Both versions included a compelling photograph depicting the hurricane's aftermath, a concise 215-character message, and the donation page link.

Two days later, the entire list received a second text message, this time without a graphic. It conveyed a heartfelt plea from our client's president and resulted in numerous donors contacting our client directly to contribute \$1,000 or more.

Three days after the second text message, a third text message was dispatched to recipients who had yet to respond. This message included a photograph of the devastation caused by Super Typhoon Rai and the donation page link.

RESULTS

Despite this being the first instance of our client deploying a rapid response P2P texting campaign solely focused on relief efforts, it emerged as a resounding fundraising success. The campaign averaged a 4% click rate, 3.29% response rate and \$97 gift, resulting in a gross profit of over \$36,000.



4%

Click Rate



3.29%

Response Rate



\$97

Average Gift



\$36,000

Gross Revenue

Moreso, it showcased our remarkable partnership with our client. Without this level of trust, passion, and expertise, the emergency relief P2P texting campaign would have struggled to materialize, let alone generate solid results.

**Are you ready to grow your donor base,
raise more funds, and increase your impact?**

Whether you're refreshing your direct response program, ramping up your fundraising, or expanding your donor file, we can provide you with dynamic strategies that champion your cause.

Get in touch with our team of experts to begin crafting data-driven, creative, and cost-effective communications that are finely tuned to your audience.