

CASE STUDY

Variety BC

Variety - The Children's Charity of BC supports children in British Columbia with disabilities and complex health needs.

Two major, week-long fundraising events, Variety Week and Show of Hearts, held on a local television station, play a crucial role in their fundraising efforts.

Stratcom has been partnering with Variety since 2021 to build their monthly donor program. Our focus has been on converting one-time donors from these key events into monthly supporters while also conducting regular campaigns to upgrade existing monthly donors.

With our encouragement, Variety has promoted a text-to-donate number during four of these televised events over two years. After each event, we worked closely with Variety to follow up with text-to-donate donors by telephone, aiming to convert them into monthly donors. As an approved Application Service Provider (ASP) of the Mobile Giving Foundation of Canada, Stratcom is authorized to conduct this follow-up.

This process comes with unique challenges, as the records lack donor information—even names—and follow-up calls must be conducted within a limited time frame.

Our Work

- ✓ In preparation for the campaign, we developed a special script to facilitate conversations with donors who had made a text-to-donate donation but had no additional identifying information.
- ✓ Our fundraisers received thorough training to equip them for these unique interactions.
- ✓ As soon as possible after the fundraising week, we obtained donation records from Variety and began our calling.

STRATCOM



Achieved a conversion rate of

10% to monthly giving over the four campaigns

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The text-to-give donor segment is like a “blue ocean” for Variety to recruit loyal monthly donors and acquire sustainable giving. It’s an untapped, high-potential area that allows us more opportunities to engage one-time givers to become long-term supporters. We are impressed to see the positive result and the strong conversion rate via this partnership with Stratcom.”

Kitty Au, CFRE
Philanthropy Officer



The Results

Variety has seen significant success with the addition of text-to-donate and follow-up calling to their fundraising events, as demonstrated by the impressive 10% conversion rate to monthly giving. This success is largely attributed to our specialized strategy for engaging this unique donor type. With their extensive training and experience, our fundraisers are well-equipped to conduct these campaigns and our expertise in crafting compelling scripts has been crucial in creating meaningful conversations with new donors about whom we have almost no information.

Stratcom is uniquely positioned to offer conversion of text-to-give donors. Not only are we one of the few ASPs in Canada, our innovative script writing has allowed our fundraisers to establish good rapport with Text-to-Give donors despite not having much of their personal information. In addition to our successful Canadian experience in this area, we are able to draw on significant direct British experience through our UK operation.