



INTERNATIONAL MEDICAL CORPS CASE STUDY

NONPROFIT MARKETER'S GUIDE TO MAXIMUM ENGAGEMENT & DONATIONS

Lessons Learned from International Medical Corps on engaging constituents and exceeding year-end fundraising goals in 2022 and what YOU can do in 2023 to engage constituents and raise more.



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**People give to causes and campaigns
that they care about.**

**With a partner like Tatango, you can
engage constituents and increase
donations to further your cause.**



WHO IS INTERNATIONAL MEDICAL CORPS?



International Medical Corps is a global first responder that delivers emergency medical and related services to those affected by conflict, disaster and disease, no matter where they are, no matter the conditions. They also train people in their communities, providing them with the skills they need to recover, chart their own path to self-reliance and become effective first responders themselves.

Established in 1984 by volunteer doctors and nurses, it is a nonprofit with no religious or political affiliation, and now has more than 7,500 staff members around the world, 97% of whom are locally hired. Since its founding, it has operated in more than 80 countries, and has delivered more than \$4 billion in emergency relief and training to communities worldwide.

Find out more about International Medical Corps at:
www.internationalmedicalcorps.org

ENGAGE CONSTITUENTS

How International Medical Corps raised more funds and increased constituent engagement through texting.



ENGAGE SUPPORTERS, **EASILY**

As a small but mighty team of marketers within a larger organization, the International Medical Corps fundraising team is always looking for efficient ways to communicate meaningful stories and updates to their constituents.

Texting emerged as a channel with a lot of potential for both stewarding existing and acquiring new supporters.

The tips and resources in this case study are best practices for any nonprofit organization looking to engage their constituents and meet their fundraising goals.

USE THESE TIPS TO ENGAGE SUPPORTERS & RAISE MORE

BE TRANSPARENT

FIND YOUR CADENCE

USE A CLEAR CALL TO ACTION



How To...

TELL YOUR STORY WELL

When using a prior SMS platform, International Medical Corps was limited to using SMS, text-only messages with a limited character count. This created an impersonal relationship with the supporter and limited room for growth.

But in July of 2022, everything changed when they partnered with Tatango. International Medical Corps created a plan with their Customer Success Manager, and together they created a series of messages that communicated the way their supporters did: videos, GIFs, emojis, and more.

When your nonprofit's story is told well, the results are undeniable: increased open rates, higher engagement, and donations skyrocket.

Most importantly, the revenue raised through texting helps to support International Medical Corps' lifesaving work worldwide.



TEXTS THAT RAISE MORE

Inspiring Messages To Further Your Cause



Thank you for being a compassionate member of the International Medical Corps community and helping save lives and relieve suffering worldwide.

2022 has been filled with immense losses for communities around the world, and many still face uncertain futures. **But it is in these challenging times that your support has the greatest impact.**

On behalf of our more than 7,500 staff members and the millions of people we serve, thank you for helping build a healthier and more hopeful future. 🌍

PS: Giving Tuesday is **less than one week away!**  add it to **your calendar here:**
<https://evt.mx/5i64pVDz>

WHY THIS WORKS

Using compelling imagery or GIFS, like this one, tells a story engages supporters emotionally.

Be transparent and tell donors exactly where and for what their donation is being used.

Using bolded or italicized text highlights important information.

TEXTS THAT RAISE MORE

Inspiring Messages To Further Your Cause



It's Thank You Wednesday! Thanks to our generous global community, we were able to meet our \$20,000 Giving Tuesday Matching Gift Challenge!

Right now, International Medical Corps is on the ground in 30 countries worldwide, responding to crises, improving health, caring for children who are malnourished and training community members to increase resiliency. **Thanks to you, we can continue to be there, no matter where, delivering health and hope to those who need it most.**

From all of us here at International Medical Corps, we wish you the happiest holiday season! 🎁

If you didn't have a chance to give yesterday, you can do so here:

bit.ly/3Vh6ivh

WHY THIS WORKS

Sending cultivation messages engages the supporters with the brand in a regular cadence.

Be sure to send thank you messages after events, important donation days, etc.

Using emojis communicates with supporters in a familiar language. Hyperlinked text directs the user experience with clear calls to action.

TEXT FUNDRAISING STRATEGIES

Best practices and tips for increasing engagement and donations in 2023

TEXT STRATEGY FOR 2023

TEXT 1: CULTIVATION MESSAGE

TEXT 2: DONATION ASK

TEXT 3: CULTIVATION MESSAGE

"Our focus in 2023 is to prime our list with cultivation texts before hard donation asks. This strategy brought us success in 2022 and we expect it to continue working in 2023".

-Jessica Smit

Giving Tuesday 2022 was International Medical Corps' first foray into using text fundraising as a strategy, rather than simply asking for a donation once or twice a year like they had done with a prior SMS company. With Tatango's platform they were able to engage donors strategically.

"We wanted to steward our donor base. Our goal is to add value, not just ask for donations".

Jessica Smit, Manager, Direct Marketing at International Medical Corps

International Medical Corps created a text fundraising strategy that engages donors well. By sending three messages, with a donation ask on text two, donors feel valued, are reminded of the story and mission of the organization, and are encouraged to give.





The war in Ukraine brought an unprecedented number of new donors into our file. As we approached the end of the year with these new supporters, our year-end goal wasn't only monetary. In addition to raising funds, we also wanted to use our year-end texting to increase engagement with our constituents and continue building relationships with them.

FOLLOW ALONG

ACHIEVE MORE IN 2023!

Gear up for 2023 and check out even more text fundraising resources.

[TATANGO.COM/RESOURCES](https://tatango.com/resources)