

# Mobile petition attracts nearly 300,000 supporters

## Business need

At very short notice, to mobilise support for a ceasefire petition during the Gaza crisis.

To thank supporters and continue the dialogue in order to convert them to donors.



## The solution

Full page national press ads (e.g. The Guardian, Daily Mail, Sunday Times) invited readers to join a petition against the conflict in Gaza by texting CEASEFIRE to 81819.

The mobile petition with respondents' details was taken to Downing Street by the charity.

A week later Save the Children followed up with MMS messages to petitioners with images of the destruction inflicted as well as the charity's relief work in Gaza. Donations were sought at this stage; replying by text triggered a call-back



## Results

- Almost 300,000 texts received
- 4.9% response rate (of audited circulation)
- Follow-up mobile request for donations yielded a 240% RO

