

# DPText Case Study

- **75% of pledges converted that day**
- **100% converted that week**
- **Raised \$261 more per attendee over previous events**

|                           |                                |
|---------------------------|--------------------------------|
| Nonprofit:                | Goodman Jewish Family Services |
| Event:                    | 2017 Feed the Need Brunch      |
| Fundraising Goal:         | \$20,000                       |
| Total amount raised:      | \$24,096 (134 people)          |
| Text-initiated donations: | \$12,629 (38 people)           |
| Text opt-ins added:       | 90 people                      |



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THE  
NEED  
BRUNCH**

Goodman Jewish Family Services of Broward County was looking for a more effective and friendly way to secure pledges and donations in real-time at their luncheon. They wanted something different from the pledge/donation table cards they usually use. They felt that having the ability to show everyone their fundraising progress/success in real-time was also important.

By using DPText, JFS Goodman was able to surpass their donation goal, increase their average per attendee donation, energize a room of key donors, impress board members, and grow their texting opt-in list for future fundraising and event promotions.

"It was our first experience with DPText. Our strategy was to opt-in as many attendees into our text system as possible. People were surprised that we went to the next level by employing a text system.

10 minutes before our ask we sent everyone a text. Our speaker then asked everyone to take out their phones and make a pledge. He then pointed to the DPText pledge meter on the screen. Everyone really enjoyed seeing their names appear on the meter in real-time (amounts were not shown).

Later that day, we texted a donate link to everyone. If they did not complete their donation at that time, we just sent another text the next day.

I attribute the increase in the total number of donations to DPText and yes, we will use it for future events."

~ Brett Diaz, Marketing Director

"The text appeal was simply amazing and we all loved how the entire room could see what was raised in real time. It was beautiful."

~ Amy Stolberg, Board Member

"DPText allowed us the ability to not only raise money but give that instant gratification to donors by seeing how much we raised, the board members by being able to show their guests how we operate and the community by highlighting our results live in front of their eyes. It is a great tool that every nonprofit should use. We've incorporated it into our monthly messaging for event reminders, success stories, highlighting our mission and ticket sales."

~ Brett Diaz, Marketing Director

