



Case Study

**National
Audubon Society
soars with a
168% increase
in donations
through
mCommons**



INDUSTRY

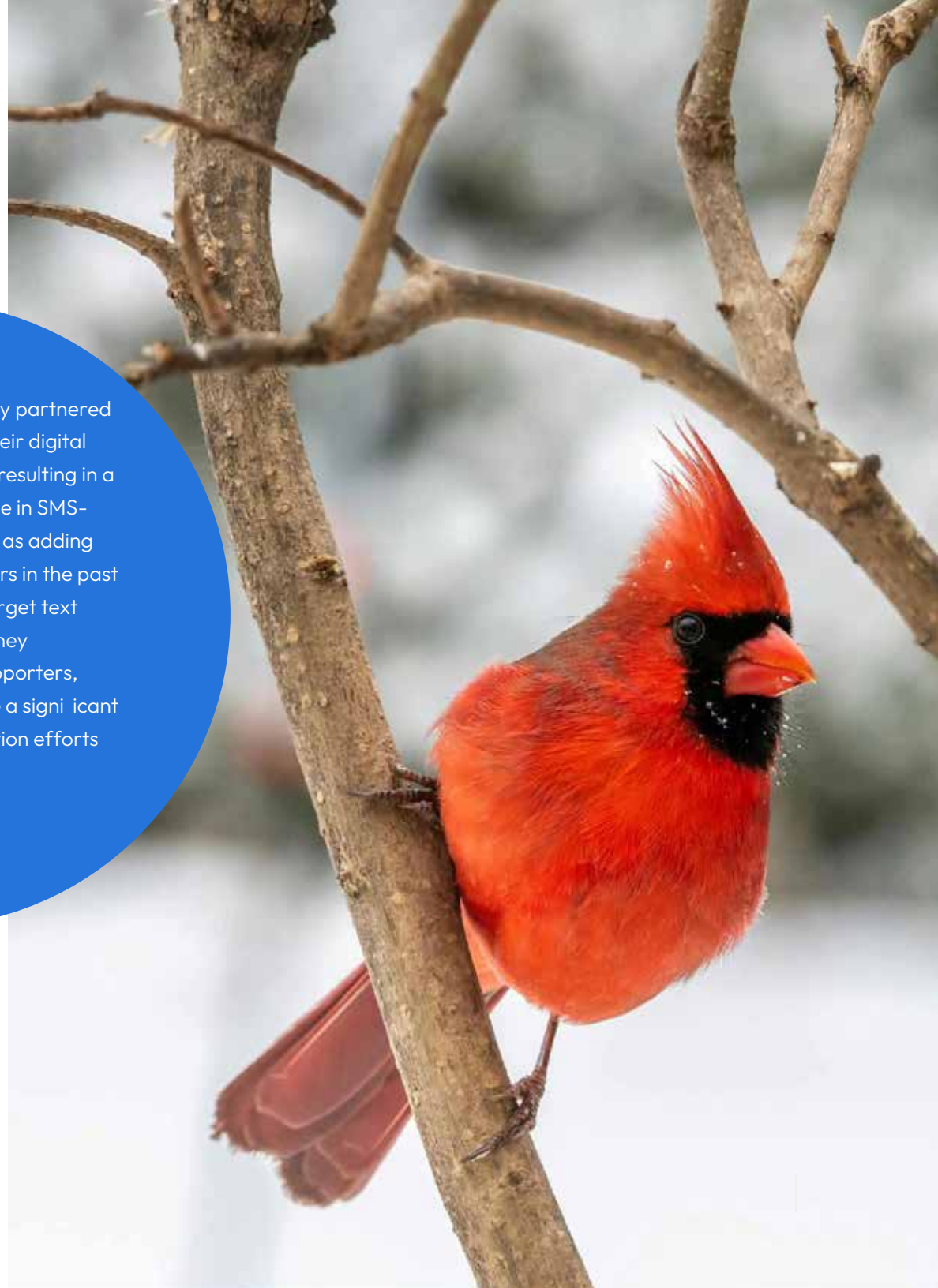
Environmental Nonprofit

COMPANY

National Audubon Society
New York, NY
audubon.org

National Audubon Society protects birds and the places they need, today and tomorrow, throughout the Americas using science, advocacy, education, and on-the-ground conservation.

National Audubon Society partnered mCommons to bolster their digital engagement strategies, resulting in a remarkable 168% increase in SMS-driven donations, as well as adding 85,000 mobile subscribers in the past 2.5 years. Leveraging target text messaging campaigns, they successfully engaged supporters, drove actions, and made a significant impact in their conservation efforts across the board.



How do you reach a younger demographic and better engage your audience?

Audubon needed to connect with a younger digital-first generation

Audubon encountered obstacles in enhancing engagement among their existing supporters and attracting a younger audience to their cause. By leveraging mCommons, they aimed to create more interactive and personalized experiences for their audience, fostering deeper connections and stronger advocacy for their vital bird conservation work.

Increasing subscriber engagement with mCommons

mCommons empowered Audubon by providing a comprehensive solution for their engagement challenges and expertise in nonprofit messaging. When Audubon first partnered with mCommons, they didn't have any mobile subscribers and one of their first goals was to grow their list. To do this, they added a phone field to all their online forms, including newsletter signups and donations. They also added website pop-ups designed to grow their SMS list, which included punny taglines like "Get your bird news on the fly" with a photo of a bird mid-flight.

"Our team is really excited about getting more donors on our mobile list because it's proven to be very successful in converting supporters to sustainers (folks that give recurring monthly donations)."

– Elizabeth Burns

Digital Engagement Specialist,
National Audubon Society



With mCommons, donations and subscription numbers take flight

Connecting with a broader audience at a deeper level

mCommons has played a pivotal role in Audubon's digital transformation journey. Through strategic implementation and innovative campaigns, the organization witnessed a substantial increase in mobile subscribers, going from 0 to over 85,000 in just 2.5 years. This surge in subscribers directly translated into heightened engagement levels, with supporters actively participating in conservation efforts and advocacy initiatives.

Audubon also took advantage of their expanded mobile subscriber base to cross-promote other efforts like The Birdsong Project, a collection of 172 pieces of new music and poetry

inspired by birdsong, performed by artists from diverse genres. Proceeds from the project went directly to Audubon, and the box set even won a 2024 Grammy Award for Best Boxed or Special Limited Edition Package!

Massive donation results and significant operational impact

The collaboration between Audubon and mCommons yielded impactful results across various metrics, most notably a massive 168% increase in donations directly from texting campaigns over a 2.5-year span. This significant increase in donations provided vital funding for the organization's various initiatives, including on-the-ground conservation efforts, scientific research, and educational programs.

What's next? Looking to the future

Moving forward, Audubon plans to continue leveraging mCommons for impactful SMS campaigns. One key future area of focus is the promotion of their mobile app through SMS channels, leveraging the convenience of mobile devices to enhance supporter engagement.

Additionally, the organization plans to explore the possibility of using mData, a mCommons tool that can guide supporters to their nearest polling locations, facilitating their participation in conservation-related activities like voting on environmental policies.

Results from the National Audubon Society

168%

increase
in SMS-driven donations

85k

increase
in mobile subscribers

14%

average
click through rate

For more information visit: mobilecommons.com