



Case Study

The National Park Foundation grows community & raises \$208K with mCommons



INDUSTRY

Nonprofit

COMPANY

The National Park Foundation
Washington, DC

www.nationalparks.org

The National Park Foundation generates private support and builds strategic partnerships to protect and enhance America's national parks for present and future generations. Chartered by Congress in 1967, it is the official charitable partner of the National Park Service.



The National Park Foundation (NPF) worked with Mobile Commons' flagship product, mCommons, to create a direct and personal line of communication with their supporters. In just the first eight months of launching their SMS program, they raised over \$208,000 and added more than 10,000 mobile opt-ins to their existing file. Through a mix of inspiring storytelling, interactive quizzes, and personalized outreach, NPF created a sense of connection that deepened loyalty and drove both engagement and donations.



How to engage and build loyalty among donors

The National Park Foundation wanted a new channel to reach even more park lovers

The National Park Foundation (NPF) faced a challenge: They wanted to build deeper, more human relationships with donors and supporters, but with traditional email outreach becoming crowded, NPF needed to diversify their donor communication strategy.

NPF turned to text messaging as a channel that could deliver timely, intimate, and inspiring content, directly to supporters' phones. Their goal: to foster a feeling of community, increase loyalty, and drive action for the parks, all while cultivating an audience more likely to engage and donate over time.

Creating emotionally engaging supporter journeys with mCommons

mCommons helped NPF reimagine their digital engagement strategy. From the beginning, the partnership was rooted in strategy, support, and values alignment. The platform's flexibility allowed NPF to tell rich stories and inspire a deeper emotional connection with their audience.

Without prior SMS experience, NPF relied heavily on mCommons' team of mobile experts to guide onboarding, message flow,

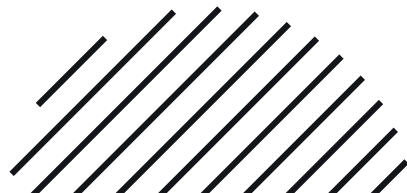
and long-term planning. The team helped launch the short code, build automations, and brainstorm creative outreach ideas that resonated with their audience.

NPF kept the tone of messages focused on inspiration and appreciation, steering away from transactional asks. They promoted the program across email, website, social media, and paid ads—bringing in 10,000+ new opt-ins. Interactive elements like quizzes and polls boosted engagement, with strong click-through and reply rates.

"Since starting our [texting] program, we have raised \$208,569 from June through February, and that was just with eight broadcasts."

Marshall Chappell

Digital Specialist
National Park Foundation



A mobile community for the parks with \$208K raised in under a year



Bringing park-lovers closer to the mission

Texting with Mobile Commons gave NPF a direct and personal way to reach their supporters. In just a few short months, the organization saw a strong increase in both engagement and revenue. More than 10,000 additional subscribers, and message content—ranging from nature facts to national park trivia—sparked replies that showed real emotional connection.

The program's success reinforced the belief that people don't just want to give, they want to feel part of something. SMS allowed NPF to build a community around shared values and experiences tied to America's national parks.

Significant early returns and long-term engagement value

In the first eight months, NPF raised \$208,000+ from just eight SMS campaigns. A single 3X match campaign brought in \$57,000 in one day. Engagement metrics (including clicks, replies, and retention) were consistently strong, with messages often prompting heartfelt responses from supporters.

The emotional impact was clear. Replies ranged from "That was fun!" to "Beautifully relaxing" and "I plan to tell my grandchildren." The connection was working. Different from email, texting has a more personal feel and encourages responses that make NPF's community feel heard and a part of something. mCommons made it easy to structure automations and journeys that welcomed supporters, reinforced their value, and invited them to be part of something bigger.

What's next? Continued storytelling and donor journeys

Looking ahead, NPF plans to expand and deepen its SMS program by using quizzes, interactive messages, and storytelling to maintain supporter interest and excitement.

The organization also plans to explore more integrated engagement journeys and use texting to promote seasonal campaigns, educational initiatives, exclusive events, and future fundraising opportunities.

Results for the National Park Foundation

\$208K+

raised in the first 8 months

\$57K

raised from a single 3X match campaign

10K+

new mobile subscribers in the first 8 months

mCommons helps organizations boost engagement, increase response rates, and drive supporter action through automated, personalized text messaging campaigns - purpose-built to support and grow meaningful causes.

Ready to discuss your options? mobilecommons.com

