



WORLD HOPE INTERNATIONAL CASE STUDY

# RAISE MORE IN 2023

How World Hope International Used Tatango's  
Platform To Launch in Record Time with  
Record Results



**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 WORLD HOPE INTERNATIONAL?



World Hope International (WHI) is a Christian relief and development organization working with vulnerable and exploited communities to alleviate poverty, suffering, and injustice. Their vision is to provide those in need with opportunity, dignity, and hope so they can possess the tools for change in themselves, their family, and their community.

World Hope International was referred to Tatango by the team at FundraiseUp. The Tatango integration with FundraiseUp allowed WHI to segment their year-end text messages, including suppressing recent donors from recent giving campaigns, such as Giving Tuesday or end-of year messages. The integration also showed World Hope the number of donations and amount raised for each text message sent.

# FUNDRAISING GOALS

## WORLD HOPE'S TEXT MESSAGING GOALS:

Raise more money from their year-end, emergency and other fundraising campaigns

Reach and convert new and younger donors

Grow their text messaging list



When Jeannine Gibson arrived as the new Chief Marketing Officer of World Hope International, one of her first priorities was to add text messaging to everything they do.



World Hope had a tight timeline to have text messaging live by GivingTuesday.



# THE RESULTS

While short code applications typically take **4-6 weeks** to be approved by phone carriers, the Tatango team was able to get it approved in just over three weeks so that World Hope could start messaging donors well ahead of GivingTuesday.

Tatango's Customer Success team's responsiveness and expertise helped accelerate the onboarding process and had World Hope live weeks earlier than expected.

The Tatango team helped WHI take quickly take ownership of the platform and since Tatango's platform is easy to use, World Hope was able to get their GivingTuesday messages **ready on their own.**



# THE WHI TIMELINE





Giving Tuesday 2022 was World Hope's initial introduction to text messaging for fundraising purposes. Tatango's Customer Success team provided prescriptive advice on year-end text messaging schedules, cultivation strategies, segmentation, and content best practices.

World Hope International took advantage of the **Tatango Design Lab** to collaborate on asset creation for engaging year-end campaigns, such as a countdown clock and thermometer for year-end text messages.

The World Hope team exceeded their GivingTuesday goal by **37%** across all channels.

# ENGAGE SUPPORTERS, **EASILY**



## WORLD HOPE STATS

“Isabel (at WHI) and Tatango have been complete champions of this new platform and getting us set up in record time. I know there is still a ton of work to do, **but to have come this far this fast is remarkable** and we really need to express our gratitude where and when it is due.”

-Jeannine Gibson,  
Chief Marketing Communications Officer,  
World Hope International

Amount Raised: \$2,500

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Spent: \$210

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Cost Per Dollar Raised:  
\$0.08

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GivingTuesday:  
Exceeded by 37%





## RESOURCES

# READY TO INCREASE DONATIONS?

Tatango's vast library of resources is available to help your team send messages that engage constituents and achieve your fundraising goals.

[WWW.TATANGO.COM/RESOURCES/](http://WWW.TATANGO.COM/RESOURCES/)

Find out more about World Hope International at:  
[WORLDHOPE.ORG](http://WORLDHOPE.ORG)

## THE TIMELINE

