



INTERNATIONAL MEDICAL CORPS CASE STUDY

HOW TO RE-ENGAGE LAPSED DONORS

Lessons Learned from International Medical Corps on
Engaging Constituents and Reactivating Lapsed Donors and
What YOU Can Do to Raise More.



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**People give to causes and campaigns
that they care about.**

**Tatango helps engage constituents and
increase donations to further your cause.**



WHO IS INTERNATIONAL MEDICAL CORPS?



International Medical Corps is a global first responder that delivers emergency medical care, and related services to those affected by conflict, disaster and disease, no matter where they are, no matter the conditions. They also train people in their communities, providing them with the skills they need to recover, chart their own path to self-reliance and become effective first responders themselves.

Established in 1984 by volunteer doctors and nurses, it is a nonprofit with no religious or political affiliation, and now has more than 8,500 staff members around the world, 97% of whom are locally hired. Since its founding, it has operated in more than 80 countries, and has delivered more than \$4.4 billion in emergency relief and training to communities worldwide.

Learn more: www.internationalmedicalcorps.org

THE POWER OF TEXTING



ENGAGE SUPPORTERS, **EASILY**

As a small but mighty team of marketers within a larger organization, the International Medical Corps fundraising team is always looking for efficient ways to communicate meaningful stories and updates to their constituents.

Texting emerged as a channel with a lot of potential for both stewarding existing and acquiring new supporters.

The tips and resources in this case study are best practices for any nonprofit organization looking to engage their constituents and meet their fundraising goals.

HELPFUL TIPS TO ENGAGE
SUPPORTERS & RAISE MORE

BE TRANSPARENT

FIND YOUR CADENCE

USE CLEAR CALL TO ACTION

tatango

HOW TO **ENGAGE** LAPSED DONORS

Best practices and tips for engaging lapsed donors and increasing donations

TEXT STRATEGY

TEXT 1:
CULTIVATION
MESSAGE

TEXT 2:
DONATION ASK

TEXT 3:
CULTIVATION
MESSAGE

The goal at International Medical Corps is to cultivate donor relationships via text. Their strategy is simple: to meet donors where they are. They do this by listening to feedback from interactive messages that convey updates about recent emergency responses, demonstrate impact, and ensure donors feel connected to the mission. Then, they evaluate metrics and even respond to donors who message back.

“We did not expect this group to stay engaged long-term. By using texting, their engagement and donations have increased”.

Jessica Smit, Manager, Direct Marketing at International Medical Corps

Tailoring future messages based on this feedback to engage donors is key to the success of their list growth. International Medical Corps created a text fundraising strategy that engages lapsed donors well. Donors feel valued, are reminded of the story and mission of the organization, and are encouraged to give.



DONOR REACTIVATION STRATEGY

How International Medical Corps re-engaged lapsed donors and increased donations through texting.

In the Fall of 2022, International Medical Corps migrated their texting list from a bare-bones SMS program into Tatango. To save on messaging costs in the initial migration, they chose to only import active donors. As time went on, they realized that might be missing out on the opportunity to engage with a larger audience by including subscribed lapsed donors via text. International Medical Corps worked with Tatango to design a lapsed donor reactivation text strategy.

As of 2024, 5,629 lapsed donors now remain subscribed. From this, 45 lapsed donors have already reactivated. This includes 15 donors who were lapsed for more than five years! Donations from just this group is around \$11,000 and expected to grow.

The opportunity to re-engage and re-ignite support for International Medical Corps is rewarding.





**“By sending cultivation messages,
we re-engaged lapsed donors
and doubled our subscriber base”.**

Jessica Smit, Manager, Direct Marketing at International Medical Corps

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TEXTS THAT RAISE MORE

Inspiring Messages To Further Your Cause



Happy New Year to you and yours from all of us here at International Medical Corps! 🎉

As we step into 2024, we want to take a moment to thank you for standing with us as we continue working together to **build a healthier, hopeful and more resilient world.** 🌍

Your support makes an incredible impact worldwide, helping to deliver lifesaving medical care and supplies when disaster strikes and seconds count.

We are so grateful to have you as a vital part of our global community!

Stop2End

WHY THIS WORKS

Cultivation messages can engage lapsed donors, creating a dialogue and brand awareness.

Using bolded or italicized text highlights important information.

Remind supporters of their impact, being transparent and telling them exactly where and for what their donation is being used.

TEXTS THAT RAISE MORE

Inspiring Messages To Further Your Cause

WHY THIS WORKS

Sending cultivation messages engages the supporters with the brand in a regular cadence.

Be sure to send thank you messages after events, important donation days, etc.

Using emojis communicates with supporters in a familiar language. Hyperlinked text directs the user experience with clear calls to action.



Happy Valentine's Day from all of us here at International Medical Corps!



The compassion you extend by delivering vital healthcare services to vulnerable families is an inspiring example and a powerful reminder that acting from a place of love can make a lifesaving difference.

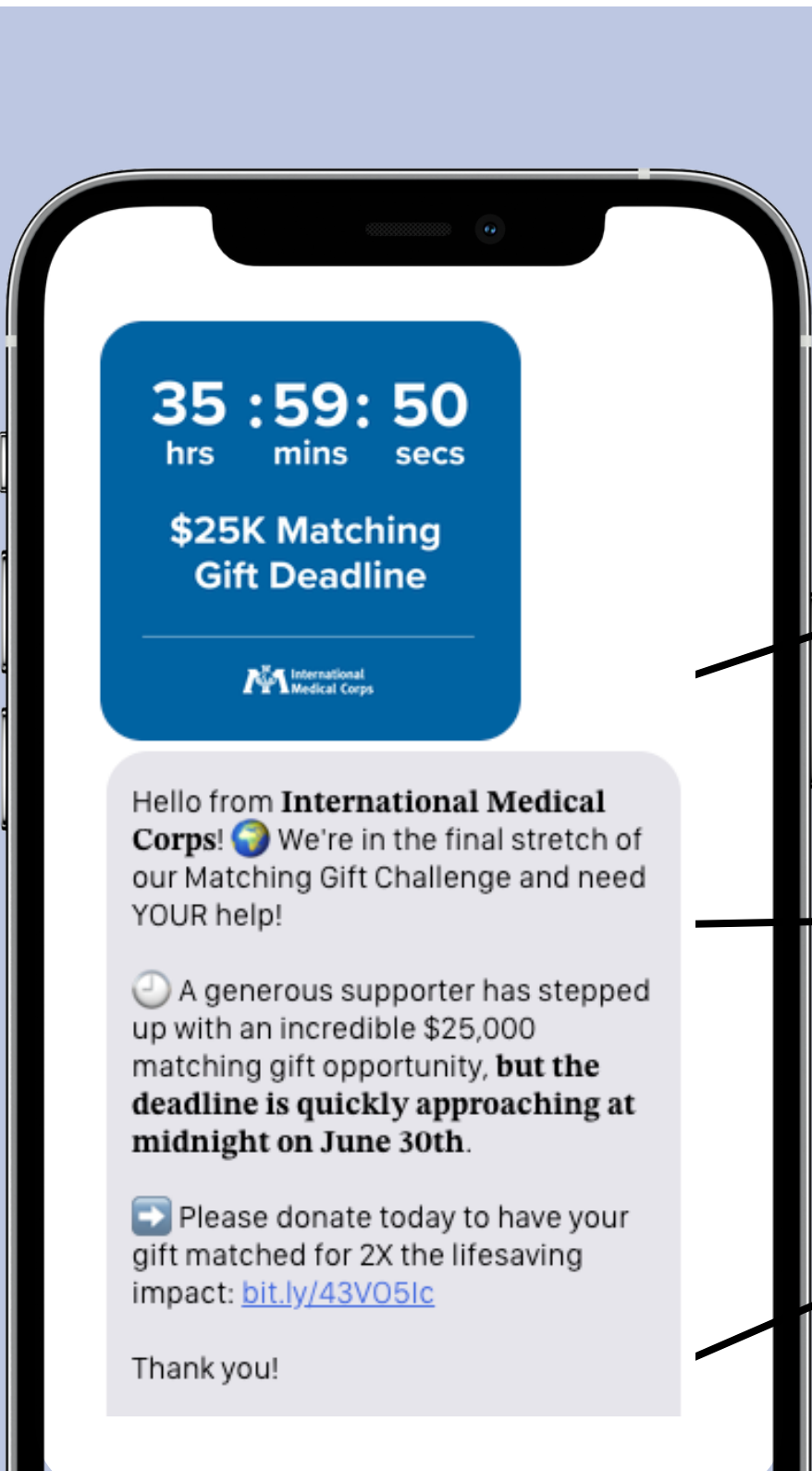
You can continue your impact by making a special 1-time gift in honor of Valentine's Day here: tating.io/01

Thank you for helping to spread health, hope and healing worldwide.



TEXTS THAT RAISE MORE

Inspiring Messages To Further Your Cause



WHY THIS WORKS

Using countdown GIFs highlights the urgency of a donation ask.

Sending donation asks along with cultivation messages on a regular cadence increases the opportunity for donations.

Direct the user experience through bolded text, emojis, and more, and end with a clear call to action.



CONTACT US TODAY

READY TO ENGAGE LAPSED DONORS ?

Tatango is ready to help you increase donations and meet your fundraising goals.

INFO@TATANGO.COM