Mobile Outreach and the American Cancer Society

Miles Orkin
National Director, Web and Mobile

2011 Nonprofit Mobile Day
Washington, DC
Help save lives from breast cancer.

Text **HOPE** to 20222 to donate $5 to the American Cancer Society.

MAKING STRIDES Against Breast Cancer®

A one-time $5 donation will be charged to your wireless bill or deducted from your prepaid balance. Donations collected by the Mobile Giving Foundation. For more info call 1-866-810-1203 or visit NGF.org. Standard rates apply.
Some Questions

- **Why** does mobile matter to the American Cancer Society?
- **How** does The Society conduct its mobile efforts?
- **Which** mobile channels work (and how)?
- **What** are best practices for building a program?
Why
Does Mobile Matter to the American Cancer Society?
Send Cake

Blair
Birthday: Thu. Dec 3
Send Cake

Coleen
Birthday: Tue. Jan 5
Send Cake

Noel
Birthday: Thu. Jan 7
Send Cake

Donate to ACS
Make a donation to ACS More Birthdays.
Donate

You
Friends
ACS
Settings
Why Does Mobile Matter?

- There are nearly as many mobile subscribers as there are people in the United States.
- Mobile devices are rarely, if ever, beyond four feet away from their owners.
- Hundreds of millions of Americans communicate and consume on mobile.
- Brands that understand consumer mobile behavior now will ensure success as the channel evolves.
# Unparalleled Ubiquity

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. Wireless Subscribers</td>
<td>293 million</td>
</tr>
<tr>
<td>U.S. Population</td>
<td>307 million</td>
</tr>
<tr>
<td>U.S. Wireless Penetration</td>
<td>93%</td>
</tr>
<tr>
<td>Mobile minutes of use (monthly)</td>
<td>2.26 trillion</td>
</tr>
<tr>
<td>U.S. wireless-only households</td>
<td>24.5%</td>
</tr>
</tbody>
</table>

- Feature Phones: 80%
- Smart Phones: 20%
A Growing Market

Broadband Access
2006: 3 million subscribers
2010: 73 million subscribers

Smartphone Owners
85% increase 2009 to 2010

Unlimited Data Plan Subscribers 57%
increase 2009 to 2010

Mobile Web Browsing
Over 89% of handsets operating on wireless
 carriers’ networks are capable of browsing
the web
# Key Populations

<table>
<thead>
<tr>
<th></th>
<th>All adults</th>
<th>White, non-Hispanic</th>
<th>Black, non-Hispanic</th>
<th>Hispanic (English-speaking)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own a cell phone</td>
<td>82%</td>
<td>80%</td>
<td>87%</td>
<td>87%</td>
</tr>
<tr>
<td>% of cell owners within each group who do the following on their phones</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Take a picture</td>
<td>76</td>
<td>75</td>
<td>76</td>
<td>83*</td>
</tr>
<tr>
<td>Send/receive text messages</td>
<td>72</td>
<td>68</td>
<td>79*</td>
<td>83*</td>
</tr>
<tr>
<td>Access the internet</td>
<td>38</td>
<td>33</td>
<td>46*</td>
<td>51*</td>
</tr>
<tr>
<td>Send/receive email</td>
<td>34</td>
<td>30</td>
<td>41*</td>
<td>47*</td>
</tr>
<tr>
<td>Play a game</td>
<td>34</td>
<td>29</td>
<td>51*</td>
<td>46*</td>
</tr>
<tr>
<td>Record a video</td>
<td>34</td>
<td>29</td>
<td>48*</td>
<td>45*</td>
</tr>
<tr>
<td>Play music</td>
<td>33</td>
<td>26</td>
<td>52*</td>
<td>49*</td>
</tr>
<tr>
<td>Send/receive instant messages</td>
<td>30</td>
<td>23</td>
<td>44*</td>
<td>49*</td>
</tr>
<tr>
<td>Use a social networking site</td>
<td>23</td>
<td>19</td>
<td>33*</td>
<td>36*</td>
</tr>
<tr>
<td>Watch a video</td>
<td>20</td>
<td>15</td>
<td>27*</td>
<td>33*</td>
</tr>
<tr>
<td>Post a photo or video online</td>
<td>15</td>
<td>13</td>
<td>20*</td>
<td>25*</td>
</tr>
<tr>
<td>Purchase a product</td>
<td>11</td>
<td>10</td>
<td>13</td>
<td>18</td>
</tr>
<tr>
<td>Use a status update service</td>
<td>10</td>
<td>8</td>
<td>13</td>
<td>15</td>
</tr>
<tr>
<td>Mean number of cell activities</td>
<td><strong>4.3</strong></td>
<td><strong>3.8</strong></td>
<td><strong>5.4</strong></td>
<td><strong>5.8</strong></td>
</tr>
</tbody>
</table>
How Does The Society Conduct its Mobile Efforts?
Welcome to My Donation Page

My Reason to Relay

Relay For Life is my personal opportunity to fight back against cancer by raising funds and awareness. I fight so one day no one has to ever face cancer.
February 2010: Low and Slow

- History: Piecemeal
- Expertise: Minimal
- Enthusiasm: General
- Vision: Vague
- Resources: Limited
- Urgency: Not Enough
But We Still Did Good Stuff

- Birthdays App
- Relay App
- Cancer.org
- Text To Give
February 2011: Fast and Furious

- ‘Official’ strategic plan
- 7 major project areas
- New vendor relationships
- New staff assignments
- Support from leadership
- Budget!
Strategic Plan

• Create a programmatic approach
• A blueprint to provide structure and vision
• Define priorities, components, initial projects
• Align with overarching enterprise objectives
• Ensure that ACS mobile is coordinated, consumer-friendly
Strategic Alignment

ACS BRAND STRATEGY

stay well, get well, find cures, fight back

DIGITAL CHANNEL STRATEGY

Social Strategy  Mobile Strategy  Website Strategy
Objectives: 2011

- Build the Platform and the Process
- Integrate and Educate in the Enterprise
- Engage Consumers
- Improve Mobile Fundraising
The Project Pipeline

- SMS Platform Launch
- Relay Mobile
- Mobile.cancer.org
- iPhone App(s)
- Special Event SMS
- Mobile Giving
- Mobile Behavior Change
Which Mobile Channels Work and How?
Mobile Web Is Nice

ACS CAN 2010 Voter Guides

Where do the candidates stand on important cancer issues?

California

View ACS CAN mobile site

ACS CAN 2010 Voter Guides

Back to race selection

California Congressional Races:

House Races:
District 19: Loraine Goodwin vs. Jeff Denham
District 24: Timothy Allison vs. Elton Gallegly
District 26: Russ Warner vs. David Dreier
District 46: Ken Arnold vs. Dana Rohrabacher
District 47: Loretta Sanchez vs. Ven Tran
District 49: Howard Katz vs. Darrell Issa

ACS CAN 2010 Voter Guides

California, U.S. House District 26

Russ Warner
Democrat

David Dreier
Republican

Candidate has not yet responded
Our Perspective: The Big Four

● **SMS**
  Excitement, loyalty, participation, immediacy.

● **Mobile Web**
  Information, trust, speed, consumption.

● **Smartphone Apps**
  Ease, fun, features, richness, brand intensity.

● **Mobile Giving**
  Emotion, impulse, gratification, augmentation.
What Are Best Practices for Building a Program
A Step-By-Step Approach

- Get Started
- Identify Goals
- Make the Case
- Build the Plan
- Launch the Campaign(s)
A Step-By-Step Approach

- Get Started
- Identify Goals
- Make the Case
- Build the Plan
- Launch the Campaign(s)

- Get Informed
- Take the Pulse of the Organization
- Educate as You Investigate
A Step-By-Step Approach

- Get Started
- **Identify Goals**
- Make the Case
- Build the Plan
- Launch the Campaign(s)

- Income
- List Size
- Downloads
- Conversion
- Email Opens
- Phone Calls
- Brand Awareness
- Buzz
A Step-By-Step Approach

- Get Started
- Identify Goals
- **Make the Case**
- Build the Plan
- Launch the Campaign(s)

- Drop Stats
  - Number of handsets nationwide
  - Text messages, daily

- Show Cool Stuff
  - Video, Text to Big Screen
  - Put it in their hands

- Get Traction
  - Cross-cutting relevance
  - Early adopters and enthusiasts
A Step-By-Step Approach

- Get Started
- Identify Goals
- Make the Case
- **Build the Plan**
- Launch the Campaigns

- Include ‘tutorial’ material
- Align with organization’s goals
- Address internal and external communications
- Provide realistic timelines
- Check with IT and Legal first!
A Step-By-Step Approach

- Get Started
- Identify Goals
- Make the Case
- Build the Plan
- Launch the Campaign
Thank You!

Questions?
We save lives and create more birthdays by helping you stay well, helping you get well, by finding cures, and by fighting back.

cancer.org  |  1.800.227.2345