

## CASE STUDY

# Montreal Children's Hospital Foundation (MCHF)

The Montreal Children's Hospital Foundation (MCHF) is a Canadian health charity that raises funds from donors to support innovative research, teaching, and care at The Montreal Children's Hospital, an internationally-renowned pediatric centre affiliated with the McGill University Health Centre providing highly-specialized healthcare. Their annual Caring for Kids Radiothon gives listeners a glimpse of life at the hospital as young patients and their families share personal stories of how their lives have been touched by the exceptional care of the hospital's dedicated staff.

MCHF sought to reach out to their past supporters about the upcoming radiothon and were interested in Stratcom's PROMPT.io text messaging platform to complement their existing promotion and fundraising strategies for the event.



**Approx. 3,000**  
supporters texted each year



**3-8%**  
Average engagement rate

## Step 1: Planning & Scripting

Stratcom worked with MCHF to develop the script for a series of bilingual (French and English) text messages from the mother of a patient at The Montreal Children's Hospital to be sent before the radiothon. The first message was deployed one or two days before the event and the second text on the day of the radiothon. In 2022, the two texts were 1 day apart. In 2023, the texts were 2 days apart.

# STRATCOM

Hi Robert, this is Cari, mom of a young patient at The Children's. As you are a past member of the Circle of Hugs, I want to remind you that today is The Caring for Kids Radiothon. Families in need need your help!. Re KIDS to get more deta



*I am continually amazed at how text messages allow us to nurture our connections with our donors. Many of them have shared their personal stories with The Children's and how grateful they are for the care their kids received at the Hospital. Text messaging has been a useful tool to have one-on-one conversations on a large scale."*

**Frédéric Brière**  
Director, Direct & Integrated Marketing

la fondation  
de l'hôpital  
de montréal  
pour enfants  
the montreal  
children's  
hospital  
foundation



## Step 2: Roll-out

2022

The text messages were sent out to past supporters of MCHF’s radiothon event. With the first message, recipients were prompted to reply with the keyword ‘CARING’ to receive a link to tune in the next day. A reminder text was also sent out on the day of the radiothon, which also had a secondary ask for past donors to give again in support of the event.

Hi Robert, my name is Cari, mom of a patient at The Children’s. Because of your past support for the Caring for Kids Radiothon, I want to encourage you to tune in again this year, starting tomorrow at 6 am. We want to make it easy for you. Reply CARING for more details.

Caring

Thank you for replying. Click to tune in to your favorite radio station.  
 CJAD: <https://www.iheartradio.ca/cjad>  
 Virgin: <https://www.iheartradio.ca/virginradio/montreal>  
 CHOM: <https://www.iheartradio.ca/chom>

Hi Robert, this is Cari, mom of a young patient at The Children’s. As you are a past member of the Circle of Hugs, I want to remind you that today is The Caring for Kids Radiothon. Families like mine need your help! Reply KIDS to get more details.

Kids

Thank you for your past support for kids like mine. The Children’s family would love to have you back! Please give now. [childrenfoundation.com/radiothon](http://childrenfoundation.com/radiothon)

2023

In 2023, MCHF once again targeted those who had donated to the radiothon previously. Both the first message, sent a couple of days before the radiothon, and the second message, sent on the day of, were reminders about the event but also directly asked for the audience to donate in support of the radiothon.

Hi Elanna, my name is Zubia, the mother of a young patient of The Children’s. Because of your past support for the Caring for Kids Radiothon, I’d like to invite you to renew your support and help save the lives of sick kids like mine. Reply CHILDREN for more details.

Children

Thank you for replying. Please donate now to help get the Caring for Kids Radiothon off to a strong start. [secure.fondationduchildren.com/2023radiothon](http://secure.fondationduchildren.com/2023radiothon)

Hi Mathieu, this is Zubia, mom of a young patient at The Children’s. You are a past member of the Circle of Hugs and we would love to welcome you back. The Caring for Kids Radiothon is on now! The Children’s young patients need you! Reply CARING for more details.

Caring

Thank you for supporting The Children’s young patients. We hope you will renew your gift. Please donate now! [secure.fondationduchildren.com/2023radiothon](http://secure.fondationduchildren.com/2023radiothon)

## The Results

In both 2022 and 2023, The Montreal Children’s Hospital Foundation raised a total of approximately \$1.3 million across all channels for the radiothon. Engagement rates for the text campaigns were fairly significant for both 2022 and 2023, ranging from 3-8%.

The team at MCHF also directly conversed with donors via text, which ended up being a thoroughly enjoyable and fulfilling experience. Some donors shared their personal story at The Children’s Hospital, while others sent good wishes to the mother of the patient mentioned in the initial message.

Bolstered by the success of the radiothon text campaigns, MCHF is looking to explore ways they can use text messaging to further strengthen relationships with donors and steward them—how to best use text in a non-ask campaign, to share important news, inform them how their gift was used, and so on.