

Case Study

Only One drives massive impact with a targeted mobile messaging program from Mobile Commons.



INDUSTRY
Nonprofit

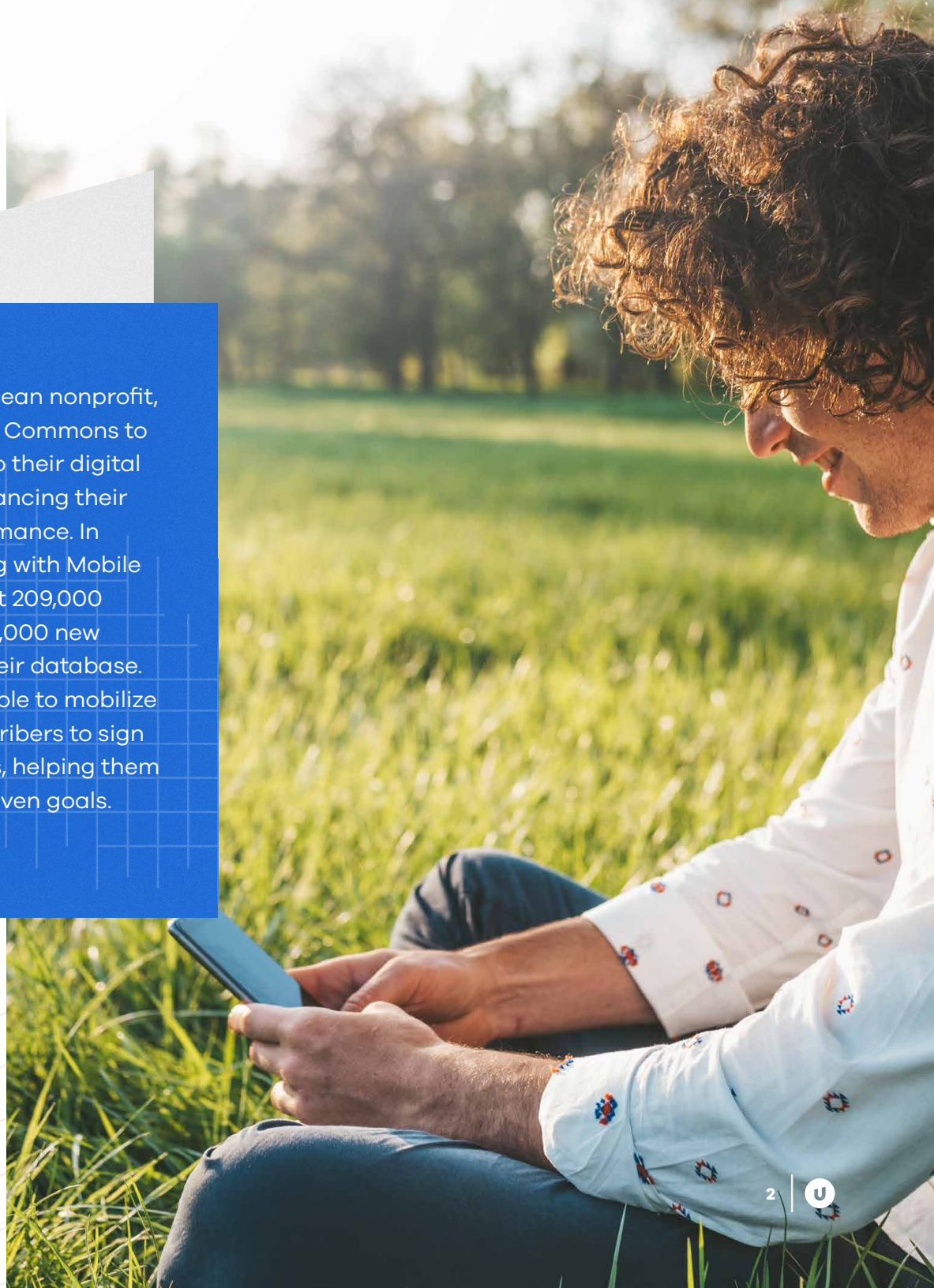
COMPANY
Only One

<https://only.one/>

Only One is a nonprofit organization on a mission to restore ocean health and tackle the climate crisis in this generation, mobilizing millions to fund the world's best ocean and climate solutions.



A leading climate and ocean nonprofit, Only One, utilized Mobile Commons to add mobile messaging to their digital strategy, drastically enhancing their engagement and performance. In their first year partnering with Mobile Commons, Only One sent 209,000 messages and added 40,000 new texting subscribers to their database. Additionally, they were able to mobilize thousands of their subscribers to sign climate-related petitions, helping them achieve their mission-driven goals.



Growing an activist community with mobile messaging.

Email is great, but what about adding mobile?

Only One saw the benefits of text messaging for nonprofit organizations and decided they wanted to create a program. The issue? They had a very small list of supporter phone numbers. They did have an incredibly robust email list, but decided to protect those contacts from unwelcome SMS opt-in campaigns.

This meant the team needed to find other ways to grow their mobile subscriber list.

Mobile Commons and Only One partner up.

Enter Mobile Commons, the industry leader in nonprofit text messaging software. Together with the Only One team, they devised a list growth plan. They started by targeting their most engaged supporters—those who signed petitions, attended webinars, and utilized forums—and asked them to sign up for SMS alerts. Next, they created a multi-channel opt-in strategy, taking advantage of both web forms and SMS keywords to diversify their asks. They also utilized giveaways to drive signups without a call to action, which would then later trigger an opt-in flow, generating large numbers of new subscribers.

The success story of Only One underscores the transformative power of mobile messaging to drive meaningful engagement and achieve organizational goals. Their strategic use of mobile messaging, coupled with innovative content-driven approaches, highlights the potential of this technology to inspire real change, enhance community involvement, and address challenges in a dynamic and effective manner.



Tackling the climate crisis through effective mobile messaging.

Only One adds 40,000 mobile subscribers in just one year.

The result of their efforts? Only One managed to add an incredible 40,000 mobile subscribers to their program in their first year working with Mobile Commons. This new channel allowed them to reach a significantly wider audience and helped them mobilize their subscribers into meaningful action.

Only One and Mobile Commons conquer challenges together.

After a few months of success, the Mobile Commons team noticed that Only One's SMS churn rates were increasing. To combat this, the teams worked together to implement different messaging

strategies. Rather than immediately sending a call to action such as asking for a donation, Only One focused on nurturing its mobile list through content like quizzes and animal videos. This new tactic achieved an increase in engagement and a decrease in churn rate.

Generating petition signatures and growing their online community.

In their first year alone, Only One sent a remarkable 209,000 SMS messages resulting in massive successes across multiple areas of their organization. Some of their most successful campaigns prompted subscribers to sign petitions, including topics like "Help to Stop the Shark Fin Trade in Europe" and "Tell World Leaders to Protect 30% of the Ocean by

2030," which each generated thousands of signatures. Only One also used SMS to grow their digital community of social media activists, The Splash, adding hundreds of new members to their group.



Results for Only One

40,000

mobile subscribers
added in one year

209,000

SMS messages
sent in first year

1000s

of petitions signatures
generated

Upland Mobile Commons helps organizations boost engagement, increase response rates, and drive supporter action in the moment through personalized text messaging campaigns built to support and grow progressive causes.