

# Haiyan Typhoon

CASE STUDY

## Success Story

+1 M

Total Donations  
Including Company Match

40%

of YourCause  
Clients Participated

7

Average Number of  
Nonprofit Organizations Supported

### Disaster Strikes

On late November 7th, 2013, Typhoon Haiyan made landfall in the Philippines at Guiuan, Eastern Samar. The storm became the second-deadliest Philippine typhoon on record and resulted in 4,000+ casualties. The storm dissipated by November 11th and revealed widespread catastrophe that led 40% of YourCause corporate clients to quickly execute disaster campaigns. Employee donations plus corporate match reached more than \$1M within a week of the typhoon-making landfall.

### Get the Word Out

Clients promoted Typhoon Haiyan in their CSRconnect communities through news alerts and promotional images that directly led to a disaster campaign page. Employees were able to easily make credit card donations and request a company match for the supported organizations. Clients provided employees a range of choices to support the disaster through multiple charities. On average, clients

supported seven (7) different charities within their campaigns. The disaster pages also displayed total dollars raised, a campaign image and description.

### Timely Execution is Everything

Donation frequency and amount raised reveal that disaster fundraising is most effective during the peak of news coverage. Donations increased the most within the first two days the campaigns were launched and then tapered off quickly. Therefore, it is crucial for clients to execute campaigns as quickly as possible when the emotional stakes are high. Employees demonstrated their generosity and raised an accumulated total of \$471.3K+ within four days.

### Budget for Disaster Matching

Out of all the clients who responded to Typhoon Haiyan, 79% matched their employees' donations. The most prominent parameter was 1:1 match (73%) and then (27%). It is common for clients to have disaster matches count towards the employee's annual max match cap.