



FanFinders Helps Leading Nonprofit Reach 500,000+ Families Nationwide

A national nonprofit set out to reach half a million families across the U.S. FanFinders helped deliver over 425,000 of them - turning that mission into a reality.





Free, Trusted Parenting Support – Delivered by Text

Lantern (formerly Bright By Text) is a national nonprofit that sends free, expert-backed parenting tips straight to caregivers' phones.

The service is simple, supportive, and personal - tailored to each child's age, the caregiver's language, and their location.

With a special focus on supporting underserved communities, Lantern works with healthcare organizations, early childhood organizations, community nonprofits, and state and local agencies to give families the guidance and resources they need most.



The Challenge: Reach More Families, Faster

Lantern had a big goal: reach over **500,000 families** across the country.

But relying primarily on organic growth - through word of mouth and referrals from trusted community partners - they were only connecting with around **25,000 new families a year.**

This grassroots approach built credibility and trust, but it wasn't enough to meet the growing demand.

Lantern needed a faster, more scalable way to connect with the families who needed their help.

The FanFinders Solution

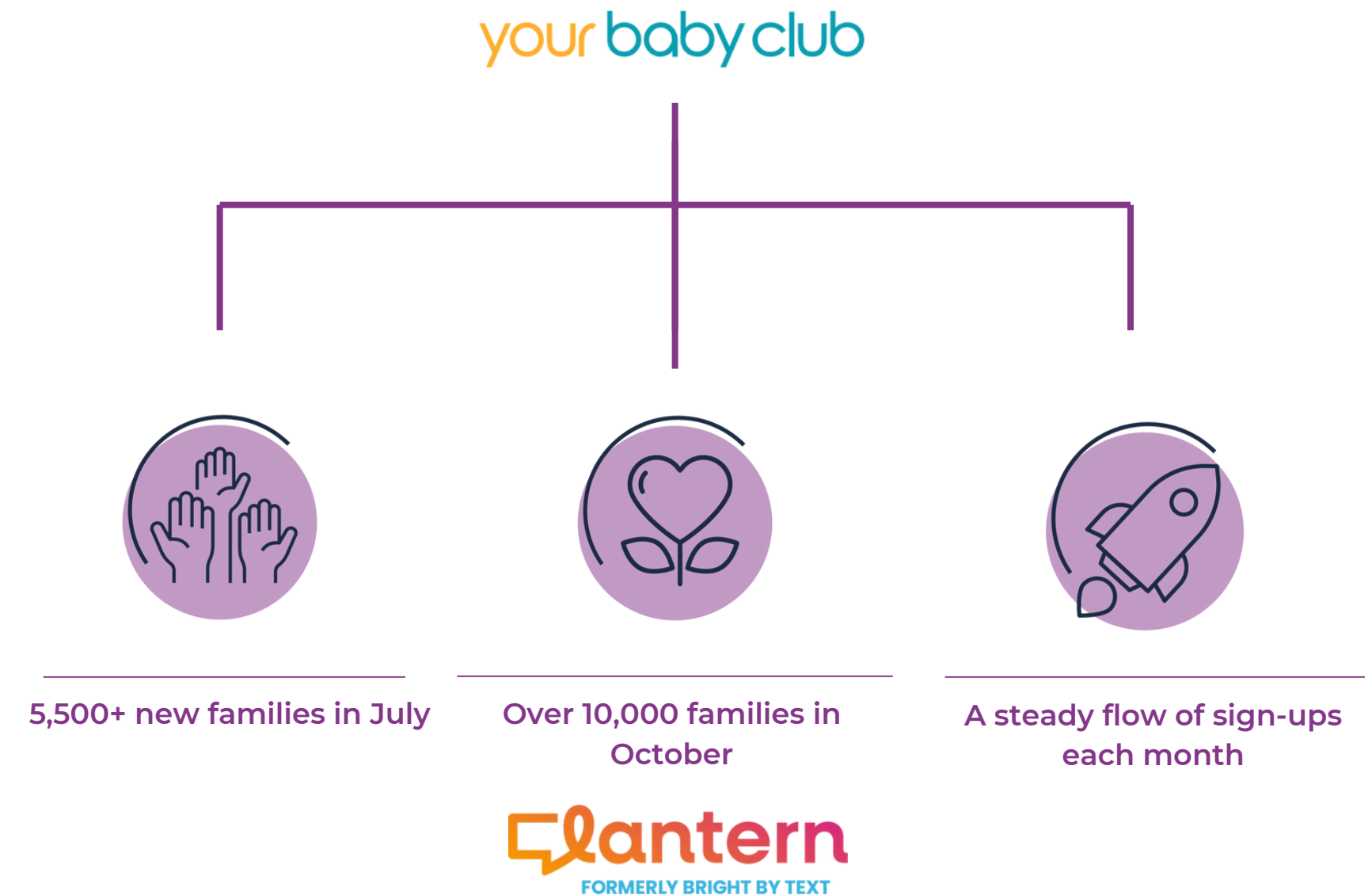
FanFinders helps brands and organisations connect with real parents, at just the right moment.

We use our Your Baby Club community to share helpful, targeted messaging that motivates engaged parents to join programs just like Lantern's.

In July 2023, Lantern teamed up with FanFinders to investigate how they could reach more families through Your Baby Club.

Early results and tests were strong: →

Following this initial success, we collaborated on a long-term custom API that made joining Lantern even easier for parents.



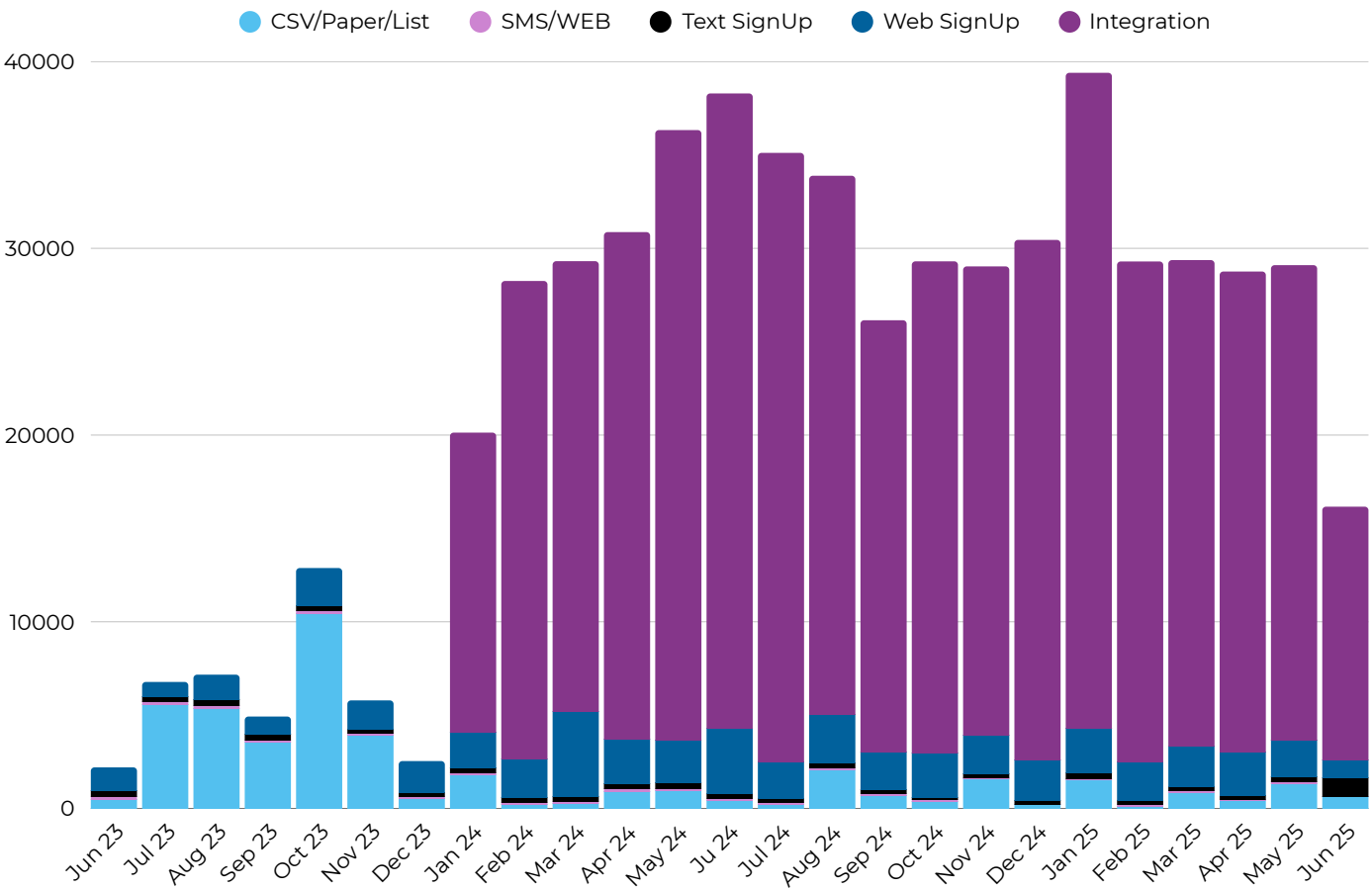
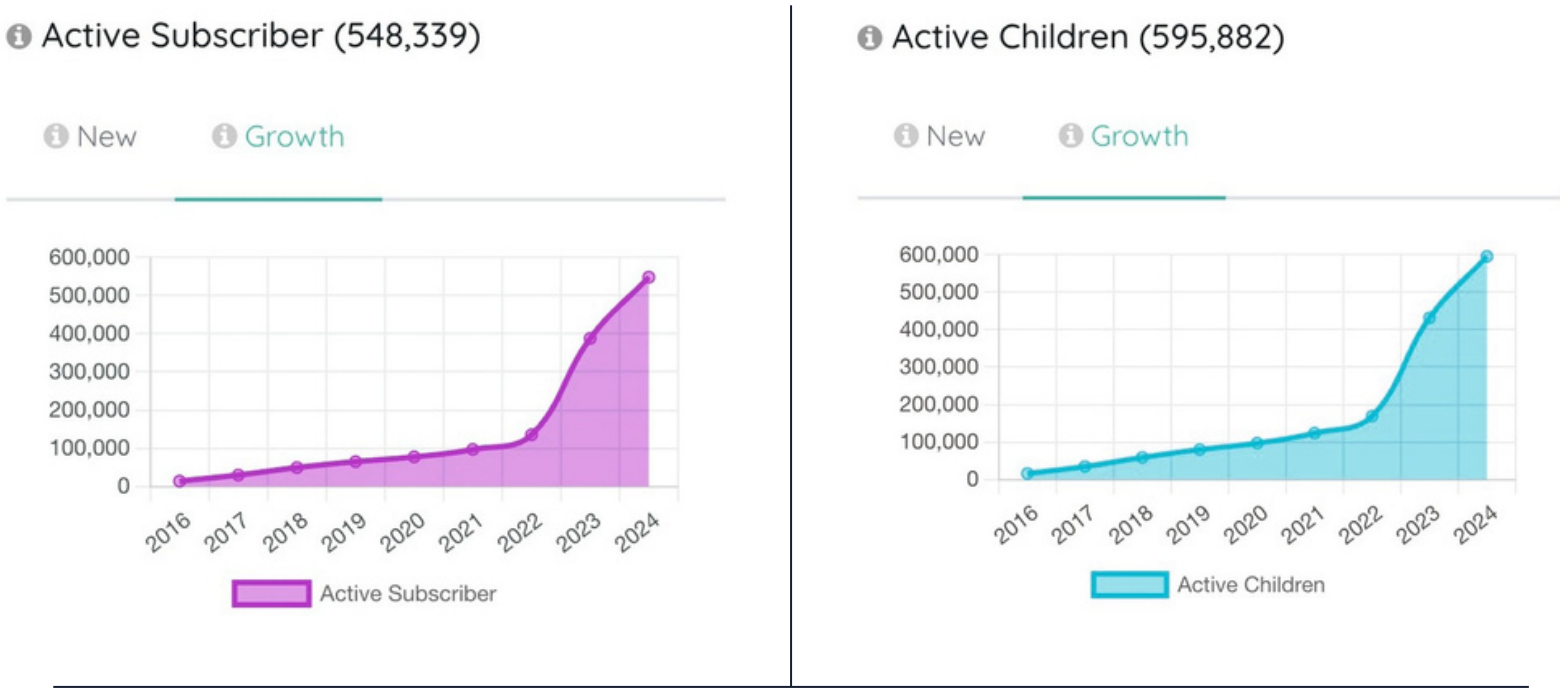


The Result: Sustained Nationwide Growth

By June 2025, Lantern had surpassed their goal, supporting over 593,000 children and reaching families in all 50 states.

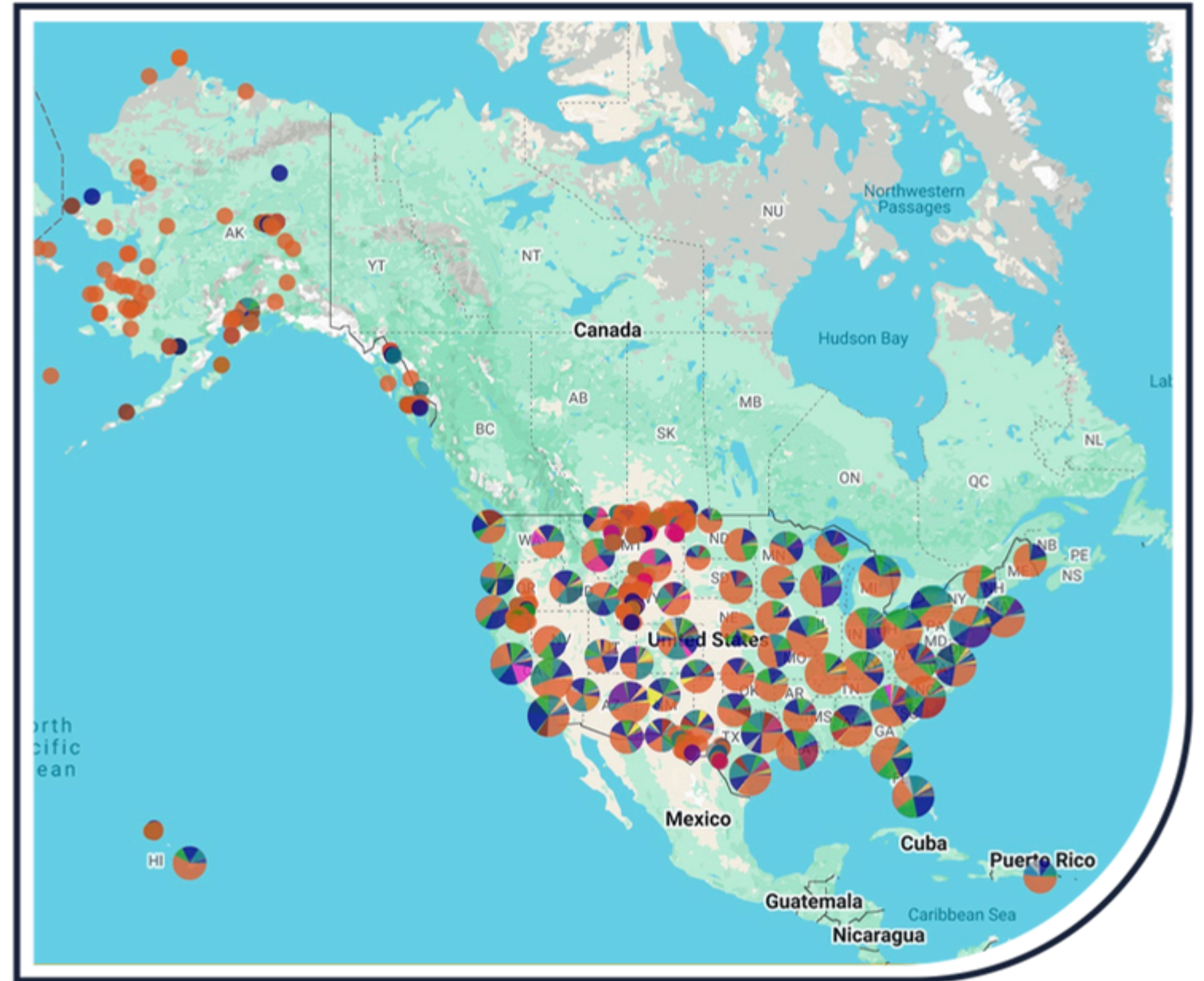
More than **425,000 of those families** came through FanFinders - making us the key driver in helping them hit their target.

Over 64% of these subscribers were from Lantern’s **ideal target demographic**, thanks to our tailored campaign strategy and on-site targeting.



The Result: Sustained Nationwide Growth (continued)

This growth also empowered **Lantern's community partners to reach significantly more families** in their service areas - ensuring important local events and resources made it into the hands of those who needed them most.



And it wasn't just about growth

With a seamless onboarding process, more families stayed engaged, with an impressive **72.2% member retention rate** from our community.

Speaking about FanFinders' role in the nonprofit's growth, **Lantern President & CEO Katie Richardson** said:



We've had a transformative experience working with FanFinders. Their ability to integrate real-time functionality and grow our subscriber base has been instrumental in helping us meet our goal.



Want to Reach More Families Too?

Lantern went from steady growth to reaching hundreds of thousands of new families - and doing it in a way that stayed true to their incredible mission.

Whether you're a nonprofit or family-focused brand looking to:

- Reach the right families at the right time -
- Build meaningful connections -
- Grow in a way that lasts -

Let's Chat >

Inspired by this mission?

Partner with Lantern to connect more families to the parenting information and community resources they need.

Get in touch at katie@mylantern.org

