



Standards for Participation

We have created a set of reliable, straight forward standards that give all participants in the mobile ecosystem, including donors, some assurances with respect to who is using the mobile channel. In order for a non-profit organization (“NPO”) to solicit contributions through the mobile channel, the NPO must have a rating of m4 or higher.

The following scale is used:

NPO adheres to all 11 standards:	m5
NPO adheres to 9 or more standards:	m4
NPO adheres to 6 or more standards:	m3
NPO adheres to 4 or more standards:	m2
NPO adheres to less than 4 standards:	m1

Standards for Participation:

1. The organization shall be exempt from income tax under section 501(c)3 of the Internal Revenue Code (*includes filing a 990 annually and reporting gross revenues of at least \$500,000.00 on such 990*);
 - a. Religious organizations that do not file a 990 must be ECFA accredited and/or BBB accredited.
2. The organization shall be registered as a soliciting charity in all states in which the solicitation will occur. In the event of multi-state solicitations, the NPO must be a registered as a soliciting charity in all states requiring registration, unless sponsored by a qualified 501(c)3 organization who is registered in all states requiring registration.
3. The organization shall be in compliance with all applicable state and federal laws including remaining current with all required filings (includes US Patriot Act Compliance).
4. The organization shall be in good standing in its state of incorporation and have been operational for at least 1 year.
5. The organization shall make only truthful representations to the public with respect to its fundraising, finances, operation and solicitations.
6. The organization shall be accessible and responsive to the public and shall have a donor privacy policy that allows for donor opt-outs.
7. The organization shall have an elected and volunteer Board of Directors of at least 5 members that has at least 3 meetings each year.
8. The organization shall measure its effectiveness through assessment tools every two years.
9. The organization shall have a well-defined mission statement and operate programs that work to efficiently achieve that mission.
10. The organization shall spend its funds in a prudent and transparent manner; with a fundraising efficiency no greater than 35%.
11. The organization shall accurately report its expenses and make such information, financial statements and annual reports openly available to the public.