Connecting Charities through Mobile Fundraising

About the Mobile Giving Foundation
The Mobile Giving Foundation (MGF) is a 501(c)(3) Public Charity, which operates as a Donor Advised Fund, and grants 100% of the donation to the recommended pre-qualified charities. Our goal is to enable the mobile channel for charitable giving in support of good causes by using the convenience, security and ubiquity of wireless network based billing systems across all mobile platforms – messaging, apps, web, advertising and social.

MGF is America’s premier carrier-billed text donation provider, where donations are charged to a donor’s monthly phone bill. We offer a turn-key fundraising solution – we take care of all the billing, technology, remittance of donations received through the wireless carriers directly to the beneficiary charity and tax receipting, while also overseeing the standards of the giving channel and certifying non-profits. Through our text-to-give channel, donors can engage with their favorite charities in a convenient and secure way, and charities in turn can cultivate new supporters and expand their donor base one text at a time. Please visit our website at https://mobilegiving.org/.

Donors using mobile giving have a high degree of satisfaction in the process based on immediacy and simplicity of action, trust in participating charities, and flexibility of giving options that do not require the use of credit cards. MGF offers flexible donation amounts for individual and monthly recurring text-to-give campaigns, as illustrated below:

Donations Amounts: $5, $10, $15, $20, $25, $30, $40 and $50.

Available Short-Codes: 20222, 50555, 80100, 52000 and 501501.

Go ahead and give it a try! ➡➡➡

Text the keyword DEMO to 20222 for a free example of the donor experience.

Don't forget to reply YES/ZIPCODE to see the custom post donation content - designed to drive value and ultimately more volume by enhancing the overall charity/donor experience.

**This is a zero-billing keyword and no charges will occur**
After your charity has been vetted and approved through the application process, the Mobile Giving Foundation will launch a unique keyword on an approved giving short-code at the price-point selected followed by completing full optimization with post donation content. Your charity can then ask donors to respond to a “call-to-action” through its various channels. Funds raised from this campaign are captured on our platform and will be paid out directly from the Mobile Giving Foundation to the beneficiary charity after the carrier billing cycles have been settled.

Here is how it works on the back end:

**MOBILE USER**

- Texts keyword

**Mobile Giving Foundation**

- Requests confirmation

**Wireless Carrier**

- After confirming the desire to contribute, a donation appears on donors wireless bill.

**American Cancer Society**

- MGF remits the $10 donation to the American Cancer Society.

**Mobile Giving Foundation**

- Carrier remits $10 donation to the MGF.

**"CTA" Call To Action**

- Text HOPE to 20222 to donate $10" to the American Cancer Society.
Incomplete Reminder Message

In order to complete a TTG donation, donors are required to initiate and confirm their donation. The incomplete reminder message is sent to all donors at the 30 minute mark if they have not confirmed their donation by responding with YES or ZIPCODE to boost conversion rates.

Here's how it's presented:

While the re-engagement rates can vary based on the type/scope of any given campaign – we’ve tracked up to an 80% re-engagement rate, making it a valuable feature in reminding donors they need to confirm their donation when prompted.
Post Donation Content Options

To fully optimize campaigns, MGF developed features where it can send a custom follow-up messages to donors who successfully complete a donation and those whose donation attempt fails due to individual carrier billing policies. There are several different messages your charity can utilize based on your overall goal - all outlined below. The community, accepted, widget and monthly messaging can be paired together with the redirect message.

**Community More Message**

This message offers the ability to build a community of consented donors using a follow up message where they can reply MORE to receive periodic messages directly from the charity’s Short Code or a different form of marketing code. Donors who reply with MORE are captured on a consent list and stored in our reporting tool.

**Custom Accepted Donor Message**

This message is designed to increase value to the charity and donor by delivering custom content following our standard thank you message. This can include whatever the charity deems of value to cultivate a relationship with their donor base. (websites, social media, donor data URL or to personally thank the donor. 140 characters MAX.

**Custom Redirect Donor Message**

This message is designed for donation attempts that fail due to individual carrier billing policies. If a donation fails, we send a message redirecting them to the charity’s website where they can make a donation online. We have tracked up to a 78% click through rate - making it an extremely valuable feature.
Capturing Donor Data Pre-Donation and Post-Donation

Trailing Text

Trailing text is a feature that allows the MGF platform to capture any text sent after the charity’s keyword. This feature can be used to capture donor information pre-donation. The charity would need to promote their campaign call-to-action along with a request for donor information, which would need to be entered after the keyword. The donor specific data is then available through our online reporting tool.

For example “Text GIVE + your email address to 20222 to make a one-time donation of $10 and receive an thank you email” – the donor would then type “GIVE john.smith@gmail.com”

Contact Submission Form Widget

This widget is always used in conjunction with the “accepted donor message” as outlined above, where donors are provided a link to a contact form post-donation.

Donors must click on the link to open up the widget landing page, at which point they will be prompted to provide their contact details and permission to be contacted. Information submitted by donors will be captured and made available to the charity (or ASP) through our online reporting tool.
Monthly Giving
The monthly giving feature is a newly available option for charities considering a long-term campaign and is a great way to convert a one-time donor into a monthly recurring donor. When charities have the Recurring Gift feature enabled, donors will first complete a one-time gift before being presented with the option of subscribing to give monthly.

Here's how it's presented:

Opt-in Message

![Opt-in Message]

3-Day Reminder Message with SKIP

![3-Day Reminder Message with SKIP]

Thank You Message

![Thank You Message]

Monthly Giving in Canada
Our Canadian counterparts, Mobile Giving Foundation Canada (MGFC), have had the privilege of utilizing the monthly giving feature for a number of years already and many charities rely on this function as an integral part of their fundraising efforts.

How to Get Started
Please contact MGF directly at support@mobilegiving.org for an MGF Application Packet or with any additional questions. Feel free to visit our Current Mobile Giving Programs page to see a list of active charities, keywords and price-points.

We hope to hear from you soon!