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 carrier-billed text donation provider, where donations are charged to a donor’s monthly phone bill. We manage a turn-key charitable solution that makes it easy for the public to donate to a pre-qualified charity: we ensure beneficiary charities are qualified; our technology platform encompasses compliant text messaging and billing options; we accept donations through all major wireless operators, and then reconcile and issue donations based on donor intent, and make a tax receipt available to the donor upon request. Through our text-to-give channel, donors can engage with their favorite charities in a convenient and secure way, and charities in turn can gain new supporters and strengthen 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 short-code 20222.*

Don't forget to reply YES/ZIPCODE for the full donor experience.

This demo provides an example of custom post donation content - designed to drive additional value and ultimately more volume by enhancing the overall 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 activate a unique keyword on an approved giving short-code at the price-point selected. Then complete full optimization with post donation content. Your charity can then ask donors to respond to a “call-to-action” through various awareness and marketing channels. Funds raised from the campaign are captured on our platform and remitted 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
  - Sends response

- **Mobile Giving Foundation**
  - Requests confirmation
  - Confirms donation

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.

MGF

- Carrier remits $10 donation to the MGF.

"CTA" Call To Action

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

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**Incomplete Reminder Message**

Text-to-give requires donors to initiate and confirm their donations. The incomplete reminder message is sent to all donors after 30 minutes if they have yet to confirm by responding with YES/ZIPCODE.

This feature boosts conversion rates and is included with all keyword activations.

**Here's an example:**

![Image of a mobile phone displaying a text message example]
Post Donation Content Options

Some form of keyword optimization is recommended. Below are examples to choose from based on your overall goals. We can send unique content to donors who complete a donation and donors whose donation attempts fail due to individual carrier billing policies.

Please note that all options can be paired with the redirect message to complete the donor experience.

<table>
<thead>
<tr>
<th>Community MORE Message</th>
<th>Custom Accepted Donor Message</th>
<th>Custom Redirect Donor Message</th>
</tr>
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<tbody>
<tr>
<td>This message is designed to build a community of consented donors. Donors can reply MORE to receive periodic notifications directly from the charity. Upon opt-in, they are placed on a consent list and stored in the MGF reporting tool to receive future broadcasts.</td>
<td>This message is designed to increase value to the charity and donor by delivering custom content following the thank you message. It can include any language the charity deems of value to best cultivate a relationship with their donor base. (Links to social media, website, donor data collection forms, etc.) 140 characters MAX.</td>
<td>This message is designed for donation attempts that fail due to individual carrier billing policies. If a donation fails, we immediately redirect them to the charity’s website, where they can donate online - providing an instant alternative form of giving.</td>
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Collecting Donor Data Pre-Donation and Post-Donation

Trailing Text
This feature allows charities to ask for and collect donor data. For example, the charity would promote their call-to-action (KEYWORD, SHORT CODE and PRICE POINT) and requested data, such as:

“Text GIVE followed by your email address to 20222 to make a one-time $10 donation and receive an thank you email.”

The donor would then text “GIVE john.smith@gmail.com” triggering the standard donation flow and capturing the requested data in our online reporting tool.

Contact Submission Form Widget
Widgets enable charities to collect personal information for post-donation contact. Once the donor has completed their donation via text, they are provided with a link to a contact submission form within the custom accepted donor messaging. Next, donors must click on the link to open the widget-landing page. At this point, they’re prompted to provide their contact details and permission to be contacted. The donor information will be captured and made available to the charity through our online reporting tool or selected ASP.
Monthly Giving
The monthly giving feature is a newly available option for charities considering a long-term campaign. It 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

3-Day Reminder Message with SKIP

Thank You Message

Monthly Giving in Canada
Our Canadian counterparts, Mobile Giving Foundation Canada (MGFC), utilized the monthly giving feature for several 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 any additional questions. Also, 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!