

Mobile Giving Works Learn How



<http://www.facebook.com/ext/share.php?sid=62796714569&h=EAU2x&u=ZYlw1&ref=nf>





The Mobile Giving Foundation brings the power and reach of mobile phones to non profit organizations as a new fundraising and donor interaction medium.





- **Founded August 2007 by wireless veterans**
- **501 C 3 tax exempt status granted by the IRS in January 2008**
- **Global headquarters in Bellevue, Washington with presence in Denver, Boston, DC and Toronto**
- **Registered across US states for charitable solicitations**
- **Support from all major US wireless operators with a 100% pass agreements**
- **Governance and operations are compliant with relevant BBB Wise Giving Alliance Standards**
- **Wireless veterans and non profit board members with strong, trusted relationships**



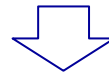


- **Develop and manage the mobile giving channel with the consent of wireless operators, the support of registered charities, and the trust of donors.**
- **Establish and manage standards for participation of non profits and charities through an industry wide sanctioned committee co-chaired by a carrier and the MGF.**
- **Ensure compliance with all laws and regulations concerning charitable giving**
- **Certify wireless application service providers specific to their support of NPO usage if mobile giving**
- **Certify to carriers the qualification of charities and their campaigns with the MGF mark**
- **Act as a billing settlement and records clearinghouse between carriers and participating charities, plus issue donor receipts as a partner 501 C 3.**
- **Research and publish metrics and case studies on the effectiveness of donor response and mobile giving.**

Distribution of Funds

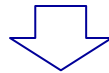
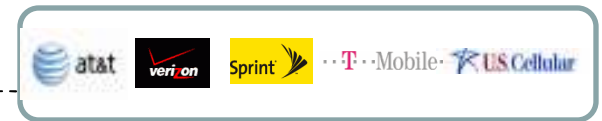
Donor's confirmed response to call to action triggers a premium charge on the donor's carrier bill

Donor contribution



Carrier collects donation and remits 100% to MGF

Mobile Carriers



MGF reconciles donor pledges with carrier payments by campaign and keyword.

Mobile Giving Foundation



MGF remits payments to recipient NPOs

Non Profit Org



2009 -The year of Mobile Giving



Happy Anniversary Mobile Giving!

- 1 year anniversary of Mobile Giving
- 1st year outpaced 1st year of online giving
- 2008 -success with one time gifts
- Feb 2, 2009 -Now you can collect donations and capture donor data/ establish an ongoing relationship.
- In the past the gift was the end of the relationship. Now it's the beginning.



New Rules...New Tools

Ground breaking changes

- No longer is mobile just a way to get one time donations.
- The new standards that took effect Feb. 1, 2009 will allow you to build your donor list in a way never before possible.
- Opt-in donors immediately upon the initial text donation.
- Ongoing communication
- Reoccurring monthly ask.
- Capture critical donor data via mobile.



Remember the History of Online Giving in the US!

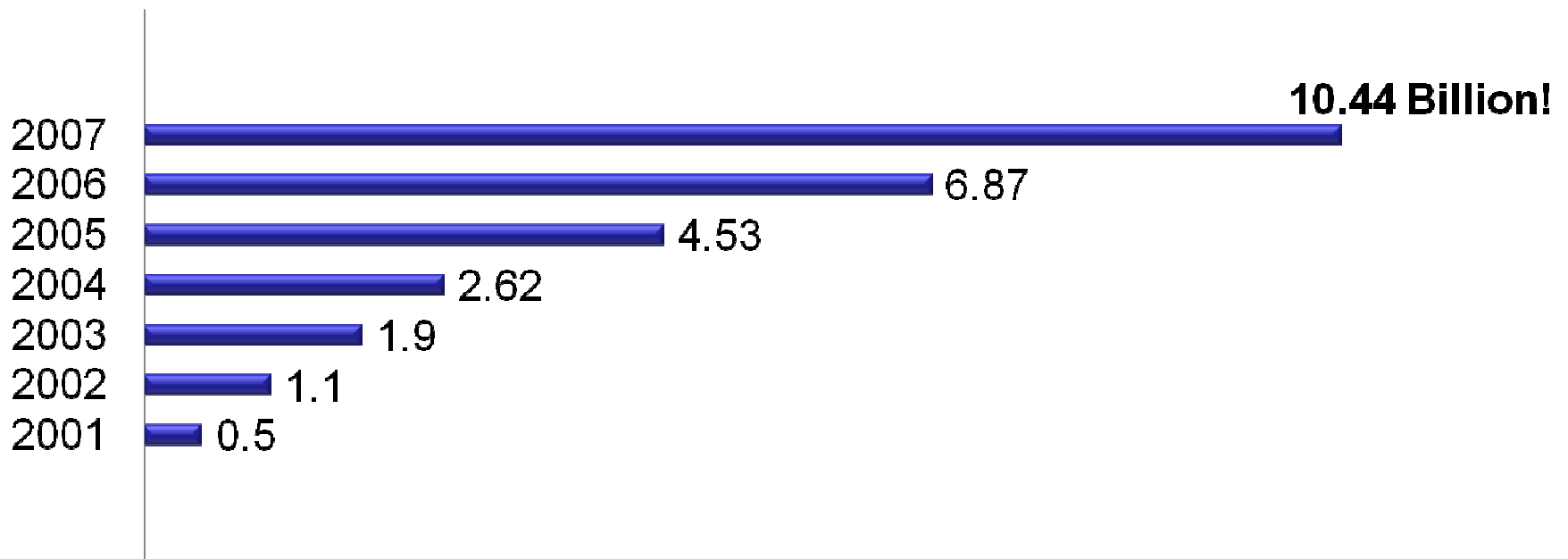
- In 1997 a handful of NPOs launched with no real measurable results.
- Online giving started with a few more serious effort in 1998.
- In year two (1998) the entire channel only raised \$300K.
- Many were skeptical that this new technology would work in the traditional world of fundraising.
- In year three (1999) there was quite an increase as donors gave \$10 million online due to increased comfort levels with online transactions in general.
- In 2007 US online donors gave \$10.44 Billion



As donors became comfortable with the technology donation revenues skyrocketed!

\$550 Million to \$10.44 Billion in Eight Years

■ Dollars Rased Online in Billions

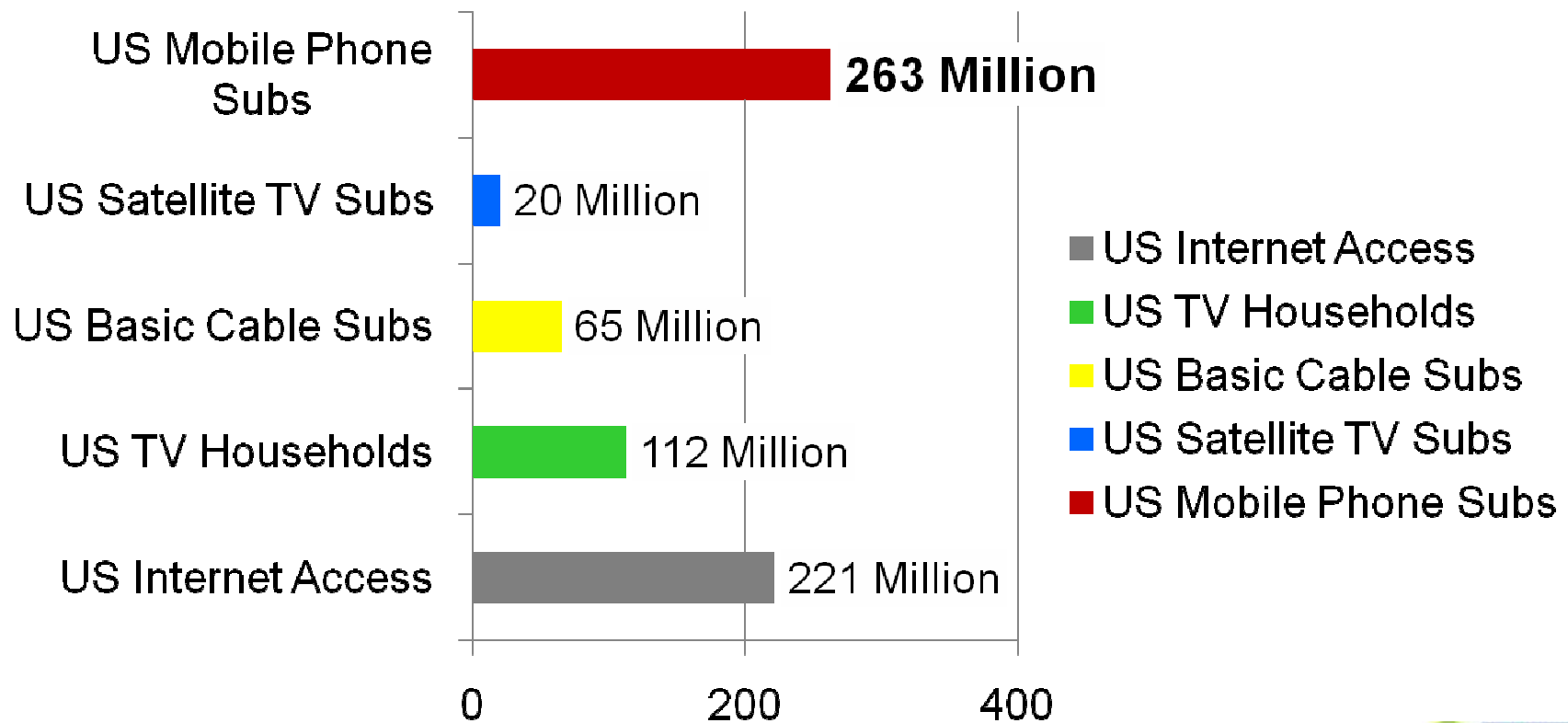


Source: Harvard University Initiative on Social Enterprise and tedhart.com



Reach more donors with Mobile

Mobile Reach vs. Internet and TV



Sources: NCTA, CTIA, MMA and Pew Research.



What nonprofits can learn from Obama's win

Micro-Donations work!

Obama raised a record-setting \$605 million for his campaign-mostly from small, \$10 and \$25 donations from 3.1 million donors

Popularity of Text Messaging.

Obama's embrace of text messaging reflects the medium's growing popularity as a branding and marketing tool. In June, 116.6 million people, or 52% of U.S. mobile subscribers, sent a text message, according to M:Metrics Inc.

The power of Social Networking.

Obama's YouTube videos, for example, were watched 90 million times, his social-networking site recruited 8 million volunteers and he amassed more than 2 million supporters on Facebook, alone.



mGive makes it easy!

Nonprofit signs up on mGive.com
Account Set Up: NPO provides
billing and contact info



Nonprofit creates campaign:
chooses keyword and sets up
message flow



Nonprofit downloads MGF
Application



Nonprofit completes MGF Application
and uploads to mGive.com along with
supporting documents required by MGF

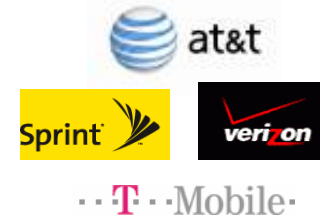


Completed Application and
supporting documents reviewed
and approved by MGF



One week to get
MGF approval

Upon approval by MGF the
nonprofit's mobile giving campaign
is submitted to carriers for
certification testing and launch



Four weeks from
submission to launch

Watch mobile giving via text message in Action!





Message flow with auto opt-in!

NEW

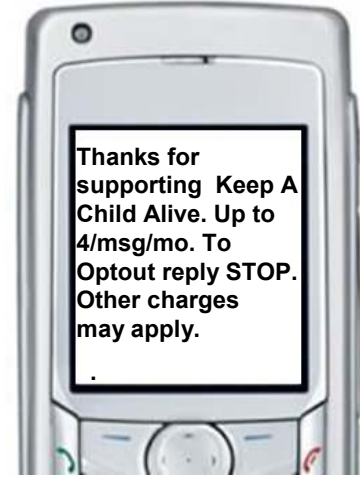
User Sends
ALIVE

User gets
request for
confirmation

User Sends
YES

User gets
Donation
Confirm

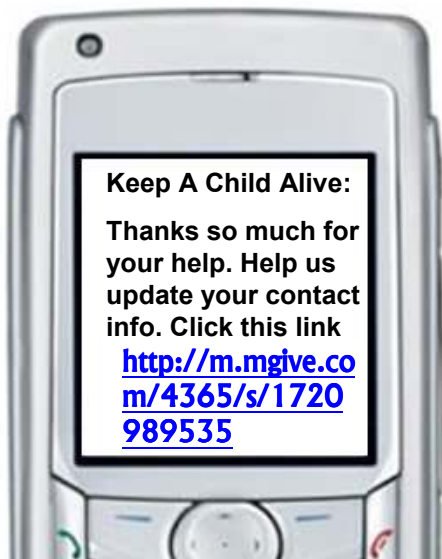
User gets
Opt-in
Message



<http://vimeo.com/3922953>



After the initial mobile donation you may send up to 4 messages every month including one Ask!



Donor Data
Collection



Monthly Ask!!!
Donor Simply replies
YES to give \$5!



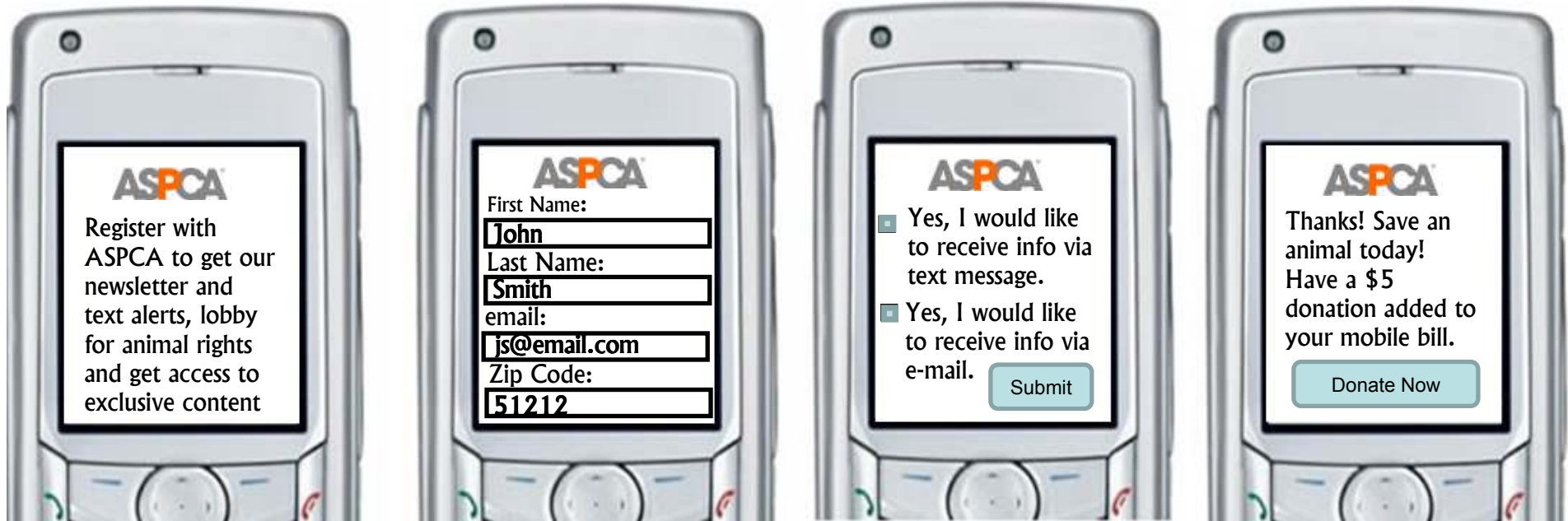
Organizational
Updates, Volunteer
opportunities and
donor education



Issue event invites.
and drive
participation.

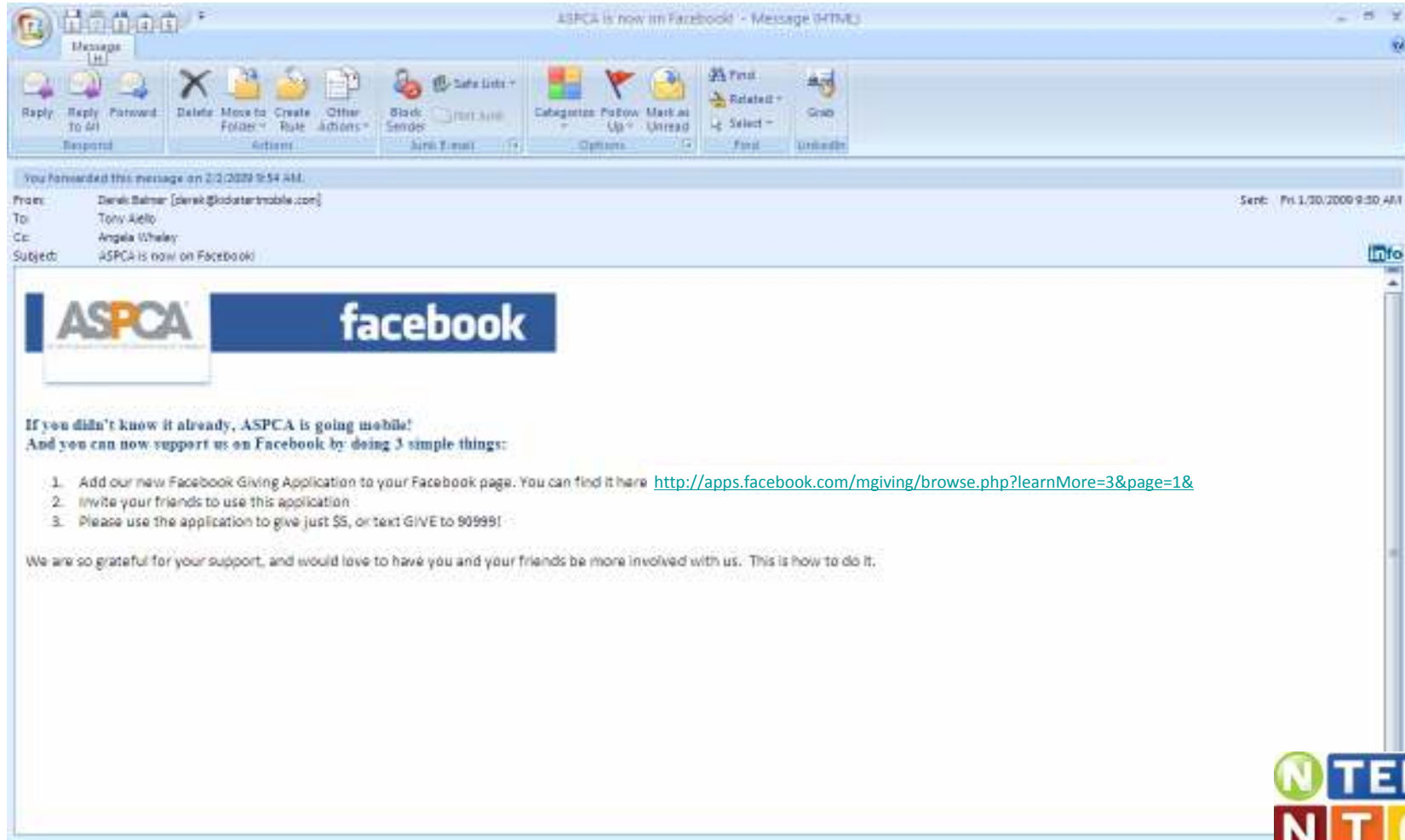


Mobile Web Database Builder





Grow your mobile donor list via Facebook



Case Studies



Television: Teleton MexAmerica



Radio: Children's Miracle Network



Live Event: Keep A Child Alive



Web: ASPCA