



Text2Donate: How the Mobile Marketplace
is Revolutionizing Non-Profit Donations

Text2Donate: How the Mobile Marketplace is Revolutionizing Non-Profit Donations

A Short History of Mobile-Transferrable Money

“On its meteoric rise”

By the end of this year, the mobile commerce industry is expected to top \$27 billion. To be sure, that’s a substantial amount of revenue for such a new industry, yet it must be put in perspective to appreciate how massive a number it really is.

It’s not such a staggering figure when you also consider that there are 150 million web-enabled mobile phones in the U.S. alone, with 70 million of those devices composed of smart phones. Globally, smart phone penetration is over 7 billion—and this year, the amount of mobile devices is primed to exceed the population of the planet.

With such a new industry on its meteoric rise, the possibilities for its applications are still yet being fully explored. But the infrastructure has been demonstrated time and again to work efficiently: mobile phones—and particularly the text message function of web-enabled smart phones—have already been used for donation relief in mass humanitarian causes.



The Red Cross Facilitates Haiti Relief via Text Donations

“Over 100,000 text donations per hour”

In 2010, only a few hours after a devastating earthquake shook the small island-nation of Haiti, the American Red Cross, in cooperation with the U.S. State Department, mobile service providers, and mobile donation companies, set up text-based charity relief efforts for families affected by the disaster.

Single \$10 mobile donations, pledged by texting “HAITI” to a shortcode number, were advertised during the Super Bowl and by many prominent politicians and non-profit groups. After sending the text message, the charge would then appear on the donor’s phone bill. The response was unimaginable: the American Red Cross saw over 100,000 text donations per hour, totaling \$43 million all told. The amount raised for Haiti is still historically the highest ever made by mobile donation.

While certainly one of the more publicized instances of mobile donating, the American Red Cross and other large organizations are not the only non-profit organizations capable of receiving donations via text message. Churches, academic groups, and community institutions all have the ability to receive mobile donations through text-giving service providers.



The “Old” Way: Mobile 1.0 and Micro-Donations

“Through the older method, mobile giving was a rudimentary system, but it demonstrated that it worked.”

The record-setting Haiti campaign is even more incredible because it was carried out during the older “micro-donation” era of Mobile 1.0. Remember, the very first iPhone had only been released three years earlier, so high-tech web-enabled phones were still fairly new.

Micro-donations consisted of either \$5 or \$10 gifts, and took over 90 to 120 days to be processed and received. There was no system in place for monthly recurring donations, nor were names or email addresses able to be captured or collected. Through the older method, mobile giving was a rudimentary system, but it did demonstrate that it worked.

The New Era: Mobile 2.0 and Give-What-You-Want

“Now, the possibilities of mobile giving, like an unlimited dollar amount, recurring donations, and capturing contact information have been actualized.”

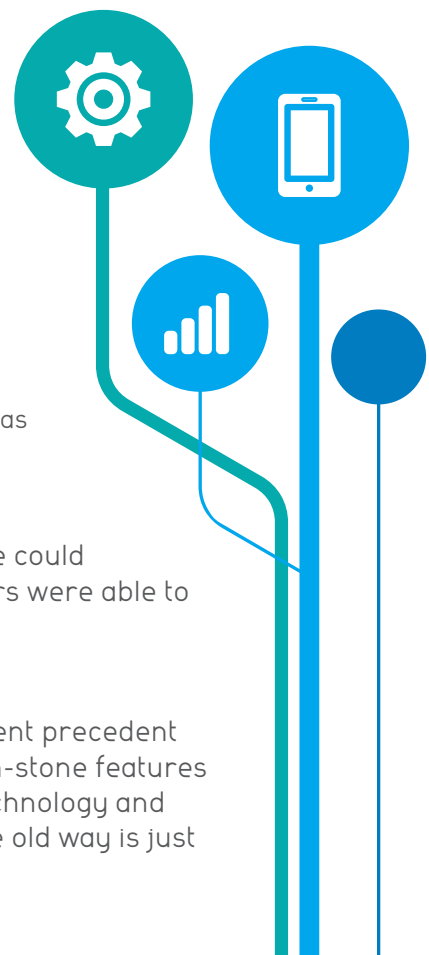
Mobile giving has now become a more refined service. Because of innovations in the application technology of text donation service providers, we have reached the new era of mobile giving—Mobile 2.0.

Mobile 2.0 now enables,

- Donors to give any amount they want
- Funds to be immediately deposited into an organization’s bank account
- Support of one-time, monthly, or other recurring, schedule based donations
- Capturing of name, email address, and other donor info for future contact
- No more usernames and passwords—the leading mobile donation services now offer donor authentication through a personalized URL or login
- Single-click transactions for recurring donations, making donating as easy as tapping through photos on social media

The outpouring of relief raised in 2010 is undeniably a testament to America’s tremendous capacity for generosity, but how much more could have been contributed for the survivors of the Haiti disaster if donors were able to pick the exact amount they wished to pledge, or if they were able to set up reoccurring monthly donations?

The old way of mobile giving has given the impression of a permanent precedent that is has been hard to shake—some still believe that the old, set-in-stone features of Mobile 1.0 are all that’s possible with mobile donations. But as technology and mobile donation services have advanced together in large leaps, the old way is just that—obsolescent.



Now, the formerly unrealized possibilities of mobile giving, like dollar amount, recurring donations, and contact information have been actualized.

Quashing Mobile Giving Fictions

“Could potentially deter both donators and the non-profits they donate to”

With such a rapidly-growing industry, misconceptions are bound to crop up. These could potentially deter both donors and the non-profits they donate to if they aren't debunked.

Some myths about mobile donations include that,

- The donor cannot get a tax benefit.
- There's a delay in receiving funds.
- Certain credit card limitations.
- High pricing for all mobile donation services.



Let's start with the first common fiction: Mobile donations differ in no way from donations through other mediums in the eyes of the IRS—donors still receive a tax deduction for the amount they give.

There is no longer a three to four month delay for an organization to receive the funds from donations, in fact, with some mobile donation services, this process is instantaneous.

And credit card limitations are a thing of the past—just as mobile carriers have all jumped on board with mobile giving, so have major banks and credit card providers. Donors can use any card they wish, or set up a variety of debit and credit cards for monthly payments.

As technology becomes more advanced; faster, better, more capable, it also becomes cheaper. It's an undeniable phenomenon, and mobile giving services are no different.

Donating by text is now easier, safer, and more widespread. And while other service providers have regressively started to lower their prices, vanguard mobile donation service providers have continued to keep their prices economical.

Paperless Transactions is at the forefront of mobile giving. Leading the way with features like... anti-fraud protection, PCI-complaint security, global reach, the support of over 150 currencies, and comprehensive data reporting—we have made mobile giving simple and limitless.

With Paperless Transactions, you can accept donations, sell goods and services, and engage in targeted communication or branding campaigns. If you would like to request a demo or learn more about the most advanced mobile giving service and partner benefits, call us today at (877) 869-7115 or Request a Demo on our website (www.paperlesstrans.com).

