



Wireless Carrier Compliance Requirements

Print (DISCLAIMER MUST BE 12 pt)

Radio, Video, TV, Scoreboard/Jumbotron Onscreen Graphic

(DISCLAIMER MUST BE 50% OF CALL-TO-ACTION)

Making a mobile donation is an easy two-step process!

Text **KEYWORD** to **SHORT CODE** to donate **\$AMT** to the **Nonprofit Name** today!

When prompted, reply to complete your donation.

[Appealing visual graphic]

*\$AMT.00 donation to the Nonprofit Name. Charges will appear on your wireless bill, or be deducted from your prepaid balance. All purchases must be authorized by account holder. Must be 18 years of age or have parental permission to participate. Message and Data Rates May Apply. Text **STOP to SHORT CODE to STOP. Text HELP to SHORT CODE for HELP.** Full Terms: mGive.org/T. Privacy Policy: mGive.org/P*

Online (DISCLAIMER MUST BE 16 PIXELS TALL) & **Email** (DISCLAIMER MUST BE 12 pt)

Making a mobile donation is an easy two-step process!

Text **KEYWORD** to **SHORT CODE** to donate **\$AMT** to the **Nonprofit Name** today!

When prompted, reply to complete your donation.

*\$AMT.00 donation to Nonprofit Name. Charges will appear on your wireless bill, or be deducted from your prepaid balance. All purchases must be authorized by account holder. Must be 18 years of age or have parental permission to participate. Message and Data Rates May Apply. Text **STOP to SHORT CODE to STOP. Text HELP to SHORT CODE for HELP.** Full Terms: mGive.org/T. [Privacy Policy](#).*

Facebook & Twitter Posts ONLY

Text **KEYWORD** to **SHORT CODE** to give **\$AMT** to **Nonprofit Name**.

When prompted, reply to complete your donation.

Terms: mGive.org/T

Additional Best Practices

- Format the **KEYWORD** and **SHORT CODE** in bold and in a different color from the text in your call-to-action to ensure that they stand out.
- Explain to your audience: **“Completing your donation is a two-step process.”**
- Include **“When prompted, reply to complete your donation”** on your visual call to action to increase donation conversion rates.
- Disclaimers must appear **EXACTLY** as seen above. Be sure to include **bolding, capital letters and hyperlinks.**
- Don't forget to customize your message with a strong appeal based on what resonates with your supporters. Always provide a compelling reason to give, not just an easy way to give.
- Provide all messaging or materials with a donation ask to your mGive Account Manager for approval. mGive can provide best practice and compliance review to avoid time consuming carrier compliance audits.