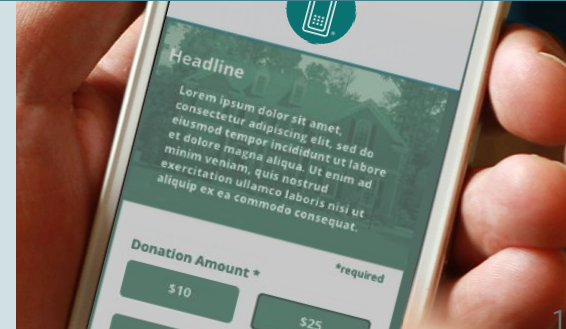
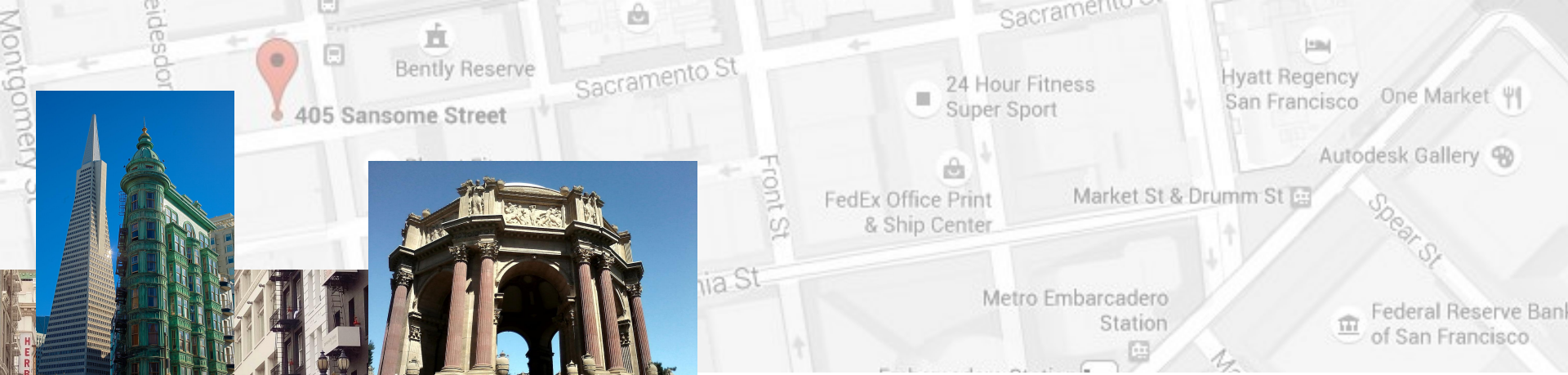




# give by cell

Raise Money. Build Engagement.

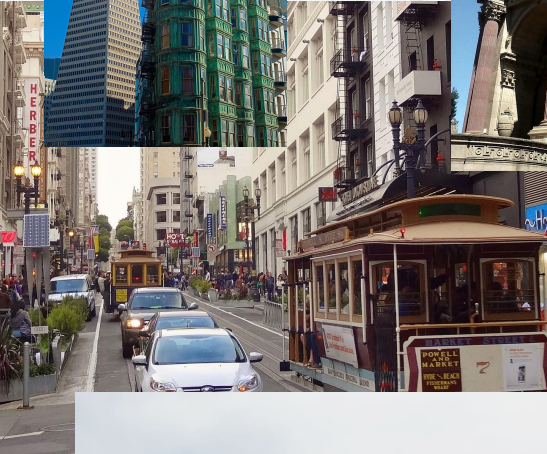




# About Us

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- Division of Engage by Cell
- Combines mobile technology and fundraising strategies
- Seven years of experience
- 4,000 clients



## ANIMAL RELATED

---

Petfinder.com Foundation  
Hearts United for Animals  
Jane Goodall Institute  
Point Defiance Zoological Society  
Santa Fe Animal Shelter  
Pacific Whale Foundation  
Noah's Ark Animal Sanctuary  
Animal Foundation of Great Falls  
Florida Aquarium

## CULTURAL

---

Texas Book Festival  
Taproot Theatre Company  
California Historical Society  
Shoreline Arts alliance  
U.S. Holocaust Memorial Museum  
Jewish National Fund  
Virginia Living Museum  
Berkeley Repertory Theatre  
SF Jazz  
Valley Cultural Center  
Cultural Tourism DC  
Broward Performing Arts Foundation  
Lookingglass Theatre Company  
Madame Walker Theatre  
New Orleans Jazz Orchestra  
Baltimore Festival of the Arts, Inc.  
Detroit Symphony Orchestra  
Louisville Orchestra  
Smuin Ballet  
Music is Art  
Madison Opera  
San Diego Opera

## COMMUNITY RELIEF

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Houston Food Bank  
Jewish Community Centers of Greater Boston  
Community Foundation of the Low Country  
Community Foundation of Grant County

Community Christian Church  
City of Harlem Community Development  
Department  
Chinatown Community Development Center  
Faith Rescue Mission  
Southern Arizona AIDS Foundation  
Casa Familiar  
Community Action Partnership of Sonoma County  
Community Gatepath  
Dream Foundation  
Family Giving Tree  
Guide Dogs for the Blind  
Habitat for Humanity Greater San Francisco  
Home Start, Inc.  
Los Angeles Police Foundation  
National Center for Lesbian Rights  
Sacred Heart Community Service  
San Francisco Suicide Prevention  
Senior Connections  
Seva Foundation  
Good Shepherd Food Bank  
St. Vincent Meals on Wheels  
Grand Haven Area Community Foundation  
Transgender Legal and Education Fund  
Sacramento Cottage Housing Inc

## EDUCATION

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Aspire Public Schools  
Bates College  
Whittier College  
Dickinson College  
Holy Cross College  
Life Chiropractic College West  
Saint Ignatius College Prep  
Lafayette College  
Wiley College  
San Diego State University

## ENVIRONMENTAL

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America's Wetland  
Butte Environmental Council  
Earth Island Institute  
Golden Gate National Parks Conservancy

Heal the Bay  
Save Our Shores  
Wildlife WayStation  
Citizens for Affordable Energy  
Green America  
The Parks at Chehaw  
David Sheldrick Wildlife Trust

## POLITICAL

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Friends of Craig Huey for Congress  
Chicago Minority Supplier Development Council  
USO of Hampton Roads and Central Virginia  
Albuquerque Tea Party  
Ohio Fairtax

# SOME ORGANIZATIONS WE'VE WORKED WITH INCLUDE...

## MEDICAL


---

The Cancer Challenge  
Muscular Dystrophy Association  
Breast Cancer Fund  
Desert AIDS Project  
Desert Cancer Foundation  
United Cerebral Palsy of Los Angeles, Ventura, and Santa Barbara Counties  
Boulder Valley Women's Health Center  
New Britain Emergency Medical Services  
Stamford Hospital Foundation  
Ovarian Cancer National Alliance  
Unity Health Care, Inc.  
Boca Raton Community Hospital Foundation  
AIDS Athens  
American Cancer Society  
Leukemia and Lymphoma Society of Illinois  
ALS Therapy Development Institute  
The Brain Aneurysm Foundation  
American Kidney Foundation  
Asthma and Allergy Foundation of America  
Childhood Leukemia Foundation  
Christopher and Dana Reeve Foundation  
American Heart Association

## RELIGIOUS

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Turning Point Church  
Calvary Assembly of God  
Life Teen  
Father Joe's Villages  
Grace Cathedral  
Jewish Community Center of San Francisco  
First Church of Christ Holiness USA  
Amigos for Christ  
Atlanta Union Mission  
Luther Rice Seminary and University  
First Baptist Church of Atlanta  
Divine Love Christian Love Center  
Wesleyan Church  
Evangel World Prayer Center  
Presbyterian Church (USA)  
Grace Christian Church  
American Bible Society  
Brown Memorial Baptist Church  
Kolel Chibas Jerusalem Rabbi Meyer Baal Hanes  
World Compassion Terry Law Ministries  
Household of Faith Community Church  
Hope International  
Anointed Family Faith Church

- 
- Are you fundraising for a one-time event or ongoing mission/purpose?
  - Tell me about your organization?
    - Annual revenue
    - Mission
  - Any past mobile experience?
  - Interested in mobile engagement tools (text messaging, mobile web sites)?

# MOBILE EVALUATION

# OUR SOLUTIONS

## 1 MOBILE FUNDRAISING

### GENERAL FUNDRAISING

- Mobile Give
- Mobile Donate
- Mobile Pledge
- Fund by Cell

### EVENT FUNDRAISING

- Fundraising Thermometer
- Mobile Donate
- Mobile Pledge
- SMS

## 2 MOBILE ENGAGEMENT

- Text Messaging
- Mobile Websites
- Email List Build
- Fun/Interactive



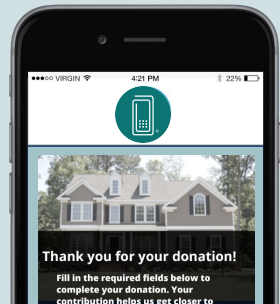
# FOUR FUNDRAISING SERVICES

## MOBILE GIVE



- Fixed amounts: \$5, \$10, or \$25
- Charged to cell phone bill
- Eligibility requirements
- **DEMO: Text “AARDA” to 20222**

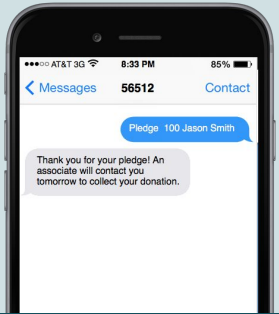
## MOBILE DONATE



- Any \$ amount
- Charged to credit card/Paypal
- No eligibility requirements
- **DEMO: Text “HENRY” to 56512**

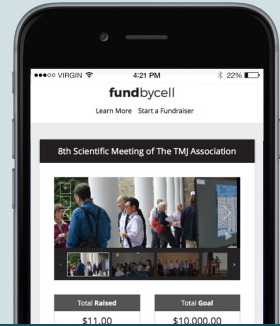
## MOBILE PLEDGE

- Any \$ amount
- Organization follows up with a phone call to collect \$
- **DEMO: Text “PLEDGE (AMOUNT) (NAME)” to 56512**



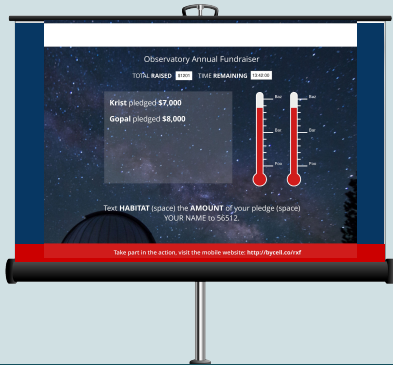
## FUND BY CELL

- Crowdfunding
- Turn on subaccounts
- No set-up fees
- **DEMO: Text “GIVE TMJA” to 56512**



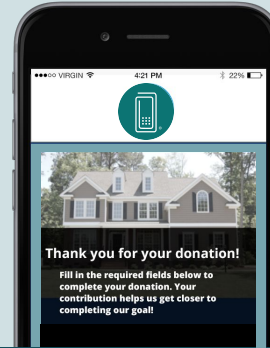


# EVENT FUNDRAISING SERVICES



## FUNDRAISING THERMOMETER

- Generate excitement
- Increases donations
- Thermometer rises with donation amount

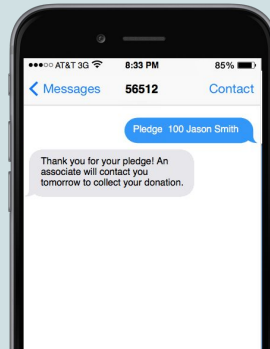


## MOBILE DONATE

- Text-in keyword for link to donation site
- Any amount
- No eligibility requirements

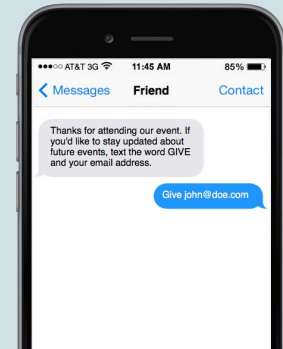
## MOBILE PLEDGE

- Text-in amount pledging to donate
- Organization follows up with donors to collect
- Ideal with fundraising thermometer



## SMS

- Push out texts during event
- Donors can join email or text message list
- Useful for post-event follow-up



# Example Event Agenda

---

## MOBILE ACTION

6:00pm Registration begins

**Ask everyone to text in to receive alerts**

8:00pm Cocktail hour

**Send text with game, quiz, or selfie**

9:30pm Presentation/Fundraising Thermometer

**Sent text with link to donate on their phone using their credit card. Display on screen.**

11:30pm Goodbye

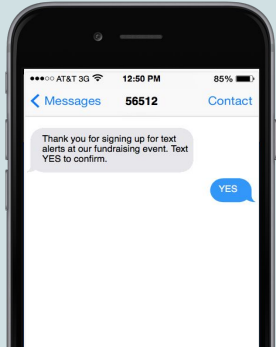
**Send text to join mailing list, thank, take a poll**

Next day follow-up



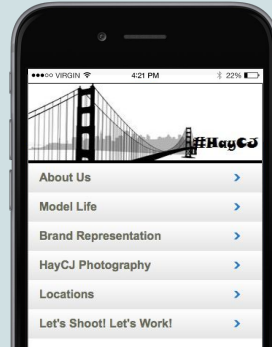


# MOBILE ENGAGEMENT SERVICES



## TEXT MESSAGE

- Sign up to get alerts about programs or events
- Send reminders about donations or volunteer hours

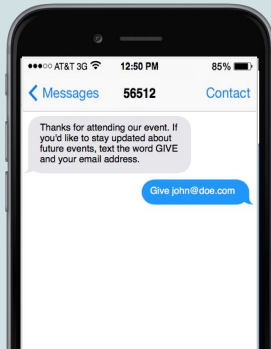


## MOBILE WEBSITES

- Perfect for event
- Keep info all in one place if event site is not mobile friendly

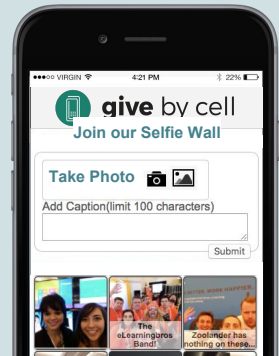
## EMAIL LIST BUILD

- Capture emails for follow up
- Allows for future communication about events or fundraising



## FUN/INTERACTIVE

- Contests
- Polls
- Scavenger Hunts
- Selfie Gallery



# Keys to Mobile Fundraising Success

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- Live call to action
- Interactive polls or quizzes
- Weave the ask into other activities
- Follow-up



# BACKEND REPORTING

**Screencast Report**

| Customer | Campaign        | Phone      | Time                  | Amount |
|----------|-----------------|------------|-----------------------|--------|
| CJ Demo  | Rock The Ribbon | 4155161186 | 2016-03-28 14:53:36.0 | 1500   |

## Screencast Reporting

**Mobile Donate Detail Report**

| Customer           | Stage | Owner | State | Total#   | Total Amount  | %Rate | GBC Revenue   | Create Date | #Donations | \$Donations | \$Revenue | Reset Date | Reset Now | #Donations | \$Donations | \$Revenue |
|--------------------|-------|-------|-------|----------|---------------|-------|---------------|-------------|------------|-------------|-----------|------------|-----------|------------|-------------|-----------|
| Demo Guide by Cell | 51    | MD    | 8     | 9.00     | Default       | 0.44  |               | 2004-01-01  | 8.0        | 9.00        | 0.44      |            | Reset     | 8.0        | 9.00        | 0.44      |
| <b>Total</b>       |       |       |       | <b>8</b> | <b>\$9.00</b> |       | <b>\$0.44</b> |             |            |             |           |            |           |            |             |           |

## Donate Reporting

**Text Message Summary**

| Customer | Keyword | Shortcode | Inbound# | Outbound#(w/out notifications) | Notifications# | Total |
|----------|---------|-----------|----------|--------------------------------|----------------|-------|
| FRY      | 56512   | 10        | 9        | 9                              | 28             |       |
|          |         |           | 0        | 1                              | 0              | 1     |
| Text     | 56512   | 1188      | 643      | 0                              | 0              | 1831  |
|          |         | 1198      | 653      | 9                              | 9              | 1860  |

## Text Message Reporting

**Mobile Give Reports**

Tip - Collect email addresses by asking participants to text in to enter a contest, and include their email address to enter.

**Detail Report**

| Campaign          | Mobile Number  | Opt-in Time      | Confirmed Time   | Carrier Name     | Amount(\$) | Opt-in Message | Status        | Transaction Detail |
|-------------------|----------------|------------------|------------------|------------------|------------|----------------|---------------|--------------------|
| Alliance & CCHRRC | (812) 382-8778 | 09/11/15 01:24PM | 09/11/15 01:24PM | AT&T/Cingular    | 0          | BRAVE          | OptinSent     | Detail             |
| Alliance & CCHRRC | (415) 297-8977 | 09/09/15 09:18AM | 09/09/15 01:37PM | AT&T/Cingular    | 0          | BRAVE          | Billing/ailed | Detail             |
| Alliance & CCHRRC | (909) 753-8012 | 09/02/15 12:51PM |                  | Verizon Wireless | 0          | BRAVE          | OptinSent     | Detail             |
| Alliance & CCHRRC | (415) 297-8977 | 09/02/15 12:51PM |                  | AT&T/Cingular    | 0          | BRAVE          | OptinSent     | Detail             |
| Alliance & CCHRRC | (415) 297-8977 | 08/28/15 09:22AM |                  | AT&T/Cingular    | 0          | BRAVE          | OptinSent     | Detail             |

## Give Reporting



# BACKEND SET-UP

**Screencast: Administration**

Logo:  (Limit: 240 pixels in width x 150 pixels in height)

Background Image:

Background Color:

## Screencast Set-up

**Mobile Donate Builder**

Short URL: <http://ibycell.co/dgr>  
Page QR Code:

**Donate Page**

Campaign Name \*:

Campaign Description:

Logo \*:

Recommended Size: 100 x 240 Pixels .jpeg files only

## Donate Set-up

**Send a Text**

Account:

**Send Schedule SMS**

Step 1: Write your message

Title:

Message:

Include required opt-out language. 160 characters left.

## Text Message Set-up

**User Management**

[Add User](#)

| Role          | First Name | Last Name | Service(Admin Only)                             | Web Login Information     |          | Edit User |        |
|---------------|------------|-----------|---|---------------------------|----------|-----------|--------|
| Administrator | Dave       | Asheim    | <input checked="" type="checkbox"/> Mobile Give | Email Address             | Password | Edit      | Delete |
|               |            |           |   | admin@898@guidebycell.com | Reset    | Edit      | Delete |

## Give Set-up

# Next Step

---

- Questions?
- Would you like more information?
- Email follow-up with prices?

THANKS!

info@givebycell.com

(415) 615-0150

www.givebycell.com

# Addendum: Marketing Examples

## Industry: ANIMAL RELATED



**HELP SAVE US!**  
To **DONATE \$10**, text CPZ10 to 20222, for \$5 text CPZ5 to 20222



Cameron Park ZOO

**TEXT TO SAVE GORILLAS!**  
Now you can make a donation to help save gorillas with your cell phone!

**Text Zoo2Wild to 20222**  
to make a \$10 donation to the Dallas Zoo2Wild Conservation Fund!



Your one time donation will provide funding for projects such as the Dian Fossey Gorilla Fund International, an organization dedicated to the protection and conservation of wild gorillas through research and education. For more information visit [www.gorillafund.org](http://www.gorillafund.org)

**100% of Zoo2Wild funds go to directly to projects like this.**



**Text your donation today!**



**DALLAS ZOO2WILD CONSERVATION FUND**

Your one-time donation of \$10 will be added to all other gifts that are delivered from other people and families. All in-park are subject to our standard 10% processing fee. Donations are collected by the Dallas Zoo but the benefit goes to the Dian Fossey Gorilla Fund International. Mobile Giving Foundation and subject to the terms listed at [www.mobilegiving.com](http://www.mobilegiving.com). You can contribute online from 10/1/2022 until 10/31/2022. Text "ZOO2WILD" to 20222 to donate \$10. Text "ZOO2WILD5" to 20222 to donate \$5. All funds support the Dian Fossey Gorilla Fund International.



CERTIFIED BY THE MOBILE GIVING FOUNDATION



DALLAS ZOO

Give \$5 to save elephants!



Text **ELEPHANT** to 20222

Your \$5 donation supports the National Zoo's Asian elephant conservation programs.

**Donate \$5 Now**



**TEXT "FROG" to 20222**  
and save a frog today

**Help Us Help Them**  
Text **FLAQ10** to 20222 to donate \$10



Support Conservation, Education, Rescue and Rehab at The Florida Aquarium



Messaging & data rates may apply.

**Hearts United**  *for Animals*



A National No-Kill Shelter, Sanctuary and Animal Welfare Organization Dedicated to the Relief of Suffering

**Text GIFT to 20222 to Donate \$10.00**  
or Text HUA to 20222 to Donate \$5.00


Visit Our Smithsonian Award Winning Website [www.hua.org](http://www.hua.org)



Message & Data Rates May Apply

# Addendum: Marketing Examples


## Industry: ART ORGANIZATIONS



**Text Your Donation Today!**

Now you can make a donation to the Boca Raton Museum of Art with your cell phone:

Text **BRMA to 20222**

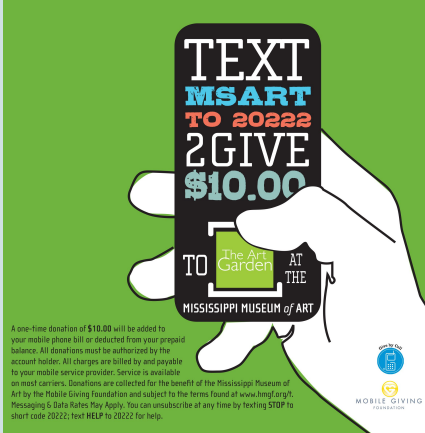


Each text message donates \$5\* to the Boca Raton Museum of Art. You may donate up to five times.

\*A one-time donation of \$5 will be added to your mobile phone bill or deducted from your prepaid balance. Standard messaging/data rates may apply. All charges are billed by and payable to your mobile service provider. Service is available on most carriers. Donations are collected for the benefit of the Boca Raton Museum of Art by the Mobile Giving Foundation and subject to the terms found at [www.mgf.org](http://www.mgf.org). You can unsubscribe at any time by texting STOP to 20222.

**BOCA RATON MUSEUM OF ART**  
IN MIZNER PARK

©2020 PMG & Edgecase Networks. The Akasaka Kinoshita Design Co. circa 1930. Available print. Purchased Collection 1990/02. Gift of the Akasaka Kinoshita & Family of A. Wechsler



**TEXT MSART TO 20222 \$10.00**

TO The Art Garden AT THE MISSISSIPPI MUSEUM OF ART

A one-time donation of \$10.00 will be added to your mobile phone bill or deducted from your prepaid balance. All donations must be authorized by the account holder. All charges are billed by and payable to your mobile service provider. Service is available on most carriers. Donations are collected for the benefit of the Mississippi Museum of Art by the Mobile Giving Foundation and subject to the terms found at [www.mgf.org](http://www.mgf.org). Messaging & Data Rates May Apply. You can unsubscribe at any time by texting STOP to short code 20222. Text HELP to 20222 for help.

**MISSISSIPPI MUSEUM OF ART**

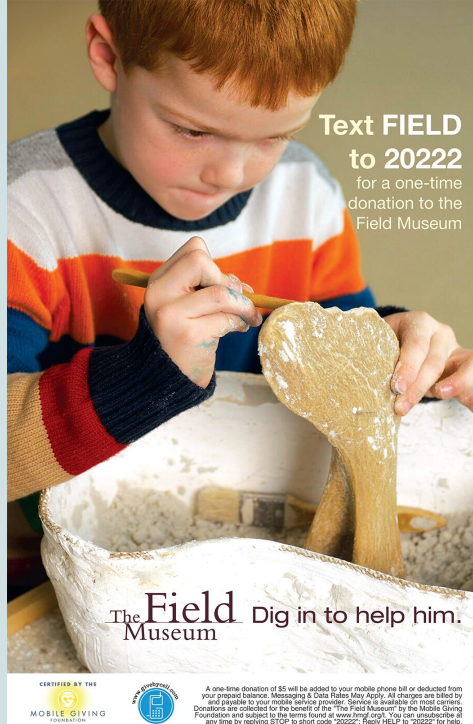
**MOBILE GIVING FOUNDATION**



**act now!**

**for arts access**

to donate \$10, text **CLAY to 20222**  
help keep the arts accessible to all  
proceeds benefit Creative Clay's programs  
serving artists with disabilities and folks in healthcare settings



**Text FIELD to 20222**  
for a one-time donation to the Field Museum

**The Field Museum** Dig in to help him.

CERTIFIED BY THE MOBILE GIVING FOUNDATION

A one-time donation of \$5 will be added to your mobile phone bill or deducted from your prepaid balance. Messaging & Data Rates May Apply. All charges are billed by and payable to your mobile service provider. Service is available on most carriers. Donations are collected for the benefit of the "The Field Museum" by the Mobile Giving Foundation and subject to the terms found at [www.mgf.org](http://www.mgf.org). You can unsubscribe at any time by replying STOP to short code 20222. Reply HELP to 20222 for help.



# Addendum: Marketing Examples

## Industry: COMMUNITY RELIEF

**Text FIGHTHIV to 20222**  
**To Make A \$5.00 Donation**

A one-time donation of \$5.00 will be added to your mobile phone bill or deducted from your prepaid balance. Messaging & data rates may apply. All charges are billed by and payable to your mobile service provider. All donations must be authorized by the account holder. Service is available on most carriers. Donations are collected for the benefit of AIDS victims by the Mobile Giving Foundation and subject to the terms found at [www.hmgf.org](http://www.hmgf.org). You can unsubscribe at any time by texting STOP to short code 20222; text HELP to 20222 for help.

**Save Lives In Your Community**

**THIS THANKSGIVING EXPERIENCE GIVING TOGETHER AS A FAMILY**

**GIVE \$5 TO ORPHANS IN NEED**

**TEXT THE WORD ORPHAN TO 20222**

[HEARTOFTHEBRIDE.ORG/NOW](http://HEARTOFTHEBRIDE.ORG/NOW)

**NOW JOIN THE MOVEMENT!**

**A CAMPAIGN FOR BUILDING LIVES TO CRITICAL FACILITY AND RESOURCE NEEDS OF TRAVELING AND HEALTHY WARRIORS TO ORPHANS IN DEVELOPING NATIONS**

**YOUR \$5 DONATION WILL BE ADDED TO YOUR CELL PHONE BILL. MESSAGING AND DATA RATES MAY APPLY**

[HEARTOFTHEBRIDE.ORG/NOW](http://HEARTOFTHEBRIDE.ORG/NOW)

*you can't* TEXT TO END **JEGGINGS**

---

*you can* TEXT TO END **HOMELESSNESS.**


**DONATE \$10 NOW**

TEXT 'HOME' TO 20222

 **Shelton Foundation**  
 AT THE **DELONIS CENTER**

Temporary housing for permanent change in Washtenaw County.

© 2011 Shelton Foundation. All rights reserved. This is a promotional campaign for the Shelton Foundation. All donations must be authorized by the account holder. Service is available on most carriers. Donations are collected for the benefit of AIDS victims by the Mobile Giving Foundation and subject to the terms found at www.hmgf.org. You can unsubscribe at any time by texting STOP to short code 20222; text HELP to 20222 for help.


 **HOLIDAY GIFT PROJECT**  
[www.giftsnyc.org](http://www.giftsnyc.org)

**The Cause**  
 Services for the UnderServed provides housing and social service for 3,500 New Yorkers including Veterans, HIV/AIDS Patients, the Mentally Ill and Developmentally Disabled

**The Goal**  
 3,500 Holiday Gifts  
 One for every New Yorker we serve

**The Gift**  
 Your donation will be used to buy a holiday gift for the New Yorkers we serve.

1. Donate online at [www.giftsnyc.org](http://www.giftsnyc.org)
2. Text the word "SUS" to 20222 to have your \$10\* donation added to your phone bill

 **SUS** Services for the UnderServed  
Helping others to help themselves

\*Messaging & Data Rates May Apply

**I SUPPORT PARK LAWN**



**Make A \$5 Donation Now**

**Text GIVEPL to 20222**

message & data rates may apply

 **SUS** Services for the UnderServed  
[www.giftsnyc.org](http://www.giftsnyc.org)

**2010 Holiday Gift Project**

**THE GOAL:**  
 4000 Gifts in ONE MONTH!

**THE PLACE:**  
 New York City

**THE PLAYERS:**  
 Services for the UnderServed, W and You.

**THE WAYS:**  
 Visit [WWW.GIFTSNYC.ORG](http://WWW.GIFTSNYC.ORG) for information and drop box locations

 **TEXT "SUS" to 20222 to donate \$10 today!**

**ARE YOU READY FOR THE CHALLENGE???**

\*A one-time donation of \$10 will be added to your mobile phone bill or deducted from your prepaid balance. Messaging & Data Rates May Apply. All charges are billed by and payable to your mobile service provider. All donations must be authorized by the account holder. Service is available on most carriers. Donations are collected for the benefit of AIDS victims by the Mobile Giving Foundation and subject to the terms found at www.hmgf.org. You can unsubscribe at any time by texting STOP to short code 20222; text HELP to 20222 for help.

# Addendum: Marketing Examples

## Industry: MEDICAL



**IMAGINE what your text could do!**

**Text OMB to 2022 to make a \$10 gift\***  
*You may text between 3-5 times depending on your carrier.*

Your text will help Only Make Believe continue to bring hope, humor, and healing to chronically ill and disabled children in hospitals and care facilities throughout the New York Metropolitan Area.

\*A one-time donation of \$10 will be added to your mobile phone bill or deducted from your prepaid balance. Messaging & Data Rates May Apply. All charges are billed by and payable to your mobile service provider. Service is available on most carriers. Donations are collected for the benefit of Only Make Believe by the Mobile Giving Foundation and subject to the terms found at [www.mfgf.org](http://www.mfgf.org). You can unsubscribe at any time by replying STOP to "20222". Reply HELP to "20222" for help.

**MOBILE GIVING FOUNDATION** 



**Text 4 Life**  
**AIDS athens**  
serving northeast georgia


DONATING **\$10** TO THE **FIGHT** AGAINST **KIDNEY DISEASE** IS AS EASY AS:

**1** Text **"kidney"** to **20222**

**2** Receive text confirmation

**3** Reply **"yes"** to confirm


 American Kidney Fund®



**TEXT2GIVE**  
TEXT **"REEVE"** to 20222  
**\$10 WILL BE DONATED** TO CHRISTOPHER & DANA REEVE FOUNDATION

**CHRISTOPHER & DANA REEVE FOUNDATION**  
TODAY'S CARE. TOMORROW'S CURE.

A one-time donation of \$10 will be added to your mobile phone bill or deducted from your prepaid balance. Messaging & Data Rates May Apply. All charges are billed to and payable to your mobile service provider. Service is available on most carriers. Donations are collected for the benefit of the Christopher & Dana Reeve Foundation by the Mobile Giving Foundation and subject to the terms found at [www.mfgf.org](http://www.mfgf.org). Reply STOP to 20222 to unsubscribe. Reply HELP to 20222 for help.

JOIN US AFTER  
**CARE. CURE. COMEDY. CHICAGO.**  
AT THE  
**UNDERGROUND AFTERPARTY** 

636 Morris Turnpike, Suite 3A • Short Hills, NJ 07078 • 800.225.0292 • Fax 973.379.2690 • [www.ChristopherReeve.org](http://www.ChristopherReeve.org)

# Addendum: Marketing Examples

## Industry: MUSEUM



**Text FIELD to 20222**  
for a one-time donation

Donate to the discovery.

**The Field Museum**  
CERTIFIED BY THE  
MOBILE GIVING FOUNDATION

A one-time donation of \$5 will be added to your mobile phone bill or deducted from your prepaid balance. Messaging & Data Rates May Apply. All charges are billed by your provider to your mobile service provider. Service is available on most carriers. Donations are collected for the benefit of the The Field Museum, The Los Angeles Giving Foundation and subject to the terms found at www.hmgf.org. You can unsubscribe at any time by replying STOP to 20222. Reply STOP to 20222 for help.



Your next text could create wonder in a child's mind.

**The Field Museum**  
CERTIFIED BY THE  
MOBILE GIVING FOUNDATION

**Text FIELD to 20222**  
for a one-time donation

A one-time donation of \$5 will be added to your mobile phone bill or deducted from your prepaid balance. Messaging & Data Rates May Apply. All charges are billed by your provider to your mobile service provider. Service is available on most carriers. Donations are collected for the benefit of the The Field Museum, The Los Angeles Giving Foundation and subject to the terms found at www.hmgf.org. You can unsubscribe at any time by replying STOP to 20222. Reply STOP to 20222 for help.



**Text a Donation Now!**

Help us maintain free admission, education and programming.

**Text *LAMH* to 20222**

Each text message donates \$5 to the Los Angeles Museum of the Holocaust. You may donate up to 5 times.

A one-time donation of \$5 will be added to your mobile phone bill or deducted from your prepaid balance. Standard messaging rates and additional fees may apply. All charges are billed by and payable to your mobile service provider. Service is available on most carriers. Donations are collected for the benefit of the Los Angeles Museum of the Holocaust by the Mobile Giving Foundation and subject to the terms found at [www.hmgf.org/t](http://www.hmgf.org/t). You can unsubscribe at any time by texting STOP to 20222.

**It's Fun! It's Fast! It's Easy!**

# Addendum: Marketing Examples

## Industry: PERFORMING ARTS

Give the gift of live theater this holiday season

annual fund Give today

Your \$10 gift makes a big difference

Nearly 10,000 Bay Area students will see a student matinee at A.C.T. this season. For many of them, it will be their very first theater experience. During this time of budget cuts and decreased arts funding, A.C.T.'s commitment to community outreach and theater education is more important than ever. As San Francisco's premiere nonprofit theater company, we hope you'll join us in giving the gift of live theater to students across the Bay Area.

Text ACTSP to 2022 to make an instant \$10 donation to A.C.T.'s Annual Fund.

TEXT TO GIVE

Your tax-deductible gift will be charged to your monthly phone bill—and you will be entered into weekly drawings for a chance to win a family four-pack to A.C.T.'s upcoming production of *Humor Abuse!*

A.C.T. COMMUNITY DEVELOPMENT CENTER

As one-time donation of \$10 will be added to your mobile phone bill or deducted from your prepaid balance. Messaging and data rates may apply. All charges are billed by and subject to your mobile service provider. All donations must be received by the account holder. Service is available only for the benefit of American Collaborative Theater at the Mobile Giving Foundation and subject to the terms found at [www.mgiving.com](http://www.mgiving.com). You can unsubscribe at any time by replying STOP to our text code ACT. Reply HELP to ACT for help.

**GIVE A LITTLE EXTRA**

**TEXT Ailey10 to 2022 to make a \$10 gift\***

You may text to donate up to 5 times.

Your extra support will help Ailey's artistic and educational programs reach over 400,000 people each year.

or donate online at [AlvinAiley.org/support](http://AlvinAiley.org/support)

or donate online at [AlvinAiley.org/support](http://AlvinAiley.org/support)

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BOSTON BALLET ANNUAL FUND

When you give back, we move forward  
On stage, in the studio and in the community

Text "SPRING" to 2022 to donate \$10 now

You may text to donate up to 5 times.

HELP KEEP US GRAND

To donate \$10, text GRAND to 2022 or give any amount below

Text: "LEVSS" to 20222 to donate \$5 to the Levitt Pavilion SteelStacks™

Text: "LEVSS" to 56512 to subscribe to Levitt Pavilion SteelStacks™ news

Give by Cell

LEVITT FOUNDATION

Levitt Pavilion SteelStacks™

\*A one-time donation of \$5.00 will be added to your mobile phone bill or deducted from your prepaid balance. All donations must be authorized by the account holder. Your text may be legible or other or have another person's to your carrier. No texting fees. You are subject to the terms and conditions. All charges are billed by and subject to your mobile service provider. Service is available on most carriers. Donations are collected by the benefit of Levitt Pavilion SteelStacks™. The Mobile Giving Foundation and subject to the terms found at [www.mgiving.com](http://www.mgiving.com). You can unsubscribe at any time by replying STOP for more info, text HELP.

PLAY A ROLE IN OUR 20<sup>TH</sup> ANNIVERSARY SEASON YOU MAKE THE DIFFERENCE

TEXT TWENTY TO 20222 TO MAKE A \$10 GIFT YOUR DONATION HELPS THE BROWARD CENTER CONTINUE ITS EDUCATIONAL INITIATIVES AND COMMUNITY ENRICHMENT PROGRAMS\*

BROWARD CENTER FOR THE ARTS 2020 20<sup>TH</sup> ANNIVERSARY SEASON TWENTY YEARS OF IMPACT

MOBILE GIVING

You may text to donate up to 5 times.

\*A one-time donation of \$10 will be added to your mobile phone bill or deducted from your prepaid balance. Messaging and data rates may apply. All charges are billed by and subject to your mobile service provider. Service is available on most carriers. Donations are collected by the benefit of the Broward Performing Arts Foundation for the Mobile Giving Foundation and subject to the terms found at [www.mgiving.com](http://www.mgiving.com). You can unsubscribe at any time by replying STOP to our text code BROWARD. Reply HELP to BROWARD for help.

# Addendum: Marketing Examples

## Industry: UNIVERSITY



### The Lehigh-Lafayette Giving Challenge

**DON'T LET THAT "OTHER SCHOOL" WIN!**

Bragging rights go to the school with the greatest number of students, faculty, alumni and friends who make an annual gift.


On Game Day: Text "LEHIGH" and your name to 20222 to make a \$10 gift\* to the Lehigh Fund.  
*(Please include a space between LEHIGH and your name.)*  
Text more than once to rack up more points for Lehigh!

Seniors: Make your Senior Class Gift during Spirit Week at [mylehigh.lehigh.edu/2010seniorclass](http://mylehigh.lehigh.edu/2010seniorclass).

The winner will be announced in the fourth quarter!  
For competition details and updates, visit [www.LLChallenge.com](http://www.LLChallenge.com)

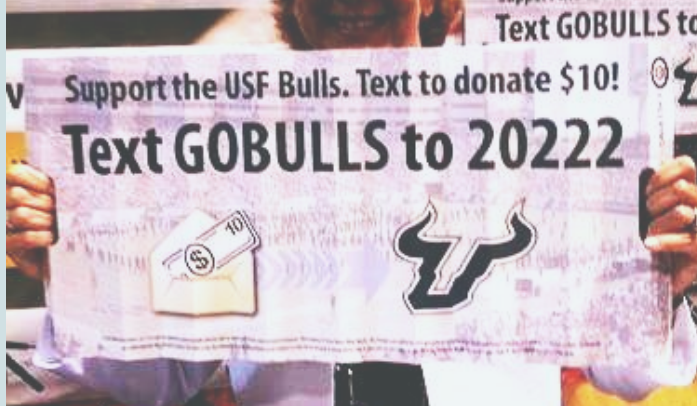
### GO LEHIGH! BEAT LAFAYETTE!

\*You will see the \$10 charge on your phone bill. Messaging and data rates may apply.



**WE ARE HOOSIERS MADE POSSIBLE**


**Ψ VARSITY CLUB**



Support the USF Bulls. Text to donate \$10!  
**Text GOBULLS to 20222**

COMING IN 2011

**THE POLISSENI TRACK & FIELD COMPLEX**



**Support FISHER ATHLETES**  
Text "**SJFC5**" to **20222** to make a \$5 donation

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# Addendum: Marketing Examples

## Industry: YOUTH RELATED

TEXT **BOOK** TO 20222

YOUR \$5 WILL HELP PUT A **TEXTBOOK**  
INTO THE HANDS  
OF A  
GUATEMALAN  
CHILD



MESSAGING AND DATA RATES MAY APPLY

A screenshot of a mobile giving website. At the top, there are navigation tabs: 'SUMMER CAMP', 'OUTDOOR EDUCATION', 'LEADERSHIP &amp; CONFERRING', 'FAMILY PROGRAMS', 'RANCH CAMP', and 'OZONE ZIPLINE ADVENTURES'. Below this is a banner with the text 'MOBILE GIVING' and a collage of photos showing children and camp activities. The main content area is divided into sections: 'MOBILE GIVING', 'EMPLOYMENT &amp; SUMMER JOBS', and 'FIND YOUR CAMP PHOTOS!'. The central section is titled 'A NEW WAY TO DONATE' and describes a campaign where users can donate \$10 to the Strong Kids Campaign by texting 'CAMPER' to 20222. It includes a 'HOW IT WORKS' section and a 'REGISTER NOW' button. Below this, there are two forms for donating to the Strong Kids Campaign and the Centennial Campaign, each with a 'CELL PHONE NUMBER' field and a 'Submit' button. At the bottom, there is a 'GIVE' button and a note: 'The Strong Kids page has other giving options!'.

A circular graphic with a purple border. The text around the border reads 'COASTERS PROTECT TABLES | CHILDHELP PROTECTS KIDS'. In the center, there is a photo of a young child with blue eyes looking upwards. Overlaid on the photo is the Childhelp logo and the text 'End Child Abuse Through Action'. At the bottom of the circle, it says 'TEXT CHLP5 TO 20222 TO DONATE \$5'. The Childhelp logo includes the text 'Founded in 1989 by Sen. O'Mahoney and Virginia Robinson. PREVENTION and TREATMENT of CHILD ABUSE.'.