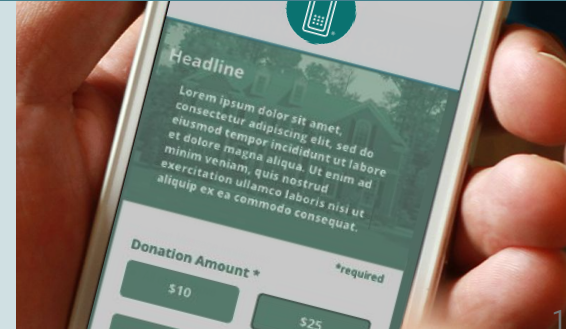
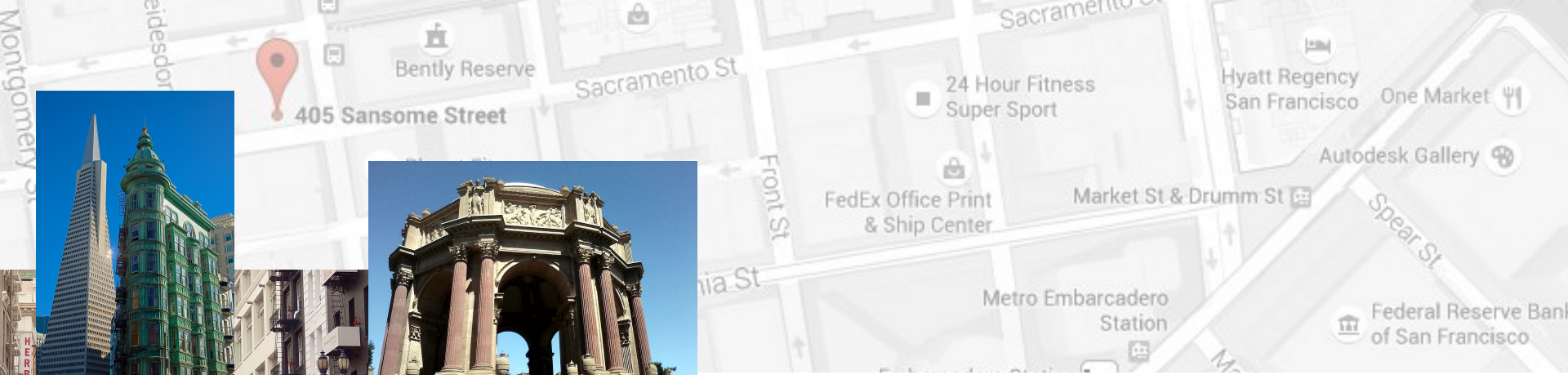




give by cell

Marketing Mobile Secrets





About Us

- 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

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

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

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

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

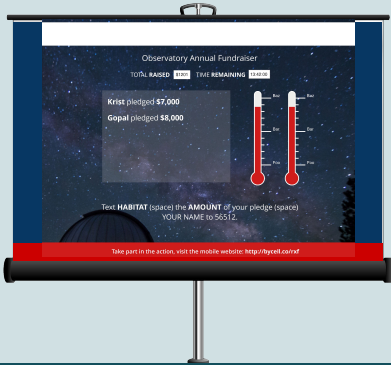
The Cancer Challenge
Muscular Dystrophy Association
Breast Cancer Fund
Desert AIDS Project
Desert Cancer Foundation
United Cerebral Palsy of Los Angeles, Ventura, and Santa Barbara Counties
Boulder Valley Women's Health Center
New Britain Emergency Medical Services
Stamford Hospital Foundation
Ovarian 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

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

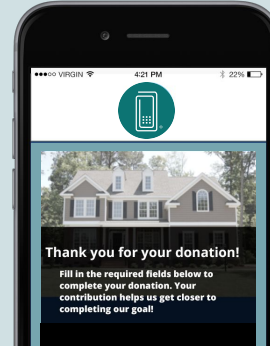


FUNDRAISING SERVICES



FUNDRAISING THERMOMETER

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

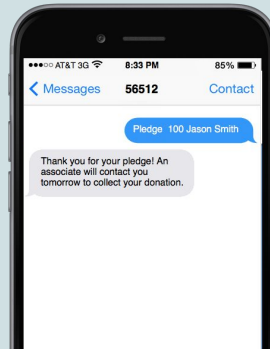


MOBILE DONATE

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

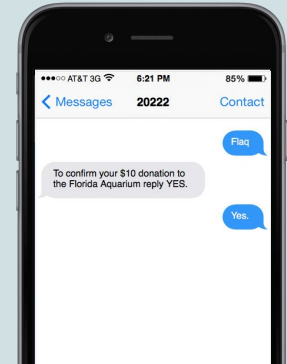
MOBILE PLEDGE

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



MOBILE GIVE

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





SECRETS TO SUCCESSFUL MOBILE

- **In person** call to action
- **Pervasive** - put it everywhere and get everyone involved promoting mobile
- Try **different services** to see which ones work for you
- Use **text messaging** to engage



3 WAYS TO MARKET WITH MOBILE

1

FUNDRAISING EVENT

- Lunch
- Dinner
- Gala
- 10K
- Golf Tournament
- Dance

2

NON-FUNDRAISING EVENTS

- Concert
- Ballet
- Play
- Live Speaker
- Tour Facility

3

GENERAL ONGOING FUNDRAISING ACTIVITIES

- 1-on-1 Donor Meeting
- In Your Facility
- Sporting Event
- Direct Mail
- Email
- Web
- Social Media
- Volunteers
- Community
- Employees



EVENT FUNDRAISING

LUNCH, DINNER OR GALA FUNDRAISER

Scavenger hunt or mobile game in first hour





EVENT FUNDRAISING

LUNCH, DINNER OR GALA FUNDRAISER

- MC engage with audience/screen
- Cards at table with instructions
- Scavenger hunt or mobile game in first hour
- In pre - event emails, ask people to donate in advance





EVENT FUNDRAISING

10K, GOLF TOURNAMENT, DANCE, ETC.

- Screencast thermometer
- Raffle prize if you donate
- In pre-event notices, ask people to donate in advance





EVENT - NON FUNDRAISING

CONCERT, BALLET OR PLAY

Easels promoting giving



**I SUPPORT
PARK LAWN**

Make A \$5
Donation Now
Text GIVEPL
to 20222

FMW
ORK
THE HARMONIC

Official Sponsor
citi



EVENT - NON FUNDRAISING

IN THE PLAYBILL

Include notices





EVENT - NON FUNDRAISING

2. Enter tech (space)

Pledge amount (space)

Your first name

3. Send

Submit your pledge tonight in the lobby after the Gala, and we will call you in the next 48 hours. Thank you!



LIVE SPEAKER

Before/after live “ask”



EVENT - NON FUNDRAISING

MUSEUM
STORE

Harry Reid
Exhibit Hall

TOUR OF FACILITY

Docent/tour guide asks for donation -
hands everyone small card





ONGOING FUNDRAISING

1-ON-1 DONOR MEETING

Do not wait for donor to write a check -
ask them to take out their phone and
donate now!





ONGOING FUNDRAISING

IN YOUR FACILITIES
Posters in lunchroom or in lobby



TEXT **BOOK** TO 20222
 YOUR \$5 WILL HELP PUT A **TEXTBOOK**
 INTO THE HANDS
 OF A
 GUATEMALAN
 CHILD

CUENTOS PARA PATOJOS
LIBRO DE LECTURA

Certified by the
Mobile GIVING FOUNDATION

MESSAGING AND DATA RATES MAY APPLY





ONGOING FUNDRAISING



AT A SPORTS EVENT

Hand out signs to attendees



ONGOING FUNDRAISING

AT A SPORTS EVENT

Advertise on the jumbotron





ONGOING FUNDRAISING

AT A SPORTS EVENT

Announce at halftime

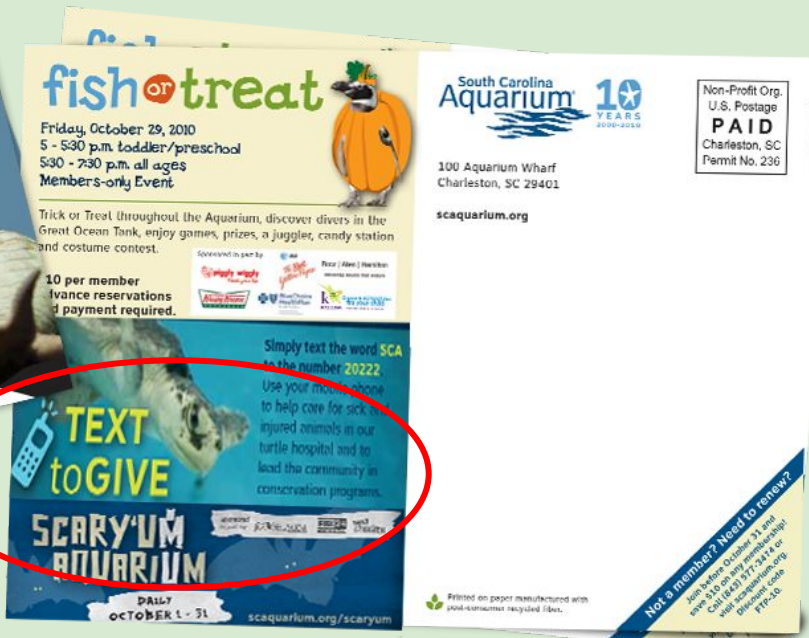




ONGOING FUNDRAISING

DIRECT MAIL

Always promote texting to make a donation

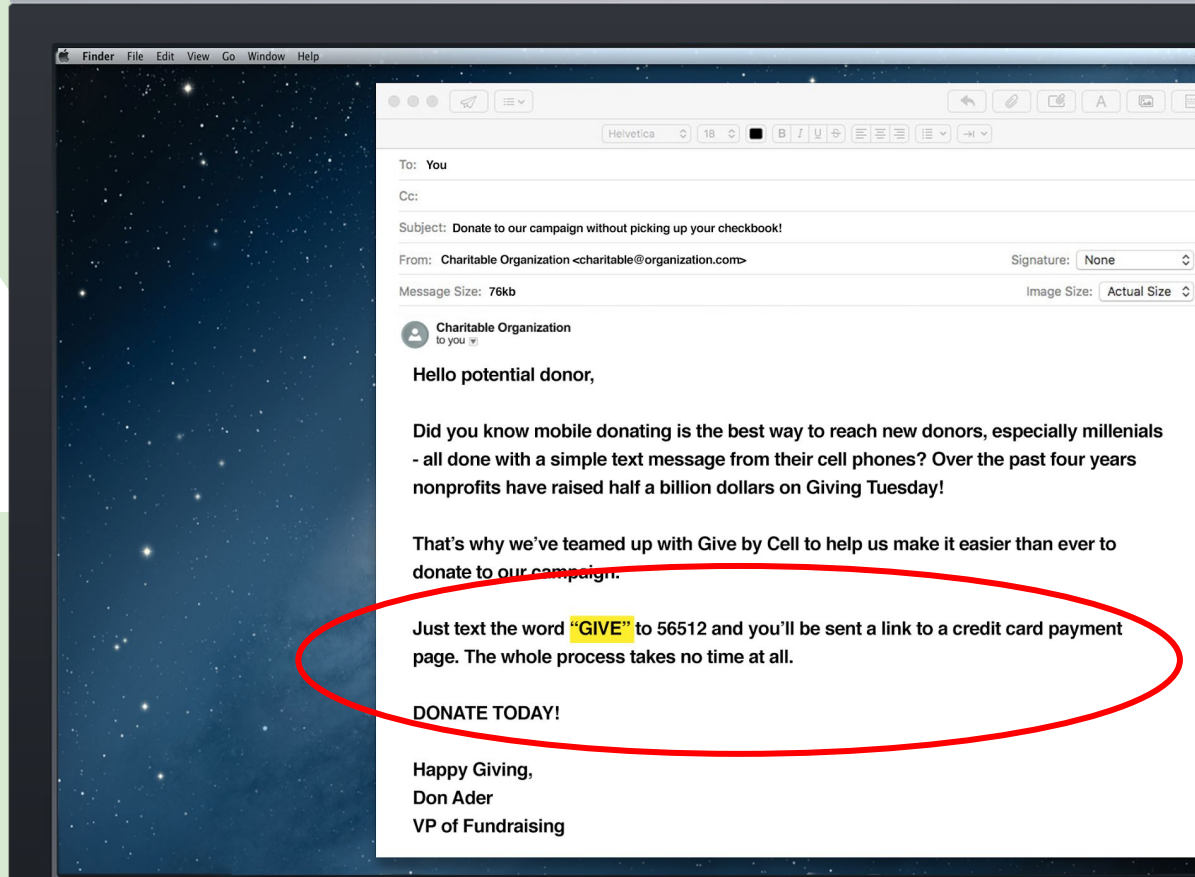




ONGOING FUNDRAISING

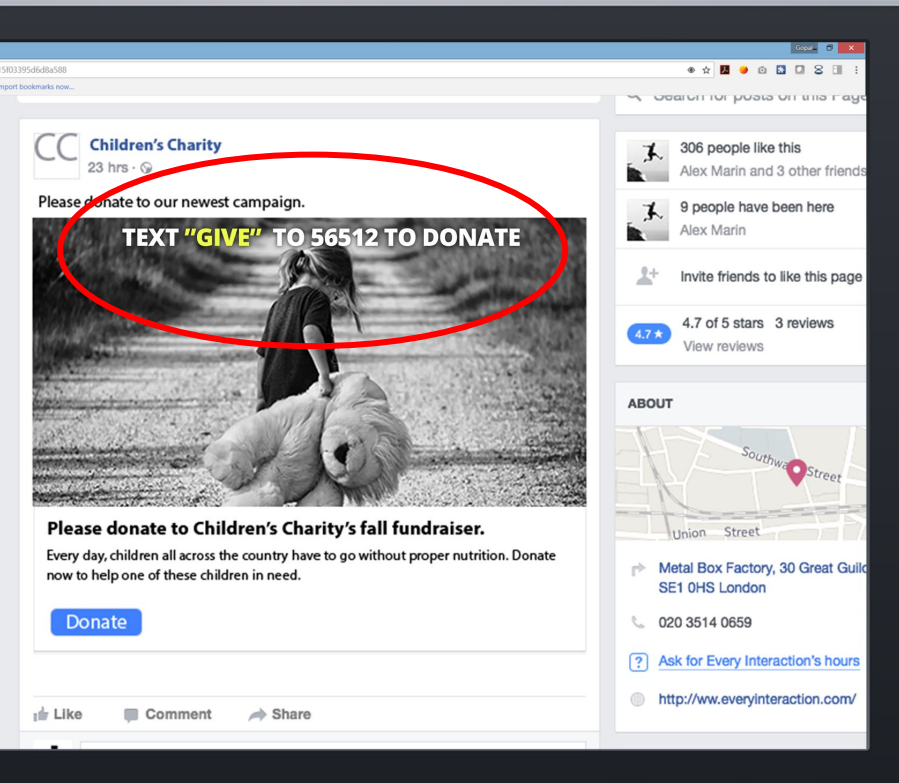
EMAIL

Promote text donating





ONGOING FUNDRAISING

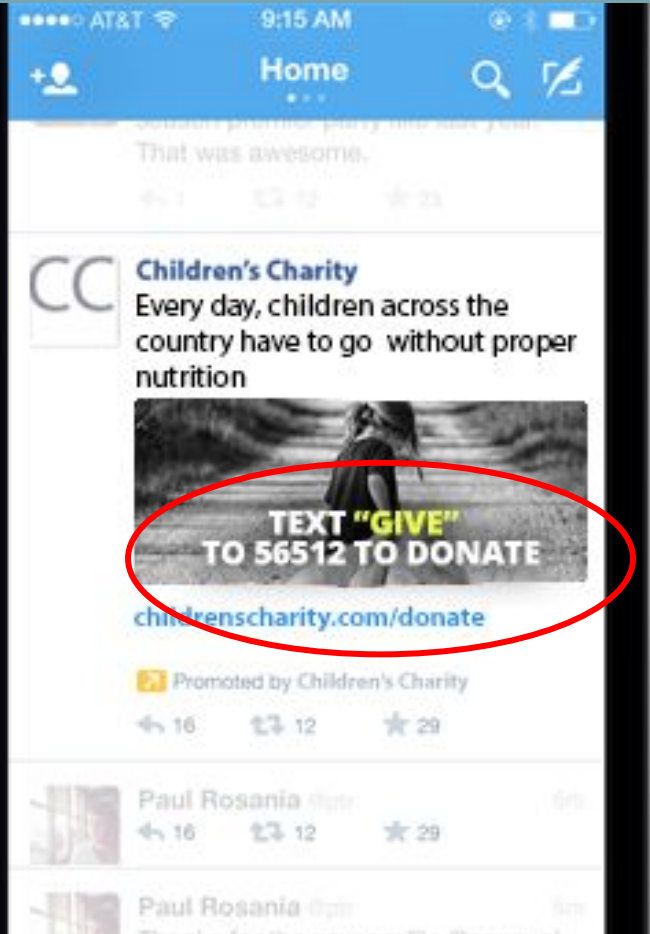


SOCIAL MEDIA

- Facebook
- Twitter
- Instagram



ONGOING FUNDRAISING

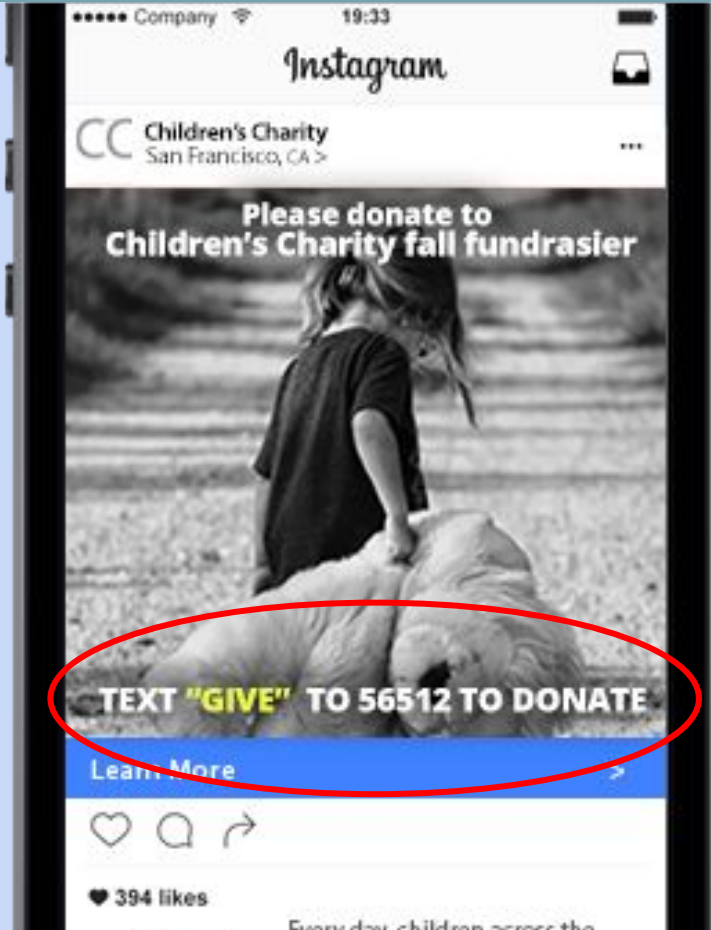


SOCIAL MEDIA

- Facebook
- **Twitter**
- Instagram



ONGOING FUNDRAISING

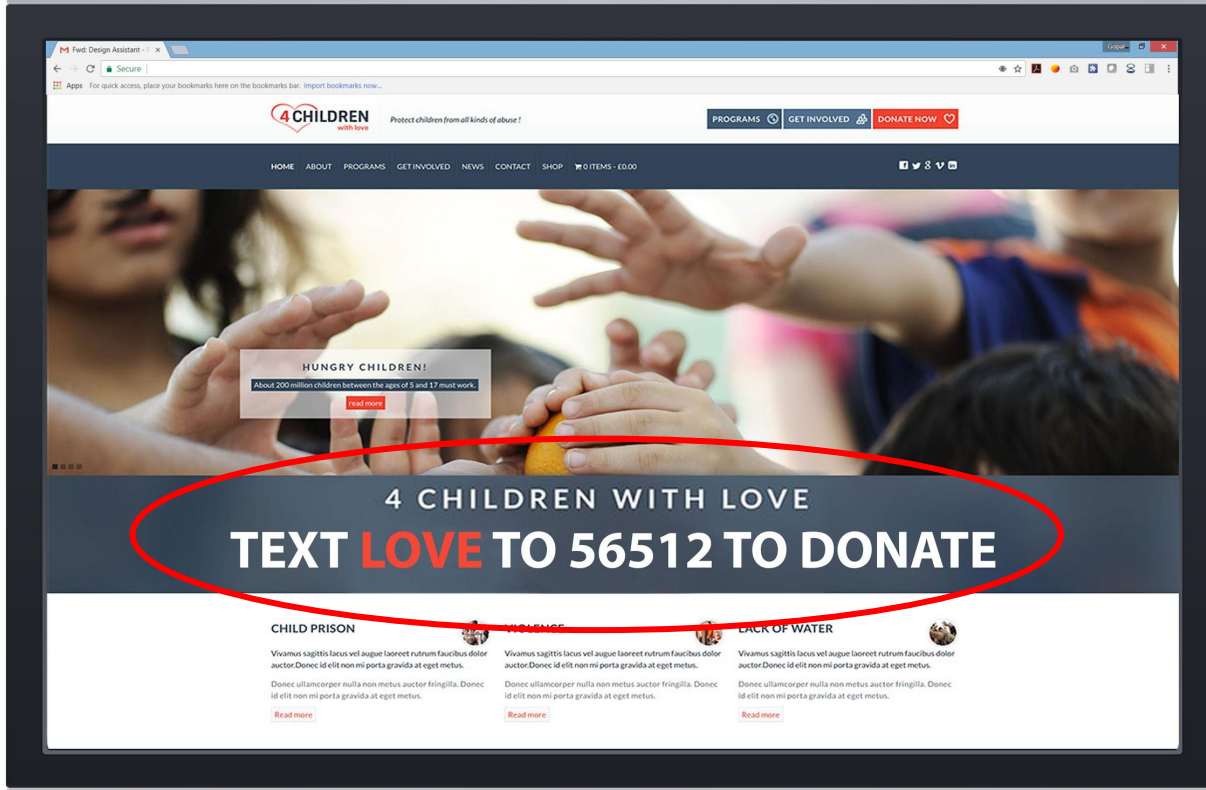


SOCIAL MEDIA

- Facebook
- Twitter
- Instagram



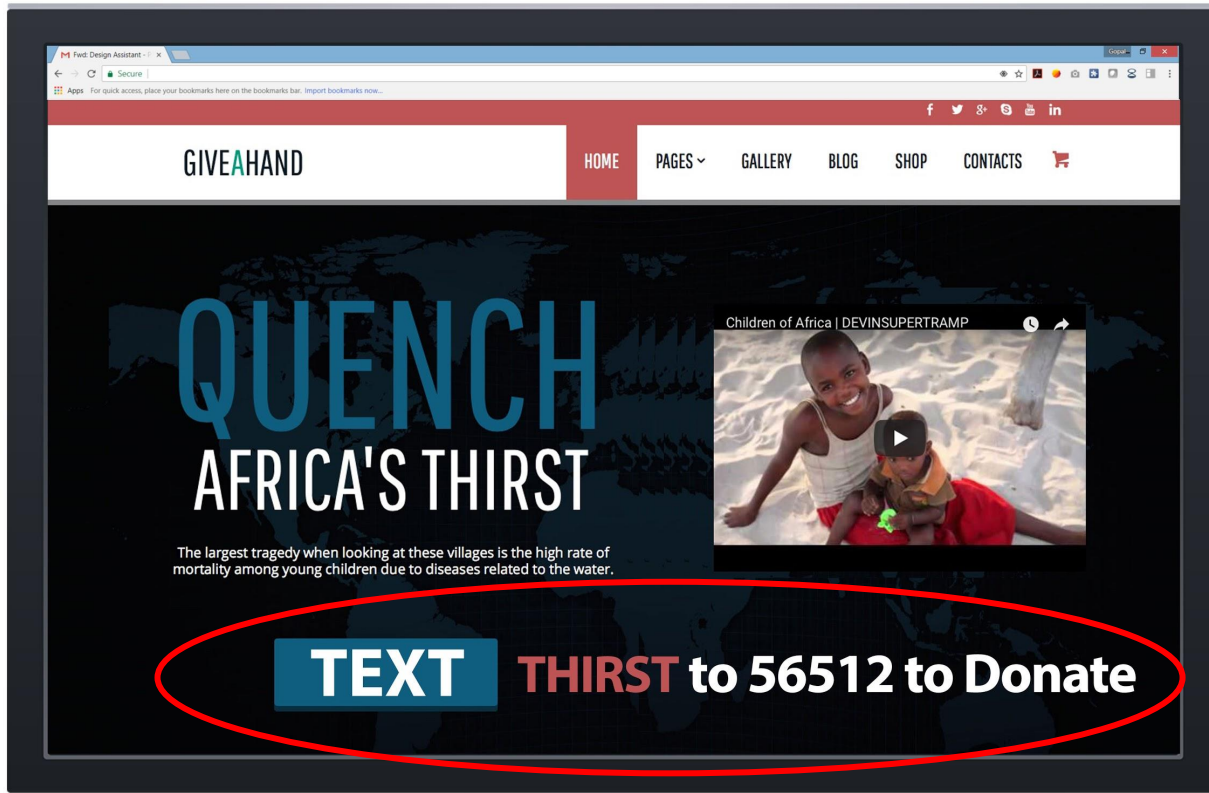
ONGOING FUNDRAISING



WEBSITE



ONGOING FUNDRAISING



VIDEOS



ONGOING FUNDRAISING

HAND-OUT DONATION CARDS



TEXT-TO-GIVE TEE SHIRTS



AFTER A VOLUNTEER SHIFT



FOR VOLUNTEERS

POSTERS HANG IN STORE WINDOWS





ONGOING FUNDRAISING

RETAIL STORES



COMMUNITY CENTERS



CAR WRAPS



COASTERS



RACK CARDS



SIGNS



IN THE COMMUNITY



ONGOING FUNDRAISING

BUMPER STICKERS



EMAIL SIGNATURES

To John Newell

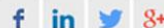
Hi John,

thank you very much for all the information you gathered. I'll talk to you soon,

Regards,

Jasmine Doe

TEXT "DONATE" to 56512



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. All charges are billed by and payable to your mobile service provider. User must be age 18 or older.

HAND-OUT CARDS



FOR EMPLOYEES

MUGS, PENS & ETC.



THANKS!

info@givebycell.com

(415) 615-0150

www.givebycell.com