



Mobile Donations

Converting Alert Subscribers to Donors Case Study: The ASPCA

In early 2008 mGive pioneered mobile giving in the United States, giving nonprofits nationwide the ability to utilize the mobile channel for purposes other than messaging. Since then, many major charities such as Children's Miracle Network, CURE International, Keep A Child Alive and over 100 more have integrated mobile donations into their fundraising efforts.



As the mobile donation channel expands across the US marketplace, nonprofits are exploring innovative ways to raise donations through mobile giving. Prior to mobile donations, many organizations utilized standard rate subscription campaigns to communicate directly with users on their mobile phones.

One organization that has been successful at converting standard alert subscribers to donors is the American Society for the Prevention of Cruelty to Animals (ASPCA). The ASPCA offers free Cat and Dog tips to mobile users by sending a text message with **CAT** or **DOG** to **27722**.

2150 W. 29th Ave. Suite 200 | Denver, CO | 80211

866.720.3350

mGive.com

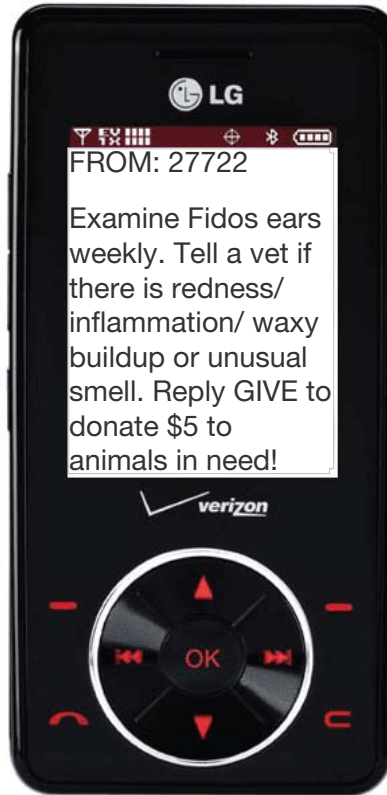




Mobile Donations

At the bottom of ASPCA's alerts, they ask subscribers to reply with GIVE to make a \$5 donation. On average, 5% of subscribers respond per call to action with 86% completing the donation resulting in thousands of dollars in donations for the organization so far.

Text DOG to 27722



Text CAT to 27722



By placing a call to action in these mobile alerts, nonprofits not only can use mobile alerts as a communication channel, but as a fundraising channel as well.

mGive.com provides mobile subscriptions and mobile donation services for nonprofit organizations. More information is available on mGive.com.

Text GIVE to 27722

