



Mobile Donations



## Using Mobile Giving at Televised Events

### Case Study: Teletón MexAmerica

In early 2008 mGive pioneered mobile giving in the United States, giving non-profits nationwide the ability to utilize the mobile channel for purposes other than messaging. Since then, many major charities such as The United Way, ASPCA, Keep A Child Alive and many more have integrated mobile donations into their fundraising efforts.



Started in 1997, Teletón is a yearly event in which money is collected through television and radio over a 27-hour period. The mission of the Teletón is to design, construct, install and operate medical care, rehabilitation, and diagnosis centers in Mexico, with special focus and emphasis on poor children with neuromusclesqueletical disabilities. Also, Teletón works to promote the integration into society of these kids. Now, Fundación Teletón operates 13 Rehabilitation Centers attending 15,000 children.

Fundación Teletón Mexamérica was born in 2002 in the United States and recognized as a 501-C3 organization. In 2008, Fundación Teletón MexAmerica partnered with Mobile Accord /mGive to use its groundbreaking technology to raise an unprecedented amount of money through mobile donations for Teletón 2008.








The Telethon was broadcasted in the United States through Galavisión, a leading Spanish-language U.S. cable network.

The text message donation program was promoted with the call to action displayed intermittently on a scroll bar at the bottom of the screen. The mobile call to action was also emphasized while the on-screen talent were performing during the event. They received about 180,000 phone calls via 800 number (resulting in \$3.5M), and 14,879 web donations (resulting in \$723K). Their mGive donations raised \$76,160 in \$5 donations from 15,232 donors!

## RESULTS

-  The Teletón campaign was the First time mobile giving was used in a national 24-hour telethon.
-  Teletón acquired 15,232 donors and raised \$76,160. Those who gave were all first time donors.
-  Teletón recouped their annual license fee in a little over an hour, and posted a return on investment of Two Thousand Four Hundred Thirty-Eight percent (2,438%)
-  Teletón is now incorporating Mobile Giving into online and social networking promotions using mGive.com's turnkey solutions.

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

