



g8wave Mobile Giving

Mobile Monday Boston
November 16, 2009

Pitch In!

ART
INSTITUTE
CHICAGO

Donate \$5 to the Art Institute
by texting **4ART** to **20222**.



\$5 will be charged to your mobile phone. Message and data rates may apply. Terms and conditions: www.hmpf.org/t
Grant Wood, American Gothic, 1930. Friends of American Art Collection.



Challenges

- 86% of all non-profits have been adversely effected by the economy
 - Not just 2009, the drop in charitable giving from 2007 to 2008 was the largest in 54 years according to Giving USA
- Staff and salary cuts
- Major donors scaling back, reluctance from individuals, declining attendance at major fundraising events
- Stock market collapse has had a profound effect on foundations
 - Some lost as many as 1/3 of their assets
 - Madoff
- The impact is doubled when you combine the decline in giving with the increased demand for services as people fall on hard times





Challenges

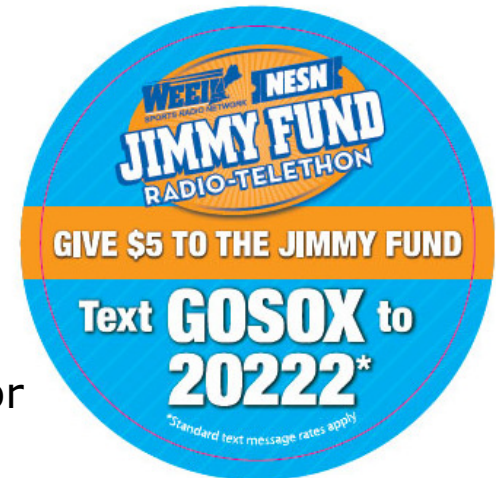
- Traditional media channels, out of home, direct mail, telemarketing are expensive, and in some cases results not measurable
- Looking for new ways to build awareness, reach an increasing mobile constituency and drive giving
- General mobile marketing had not delivered a tremendous return for non-profit organizations
 - Cost (set up, development, messaging)
 - Management
 - 50% carrier revenue share models





Solution

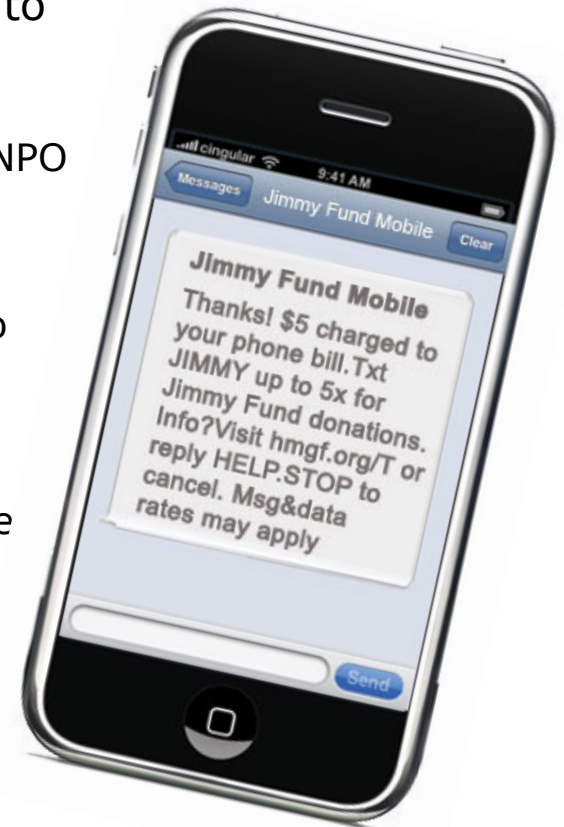
- Establishment of The Mobile Giving Foundation
 - A non-profit organization
 - Secured approvals and 100% pass through on collected premium revenues from the carriers
- Available to 501(c)3 non-profit organizations
- Consumers can be billed in \$5 and \$10 increments via premium SMS
 - Up to \$30 per month
- All numbers collected belong exclusively to the sponsor organization
 - Non-profits can follow up with informational SMS





Benefits

- Clears an important psychological hurdle – no need to pull out a credit card or reach into a wallet for cash
 - Price points are low enough that they do not cause “sticker shock” but enough to make an impact for the NPO
- Adds a valuable, simple layer of actionability to materials
 - SMS is ubiquitous, no tech hurdle, not asking people to enter their credit card on a mobile device
 - Two steps: send initial keyword, reply YES
 - Tremendous value for outdoor, events, appearances, non-traditional media like bus shelters, table toppers, e
- Collected mobile numbers can be leveraged with an eye towards converting mobile givers into larger donors (at no additional cost)
 - Cutting through the clutter with mobile, so many solicitations via email
- Relatively low cost





Results

- Over 200 NPOs currently using mobile giving in the U.S
- We have seen response rates in excess of 30% at events and concerts
 - \$4,000 in 8 minutes for a local Boston charity (in \$5 increments)
- In 2008 a total of \$400,000 was raised via mobile
- By the end of 2009 we anticipate raising more than \$1,000,000 per month





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