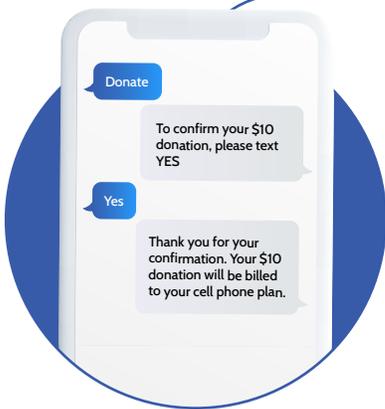


Giving in a FLASH: Carrier Based Donations

Capturing donors the second they're inspired to donate is KEY.

And the good news is: there's no quicker way to donate than on a phone.

With Engage by Cell's Carrier Based Donation service, people simply allow a designated amount to be added to their cell phone bill on behalf of a charity.



In 15 seconds or less, your donor will:

1. Send a one-word text to a code.
2. Receive a reply confirming the donation amount.
3. Reply "YES."

Done.

1. Get Approved

Each organization must adhere to the Mobile Giving Foundation requirements, summarized right.

4. See Results

Monitor the success of your campaign on our website. Results available in real time.

2. Design Campaign

Design the campaign materials to reach potential donors via signage, brochures or speeches.

5. Collect Donations

Donations are collected via donors' cell phone bills, and then sent from carrier to MGF to organization.

3. Donors Text In

Provide donors with a campaign key word to text in. They confirm their donation by replying "YES."

6. Continue Conversation

Optional: Send a "thank you" text to your donors or ask them to optin for a post-donation follow up.

Requirements

- 501(c)(3) non-profit.
- File 990 IRS form or submit an audited annual report.
- In business for over one year.
- Minimum \$500,000 in annual revenue (as shown on form 990).

Thank you for your donation! Subscribe to our newsletter by texting DONATE.

Keep the Conversation Going with a Fifth Message

Want to stay connected with donors? Include an extra text message after the donation is made through our Fifth Message service. Ask donors to subscribe to future text communications or send them a link to complete a contact form.

Let's raise more money for your nonprofit today!