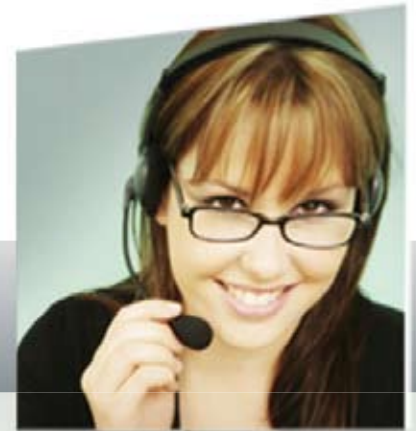




MobileCause[™]
Mobile Marketing with a Purpose

» Text2CallCenter

Increase Productivity, Eliminate Hold Times and Build Brand Loyalty



A Powerful Appeal Deserves a Powerful Response

The objective of any Call to Action is to generate an instant response from the customer – and how you handle that response can mean the difference between a single transaction or a lifelong relationship. You want to make it as easy as possible for people to respond to your appeal. An emotional call to action requires an emotional response – the ability to speak to a person is important. The proprietary Text2Call Center solution developed by MobileCause offers potential donors the ability to talk to a customer service representative in real time.

Proprietary Tools for the Greater Good

MobileCause offers non-profit organizations the ability to request and process donations via the mobile phone. Using proprietary Text2Call Center technology, MobileCause delivers text messages via HTTP or SMTP to any Call Center. Text2Call Center ensures no hold time as the call is originated by the CSR, not the customer. This versatile solution also allows mobile-savvy users to instantly process their donation via a WAP link.

MobileCause's browser-based tools provide a real-time view of the current status of each Text2Call Center campaign including; participant activity, message tracking, message history and billing records. All systems are secure and compliant with best practices in donation processing technology. In addition, subsequent messages to opted-in constituents can be a cost-effective replacement for donation thank-you letters and membership renewal alerts.

Passion for the Cause

The MobileCause platform enables companies to put their brand on mobile phones and provides the tools to ensure a successful end-to-end experience for the user. By combining a passion for mobile technology and cause-related marketing, MobileCause has been able to take this concept to the next level – supporting their clients' vision and helping them exceed their acquisition, development, retention and marketing goals.

Your Marketing + Web Power

- » **Instant Response to Donation Requests**
Eliminate hold times and improve donor satisfaction levels
- » **Secure Donation Processing**
Process donations via WAP link or immediate connection to a CSR
- » **Real-Time Reporting**
View real-time campaign status reports
- » **Generate and manage instant responses from your donor base**

Try It Today!

Put the power of mobile marketing to work for your organization.
Call (714) 832-2182 to schedule a custom campaign demonstration today.