

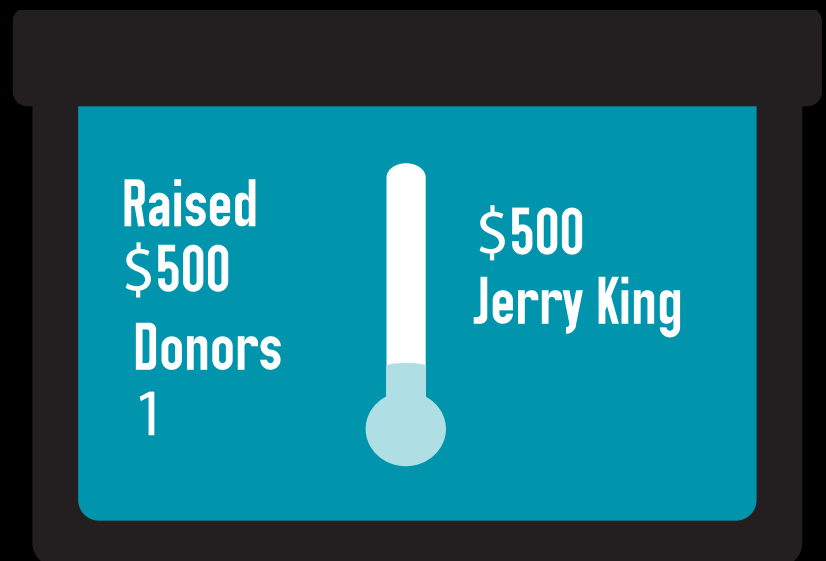


# DYNAMIC EVENT FUNDRAISING

Increase donations and gain new donors with mobile fundraising at events. Real-time recognition inspires attendees to conveniently give in the moment.

# PULL OUT YOUR CELL PHONES

Mobile donations that are dynamically displayed on-screen create an exciting moment of giving that increases how much people give by 25%. Attendees on their smartphones can easily fulfill gifts.

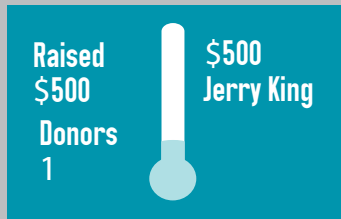


# HOW IT WORKS

Attendees make donations in seconds from the convenience of their mobile phone.



Event attendee texts a **KEYWORD** followed by a donation amount and message to **41444**.



Donation amount and message appear on-screen in real-time. The **THERMOMETER** raises towards goal while total raised and donor count update.



Donors immediately receive a text message **REPLY** with link to fulfill their gift with a debit/credit card.



After clicking the link donors enter their credit/debit card number on a mobile-friendly **DONATION FORM**.



After completing donations donors can receive an immediate tax receipt via text or email with link to PDF copy.



Donors who do not click the link to fulfill their gift receive three text message reminders. Representatives from your staff can also make follow up calls to collect unfulfilled donations.

# 3 STEP EASY SETUP

In 30 minutes your organization can setup a dynamic event fundraising campaign.

## SELECT KEYWORD

YOU

Keywords should be branded for your organization, easy to type and hard to misspell.

## CUSTOMIZE THERMOMETER

Thermometer background and logo should reinforce the intention of the gift.

## SETUP DONATION FORM

Donation form should be branded for your event with custom fields and options.



Leading up to the event, promote your donation form link over social media, email and text message. Encourage out-of-towners make donations. Use these gifts to seed the thermometer at the event.

# BEST PRACTICES

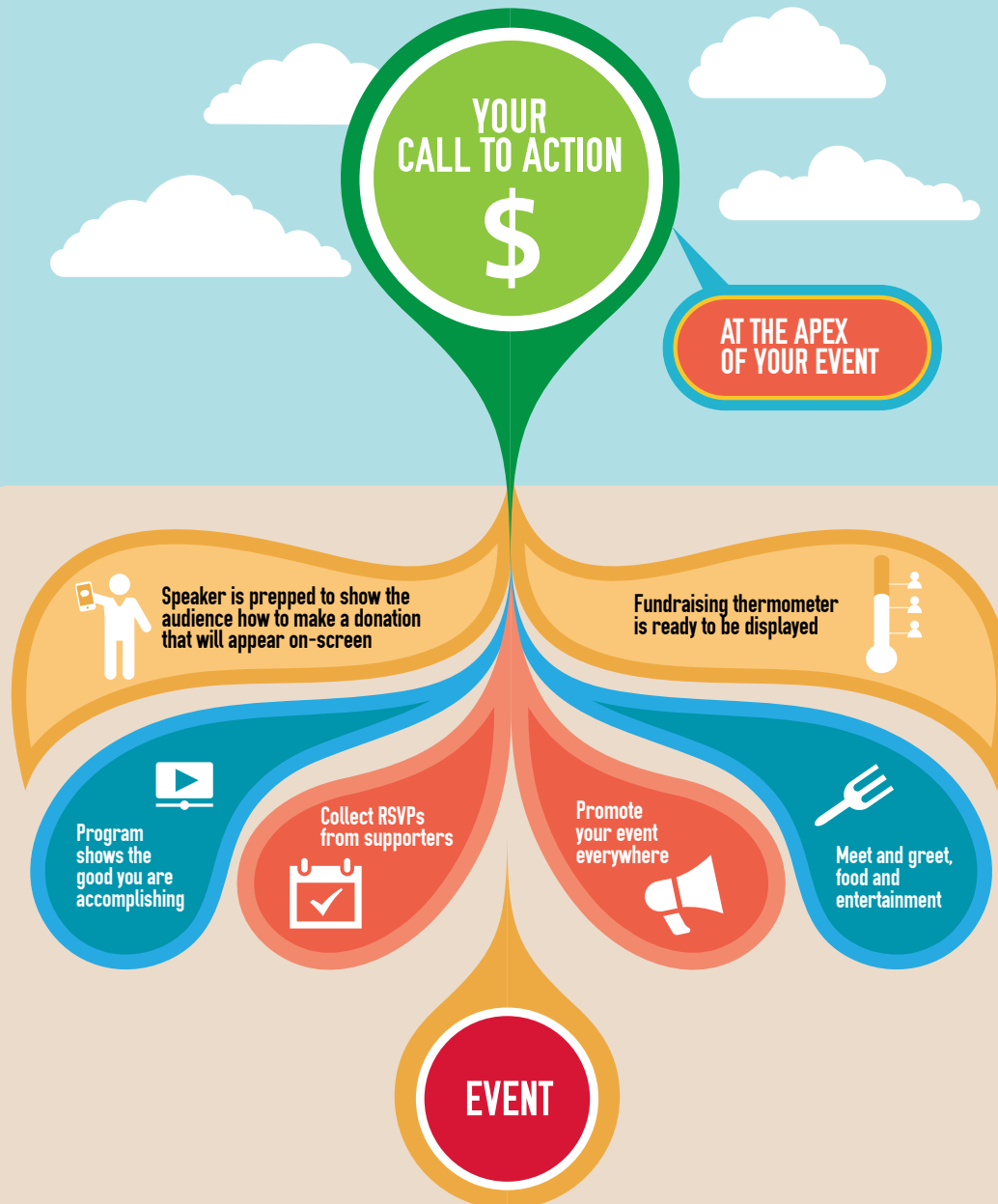
Each strategy below incrementally increases mobile donations.



Do not discourage people from handing you checks and cash! These donations should be entered manually, along with offline donations, to ensure you reach the on-screen event goal.

# IT'S ALL ABOUT YOUR CALL TO ACTION

An effective call to action is paramount to event fundraising success.  
A well rehearsed and well timed ask will yield maximum donations.



Plan each component of your event with your call to action in mind.

# BONUS: UTILIZE A SWIPER

Give donors the option to fulfill their event gift by swiping their credit/debit card with a representative from your organization. Swipers are compatible with iPhones, iPads and Android devices.





# MobileCause

MobileCause subscriptions are designed to help nonprofit organizations gain new donors, increase recurring gifts, and engage supporters. Each plan gains access to all platform services and includes 0% introductory transaction fees with 2.5% ongoing for credit/debit donations (AMEX included).

**Please call (888) 661-8804 to speak to a representative about your cause.**