



MOBILE GIVING
FOUNDATION
CANADA

MGFC Annual Report: 2013



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Campaign, Charity, and Donor Activity



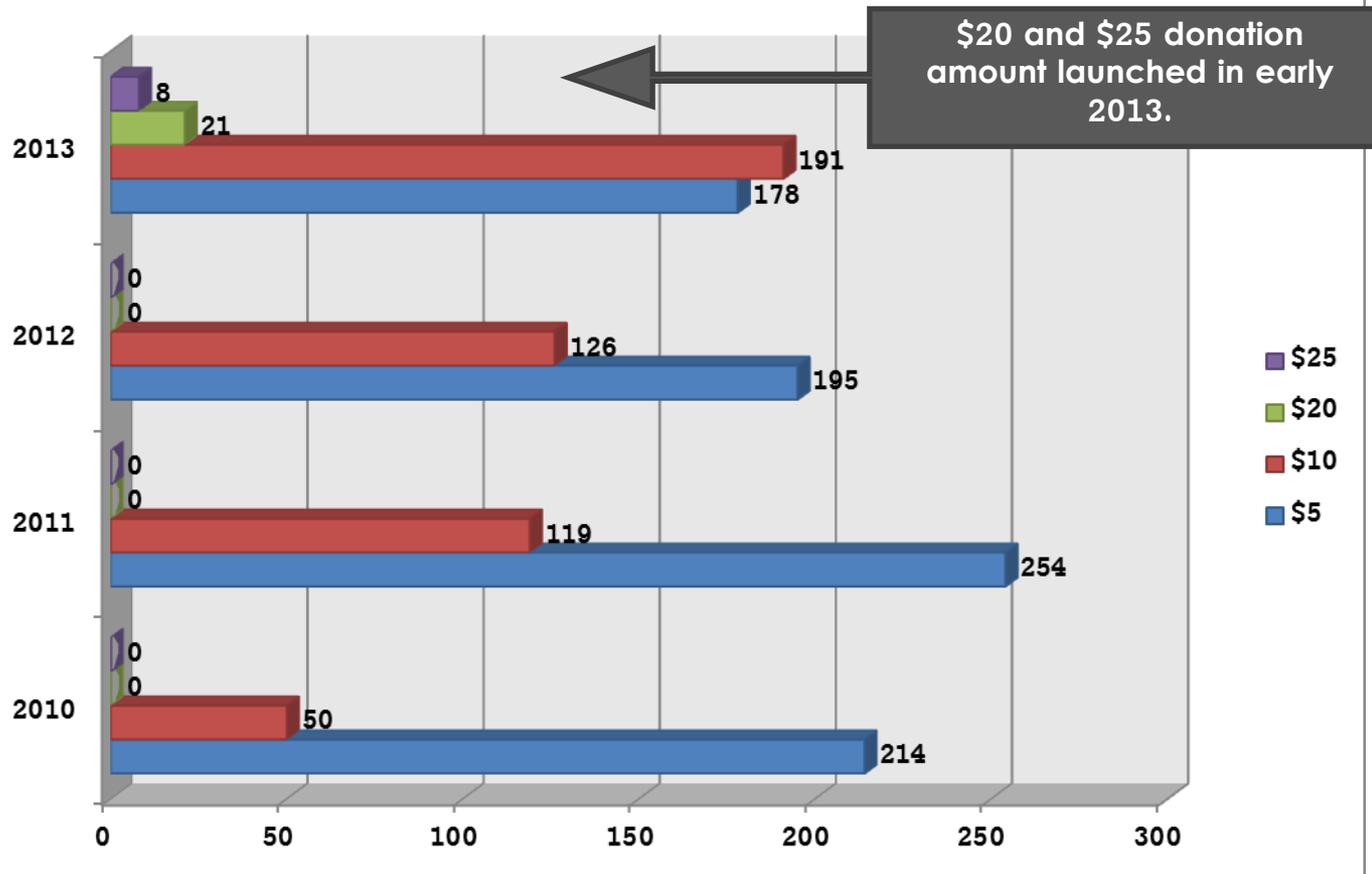
History

Four years have passed since first launching the Mobile Giving Foundation Canada in 2009. During the course of these four years we have learned that the greatest response from mobile users occurs during times of emergency relief, specifically in times where media coverage reaches an international audience, thereby reaching the majority of Canadians. Unlike 2012, 2013 saw a number of emergency relief campaigns throughout the year that resulted in higher volumes of text-message-based donations. However, donation volumes outside of emergency relief continue to rise year over year.

MGFC marks 2013 growth not only in terms of donation volumes, but also in the number of new activations, new applicants, and new mobile users donating through text message. This positive activity shows increased awareness among donors and charities alike. Additionally, attractive tools like sub-keywords and the monthly recurring gift feature are drawing the attention of charities that can see beyond a single event and step outside of the box of conventional thinking when it comes to fundraising.

Stats:

Active Campaigns by Donation Amount



48%

Of all campaigns in 2013 were active at the \$10 donation amount, compared to only...

39%

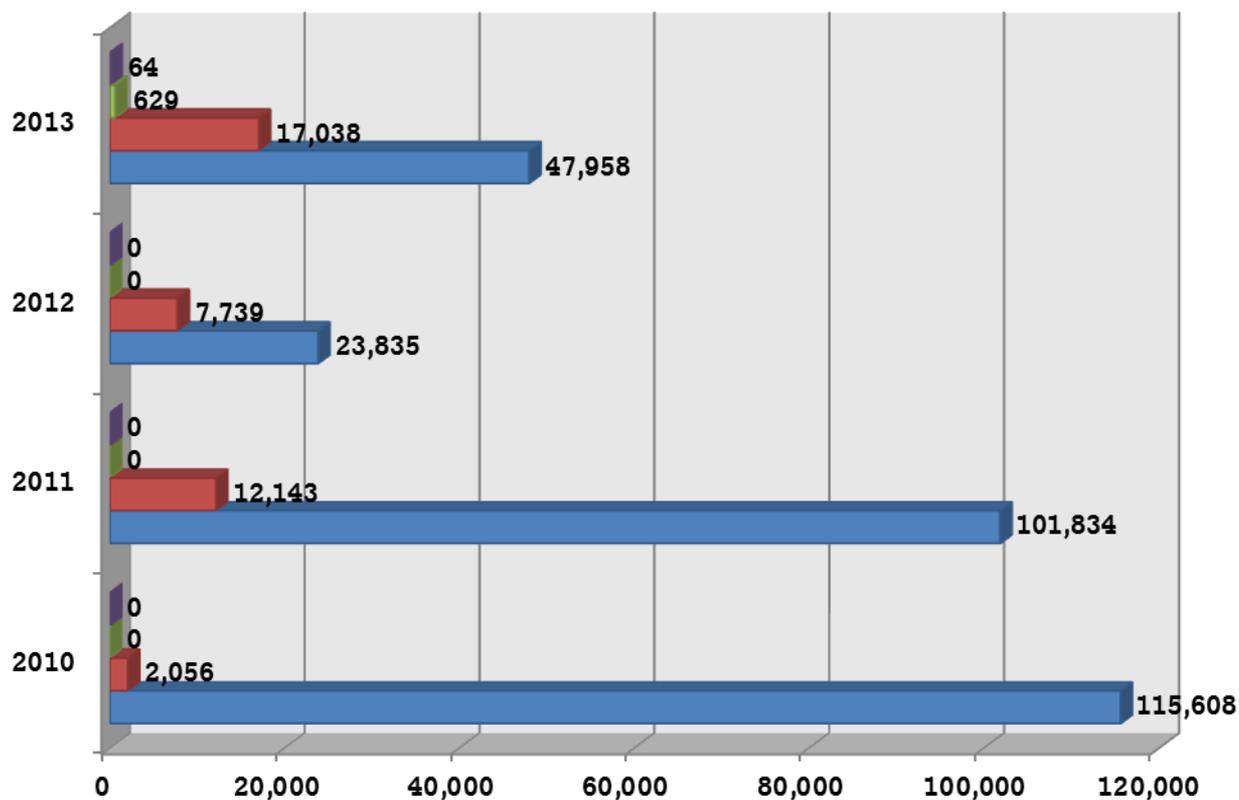
of all campaigns in 2012 active at the \$10 donation amount.

Stats:



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One-Time Donation Transactions by Donation Amount

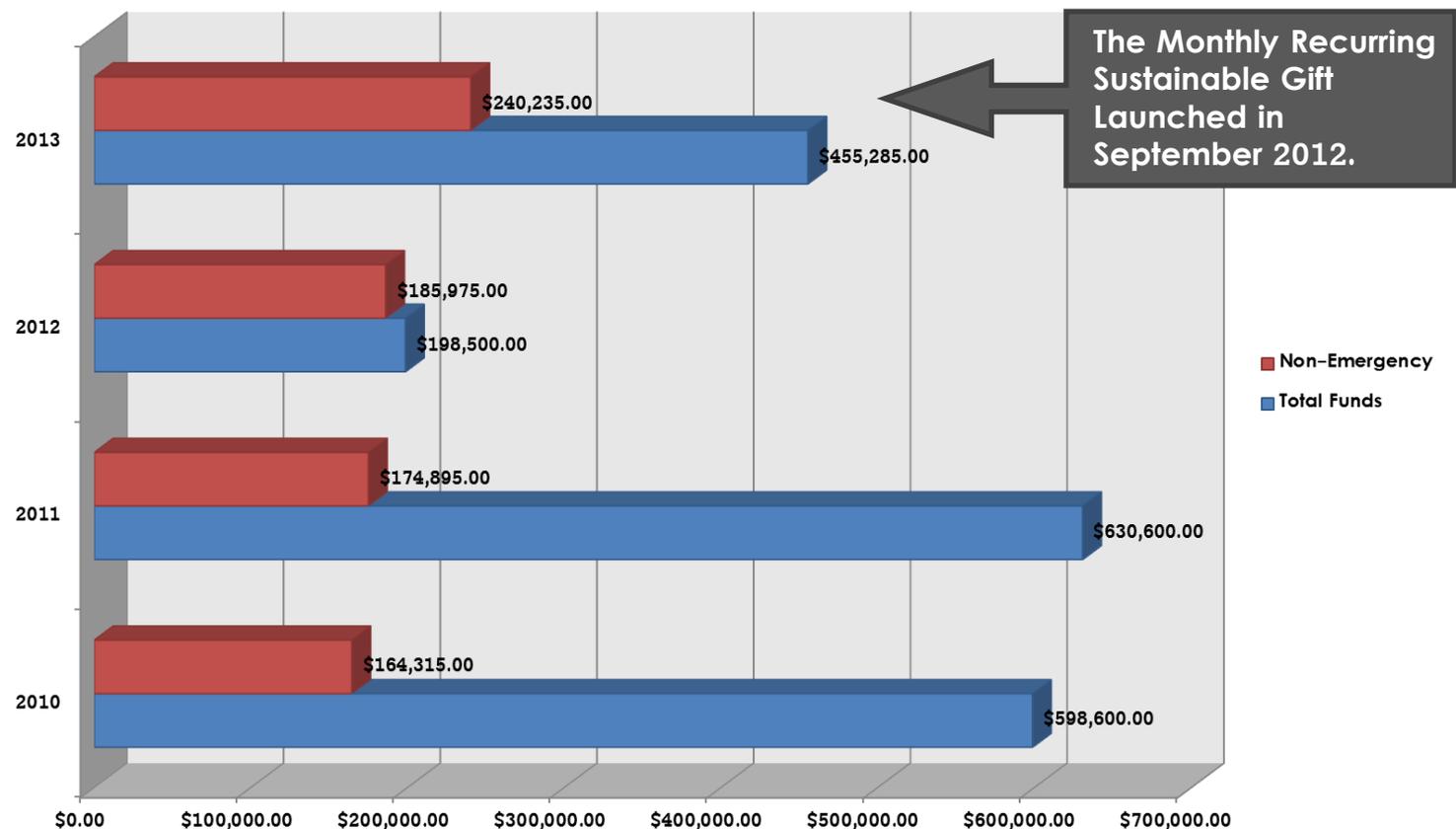


73%

Of all one-time donations in 2013 were made at the \$5 donation amount.

Stats:

Non-Emergency Relief vs. Total Funds Raised



29%

Increase in non-emergency relief funds raised when comparing 2013 to 2012.

14%

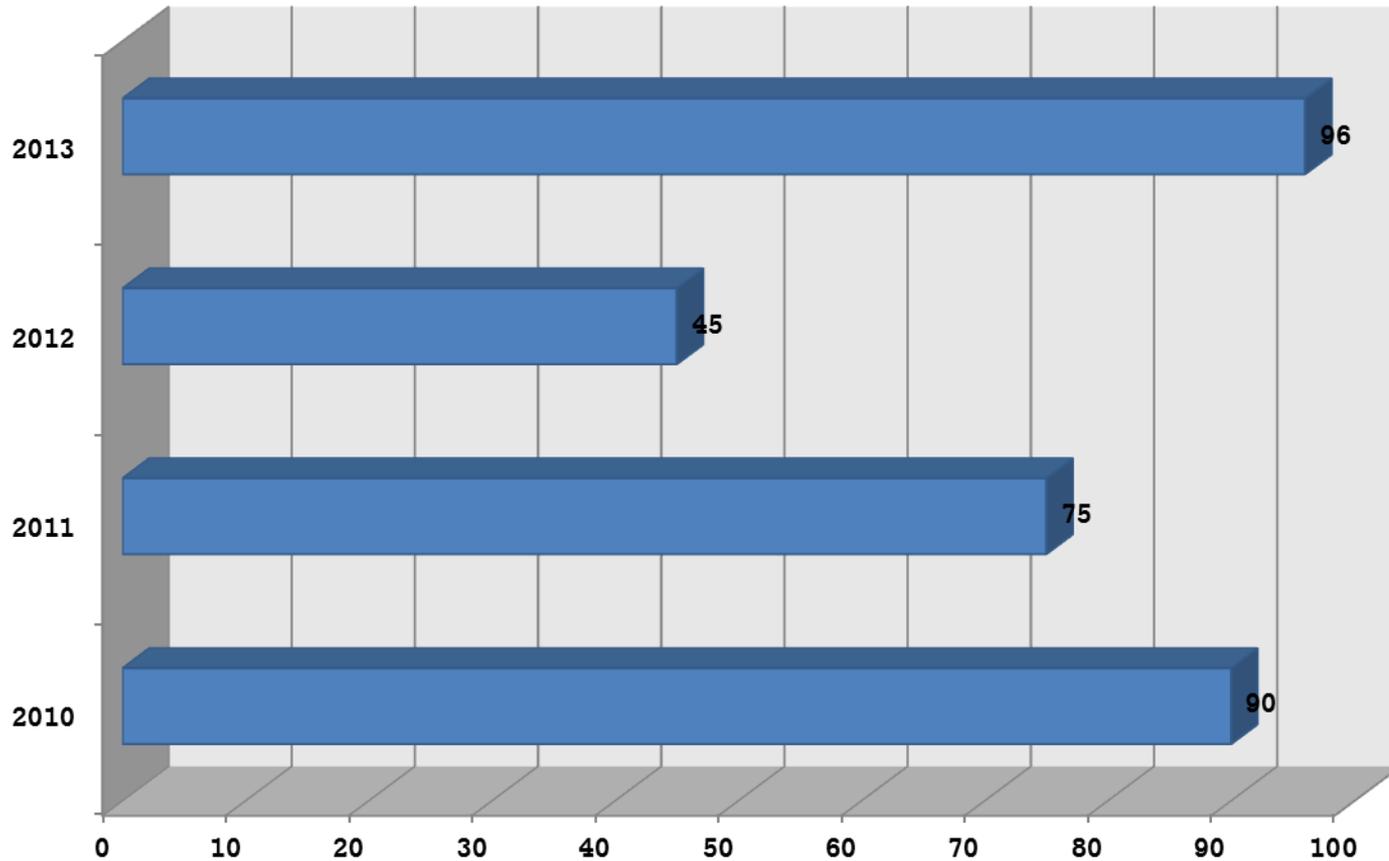
Year/Year average rate of increase in non-emergency relief funds raised.

Stats:



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New Applicants



113%

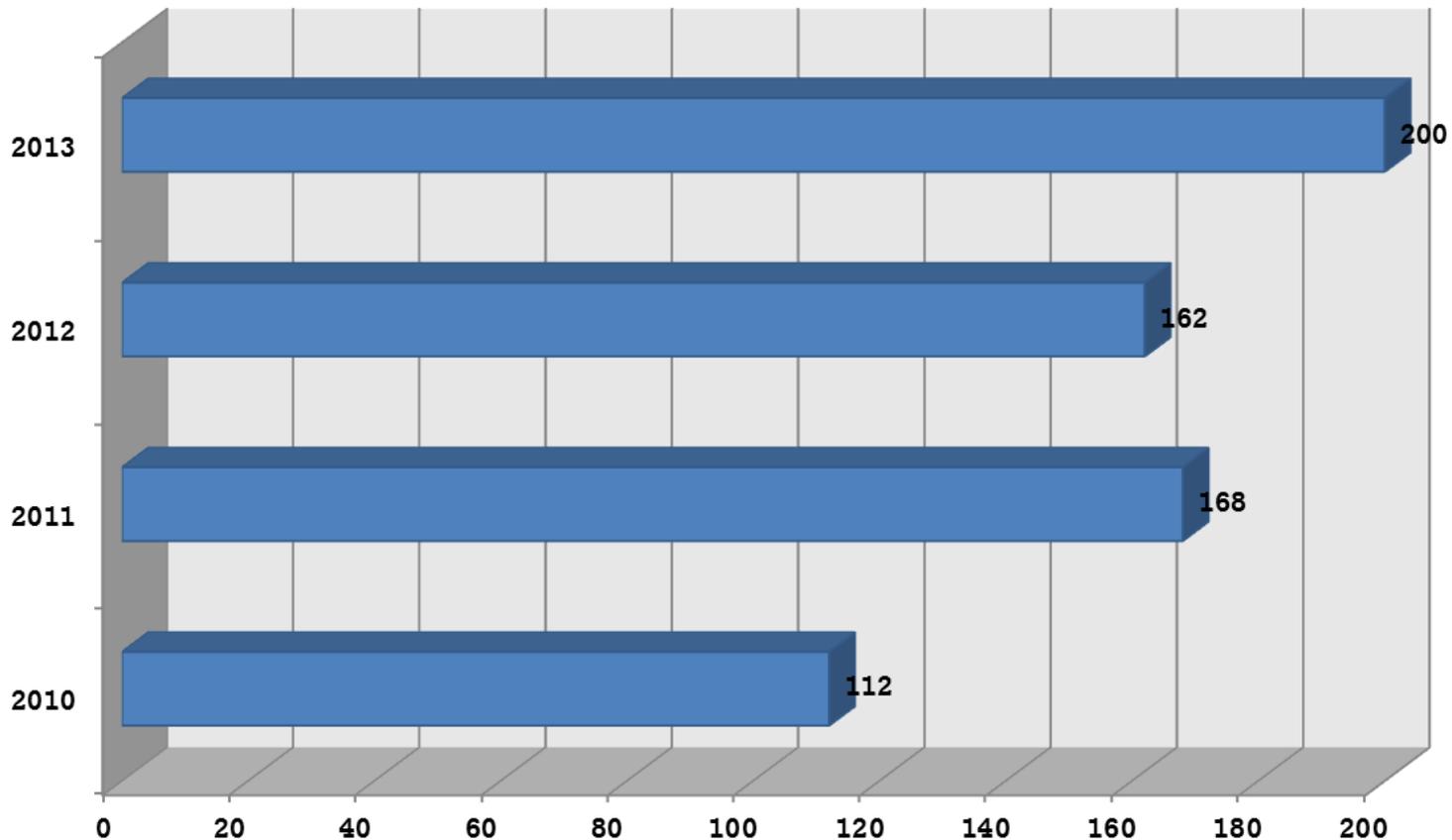
Increase in the number of new applicants when comparing 2013 to 2012.

Stats:



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Active Charities



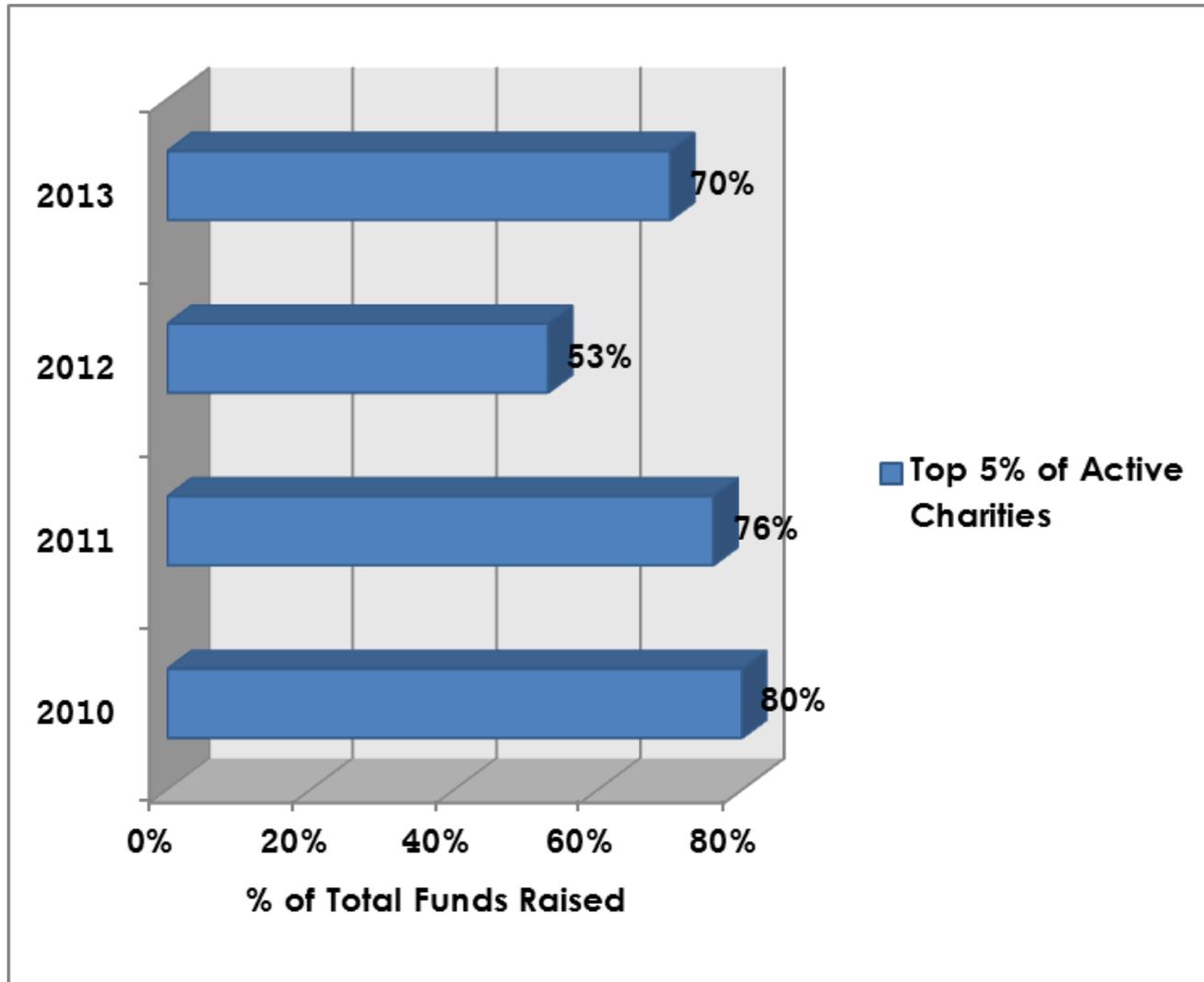
23%

Increase in the number of active charities when comparing 2013 to 2012.

Stats:



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17%

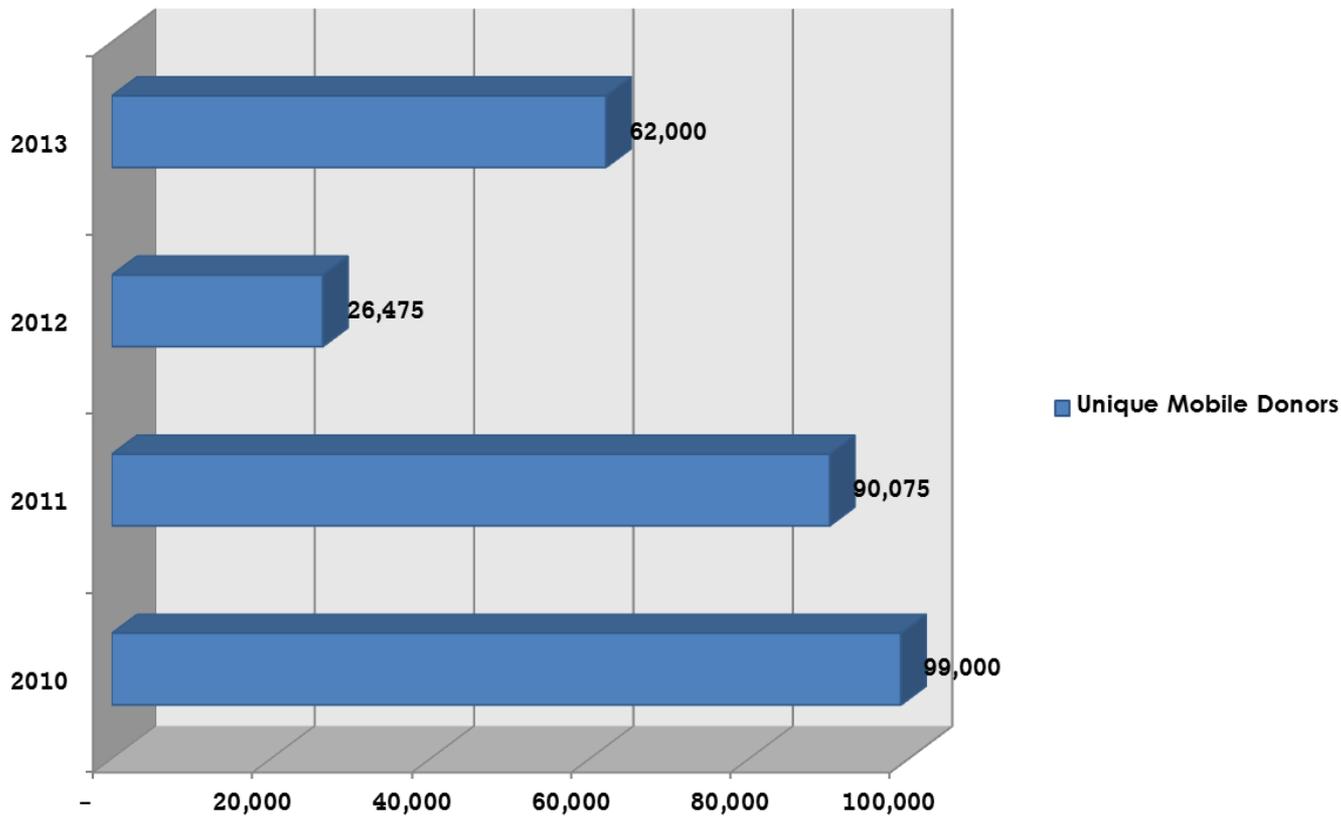
Increase may be directly correlated to the introduction of the monthly recurring gift and its use by charities that are within the top 5% each year.

Stats:



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Unique Mobile Donors



134%

Increase in unique donors when comparing 2013 to 2012.



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The Monthly Recurring Sustainable Gift



History

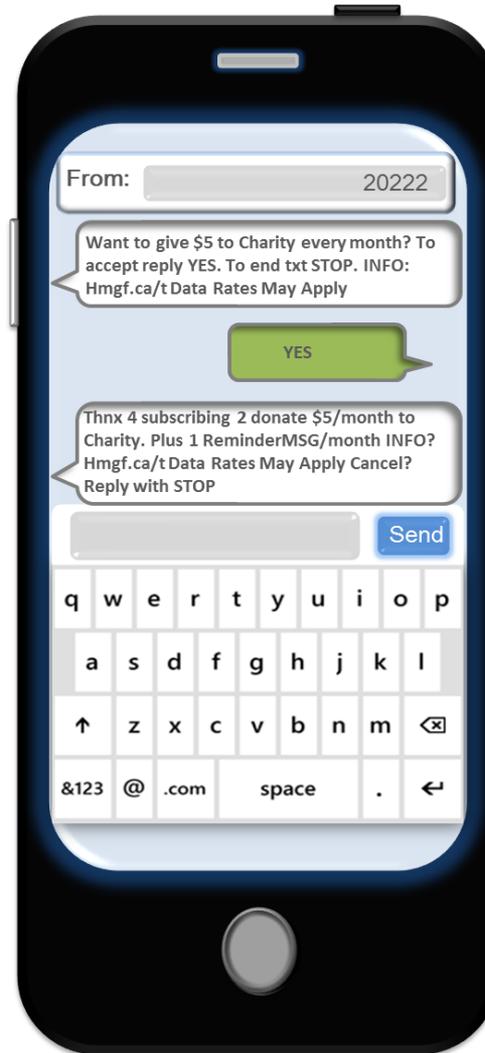
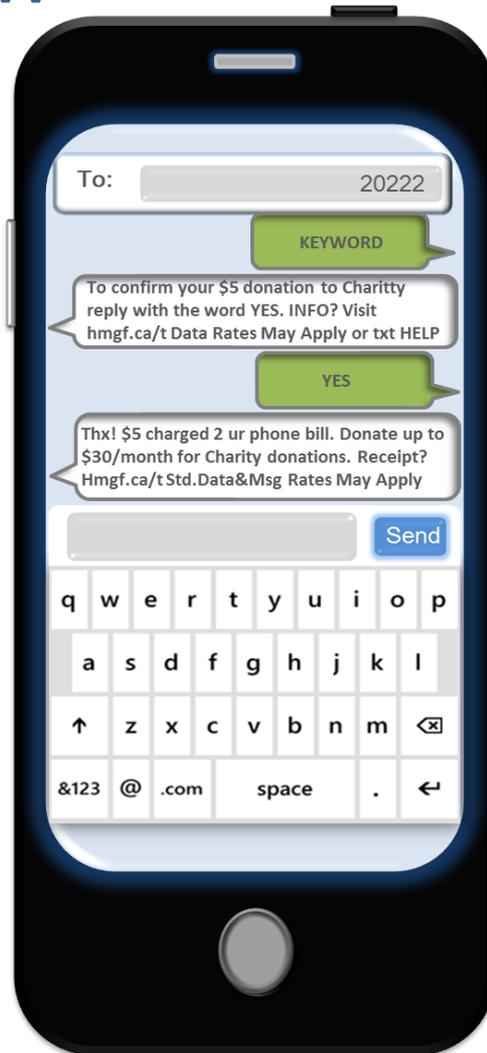
In September of 2012, the Mobile Giving Foundation Canada (MGFC) launched the Monthly Recurring Sustainable Gift Feature. With approval from participating wireless providers, MGFC developed the ability for charities to run text-to-donate programs that offer mobile users the option to OPT-IN and subscribe to automatic monthly donations through text message (\$5 or \$10 only).

The offer to subscribe is presented to mobile users that initiate and successfully complete a one-time donation. The offer is presented within a follow up text message that prompts users to reply with YES to subscribe. Subscribers can OPT-OUT (unsubscribe) at anytime by replying with STOP to any of the program messages received. The Monthly Recurring Gift Feature has been utilized by many charities throughout the course of 2013 and has resulted in significantly positive outcomes, as will be seen in the following review.



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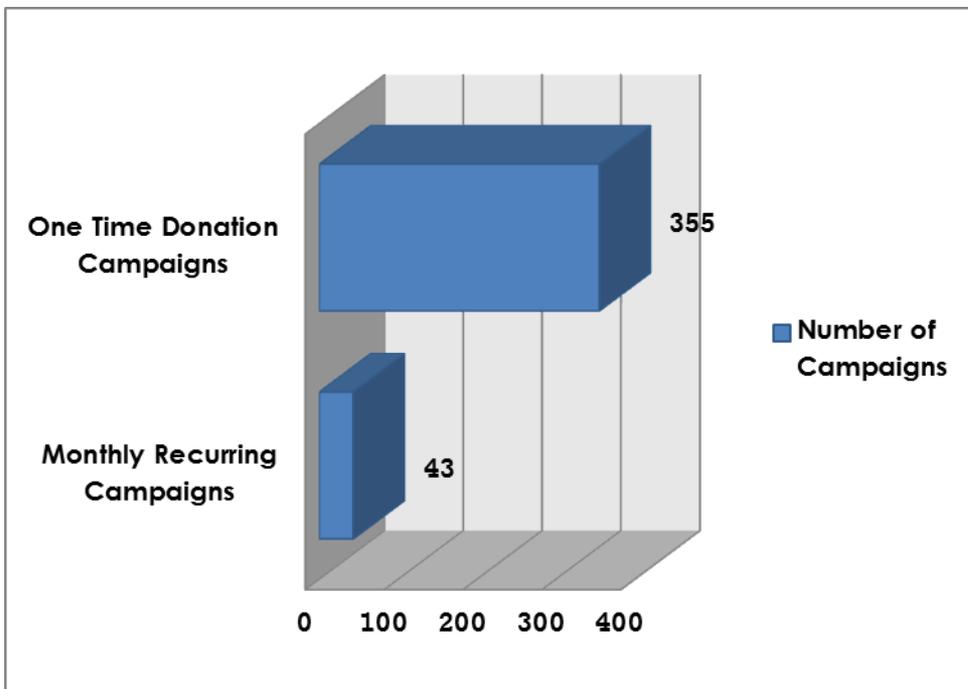
MSG Flow



Stats:

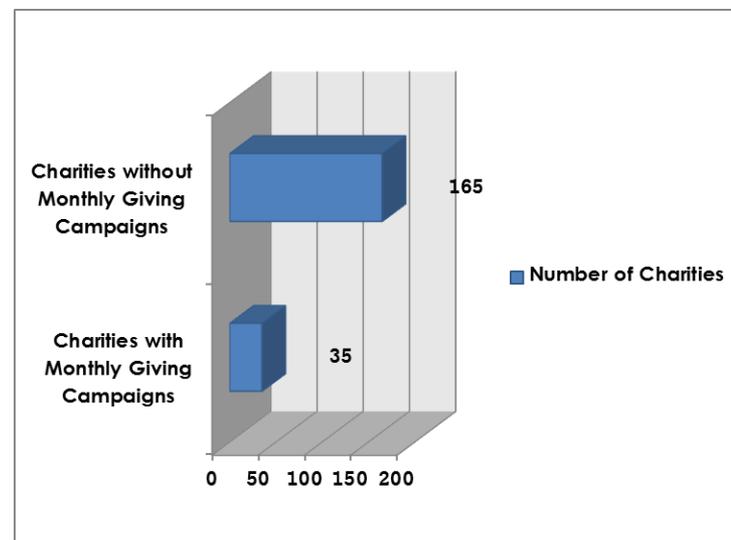


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11%

Of all campaigns in 2013 included the monthly recurring gift feature.



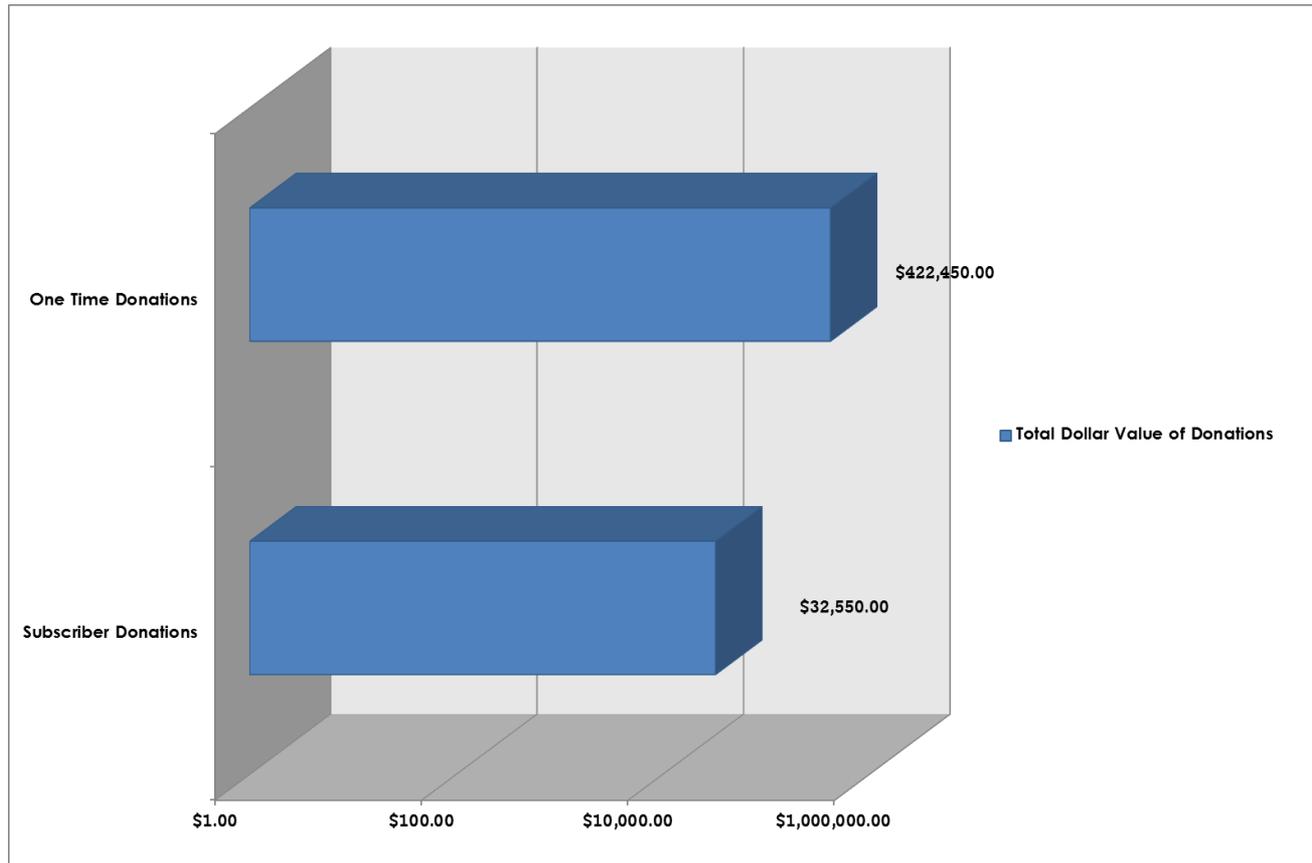
18%

Of all charities active in 2013 ran a monthly recurring gift campaign.

Stats:



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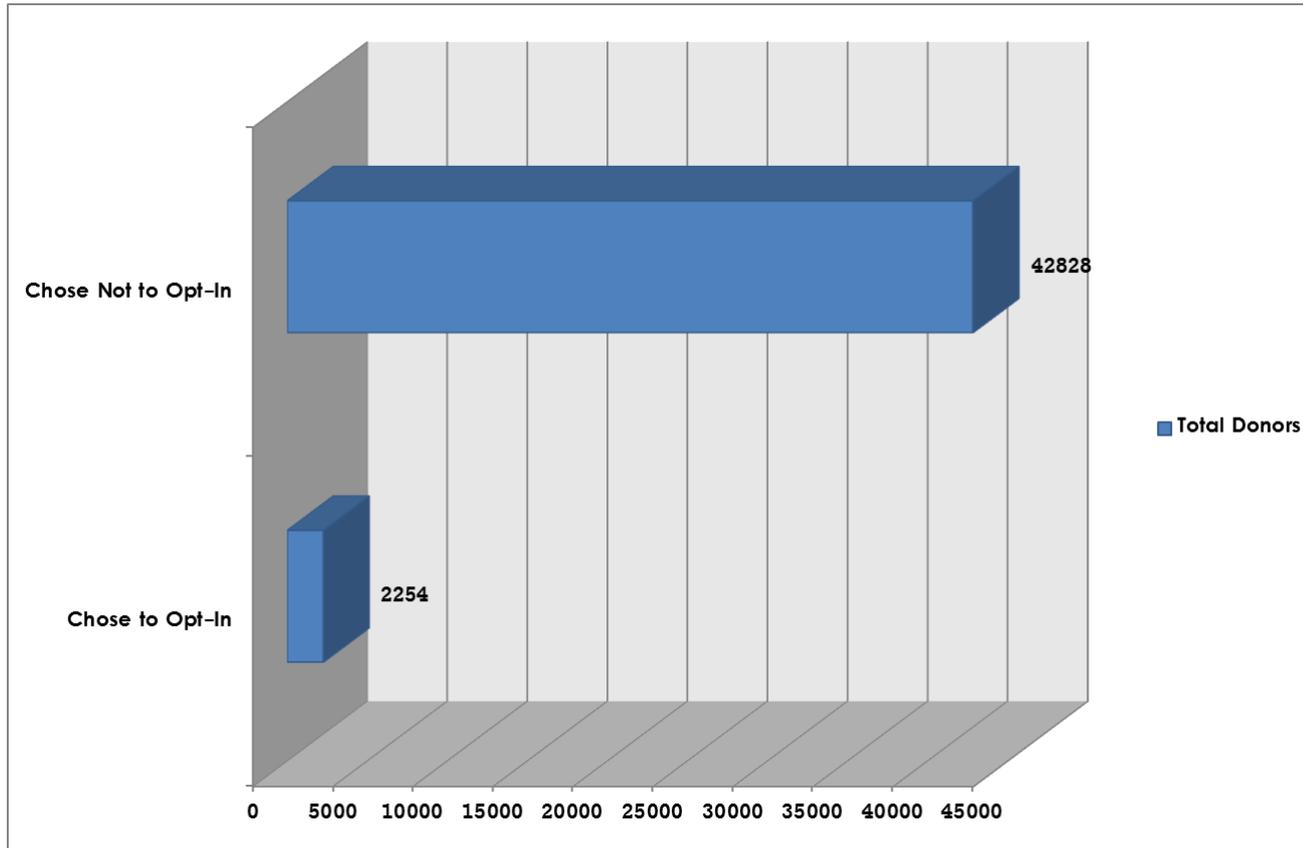
7%

Of total funds raised resulted from monthly subscribers.

Stats:



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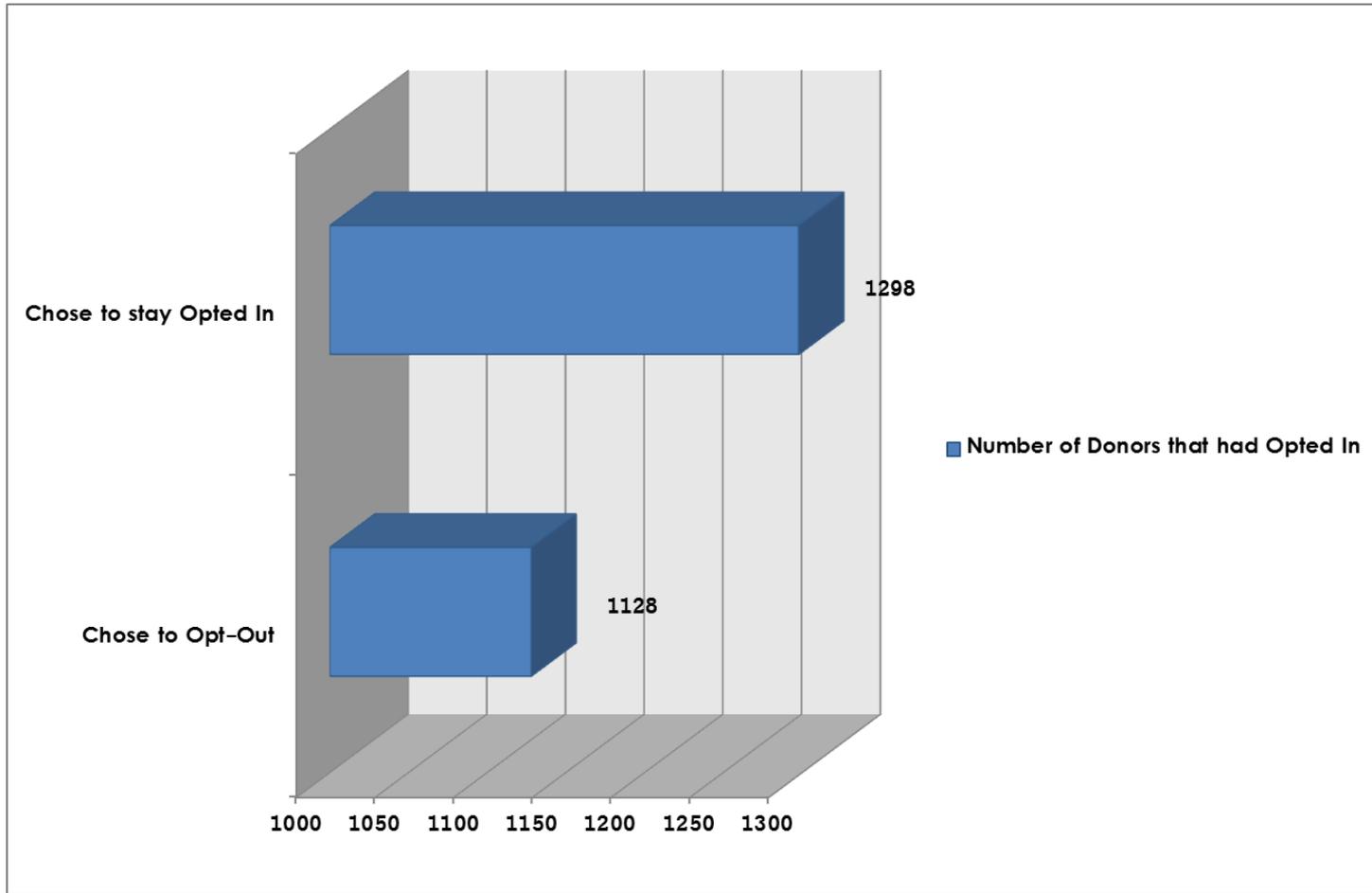
5%

Average Opt-In rate across all monthly recurring gift campaigns in 2013.

Stats:



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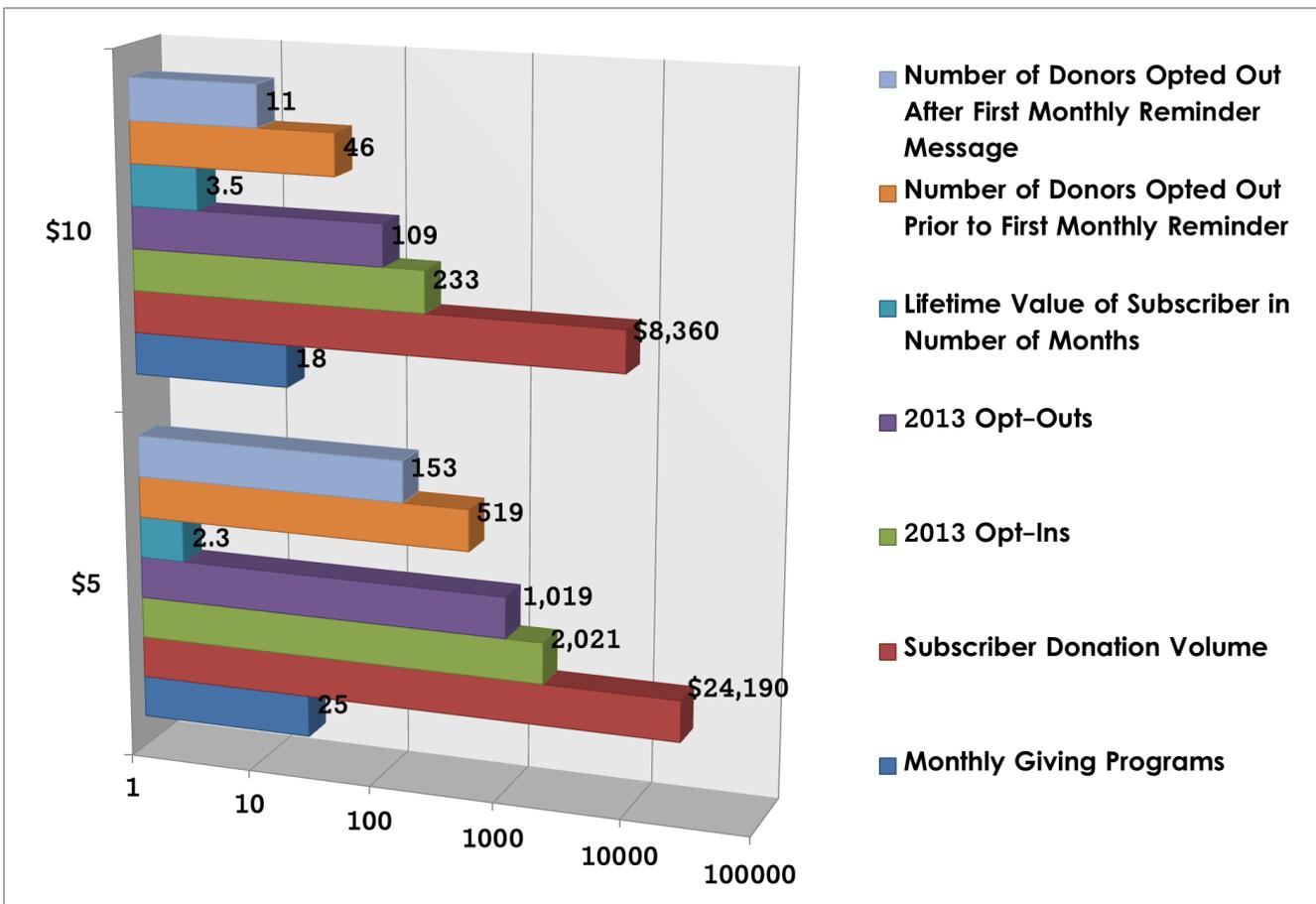
46%

Average Opt-Out rate among all monthly recurring gift programs.

Stats:



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15% (\$5), 10% (\$10)

Of all Opt-Outs opted out after the first monthly reminder message.

51% (\$5), 42% (\$10)

Of all Opt-Outs opted out prior to the first monthly reminder message.

The lifetime value of a \$10 subscriber is **1.5** months greater than a \$5 subscriber.

47% (\$5), 44% (\$10)

Opt-Out rate.

5% (\$5), 5.2% (\$10)

Opt-In rate.

\$10 Monthly Recurring Gift Programs offer charities a greater return on their investment and cultivate dedicated donors that are committed long term.



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Bilingually Functional Keywords

History

MGFC was approached by one of its long time charitable partners in the spring of 2013 to request for the ability to market a single keyword that could respond to English and French audiences. Their existing keyword, at the time operating in French only, held the same meaning in French and English; it was a perfect opportunity to develop and first implement bilingual functionality.

Prior to August 2013 a keyword could either be activated with the French or English message flow. In order to accomplish a bilingually functional keyword, an extra message had to be added to effectively direct English users through to the English message flow, and the same respectively for French users. This added message serves similarly to a web site landing page that offers users the same two choices: English or French. Although the development of this feature had been prompted and expedited by the request of a valued partner, it has applicable use for many charities across Canada – especially national charities that may be obligated to represent both languages.



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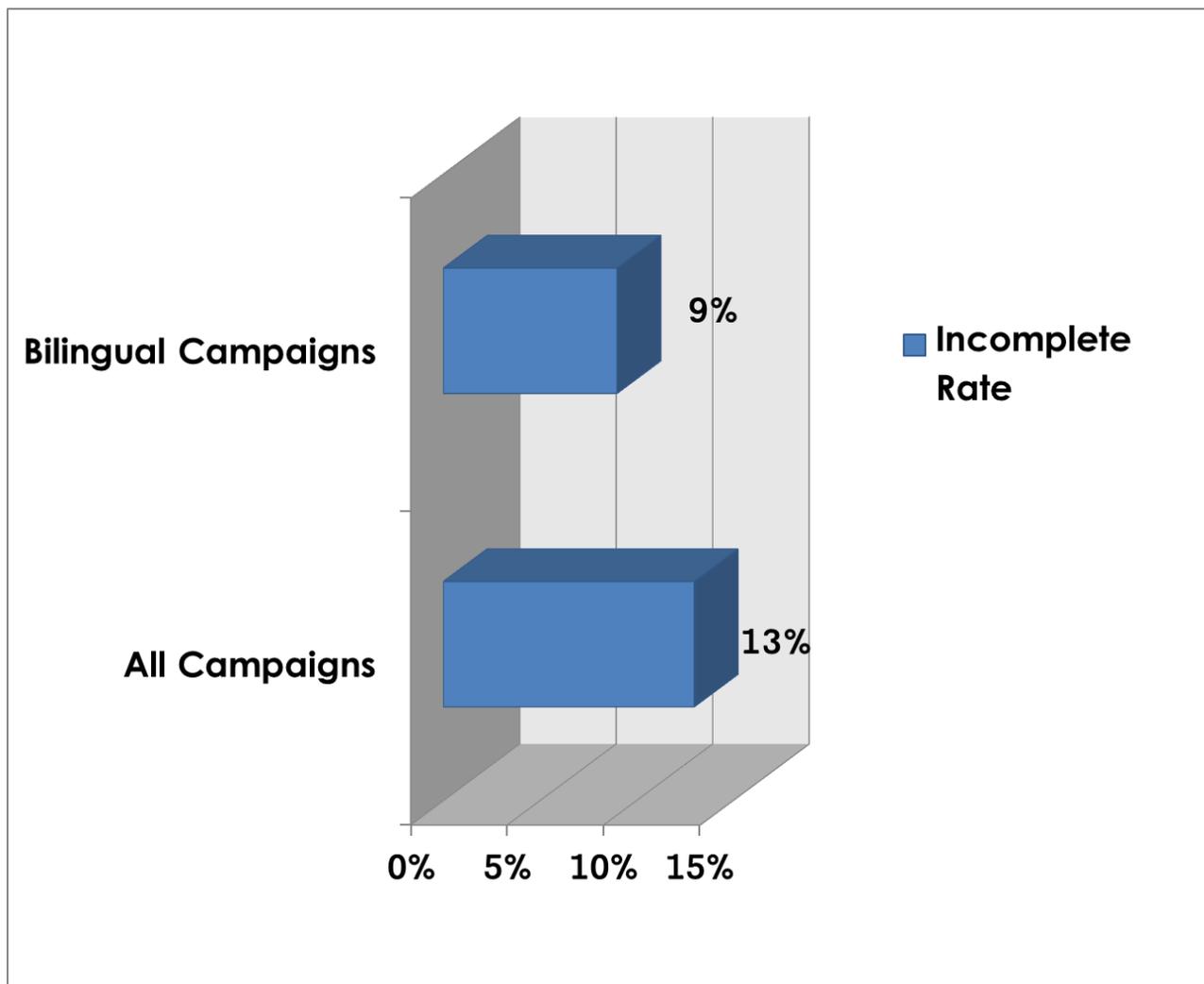
MSG Flow



Stats:



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Bilingual campaigns appear to have a

4%

higher conversion rate, i.e. number of mobile users that initiate & follow through with completing a text message donation, than unilingual campaigns.



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Consent for Follow Up Call

History

Mobile donors are anonymous. Charities are privy to program essential information under the charitable program agreement with MGFC that allows charities to use this information solely for its intended use: to track the progress of the campaign (total pledges), to have the means to effectively respond to donor inquiries, and to measure donor behavior to the extent of tracking the number of repeat donors across various ranges of time.

MGFC and its charitable partners have access to data regarding each mobile user's interaction with a mobile giving campaign that includes: time stamp, beneficiary charity, keyword/short code, mobile number, donation amount, program type, and, opt-in and opt-out where applicable.

History Cont'd

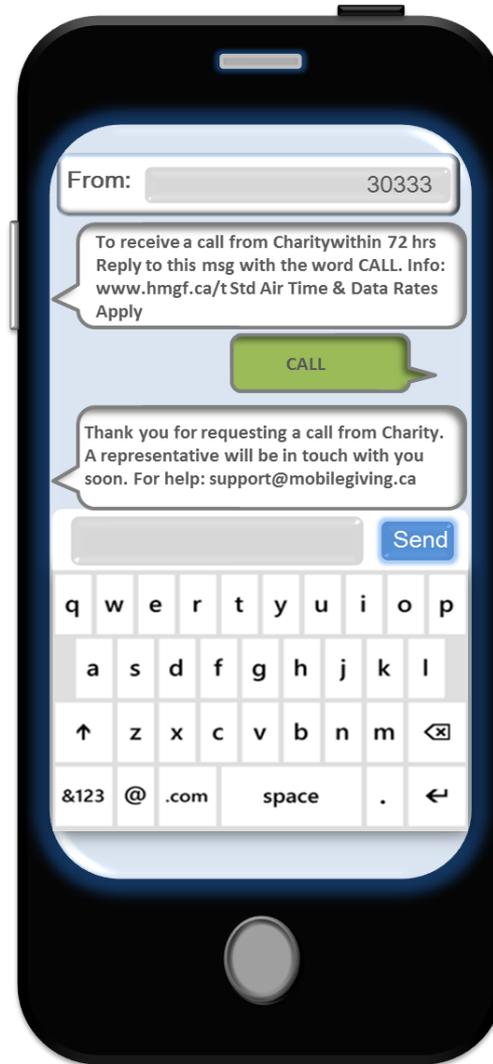
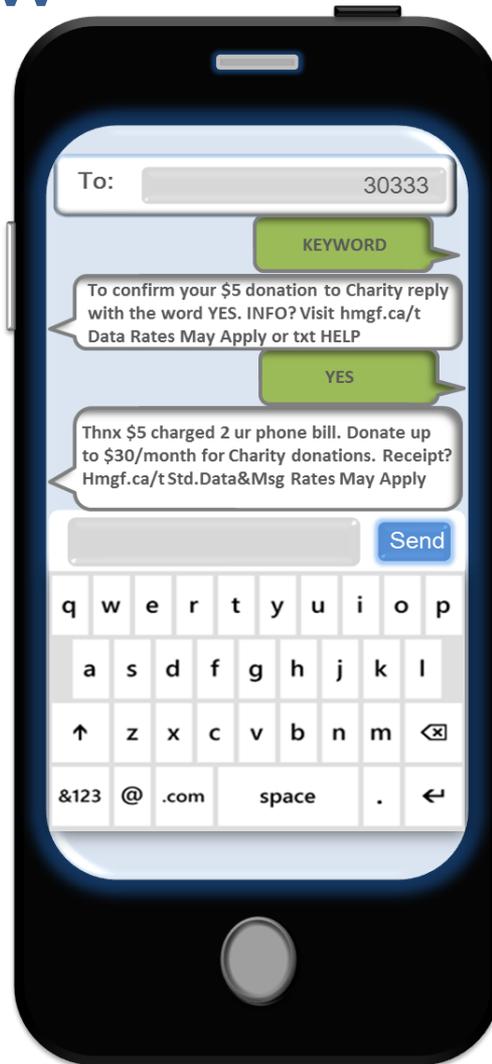
Mobile giving programs run on the principle of donor permission. However, MGFC understood early on that charities would see the requirement for consent to call as an obstacle, and so MGFC, with the approval of participating carriers, developed the means by which charities could send a follow up message to a donor asking that donor for consent to call within 72 hours.

The donor is required to reply to the follow up message with the word CALL. Reporting is available for validation of and access to opted in phone numbers. Since this feature launched mid-2013, few charities have taken advantage of its use, some report fearing donors will not complete the extra step and reply with CALL.



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MSG Flow





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Case Studies

Celebrating successes, big and small...

Appealing to the emotions of supporters with a social media driven call-to-action.



Toronto Humane Society

Televising the call-to-action during a concert in support of Calgary flood relief efforts.



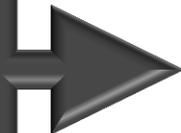
The Calgary Foundation

Using the flexible follow up message to provide donors a link to a mobile form where donors can input mailing information.



The Canadian Cancer Society

Promoting the call-to-action at a live sporting event.



The Montreal Canadiens Children's Foundation, The BC and Yukon Command of the Royal Canadian Legion, and the Sens Foundation.



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Operational Development



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Milestones

2013 ROI Feature Development

: New donation amounts of \$20 and \$25 become available. The Consent for Charity follow up Call feature also becomes available.

Spring

2013: MTS is added as a new participating carrier.
Summer 2013: VoxTel is added as an approved ASP.

August 2013:

Bilingually functional keywords first launch on campaign CLUB/45678. Tracking of E and F responses available as of December 2013.

September

2013: Sub-keyword tracking available. The ability to track opt-in and opt-out date/time for monthly subscribers also becomes available.



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2014 Objectives



The Plan

Primary Objectives

Sustain operations and diversify revenue sources.

Increase mutually beneficial partnerships with organizations and individuals that serve to fulfill MGFC's mission.

Seek opportunities for CSR engagement.

Increase program functionality through enhanced charitable program product offerings that address fundraising and donor engagement obstacles faced by the charitable sector. Such development will include, but not be limited to:

- SKIP a monthly donation – recurring monthly gift enhancement
- Multi-functional subscriber engagement widget
- Multi-price point/Single keyword campaign functionality.

Ongoing Objectives

Increase mobile giving awareness, education, and participation among charities and mobile users through various initiatives.



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