

Mobile Giving Foundation Canada's GivingTuesday Give-Back Promotion

Thank you for your interest in running a charitable campaign for GivingTuesday 2021, through the Mobile Giving Foundation Canada's give-back program! MGFC is proud to support fundraising efforts for GivingTuesday, and for the 8th year, we are pleased to offer a free text-to-give campaign for the months of November and December to eligible charities. Please see below for more information on applicable fees.

Registration

Please complete the following registration form in order to proceed with your request to participate in the GivingTuesday give-back promotion.

Charity Name:

Desired Launch Date:

Applicable fees:

For this year's GivingTuesday give-back program, MGFC is offering a **FREE** mobile giving campaign for the months of November and December 2021. Certain restrictions and applicable fees may apply. Please see below for more information.

MGFC Certification Status	Registration Fees	Campaign Fees
Certified & Active - Currently Running a Campaign	-	FREE
Certified & Not Active - Not Currently Running a Campaign	\$100	FREE
Not Certified - Must Submit Application Packet	\$350	FREE

Applicable fees explained:

- **Certification fee:** Charitable organizations looking to offer a text-to-donate campaign must first apply through MGFC. It is through the application process that MGFC approves and certifies charities to run mobile giving programs. Our certification process requires the charity to complete an Application Packet and pay a one-time \$350 certification fee.
- **Registration fee:** Inactive charities must pay a \$100 Giving Tuesday registration fee in order to participate in the promotion. In the event that a charity has remained inactive for over 12 consecutive months, they will be required to renew their certification by re-submitting an application. In this case, there is also a \$100 renewal fee.

Please select your organization's MGFC certification status:

Campaign Details Form

For our annual GivingTuesday give-back promotion, MGFC is offering one keyword, up to 2 donation amounts, and a contact submission form. Please select your campaign details from the options provided within the form below. Once completed, you must submit this form by the appropriate deadline, based on your desired launch date.

Please make note of the deadlines and launch dates below:

Giving Tuesday 2021-Submission Deadlines			
Certification & Renewal Submission Deadline		Campaign Details Submission Deadline	Campaign Launch Date
October 13, 2021	➡	October 20, 2021	➡ November 1, 2021
October 20, 2021	➡	October 27, 2021	➡ November 2, 2021
October 27, 2021	➡	November 3, 2021	➡ November 9, 2021
November 3, 2021	➡	November 10, 2021	➡ November 16, 2021
November 10, 2021	➡	November 17, 2021	➡ November 23, 2021
November 17, 2021	➡	November 24, 2021	➡ November 30, 2021

1. Keyword: can be a maximum of 8 characters in length or 1 emoji, and cannot include spaces or special characters. Keywords are offered on a first-come-first-serve basis. If your requested keyword is not available, we will ask you to provide us with a different one. Please provide your desired keyword or emoji below:

2. Short Code Number: 20222 (Only short code number 20222 can be used for our GivingTuesday promotion.)

3. Language: MGFC offers French, English, and Bilingual campaigns. The Bilingual option adds an additional step to the donation process, which asks donors to select their language of choice before continuing with their donation. Please select your language of preference from the following options:

4. Donation amount: There are four donation amounts that you can choose from: \$5, \$10, \$20, or \$25. You can also choose to offer multiple donation amounts. If you choose to offer multiple donation amounts, donors will need to reply with the amount they would like to donate from the options presented to them. Multiple donation amounts campaigns do not add an additional step to the donation process. **You can choose a maximum of two donation amounts for this specific promotion.** Please select which donation amount(s) you would like to offer from the drop-down menu.

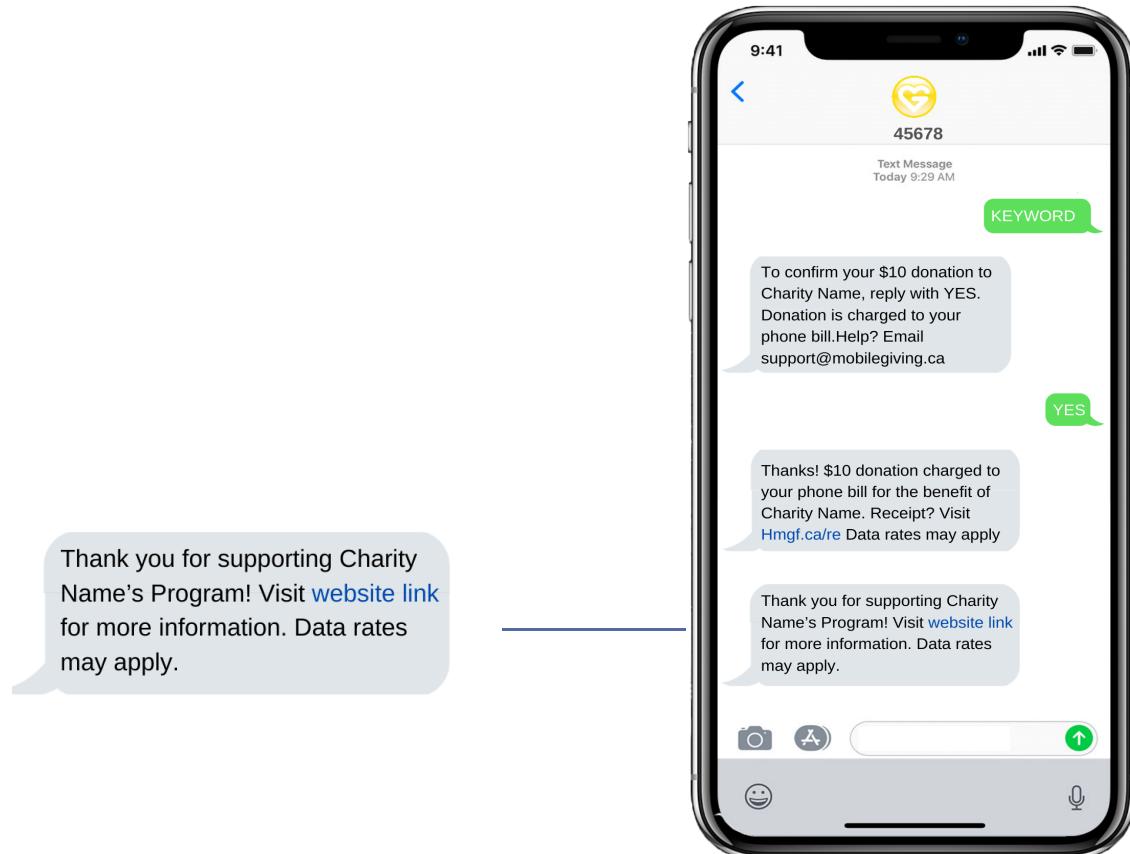
5. Charity Name: MGFC uses a standardized text message flow for all campaigns to ensure compliance with rules surrounding the use of text programs. The charity name is presented within the text messages sent to a user when a user initiates and completes a donation. Please enter your charity name below:

Charity Name – 20 characters maximum:

6. Engagement Options (Optional):

A. Flexible follow up message (with or without a widget): is a customizable message sent to the donor approximately 30 seconds post-donation. This can be a simple custom "thank you" from the charity to the donor, or can also include a link to a page on the charity's website

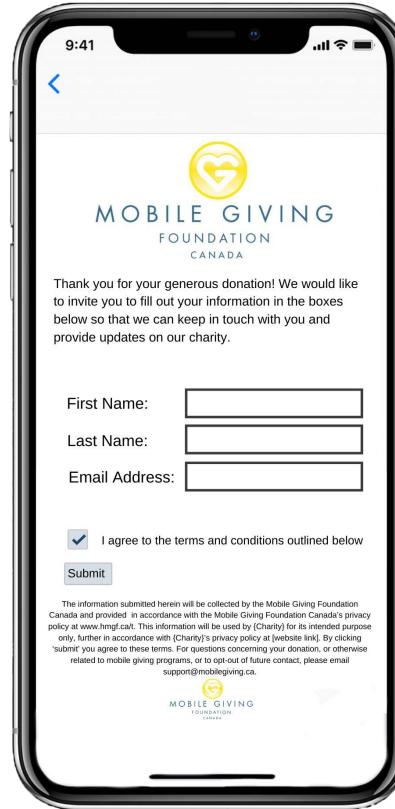
See example below:



Thank you for supporting Charity Name's Program! Visit [website link](#) for more information. Data rates may apply.

- B. Contact Submission Form Widget:** After the donor has completed their donation, a custom message is then sent to the donor, which includes a link where they can then enter their contact information and give consent to be contacted by the charity. The donor's information will then be made available within MGFC's online reporting tool.

Below, please select your optional donor engagement feature:



The flexible follow-up message (with or without a widget) must be crafted to meet the following requirements:

- The length of the message cannot exceed 300 characters (including spaces).
- If a URL is included within the message, the disclosure phrase: "data rates may apply," must be included within the character limit.
- If you are choosing to use a Widget, please note that Widget URL takes up 26 characters within the message.

If you have decided to use the flexible follow up message (with or without a widget), please include your draft below: