

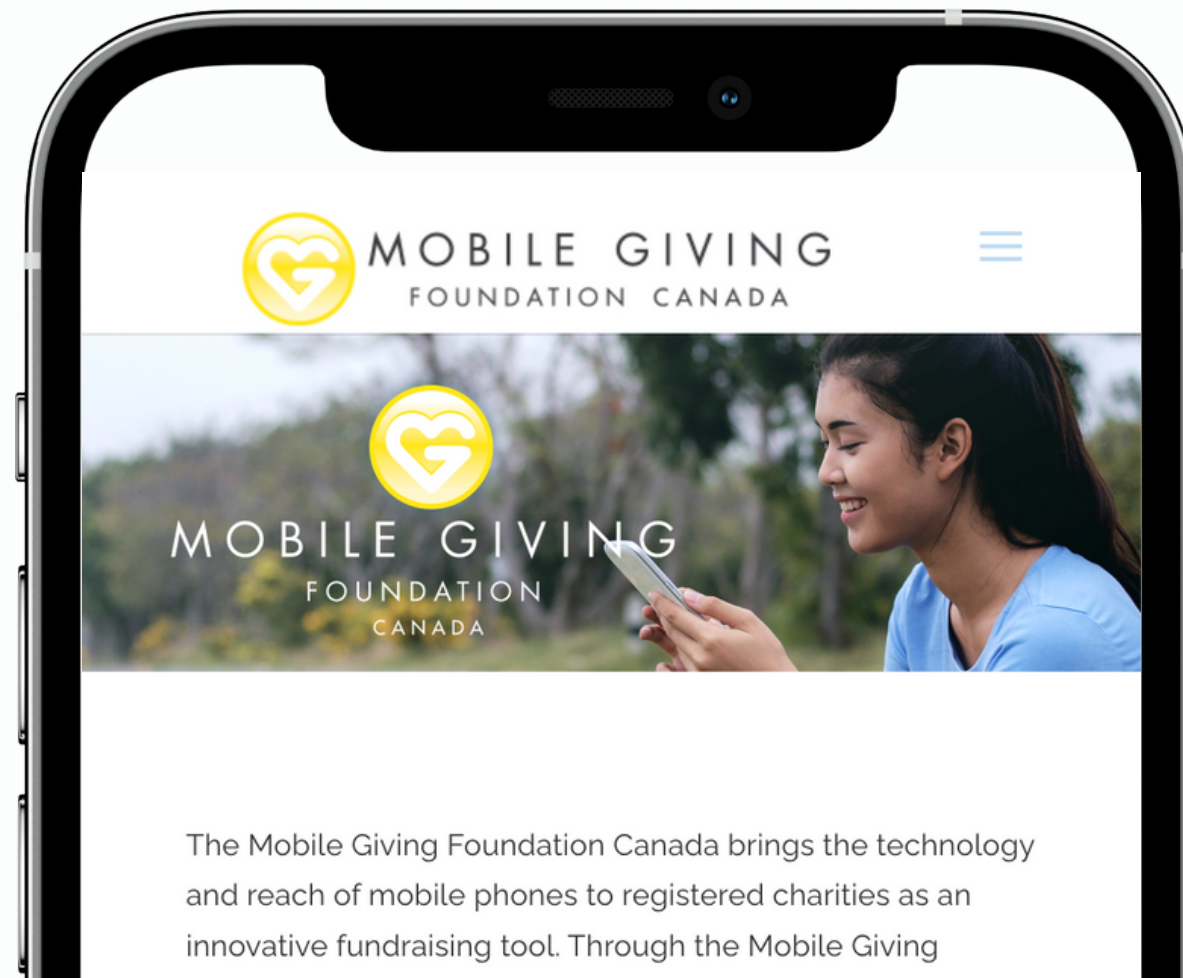
Mobile Giving Foundation Canada

# Mobile Giving - Text-to-Donate

Mobile technology to support charitable causes  
and remove barriers for donors.



MOBILE GIVING  
FOUNDATION CANADA



Ottawa | Ontario

**"60% more Canadians per month are expected to use food banks in 2023."**

Source: [Second Harvest](#), Canada's largest food rescue organization



# Executive Summary

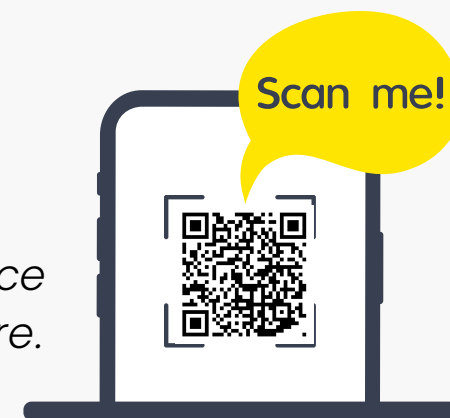


**More than  
\$580,000**  
in donations made.

**100%** of funds remit  
to the beneficiary  
charities.

*MGFC key results from 2022*

*10+ Food Banks have run campaigns since 2020. Check out active campaigns here.*



- In a world where charities compete for attention, **Text-to-Donate technology offers a powerful tool** to stand out and make an impact.
- A compelling campaign can maximize your reach, and with a **quick set-up, no app required, and a low monthly commitment**, the design is straightforward.
- You can **reach a broader audience** and make a more significant impact by leveraging various features to make your campaign unique, such as **emojis, recurring giving, and bilingual capabilities**.
- Whether you are a **small, grassroots nonprofit or a larger, national organization**, Text-to-Donate can help achieve your fundraising goals.
- **Don't wait any longer**; Take advantage of this potentially game-changing tool and watch your impact grow. As the saying goes, "Small acts, when multiplied by millions of people, can change the world."

# About MGFC

The Mobile Giving Foundation Canada brings the technology and reach of mobile phones and SMS to registered charities as an innovative fundraising tool.

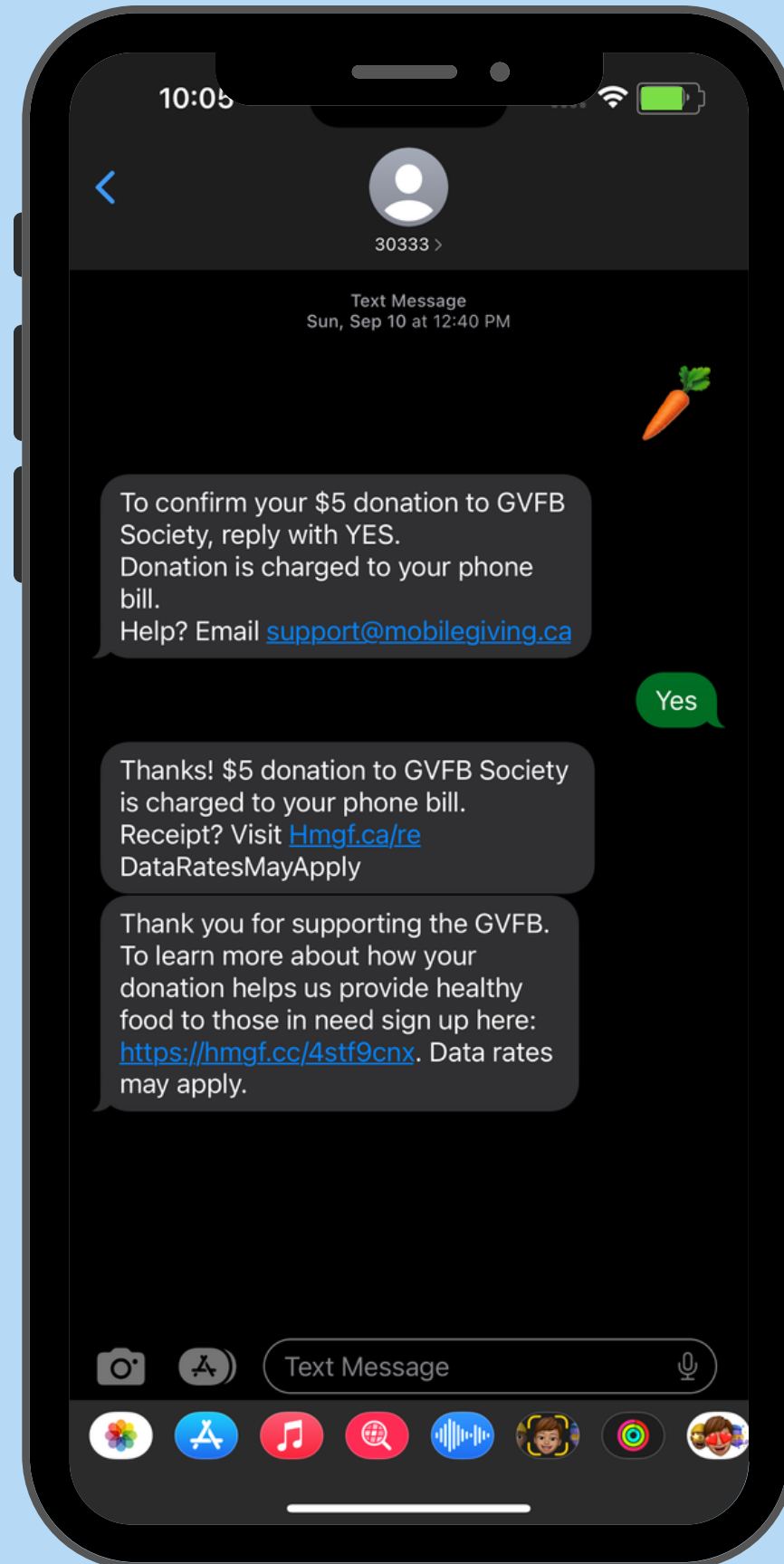
Through the Mobile Giving Foundation Canada, registered charities can engage donors in a simple and straightforward way, cultivate new givers, and expand their base of donors by ease of transaction. Giving has never been easier.

**We provide an innovative mobile fundraising tool to increase donations while keeping costs low.**



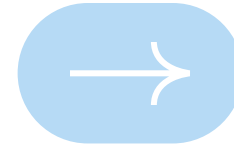
# What is Text-to-Donate & how does it work?

Text-to-donate is a platform that makes it easy for people to give money to their favourite charities by text.



- + Donors text a keyword or emoji to an associated 5-digit Short Code number
- + Donors must then reply YES, or confirm the amount they want to give to complete their donation.
- + The donor's wireless service provider will charge the donation amount to their next monthly phone bill.
- + MGFC collects funds from its wireless service provider partners monthly and remits 100% of those funds back to the beneficiary charity.

Screenshot of Greater Vancouver Food Bank's Campaign



## What are the benefits for charities?

- Reach new donors
- Increase monthly giving
- Improve / complement existing fundraising strategies
- Streamlines tax receipt administration
- Launch net-new fundraising campaigns quickly

*9% of one-time donors convert to monthly givers, for an average of 55 months\*.*

## What are the benefits for donors?

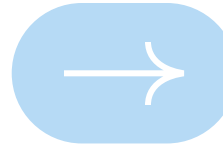
- No need to provide a credit card or personal info
- No websites or app downloads to make a donation
- Quick, accessible, and convenient
- Charged automatically to their cellphone bill
- Tax receipts can be claimed easily and immediately

*Complete a donation in <30 seconds*

\*According to MGFC data.

Examples

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# Text-to-Donate unlocks monthly, recurring giving

**A study by Nonprofit Source, revealed that monthly donors give 42% more annually compared to one-time donors.**

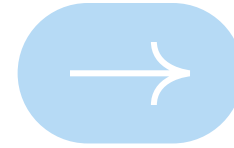
MGFC offers a recurring gift option, where donors are presented with the opportunity to opt-in to give monthly after having completed a one-time donation.

**9% of one-time donors opt-in to become monthly donors and continue to give monthly for an average of 55 months according to MGFC data.**

*“Donors who register for monthly giving will typically continue monthly donations for 4-5 years, on average. Some of our donors have been subscribed to give monthly since 2012.”*

**- Caitlin O’Neill, Senior Manager at MGFC.**

Examples



# Proving the value of Text-to-Donate

200,000+ individual donations collected and over \$1.1 million raised in one day via Text-to-Donate.

## 800+ charities use text-to-donate

Over 800 charities have used MGFC's Text-to-Donate platform to raise money. Charities like the Canadian Red Cross, Janeway Children's Hospital, and the Nova Scotia SPCA have teamed up with MGFC to make donating easy.



*Check out the complete list of active Canadian charities.*

## \$1.1 million raised in 24 hours

Food Banks Canada and MGFC partnered to help people affected by the COVID-19 pandemic. The broadcast special "Stronger Together: Tous Ensemble" raised money using several donation channels.





# Greater Vancouver Food Bank Raised \$16k in one month.

"We collected over \$16,000 through the emoji campaign that we would have missed out on otherwise."

"We also found that giving a higher dollar amount (\$25) was very successful. More people than we expected were happy to give a \$25 donation through text."



Check out the GVFB's Text-to-Donate Campaign



# Small and regional charities can benefit from Text-to-Donate

**Janeway Children's Hospital Foundation raised \$20k**

In 2019, the Janeway Children's Hospital Foundation, based in St. John's, Newfoundland, raised \$20k in two days.

[Read the Janeway Children's Hospital case study here.](#)



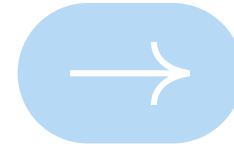
*Read the Janeway Children's Hospital case study here.*

## Janeway Children's Hospital Foundation

"The Janeway Children's Hospital Foundation has been using the Mobile Giving service for six years. We work in a competitive environment and learned years ago that we have to make it as convenient as possible for our donors to give. We debuted the service at our annual Telethon several years ago and it has worked well for us ever since."

- Phyllis Kinsman,  
*Manager, Communications & Community Events*

In 2019, Janeway raised more than **\$20,000** in text donations alone during their 2-day Telethon using the \$20 donation amount.



# MGFC's Text-to-Donate fee structure is simple

- One time-only set-up fee: \$350 certification fee
- Monthly hosting fee: starting at \$100/month
- Transaction and processing fees: \$0
- 100% of funds remitted to charities
- Speedy set up in just a few days.
- Free simple and secure tax receipts admin.

*Potential Funds Raised by Donation Amount*

# of donations	\$5	\$10	\$20	\$25
100	\$500	\$1,000	\$2,000	\$2,500
1,000	\$5,000	\$10,000	\$20,000	\$25,000
10,000	\$50,000	\$100,000	\$200,000	\$250,000

# Text-to-Donate vs. other fundraising tools.

**MGFC's product has comparable set-up fees to other event-based fundraising tools.**

## Tap2Donate

The big difference is MGFC does NOT charge charities a 5% transaction fee. Transaction fees not only divert precious funds but also accumulate rapidly, impacting the overall budget significantly.

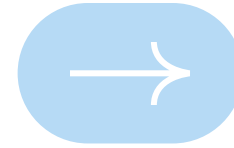
Take a look at the comparison table on the right to see the cost implications.

## Direct mail

Mail pieces can cost anywhere from \$0.30 to more than \$10 per person, depending on how much you spend on design, marketing copy, mailing lists, printing, and distribution costs.

Money raised	MGFC 0% Transaction fee	Tap2Donate 5% Transaction fee
\$100	\$0	\$5
\$1,000	\$0	\$50
\$10,000	\$0	\$500
\$100,000	\$0	\$5,000
\$1,000,000	\$0	\$50,000
*\$1,113,000	\$0	\$55,650

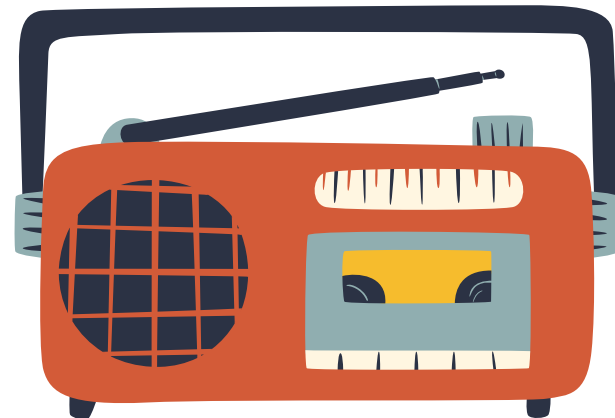
*\*Food Banks Canada would have paid close to \$55,000 if they raised 1.1 million dollars with technology like "Tap2Donate."*



# Text-to-Donate adds to your marketing strategy, it doesn't compete or replace it.

As a stand-alone tool, Text-to-Donate is an easy way to ask your supporters for donations in an easy, contactless way.

*For example, asking radio listeners to text a keyword to a 5-digit number is much easier to retain than a long, convoluted URL.*



Text-to-Donate is a fantastic addition to existing fundraising strategies, like tele-fundraising, direct mail, online, and in-person events.

*Simply add a QR code to your existing collateral and to your content so donors can scan in the moment donate.*



# Thank You

Contact our team at [support@mobilegiving.ca](mailto:support@mobilegiving.ca) to learn how to combine MGFC's exclusive technology with your innovative fundraising strategies to attract more donors.

[www.mobilegiving.ca](http://www.mobilegiving.ca)

