

FEATURE SPOTLIGHT

CONTACT SUBMISSION FORM



Transformer un contact ponctuel en relation librement consentie

Not every donor wants a long-term relationship. But for those who do, you need a simple, respectful way to stay connected.

MGFC's Contact Submission Form widget helps charities turn a moment of generosity into a permission-based relationship—built on trust, transparency, and choice.

THE CHALLENGE

Text-to-donate is designed for speed and simplicity. But that simplicity means you don't automatically receive donor contact information.

Charities often struggle to:

- Stay connected with donors after their gift
- Collect contact details in a compliant way
- Balance donor experience with data collection

And most importantly, forcing data collection can break trust and reduce donations.

MGFC'S ROLE

The Contact Submission Form Widget gives charities a simple, donor-first way to collect information—only when the donor chooses.

Around 10-20% of donors choose to share their information when this feature is used.

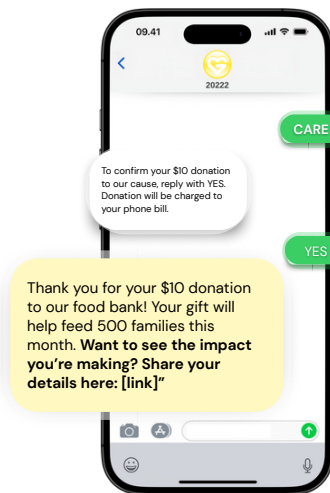
The form is:

- Fully optional
- Mobile-friendly and easy to complete
- Branded with your organization's logo and messaging
- Built and hosted by MGFC

This approach:

- Keeps the donation experience frictionless
- Invites, rather than requires, engagement
- Builds trust from the very first interaction

HOW TO USE



After a donation is completed, donors receive a follow-up message with a link to a custom form.

From there:

- Donors choose to click and engage
- They provide their name and email
- They give clear, explicit consent to be contacted

All submitted data is securely captured and available in MGFC's real-time reporting tool, giving charities immediate access to donor insights.

EXAMPLE IN ACTION

Dollar A Day Foundation

Dollar A Day Foundation uses the Contact Submission Form to create a meaningful next step after a donation. In their follow-up message, donors are invited to click a link to learn more about their impact.

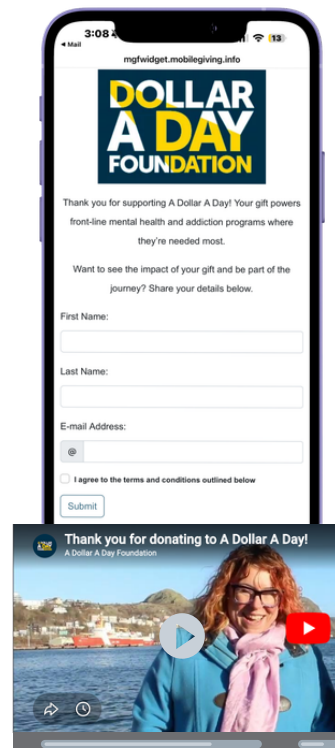
*Thank you for your gift! Stay connected to see your impact at work: <https://hmgf.ca/kcb0305k>
Data Rates May Apply.*

From there, they land on a customized page that includes:

- A simple form to share a name and email
- A clear opt-in to receive communications
- A short thank-you video

This approach does more than collect information, it deepens connection.

By combining storytelling with a clear invitation to stay in touch, Dollar A Day gives donors a reason to engage beyond their initial gift.



Start your own campaign: support@mobilegiving.ca