

Mobile Giving Foundation Canada's GivingTuesday Give-Back

Thank you for your interest in conducting a charitable campaign during GivingTuesday 2018 through the Mobile Giving Foundation Canada's give-back program! MGFC is proud to support fundraising efforts for GivingTuesday, and for the 5th 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 further information on potential applicable fees.

Registration

Please complete the following registration form in order to proceed with your request to participate in the GivingTuesday give-back. MGFC will be activating campaigns up until November 27, 2018.

Charity Name:

Date :

Please select your organization's MGFC certification status:

Applicable fees:

MGFC Certification Status	Registration Fees	Campaign Fees
Certified & Active - Currently Running a Campaign	\$ -	FREE
Certified & Not Active - Not Currently Running a Campaign	\$ 100.00	
Not Certified - Certification Pending	\$ 350.00	

Campaign Details Form

MGFC is offering increased flexibility around what campaign elements you can choose from, such as the keyword and donation amount. It is MGFC's hope that this will aid charities in developing a comprehensive strategy around the use of the campaign that will in turn increase the benefit that this channel serves to participating charities.

Please select your campaign details from the options provided within the interactive form below. Once complete, you will be required to submit this form by the deadline corresponding with your target launch date, indicated below. **In order to have your campaign active by GivingTuesday, your registration and campaign details must be submitted to support@mobilegiving.ca prior to 3pm EST on November 21, 2018.**

GivingTuesday 2018 - Submission Deadline		
Campaign Launch Date:	MGFC Certification & Renewal Submission Deadline:	Registration & Campaign Details Submission Deadline:
November 1, 2018	October 17, 2018	October 24, 2018
November 6, 2018	October 24, 2018	October 31, 2018
November 13, 2018	October 31, 2018	November 7, 2018
November 20, 2018	November 7, 2018	November 14, 2018
November 27, 2018	November 14, 2018	November 21, 2018

Should you have any questions pertaining to this form, please contact:

Client Services Team
Email: support@mobilegiving.ca
Phone: 1-855-643-6431

1. **Keyword:** Keywords can be a maximum of 8 characters in length and must not include spaces or any special characters. Keywords are offered on a first-come-first-serve basis. Should your requested keyword not be available, we will advise you and will request that an alternate keyword be provided.

2. **Short Code Number:** 20222

3. **Sub-Keywords:** Sub-keywords can be a maximum of 6 characters in length, and may follow your main keyword by a space or without a space. There is no limit to the number of sub-keywords you may use. Sub-Keywords are used in instances where you need to track funds based on the intent of the donor. Examples for the use of sub-keywords may be found below:

- To designate funds to various programs/initiatives within an organization;
- To designate funds raised by various geographical locations;
- To designate funds raised by a number of individual volunteers.

To select your sub-keywords, please provide each one separated only by commas below (E.g.: 001,002,003, etc.):

If sub-keywords have been requested, please indicate whether they should be separated from the main keyword by a space, or no space at all.

4. **Language:** MGFC offers programs in French or English, or the Bilingual option which allows donors to select their language of choice. The Bilingual option adds a step in the donation process. Please select your language of preference from the following options:

5. **Donation amount:** There are four donation amounts that you can choose from, \$5, \$10, \$20, or \$25. You may also choose to offer a multi-donation amount program where donors may select the donation amount of choice from the options presented to them. Only two donation amounts may be enabled at one time for a multi-donation program. Donors may contribute up to \$30 in donations in a 30 day period per short code. The donation amount combinations offered reflect this \$30 cap. Please indicate which donation amount(s) you would like to offer by selecting one option below:

6. **Charity Name:** MGFC utilizes a standardized message flow for all campaigns to ensure compliance with rules surrounding the use of text programs. This standardized message flow allows for variation among the charity names respective to each campaign. The charity name is presented within the text messages sent to a user when a user initiates and completes a donation. There are two forms of the charity name that we require you to confirm:

Charity Long Name – 16 characters maximum:

Charity Short Name – 9 characters maximum:

7. Engagement Options (Optional):

A. Flexible follow up message (with or without a widget): Customizable text message issued to all donors approximately 30 seconds after the donation has been completed. The message must be crafted to meet the following requirements:

- The length of the message does not exceed 160 characters (including spaces.);
- If a web page link is included within the message, the disclosure, "data rates may apply," must also be included within the message;
- Widgets take up to 26 characters within the messaging, if the widget option is selected.

Should the flexible follow up message option be selected, please include your drafted text message below:

B. Contact Submission Form Widget: A link is provided to donors who have completed a donation within the flexible follow up message. Donors must click on the link to open up the widget landing page, at which point they will be prompted to provide their contact details and permission to be contacted by the charity offering the program. Only once the donor clicks on the submit button would the contact information be logged within MGFC's reporting tool. Charity contacts are provided with access to the online reporting tool at the time of the program activation.

C. Trailing Text - Donor Information Capture Tool: Donors may provide their contact information by texting the keyword plus their name and email address. For example, the donor would send "DONATE John Smith johnsmith@gmail.com" to 20222. They would then complete the donation via SMS and the information provided will be available through MGFC's reporting tool. Donors who do not provide their contact information and complete a donation will remain anonymous.

Privacy Policy: Your privacy policy URL is required for the terms and conditions at the bottom of the widget. Please provide the link below:

8. Social Media Channels: Social media is a great tool to promote your organization, your cause, and your mobile giving program. MGFC supports charities and their mobile giving programs by sharing the calls-to-action or promotions through their social media feeds. Please provide the social media accounts for which you will use to promote your mobile giving program:

Facebook:

Twitter:

Instagram:

Youtube:

Other: