

Mobile Giving Challenges & Opportunities

Prepared for
The National Conference on Health Communication, Marketing and Media
November 2009 – Presented by Bill Bailey, Manager of Nonprofit Partnerships – Distributive Networks





Mobile's Unique Qualities

- 1. Ubiquity:** Mobile messaging is affordable for end users, and nearly everyone has and uses a mobile phone on a daily basis.
- 2. Interactivity:** Mobile messaging allows for interactive two-way communication, providing instant gratification and enabling personal relationship-building.
- 3. Immediacy:** Mobile messages have the highest chance of reaching a recipient wherever they are, and within moments of being sent.
- 4. Impact:** Mobile communications spur recipients to act, whether to purchase a product, make a donation, attend an event, share information with a friend, or any other call to action.
- 5. Intimacy:** A person's mobile device is ultimately portable and "always on"

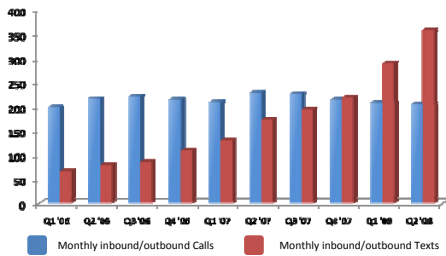


Everyone is Texting



DISTRIBUTIVE NETWORKS

Universal SMS Usage on the Rise



Source: Nielsen



DISTRIBUTIVE NETWORKS

SMS is a Complimentary Activity

Text Messaging by Adults 18+ when engaged in other activities		
Activity	Frequently	Occasionally
Listening to the radio	28%	34%
Talking with friends	34%	34%
Watching TV	45%	28%
Using the computer/Internet	36%	31%

Source: Mobile Marketing Association



DISTRIBUTIVE NETWORKS

Mobile Giving Integrates Easily

Lessons Learned

1. **Passive donation requests are the least successful**
 - PSA's
 - Signage
 - Print ads
2. **Well planned campaigns are the most successful**
3. **A dynamic individual commands attention**
 - Ball stadiums
 - Theaters/Concerts
 - Television/Radio

Mobile Giving's Key Challenges

1. Prevalence in the market
2. The economy as it relates to NPO budgets
3. Overcoming institutional skepticism
4. Transfer of fundraising knowledge
5. Acceptance of micro donations as a viable funding source
6. Lack of automatic recurring donations

Media Partnerships

1. Local newspapers
 - Print editions
 - Web and blog outreach
2. Television stations
3. Radio stations
4. Other publications



DISTRIBUTIVE
NETWORKS

Community Based Fundraising

1. Performances at local events
2. Film and music festivals
3. University, local business and corporate partnerships
4. Fraternities and sororities
5. Local celebrities, musicians, etc



DISTRIBUTIVE
NETWORKS

Street Level Campaigns

Nationally coordinated days of street-based awareness and fundraising activities. Volunteers spend an afternoon in a heavily pedestrian trafficked locations across the country requesting donations via SMS, distributing information on volunteering and donating online and providing a smiling face representing the great work of the organization.



DISTRIBUTIVE
NETWORKS

Thank you!

Bill Bailey
Manager of Nonprofit Partnerships
Distributive Networks
bill@distributivenetworks.com
202-299-2246 x121