

## Advertising Requirements for Mobile Giving Campaigns

The carriers audit all Premium SMS campaigns on an ongoing basis and it is important that all of our partners adhere to the following advertising terms in order to avoid having our mobile giving service discontinued. Below is a summary of the requirements broken down by advertising method. We encourage you to contact us prior to developing any advertising campaigns if you have any questions, as well as to review the current Mobile Marketing Association's [Consumer Best Practice Guidelines](#).

### Websites / E-mail

A one-time donation of \$5 will be added to your mobile phone bill or deducted for your pre-paid balance. Message and data rates may apply. Service is available on most carriers. Terms: [www.hmgf.org/t](http://www.hmgf.org/t). You can unsubscribe at any time by texting **STOP** to 20222; text **HELP** to 20222 for help. Privacy Policy (link to NPO's privacy policy).

Privacy Policy The carriers require a link to a "privacy policy" for every call to action on a web site or HTML email. [Click here](#) to see a sample. Non-compliance will create a carrier audit.

### Print Ads

A one-time charge of \$5 will be added to your mobile phone bill or deducted from your pre-paid balance. Message and data rates may apply. All charges are billed by and payable to your mobile service provider. Service is available on most carriers. Terms: [www.hmgf.org/t](http://www.hmgf.org/t). You may unsubscribe at any time by texting **STOP** to 20222. Text **HELP** to 20222 for help.

## Concert Venue or Radio

A one-time \$5 donation is charged to your wireless bill or deducted from your pre-paid balance. For info call 866-810-1203 or go to [www.hmgf.org/t](http://www.hmgf.org/t). Message and data rates may apply. Text **STOP** to 20222 to cancel; text **HELP** to 20222 for help.

## Participation TV

There needs to be a verbal call to action and the visual terms need to be on screen at the same time.

The verbal terms must disclose:

- Verbal announcement of the keyword and short code.

- Price point

- Any time frame

- Message and data rates may apply

The visual terms should read as follows and meet these requirements:

- A \$5 donation will be added to your mobile bill. Message and data rates may apply. Go to [www.hmgf.org/t](http://www.hmgf.org/t) for terms and help.

- Must be a minimum 12 point font size

Must be onscreen for 3 seconds at the time of each call to action.