




February 11th, 2010

Below you find a summary of terms by advertizing method.

As always, please refer also to the newest Mobile Marketing Association's Consumer Best Practices Guidelines prior to engaging in any mobile campaign. <http://www.mmaglobal.com/policies/consumer-best-practices>

If there are additional elements to the call to action, additional disclosures may be required. (i.e. time limitation on participation, sweepstakes component, etc.)

 **MGF Logo**
Please post our trust mark logo (*attached*) "Certified by MGF" whenever possible close to the call to action to help us to ensure donor security and trust. Unfortunately there have been fraudulent organizations asking for donations without the NPO knowing nor approving nor ever getting the money.

WEB Sites Terms:

A one-time donation of \$5 will be added to your mobile phone bill or deducted from your prepaid balance. All charges are billed by and payable to your mobile service provider. Service is available on most carriers. Donations are collected for the benefit of the "ENTER CHARITY NAME" by the Mobile Giving Foundation and subject to the terms found at www.hmgf.org/t. You can unsubscribe at any time by replying STOP to short code "ENTER SHORTCODE"; Reply **HELP** to "ENTER SHORTCODE" for help.

Oct 2009: NEW requirements: please ensure that the word HELP is highlighted in BOLD as seen above

PRIVACY POLICY

The carriers require a link to a "privacy policy" for **every** call to action on a web site or HTML email. See a sample at <http://mobilegiving.org/privacy/Default.aspx>. Non compliance will create a carrier audit!

PARTICIPATION TV:

1. There needs to be a verbal call out and the visual terms need to be on screen at the same time as the call to action (CTA).
2. The verbal terms must disclose:
 1. Verbal call out of the keyword and short code;
 2. Price point;
 3. Any time frame; and
 4. Messaging & Data Rates May Apply.
3. The visual terms should read as follows and need to be font size 12 and should be onscreen for 3 seconds at the time of each call to action.
 1. A \$5 donation will be added to your mobile bill. Messaging & Data Rates May Apply. Go to hMGF.org/t for terms and help.



CONCERT VENUE OR RADIO

A one-time \$5 donation is charged to your wireless bill or deducted from your prepaid balance. Donations collected by the MGF. 4 info call 866-810-1203 or go to hMGF.org/t. Messaging & Data Rates May Apply. Reply STOP to "ENTER SHORTCODE" to cancel ; Reply **HELP** to "ENTER SHORTCODE" for help.

PRINT ADS:

The following terms need to be displayed:

A one-time donation of \$5 will be added to your mobile phone bill or deducted from your prepaid balance. Messaging & Data Rates May Apply. All charges are billed by and payable to your mobile service provider. Service is available on most carriers. Donations are collected for the benefit of the "ENTER CHARITY NAME" by the Mobile Giving Foundation and subject to the terms found at www.hmgf.org/t. You can unsubscribe at any time by replying STOP to short code "ENTER SHORTCODE"; Reply **HELP** to "ENTER SHORTCODE" for help.