



“Your Mission, *Mobilized*”

Txt **MM** to **55678**

Presented by



Who is MobileMatters™

Our Mission

We help organizations harness the power of mobile technology to:

Reach more people
Raise more money
Retain more supporters



Our Team

The MobileMatters team is comprised of industry thought leaders from the mobile and non-profit sectors who design and implement highly-effective, fully-integrated mobile strategies.

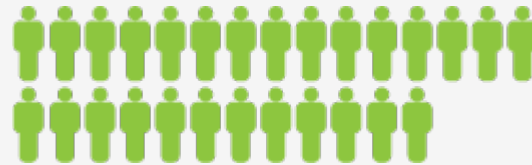


Why **Mobile** Matters Now...

Numbers MATTER



U.S. Population = 304 Million



Over 87% of the U.S. population has at least one mobile device.

Text Message Users = 138 Million



73% of mobile subscribers use text messaging regularly.

Mobile Web Users = 93 Million



38% of mobile subscribers use the internet on their phone regularly.

Metrics MATTER

Active users by Age – Forrester 1/09

Age	Active Users
18-24	83%
25-34	66%
35-44	51%
45-54	41%
55-64	30%
65+	29%

- 91% of the U.S. population age 13+ owns a mobile phone
- 120 BILLION text messages are sent per month
- 83% of 18-24 year olds use text messaging
- 29% of those 65 & older are using text messaging to communicate!

Benefits MATTER



- **Email overload** is at an all-time high and is becoming less effective.
- Mobile messaging is only 160 characters long and has a **97% open rate**.
- The majority of individuals have their mobile phone on them for **up to 18 hours per day**.
- Mobile phones are an extremely personal form of communication, allowing for highly qualified, permission-based, interaction.
- **Immediate impact** -- messages are delivered within seconds, with no need or waiting to check email.

Channels MATTER



Communication MATTERS

“Imagine a device that combines all man’s greatest advances in communication - voice, writing, photography, cinema, radio, television, and the Internet - into a single device that fits in your hand. That’s mobile. And that’s why mobile matters.”

--Andrew DellaPietra, Founder MobileMatters

Organizations Can

Alert
Inform
Engage
Interact
Inspire
Mobilize
Reach
Raise
Retain



Members and Supporters Can

Share
Express
Pledge
Give
Report
Connect
Learn
Interact
Exchange Ideas

Differences MATTER

WEBSITE

ONE-WAY Communication
Content Generated **In-House**
ORGANIZATION'S Voice
Talks **TO** people
Expect **INFORMATION**



VS.

MOBILE

TWO-WAY Communication
Content Generated by **USERS**
PEOPLE's Voice
Talks **WITH** people
Expect **INTERACTION**



Effects **MATTER**



- ✓ Spread messages and awareness
- ✓ **Send breaking news** to all supporters
- ✓ Provide **instant event notifications**
- ✓ **Recruit** new volunteers
- ✓ Reach a **younger demographic**
- ✓ Raise more **fundraising dollars**
- ✓ **Engage** supporters anytime, anywhere

Effects MATTER



- ✓ Foster 2-way interaction (polling) while capturing member feedback
 - Encourage recipients to “forward to a friend”
- ✓ ***Go viral!***
- ✓ **Drive traffic** to your website with embedded links in SMS messages
- ✓ Cultivate a highly qualified, opted-in database of supporters, donors and constituents
- ✓ Increase impact with powerful personalized audio/video messages

Mobile MATTERS



Unsurpassed reach -- Like keys and wallets, wherever your members go their mobile phone follows, as does your ability to communicate with them in real-time, anytime.

An ever-present audience -- Wherever your constituents are, they're always available, and easy to connect with in a personal way.

Highly targeted -- It's not a "one-size-fits-all" approach. Mobile marketing is an extremely direct and personal form of mass communication, cultivating high response and retention.

Superior response -- Taking action to opt-in... to donate... to spread the word is effortless, impulsive, and takes virtually no time.

Enhanced stickiness -- Because of the viral nature of text messaging (SMS), messages tend to stay on a user's phone and can be spread from member to MANY, with great ease.

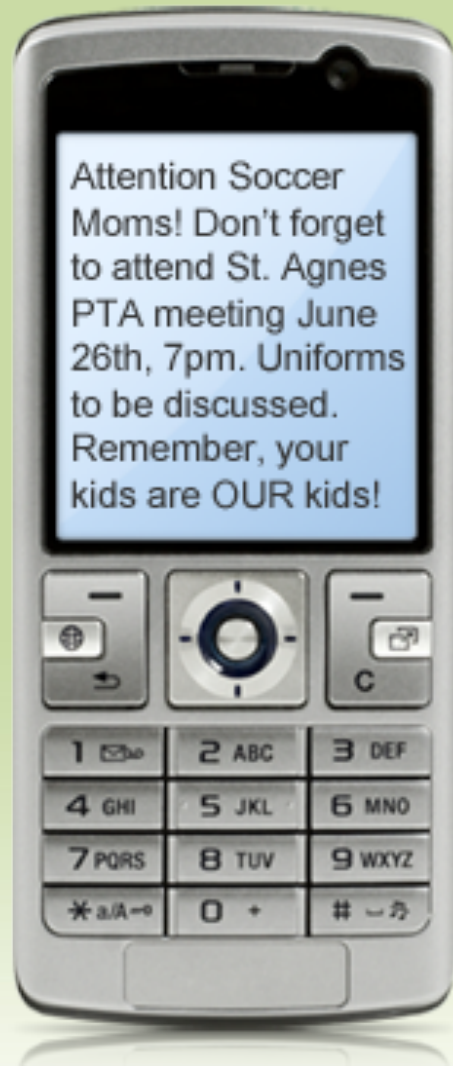
Real-time relevancy -- Reach your constituents at the right time, in the right place, and in the right way.

Mobile MATTERS

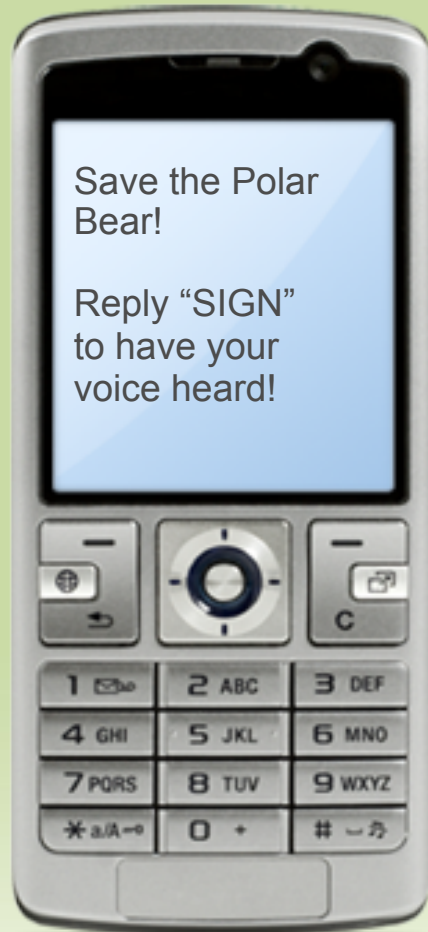
- Consumer participation triples when mobile platforms are integrated into marketing campaigns
- Nearly 100% of mobile messages are viewed
- 62% of messages are remembered
- 22% of value added messages are forwarded (viral marketing)
- 89% of major brands plan to market via mobile devices

Mobile in Action...

mBROADCAST



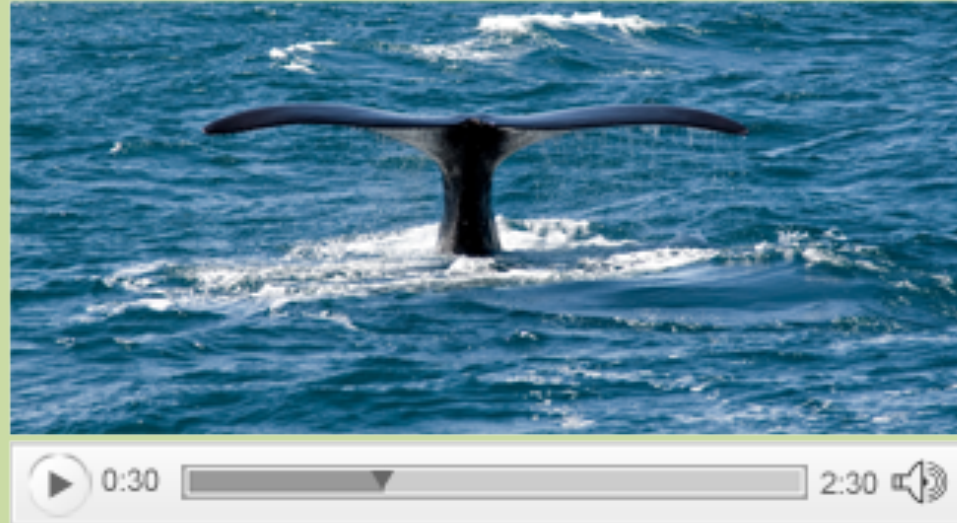
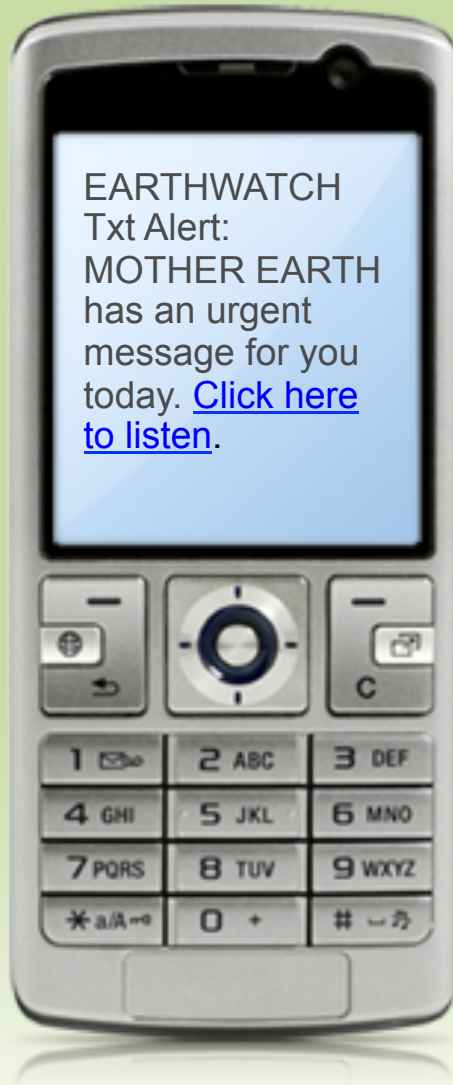
mPETITION



Reduce the cost, labor, and environmental footprint of paper petitions. Collect digital signatures that are fast, easy, reliable, and "Green"!



m2VOICE (IVR)

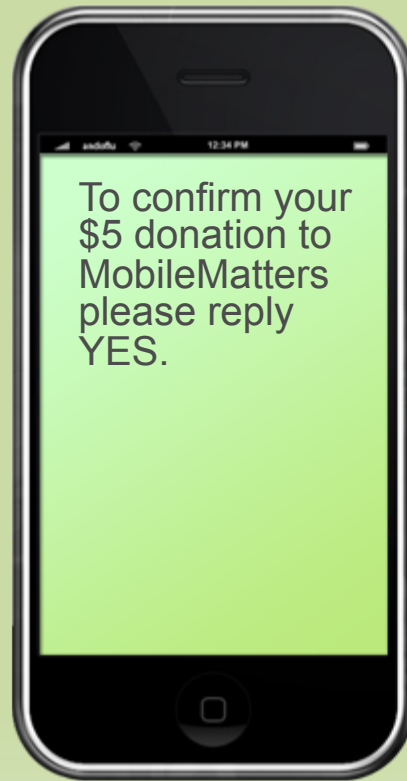


“You are listening to a whale crying for help. Right whales die from two major causes.....collisions with ships or entanglement in fishing gear. With fewer than 400 remaining, every death is a severe blow to the species’ prospects for survival. But there’s reason for hope. Studies estimate that saving just two female whales per year would put the right whale back on track to recovery. Help us keep these peaceful animals alive. Press 1 on your keypad to make a \$5 donation billed right to your phone, or Press 2 to make a donation, in any amount, with a live representative.”

mDONATE



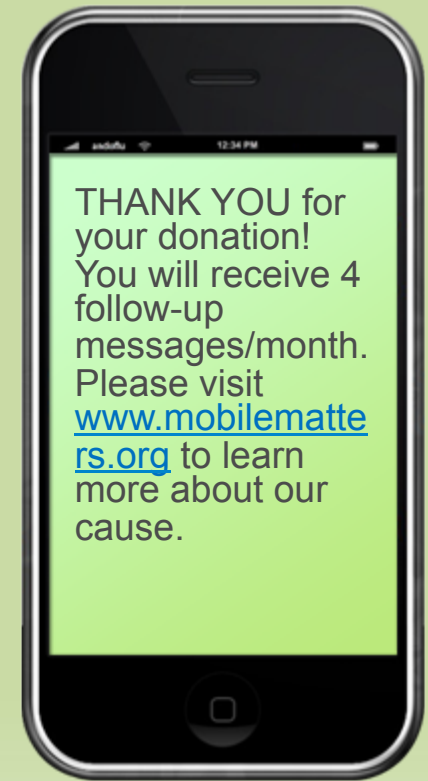
Donor sends
KEYWORD to **20222**



Donor receives a
confirmation message
verifying donation



Donor replies with
YES



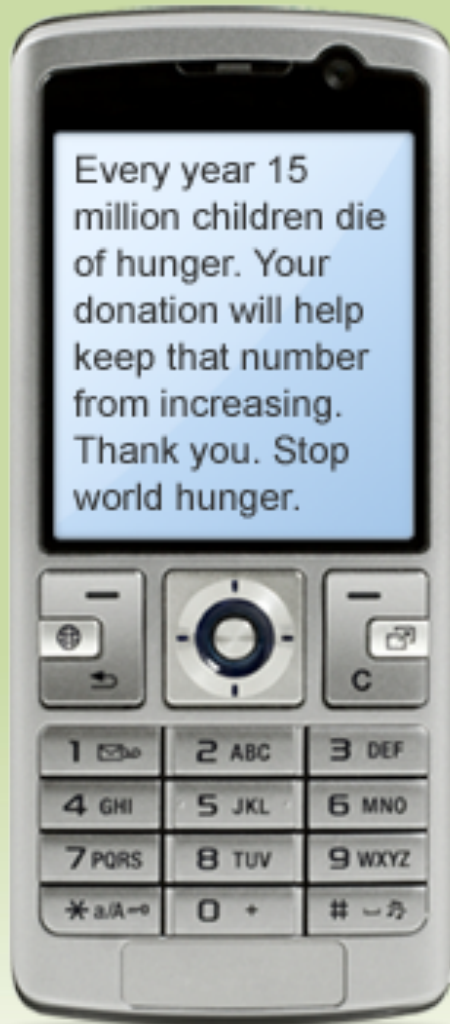
Donor receives a
donation verification
message

(Donor can then
OPT-IN to receive follow-up
messages from your org)

mDONATE



mDONATE



m2SCREEN

TEXT MESSAGE TO SCREEN

To share your messages text the following:
"ROCK <amount>" to 753343(PLEDGE)
Send any message to go directly to the screen

1234: I just donated \$10!

5267: ROCK for a Cause!
Woooohoooo!

3366: Keep the donations comin'!
Shoutout to my peeps Carla
and Andrew!

1511: \$5 is all I can do :-(but it feels
good!

2681: Bob Marley rocks!

**Rock for
a Cause**



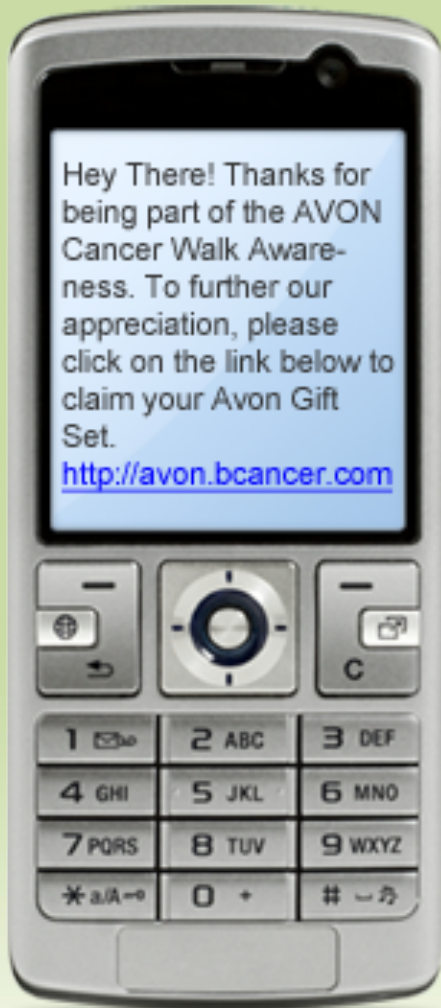
**Let's RAISE \$50,000
to STOP WORLD
HUNGER!**

Send **ROCK5** for \$5 donations
or
Send **ROCK10** for \$10 donations

DONATIONS COUNT: **\$34,560**

EACH DONATION COUNTS!
TXT2PLEDGE!(753343)

mLOYALTY



FOR 2 DAYS, WE WALK AS ONE.

Remember, early detection helps save lives.

Ad Based – Mobile Advertising Sponsorship

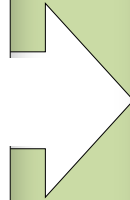
YOUR COMPANY

Your Content

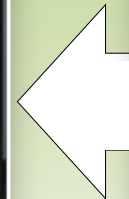
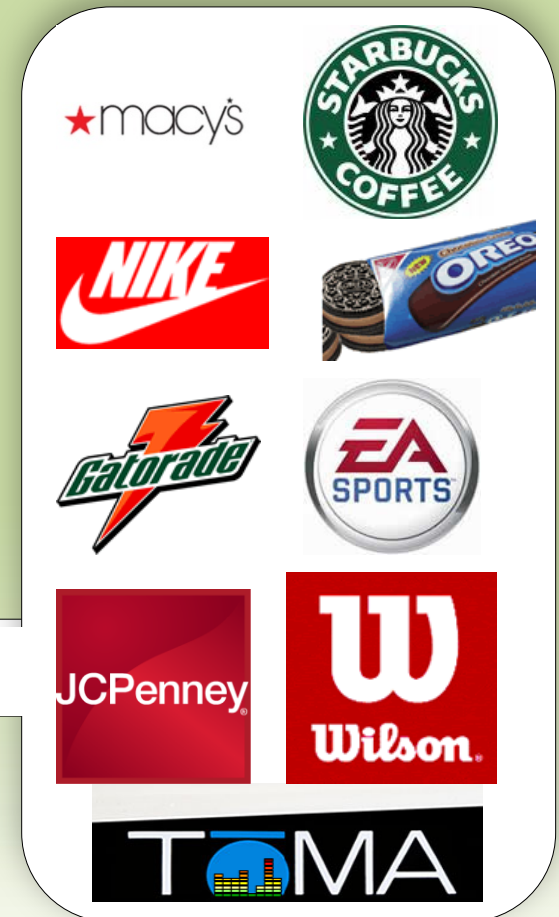
Tips – News - Events

Partner Content

- Branded Photos/Wallpapers
- Partner News
- Ticket Sales
- Partner Coupons
- Partners Donations
- Promos



3rd Party Advertisers



mWEB



Moving Forward, Mobile Technology...



Should be used to:

keep your base motivated, engaged and informed about your campaign.

enhance your overall **communication strategy**.

disseminate information **quickly and easily**.

recruit volunteers.

complement your existing fundraising efforts

initiate quick calls to action!

Should NOT be used:

as a short-term strategy. Like email and online giving, early adoption and a long-term approach will yield optimal results.

as a substitute for speaking directly with people through 1-on-1 interaction.

to send an inordinate number of messages as there may be per message fees to your constituents.

to send complex messages due to the 160 character per message limit.



Are You Ready to *Mobilize Your Mission?*

To learn more or get started:

Please contact us at:

Ph: 212.777.2448

T: 888.TXT.2GIVE

Or txt **ANDREW** to **55678**

Presented by



Your mission, mobilized.



Please forward this presentation to other organizations interested in utilizing mobile technology to raise funds and awareness.

Thank You.

Presented by

