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*Neustar® — Guide to Charitable Mobile Marketing through Text Messaging (SMS)*

## **Mobile Outreach: How Nonprofit Organizations Can Use Common Short Codes to mobilize Millions of Volunteers, Dollars and Supporters**

A whitepaper on the benefits of text messaging for nonprofit organizations in their communication with potential supporters

A **Mobile Marketer** presentation

**neustar**<sup>™</sup>

## Why Short Code-based Text Messaging for Nonprofits

Text messaging or SMS — a 160-character text message exchanged on mobile phones by the billions — is ubiquitous across the globe. Almost all mobile phones — everything from the most basic handsets to the most feature-rich smartphones — supports text messaging. This means that SMS has the widest reach of any mobile medium, making it an ideal marketing and communications vehicle for nonprofit organizations. SMS is also one of the only approved carrier-billing methods for mobile fundraising.

Text messaging has taken off across the world and continues to gain popularity across the United States. It's not a teen phenomenon anymore. All ages send and receive text messages. It's not just for individuals to text others — many brands, nonprofits, associations and enterprises are using text messaging to interact and engage with their customers, employees, members and volunteers. This is called Common Short Code-based text messaging, or CSC-based SMS. The CSC is usually a 5 or 6 digit number (numeric string or letters that spell a name or give a call to action) that people “text into” like “2Give” with a key word like “donate.”

Many consumers are familiar with popular brands using CSCs in their marketing efforts, such as ESPN, Walgreens, Barnes & Noble, J.C. Penney, and Lands End to name a few. Now, non profits and government entities are using short codes more and more to reach their constituents.

These text messaging mobile campaigns can include links to the non profit's mobile Internet website or mobile WAP page, continue to engage via text messaging back and forth or include a phone number. Phone numbers and websites can be accessed through hot links in the text message reply, offering an immediate “click to call” capability to the charity's call center, providing many options for how an organization would like to interact with its constituents. More than 97 percent of all mobile phones support text messaging, making it the best mobile marketing medium for broad reach and ease of consumer adoption.

So, consumers don't need smartphones or expensive data plans to engage with their favorite charities. Under-served segments of the population, especially in terms of Internet access and other information-delivery mechanisms, can best be reached using CSC-based text messaging service.

Simply put, the key benefit of CSC — based mobile marketing to nonprofit organizations is the ubiquity of text messaging and the high likelihood of text messages being read soon after receipt.

- According to a mobile advertising report by Nielsen Co., IDC and Limbo, SMS user penetration is two times as high as mobile Internet/WAP reach in the U.S.
- On average, text messages are read within four minutes of delivery, while the average email is ready within 48 hours, according to the same report.
- In addition, SMS users are active across all demographics: 82 percent of Americans ages 18–24 and 72 percent ages 25–49 send and receive text messages, while 53 percent of those engaging with short codes are 35 and older.
- In 2009, U.S. mobile phone subscribers sent and received on average 390 text messages per month, compared to making 230 voice calls a month, according to Mobile Business Statistics.
- Consumers ages 12–45 send 60 percent more text messages than make voice calls.
- Two-thirds of mobile phone users subscribe to text messaging worldwide, meaning approximately 2.1 billion people are actively text messaging today, according to 2009 statistics.
- There are two times as many active SMS users as active users of email.
- In the U.S. alone, more than 450 billion text messages were sent in 2009, and that number is expected to surpass 1 trillion this year.
- While 65 percent of email is spam, less than 10 percent of SMS is spam.

As mobile phones overtake landline service in many homes, permission-based mobile communication becomes even more critical for nonprofit organizations.

In this white paper, we will discuss how CSC -based text messaging campaigns can help nonprofits raise awareness and educate consumers about a cause, position or key message, communicate with their volunteers and staff, and potentially drive fundraising interest and donations with various calls-to-action. Short code-based text messaging campaigns support more timely, relevant and

## INTRODUCTION

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broader reach for driving all of these activities and more. These calls-to-action can be focused on driving timely volunteer support, taking advantage of current conditions real time from those who opted in to engage with the nonprofit and potentially even asking donors/supporters to text a keyword to a common short code to donate.

Since most consumers have their mobile phone within reach and keep the device always on, they can respond to nonprofit organizations' calls-to-action anytime and anywhere, simply by sending a text message.

A specific message or request can be tailored through keywords to almost anywhere, from traditional media such as television, radio and out-of-home to digital media including wired and mobile Web sites and applications, as well as in-venue via physical or digital signage. These keywords can be specified by how the nonprofit is organized, by chapter, campaign, by media type, by constituency or other targeted areas of focus of the nonprofit so measurement can be tracked and refined to provide greater impact, near real time.

Another benefit of short code-based mobile messaging (SMS) is the two-way communication that is achieved with the general population.

Indeed, SMS offers a simple and effective way to communicate with concerned citizens and potential donors by keeping them up-to-date on a nonprofit organization's priorities, initiatives and accomplishments.

By its very nature, mobile provides interested citizens with unparalleled opportunities of engagement and direct influence through their donations, feedback and volunteering.

## Short Codes Drive Engagement

As the trusted mobile marketing services manager, Neustar helps brands, advertisers and nonprofit organizations connect with mobile users by working with CTIA — The Wireless Association, the leading trade association for wireless carriers nationwide.

On behalf of the CTIA and wireless operators, Neustar manages and operates the US Common Short Code Registry, found at <http://www.usshortcodes.com>, Neustar enables marketers and nonprofit organizations to lease five- or six-digit common short codes.

These short codes then allow organizations to communicate with their members, donors and volunteers via SMS and selected keywords. Non profits can run one mobile campaign or many at the same time, all through CSC-based SMS. To apply for a short code, contact the registry at [sales@usshortcodes.com](mailto:sales@usshortcodes.com) or visit [www.usshortcodes.com](http://www.usshortcodes.com).

The common short code opportunity for nonprofit organizations is considerable. SMS not only improves the quality and speed of communication between nonprofits and their volunteers, members and donors, but also cuts down waste by reducing the need for printed collateral.

Clearly, SMS is the ideal mobile medium for charities in an age when every citizen is mobile.

This white paper will spell out the SMS opportunity and offer definitions on common short codes and keywords. The document will also supply tips on how to set up and deploy an SMS program for nonprofit organizations.

Several case studies showcasing SMS use by nonprofit organizations nationwide and throughout the world will support the case for using common short codes as a medium for two-way communications and outreach.

In addition, CTIA and the carriers are working to define how nonprofits can better leverage common short code-based mobile messaging programs for donation and fundraising purposes.

We wrap up with best-practice tips and how to lease a common short code, recognizing the CTIA and the carriers are working with the industry to continue to enhance these procedures and the benefits of charitable based mobile marketing.

It is our hope that you enjoy “Mobile Outreach: How Nonprofit Organizations Can Use SMS.” This is one in a series of white papers produced to offer a roadmap to smarter SMS outreach. Enjoy the text.

### **Diane Strahan**

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Editor in chief  
Mobile Marketer and Mobile Commerce Daily

## Case Studies:

There are many ways that nonprofits can leverage SMS for outreach to further their organization's goals.

If there is an event that requires mass mobilization in response, a 501(c) organization can use SMS to send out a call-to-action to encourage volunteerism or to spread the word about a rally.

For example, an environmental nonprofit could use short code-based text messaging to keep its members and supporters abreast of the progress of its lobbying efforts.

Alternatively, a Children's literacy or aid fund could use SMS to keep donors up to date on the progress made by the kids they are sponsoring.

Also, a Disaster recovery fund could use mobile messaging to inform opted-in citizens about the latest goings-on and progress.

## Take an Actual Example

Upon receiving an Academy Award for Best Documentary Feature 2010, the filmmakers behind the documentary film "The Cove" used the Oscars platform to broadcast their SMS short code call-to-action: "Text DOLPHIN to 44144."

Proceeds go to protect dolphins. The SMS call to action was widely publicized in the media.

Many of the best-known examples of nonprofits using short-code text messaging are for fundraising purposes.

Many charity, nonprofit and not-for-profit organizations have found SMS to be a useful tool to communicate with potential donors and encourage mobile giving.

Below are several case studies of how nonprofit organizations put SMS to good use, as reported in Mobile Marketer.

## New York's Museum of Modern Art Activates Traditional Ad Campaign with Mobile



An out-of-home poster at an NYC bus shelter carries MoMA's SMS call-to-action

The Museum of Modern Art in New York used mobile to activate a traditional advertising campaign at the center of its summer membership drive.

MoMA's media planning and buying agency of record, Mindshare, tapped its sister agency Joule, part of Group M, to power the multichannel campaign. It consisted of print ad buys in various New York-based newspapers and magazines, out-of-home/outdoor posters on bus shelters and telephone kiosks and coffee sleeves at independent coffee shops around the city, all carrying an SMS call to action.

The objective of this campaign was to generate leads and conversion for membership.

MoMA tested print and out-of-home advertising, and the reason it added mobile as a component was to active print and outdoor and offer another channel for consumers to communicate with the museum.

In addition to the outdoor posters and the coffee sleeves, the MoMA membership campaign featured print ads in weekly magazines and daily newspapers such as the New York Observer.

Also, MoMA's retail store inside the midtown Manhattan museum on 53rd St., the museum café and its sister institution MoMA PS1 in Long Island City, Queens, all had on-site signage with the mobile call to action.

The tagline of the membership drive was "Belong to something engrossing, gripping, captivating and cool."

In addition to current and upcoming events and exhibitions, the ads and posters carried the following list of the benefits of a one-year membership:

"Twelve months of free admission at MoMA and MoMA PS1, 66 unparalleled exhibitions, 1,500 free film screenings, 4 preview

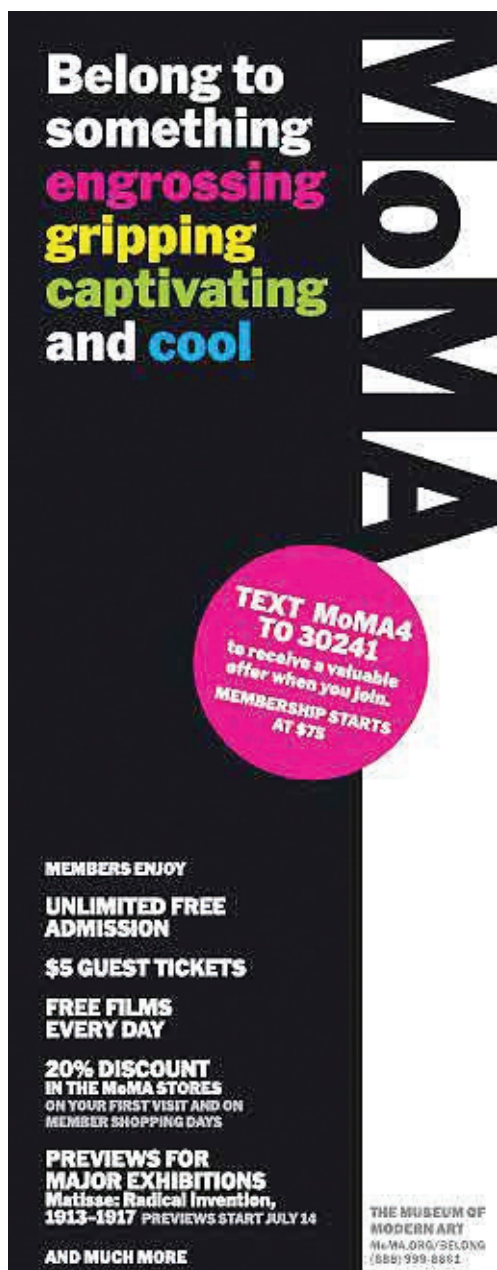
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days for every major exhibition, \$5 guest tickets for friends, 10 percent off great design at the MoMA Stores all year, and 20 percent off your first visit and Member Shopping Days, 10 percent off in the MoMA cafes and much more.”

All of the ad creative associated with the campaign carried some variation of the following call to action:

“Text [the keyword] MoMA5 to [the short code] 30241 to receive a valuable offer. Membership starts at \$75.”

## Here is an example of the ad creative:



The graphic is a vertical black rectangle. On the right side, the word 'MOMA' is written vertically in large, white, bold, sans-serif capital letters. On the left side, the text 'Belong to something engrossing gripping captivating and cool' is written in white, pink, yellow, green, and blue. Below this, a pink circular callout contains the text: 'TEXT MoMA4 TO 30241 to receive a valuable offer when you join. MEMBERSHIP STARTS AT \$75'. At the bottom, a list of benefits is provided: 'MEMBERS ENJOY UNLIMITED FREE ADMISSION \$5 GUEST TICKETS FREE FILMS EVERY DAY 20% DISCOUNT IN THE MoMA STORES ON YOUR FIRST VISIT AND ON MEMBER SHOPPING DAYS PREVIEWS FOR MAJOR EXHIBITIONS Matisse: Radical Invention, 1913-1917 PREVIEWS START JULY 14 AND MUCH MORE'. In the bottom right corner, the MoMA logo and contact information are listed: 'THE MUSEUM OF MODERN ART MoMA.ORG/BELONG (888) 999-8881'.

Consumers who texted in were asked to reply with their email address to get the MoMA membership offer.

Those who did so received the following email:

Hello from The Museum of Modern Art!

Thank you for your interest in MoMA membership. Please follow the link below and choose between two special offers when you purchase a membership to the Museum—two free extra months of membership or a free MoMA tote bag.

<http://www.moma.org/support/membership/belong/offer/EASMS?keyword=moma5>

Belong to something exceptional. MoMA Membership starts at just \$75 and offers a year full of superb benefits, including unlimited free admission to MoMA and MoMA PS1, \$5 guest tickets on each visit, members-only previews of major exhibitions, discounts at the MoMA Stores restaurants and much more! Join today and receive your selected membership offer.

We hope to see you in the galleries soon!

Sincerely,  
Meagan Johnson, director of membership

MoMA’s target demographic for the campaign was tech-savvy young professionals, roughly ages 25–40, who are based in New York.

That segment is part of MoMA’s overall target market for generating interest in the museum, and it felt that SMS — in particular for this target market and this message — was an ideal fit.

## American Red Cross and mGive Drive Haiti Donations via SMS

Far and away the most compelling example of why nonprofit organizations must have a common short code is the success that the American Red Cross has had with mobile giving.

The Red Cross shelters, feeds and provides emotional support to victims of disasters. It supplies nearly half of the nation’s blood, teaches lifesaving skills, provides international humanitarian aid, and supports military members and their families.

In January 2010, in the wake of the tragic earthquake in the Haitian capital of Port-au-Prince, the nonprofit kicked off a campaign across several media vehicles, including taxi cabs and television news broadcasts, asking consumers to donate \$10 via an SMS message.

The Red Cross has used social media tools such as Twitter to spread the call-to-action.

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The U.S. Department of State signed off on the mobile giving initiative. Mobile Accord's mGive and the Mobile Giving Foundation powered the record-setting campaign.

The Red Cross raised almost \$1 million in the 24 hours after it issued an SMS call-to-action for Haiti earthquake victims.

After just two days, consumers in the U.S. across all wireless carriers had already contributed more than \$8 million to the Red Cross relief for the Haiti campaign.

Before the end of February, the Red Cross had already processed more than \$32.5 million in SMS donations to support disaster relief in Haiti.

At that time, mGive reported that the total amount of Haiti funds donated via SMS across all of charities it works with was approaching \$40 million.

Mobile giving is a fast and convenient way for people to make a donation that can help save the day for people in need and this effort has proven to be especially popular in social media such as Twitter, according to the Red Cross.

Mobile fundraising via SMS is growing exponentially. The Mobile Giving Foundation finished 2008 with more than \$350,000 in pledges via SMS and finished 2009 with more than \$2 million in funds raised via SMS for the year.

That total was quadrupled in the two days following the Haiti earthquake.

## Text Relief

Consumers who text the keyword HAITI to the short code 90999 receive this reply from the Red Cross: "To confirm your \$10 donate to Red Cross Int'l Response Fund reply with YES. Reply HELP for help or visit [mGive.com/a](http://mGive.com/a)."

After confirming with a YES text, the following SMS is received: "Thanks! \$10 charged to your phone bill for Red Cross Int'l Relief. Reply HELP for help or Visit [mGive.com/a](http://mGive.com/a) Reply STOP to cancel. Msg&Data Rates May Apply."

Within seconds, the donor gets another text message: "Reply YES for Haiti Relief Alerts Up to 1 msg/day. Info? Text HELP, to end txt STOP. Msg&data rates may apply."

So, when the YES message is sent, the Red Cross replies, "Thanks! You are subscribed to Haiti Relief Alerts. Up to 1 msg/day. Info? Txt HELP, to end txt STOP. Msg&data rates may apply."

Both the White House blog and the State Department blog posted updates with the call-to-action urging consumers to donate to the Red Cross via SMS.

By accepting donations through the mobile sphere, the Red Cross can reach a wider audience during times of disaster when support is needed immediately.

The Red Cross also launched applications for several smartphone devices to extend mobile relief efforts for the earthquake recovery in Haiti.

Consumers can follow the Red Cross's Haiti relief efforts, learn about other programs that the nonprofit is involved in and make donations.

The Red Cross applications are for Research In Motion's BlackBerry, Microsoft's Windows Mobile and Google's Android devices, powered by Whoop and its Web-based mobile publishing platform.

These free mobile applications feature the ability to donate, live Red Cross news updates, Twitter posts, the official Web site and 1-800 numbers and the ability to register for email, Facebook and Twitter updates.

## Mobile Industry Support

Mobile industry leaders such as Millennial Media, AdMob, Jumptap, Ringleader Digital, Microsoft Advertising and Eyeblander partnered to broaden the reach of the Red Cross' SMS donation drive for Haiti.

The companies donated time and ad-serving fees to promote the Red Cross campaign across multiple sites that donated their inventory for the program.

Sites such as MSN Mobile, Hotmail and E! Online feature banner advertisements that let consumers click to learn more about how to donate.

The campaign was designed specifically for the convenience of consumers to donate via their mobile devices.

Millennial Media is supporting both the Red Cross and the Yele campaigns through two different mobile giving platforms.

The Red Cross call-to-action asks consumers to text the keyword HAITI to the short code 90999 to donate \$10.

The Yele call-to-action asks consumers to text YELE to 501501 to donate \$5 or the keyword HAITI to donate \$10.

One of Millennial Media's publishers donated 10 million impressions per day for 30 days, which has resulted in thousands of clicks to donation landing pages.

## Giving On the Go

With mobile giving, consumers wishing to aid in the relief effort are not limited to writing a check and putting their gift in the mail. Additionally, mobile giving lets consumers bypass the need for immediate computer access and entering in credit card information.

Essentially, mobile outreaches eliminate any and all barriers associated with advertising outreaches.

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The International Rescue Committee also ran an SMS campaign to raise funds for the disaster relief in Haiti.

Consumers can text the keyword HAITI to short code 25383 to give \$5. The donation goes to the Haiti Relief Fund.

Like the Red Cross campaign, the \$5 will be added to the consumer's monthly phone bill.

In October 2009, the Red Cross Blood Services, South Central Division, implemented a mobile media program letting people sign up for text-message alerts on blood inventory levels, receive educational information about donating blood, make their next donation appointment or locate the nearest blood drive.

Donors can subscribe to the Red Cross SMS club by texting the keyword REDCROSS to the short code 42227 or by registering at <http://www.bloodisneeded.org>.

## Children's Miracle Network Taps SMS

Nonprofit organization Children's Miracle Network is raising money via text for hospitals that are taking in sick and injured children being evacuated from Haiti, as well as providing medical supplies and personnel on the ground.

Donors can go to <http://www.childrensmiraclenetwork.org> and text HAITICMN to 85944 to make an instant \$10 donation. These funds will directly benefit Children's Miracle Network hospitals contributing to the relief efforts in Haiti.

More than 170 of the world's leading pediatric hospitals belong to Children's Miracle Network, a nonprofit that raises funds for 170 children's hospitals.

The affiliate hospitals have banded together in times of crises several times before to care for children desperate for treatment. The most recent was during Hurricane Katrina when multiple Children's Miracle Network hospitals opened their doors to care for the patients of Children's Hospital — New Orleans, a Children's Miracle Network hospital.

The Children's Miracle Network of Northern New York is also relying on text to fundraise. It is letting consumers text the keyword NNYKIDS to 85944 to donate \$5.

This particular campaign is meant to raise money for local families who have sick children to pay for transportation and medical costs.

The donations for Haiti and for Northern New York kids are charged to donors' wireless bill.

## SMS Donations to Battle Homelessness

The Bowery Mission launched an SMS campaign designed to raise awareness of the plight of the homeless and hungry in New York during its 100th anniversary celebration.

Investigation Discovery's Paula Zahn, the special emcee of the anniversary celebration event on Nov. 6, 2009, announced the campaign and asked attendees to text the keyword BOWERY to short code DOTORG (368674). DI Digital created the campaign.

The Bowery also advertised the new SMS campaign via a public service announcement from CBS News' Katie Couric, in all of its printed materials, on its Web site and via social networks such as Twitter and Facebook.

DI Digital said that the campaign was designed to inspire people to get involved with the Bowery Mission.

The text-messaging campaign gives consumers an interactive opportunity to learn more about the work of the Mission and how they can contribute to it.

Consumers can test their knowledge about homelessness and hunger in New York, opt-in for weekly words of inspiration and learn about different donation opportunities.

Via the SMS campaign, consumers can also opt-in to learn about the specific clothing and food needs during the holiday season.

## Macmillan Cancer Support Goes Mobile

Macmillan Cancer Support's World's Biggest Coffee Morning Sept. 25, 2009, let attendees donate the cost of their coffee to support people living with cancer.

MX Telecom provided Macmillan with the first short code in the newly commissioned charity range. TigerSpike designed, created and delivered the text, mobile and Web campaign around the event.

Macmillan Cancer Support improves the lives of people affected by cancer. The nonprofit provides practical, medical and financial support and pushes for better cancer care.

TigerSpike worked closely with Macmillan to work out the simplest mechanic that would maximize engagement and ensure as high a percentage of the donation as possible would go to charity.

Mobile was selected as the perfect facilitator for mobile donations, allowing consumers to react immediately to a call to action and donate with the sending of a simple text message.

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Consumers could text the keyword CUPPA to short code 70123 to donate 3 euros.

TigerSpike and MX Telecom negotiated with carriers to increase the average payout in most cases from approx. 2.20 to 2.80 euros. This made the mobile medium a lot more compelling for people who understandably wanted to see as much of their donation as possible go direct to the charity.

Results are yet to be confirmed in conjunction with the wider campaign, but text donations are a major part of Macmillan's plans this year.

The text-to-give capability received support from an integrated media campaign in conjunction with celebrity endorsements.

## Soles4Souls Turns to Mobile Giving

Soles4Souls collects shoes from footwear manufacturers' warehouses and consumers.

The charity distributes these shoes free of charge to people in need. Since 2005, Soles4Souls has given away more than 5.5 million pairs of shoes.

Soles4Souls launched a mobile donation drive to raise funds for its footwear charity.

Partnering with the Mobile Giving Foundation and Distributive Networks, the shoe charity is now accepting donations via text messages. The plan works with all major mobile service providers and lets users text the keyword SHOE to short code 20222 to make a \$5 donation.

The SMS donation charge will appear on the consumer's phone bill.

This mobile donation campaign has helped the organization reach a younger generation of consumers.

Soles4Souls' short code 20222 will always remain the same, but future campaigns may use different keywords.

The campaign is placing its calls-to-action in outdoor, print and online advertising, as well as social media. In addition, when a consumer is on hold waiting to speak to a Soles4Souls representative they will hear a taped audio call-to-action.

## NASCAR and 9/11 Memorial & Museum

The National Sept. 11 Memorial & Museum and the North South Motorsports team teamed up to launch the Text to Remember program to help raise funds and awareness.

The partners tapped Mobile Commons for the initiative. The SMS call-to-action was issued at the NASCAR Nationwide Series Race

in Richmond, VA, on Sept. 11, 2009, where a custom-designed car commemorating 9/11 victims will be driven by NASCAR racing star Benny Gordon at Richmond International Raceway.

The 9/11 Memorial fundraising group's targeted mobile campaign asked donors to text the keyword WTC to short code 25383 to donate \$5 towards the foundation's cause.

Supporters who texted in had their name displayed on the honor roll at the 9/11 Memorial's Web site and were be asked to donate \$5 to support the Memorial using Mobile Commons' mobile donation application.

The first step is to text in the designated keyword. The user receives a message back asking them to confirm the donation.

Once the user replies with the word YES, a \$5 charge is automatically added to their mobile phone bill. The 9/11 Memorial receives 100 percent of the donations.

The goals of the mobile initiatives are to connect with people, build a relationship, raise money and reengage with donors in a meaningful way going forward.

In the course of this SMS conversation, the 9/11 Memorial & Museum collected users' email addresses and has been able to follow up via multiple channels.

Mobile Commons provided the interface to create keywords and use its short code, plus the text-to-screen capability that the organization used to display the content on its 9/11 Memorial Web site.

The Mobile Commons inbox was used to view these messages and moderate them before they appear on the Web.

The 9/11 Memorial & Museum collects and manages demographic information such as email and tie these users to their Web presence and their CRM history and route them to mobile giving.

As the campaign continues, people that have texted in and provided their email address will receive both text messages and email, which increases overall engagement, participation and donations.

## UNICEF Halloween SMS Campaign

UNICEF, the United Nations Children's Fund, added a mobile element to its 59th consecutive Trick-or-Treat campaign in 2009.

The campaign is an effort to reach a new demographic of youth that is growing up with technology at their fingertips. Through 2009, the Trick-or-Treat campaign from UNICEF raised more than \$148 million in its fight to end the deaths of the 25,000 children who die every day from preventable causes.

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Trick-or-Treat is one of the nation's longest-running philanthropy programs targeted at youth. In most cases, is the first volunteering experiences for kids in the United States.

The mobile component of this campaign involves mobile giving via SMS, where the phone owner can text in to donate money that is taken directly from the user's phone bill.

Those interested in donating money can text the keyword TOT to the short code 864233 (UNICEF) to make a \$5 donation.

The opt-in also signs up the user to receive mobile alerts about UNICEF's work across the globe.

Mobile giving works out in the consumer's favor as there is no need to type in lengthy credit card information. The \$5 donated in the SMS message is billed directly to the user's phone bill.

The mobile component of this campaign is only one facet of its overall spread across different media channels.

Trick-or-Treat, of course, relies on UNICEF's traditional fundraising techniques and strategies.

Along with the mobile channel, UNICEF has also implemented other technologically savvy methods of donation and building awareness.

Supporters can host Halloween parties where the mobile call-to-action can be displayed or announced in order to further the donations.

UNICEF also made downloadable lesson plans, activity sheets, fundraising ideas and e-card reminders available online at <http://www.unicefusa.org/trickortreat>.

Trick-or-Treat prides itself on not only being a big-time fundraiser, but an educational event where children and their parents can learn about their peers worldwide who need money to survive.

The program stresses the importance of community service and gives children the tools to be active global citizens who make a difference.

## ASPCA Taps SMS for Mobile Giving

The American Society for the Prevention of Cruelty to Animals has been successful at converting standard-alert subscribers to donors using SMS.

The ASPCA offers free cat and dog tips to mobile users by sending a text message with keywords CAT or DOG to short code 27722. At the bottom of the ASPCA's SMS alerts, it asks subscribers to reply with the keyword GIVE to make a \$5 donation.

The ASPCA's donors are organized in silos, one for dog fanatics and another for cat fanatics.

Donors can sign up at live events or via the ASPCA's Web site to receive the mobile alerts that include tips from the organization, which can start building its mobile list and start reaching out to potential donors.

The ASPCA's text messages read as follows:

"Examine Fido's ears weekly. Tell a vet if there is redness/inflammation/waxy buildup or unusual smell. Reply GIVE to donate \$5 to animals in need! Text DOG to 27722"

"Keep cats away from liquid potpourri. If ingested, it can cause drooling/vomiting/difficult breathing. Reply GIVE to donate \$5 to animals in need! Text CAT to 27722. Text GIVE to 27722"

"Thanks for your donation to ASPCA. \$5 will be deducted from your phone bill. Text GIVE and give up to 5 times."

By placing a call-to-action in these mobile alerts, nonprofits not only can use mobile alerts as a communication channel, but as a fundraising tool as well.

On average, 5 percent of ASPCA's subscribers respond per call-to-action, with 86 percent completing the donation, resulting in thousands of dollars in donations for the organization so far.

## Why Every Charity Needs an SMS Short Code

The first three months of 2010 showed the power of SMS and common short codes to mobilize consumers with little notice to donate to disaster relief efforts in the wake of the Haiti earthquakes.

The speedy response — sending food, water, medicine and other supplies to the ravaged Caribbean island — is typical of American generosity in times of natural disasters. But what made this time different was the official sanction given to SMS from quarters as high as the White House to the Red Cross and Hollywood. These influencers got what is so obvious about mobile giving: speed and ease.

If nonprofits should learn anything from this exercise, it is that they must tap the medium most effective to donating with the least hassle and the most spontaneity. SMS does exactly that when outreach efforts are coordinated in close cooperation with wireless carriers.

However, it need not take disasters on the scale of the Indian Ocean Tsunami, Hurricane Katrina or Haiti quakes to pay attention to the future of giving: mobile.

## Crossed Out

The country's legions of nonprofits must reconsider their donor outreach efforts in favor of a medium that is more cost-effective and germane to speedier response.

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Direct mail has long been the staple for most charitable outreach. But the cost of paper, printing and postage make mail an expensive option compared with say, email, online or even mobile.

Moving donor appeal efforts to digital media such as online and mobile also acknowledges the channels where consumers are most comfortable communicating, shopping and transacting.

Of course, there is no denying that mail is a push medium and works for many nonprofits in drumming up donations. But mail's marketing costs and the lack of interactivity may eventually convince charities and nonprofits that online and mobile is where it's at.

It is no secret that falling average donations has worried smaller charities whose causes may not generate the media headlines as a natural disaster would.

Charitable education and giving for research or cures relating to mental or physical conditions, or donations toward lobbying for the environment, education, poverty and hunger eradication, human rights or constitutional freedoms are as deserving as relief efforts.

Top leaders and managers at the nation's nonprofits and charities should seriously consider applying for short codes and work with mobile marketing firms or agencies to begin incorporating SMS into their multichannel member outreach efforts.

The response to the Haiti disaster was enabled only because carriers agreed to open their networks for free to mobile giving, transferring 100 percent of the donated amounts to the Red Cross, for instance. And for this, the nation owes its gratitude to Verizon Wireless, AT&T, Sprint and T-Mobile and the other participating wireless operators

Given the success of the Haiti mobile marketing campaign, CTIA and the wireless operators are working with the nonprofit community to assess how to best support nonprofit mobile marketing and donations. As guidelines are launched, nonprofits will be able to find out more information at [www.usshortcodes.com](http://www.usshortcodes.com).

Establishing a relationship by text messaging opens up not just another donation channel; SMS is also the ideal cross-communication channel. Non profit organizations can use SMS to communicate to employees and volunteers on an ongoing basis to update them on what, when, how and where. Also during a crisis situation communicating through SMS can disseminate information to a large audience very quickly. SMS communication was actually very vital during the Haitian earthquake, in some cases, was the only form of communication getting through. SMS is also a great way for non-profit organizations to educate their members about the work they are doing. SMS is an easy, fast and effective way to disseminate information on an on-going basis.

## Best-Practice Tips: Operating a Successful SMS Program

Short codes showcase the power of mobile communications by highlighting the versatility of mobile as more than a voice portal. They present an unlimited array of contact possibilities, all focused on increasing interaction with mobile consumers.

Also, short codes help nonprofit organizations establish a two-way conversation with the people that matter most — engaged citizens who are potential donors.

There are some critical points to keep in mind when creating and implementing an effective SMS program.

### Get Subscribers/Promotion

Mobile interaction does not stand alone. Rather, it leverages other forms of communication including print, radio, television, online and out-of-home ads

- All advertising and promotional material must clearly indicate if the service is a subscription
- Subscription terms and billing intervals must be specified or disclosed to the citizen
- Clearly communicate all material terms and conditions of the program
- Service pricing information must be clearly and conspicuously indicated
- All advertising, promotional material and service Help messages clearly display the opt-out data
- The service is not promoted as “free” when premium fees are associated with the service that the subscriber will pay with a reasonable level of participation in the program

### Get Permission

- It is vital to respect a mobile subscriber's right to privacy. Always have citizens opt-in and subscribe to receive content
- Gaining permission saves money. Each message sent costs money. Ensuring the citizen wants to receive messages avoids any waste of the budget
- Sending unsolicited messages creates a negative impression and erodes agency brand recognition, prompting subscribers to avoid the service and file complaints
- Avoid purchasing lists of numbers.
- For applications that require payment above standard messaging rates, a double opt-in process is required to ensure subscribers have positively acknowledged their willingness to participate

# GUIDE TO CHARITABLE MOBILE MARKETING THROUGH TEXT MESSAGING (SMS)

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## Get Creative

- Short codes enable a host of possible applications, limited only by the ability to design and build the mechanisms to support the SMS program.
- There are, however, three broad categories of campaigns:
  - 1) Promotional,
  - 2) Informational, and
  - 3) Marketing.
- Review business goals and objectives.

It is likely that more than one type of campaign will be applicable.

## How to Lease a Common Short Code

There are three easy steps to obtain a short code.

First, from the Common Short Code Administration Web site at <http://www.usshortcodes.com>, find the short code that the nonprofit organization seeks. If a specific code is not necessary, the system will assign a random code upon request.

Next, apply for the code by submitting necessary registration data and wait for approval.

Once approved and paid for, the short code will be assigned to the nonprofit organization for use. The nonprofit organization can renew the short code if it wishes to continue using it.

## Find

Use the USShortCodes.com search engine to determine if the desired code is available.

## Apply

Fill out the online application and submit for review of completeness and accuracy.

Apply for a random short code or select a specific code within the range of available five-digit (20000 to 99999) or six-digit (222222–899999) codes.

The final approval decision is emailed to the applicant and the payment processed once the applicant is accepted.

## Receive

Once payment is received for an accepted short code, the Common Short Code Administration assigns the number to the applicant for the period of time that the government agency has requested.

Wireless service providers are notified of the assignment, and no one else can lease that short code for the duration of the organizations contract.

## Pricing Information

Registering and leasing a short code costs \$1,000 per month for each selected (vanity) short code and \$500 per month for each random short code.

These fees are non-refundable regardless of whether any wireless carrier agrees to activate the nonprofit organization's short code.

The registry must receive payment in full for the duration of the registration at the time the application is approved.

The Common Short Code Administration offers registration terms of three months, six months and one year.

Because fees are due upfront, if the applicant has registered a selected short code for three months, the cost is \$3,000. The random short code for three months is \$1,500.

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## About Us

**Neustar, Inc. (NYSE: NSR)** solves complex communications challenges by providing market-leading, innovative solutions and directory services that enable trusted communication across networks, applications and enterprises around the world. Visit Neustar online at [www.neustar.biz](http://www.neustar.biz). Neustar manages and operates the CSC Registry on behalf of CTIA–The Wireless Association® and participating wireless service providers. Visit [www.usshortcodes.com](http://www.usshortcodes.com).

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Articles from Mobile Marketer editors and reporters Giselle Tsirulnik, Dan Butcher, Jordan Crook and Chris Harnick also contributed to the development of this document.