
Mobile Giving – January 28, 2010

A unique fundraising effort, allowing mobile users to text “HAITI” to 90999, was launched on January 12, three hours after the earthquake struck Haiti. The program is powered by Mobile Accord/mGive Foundation in coordination with the U.S. State Department as part of its ongoing support of this disaster response.

Please use this document to answer questions from the media and public. You will also find answers to questions about our internal processes.

To Answer Questions from the Media/Public

Q Does the full \$10 go to the Red Cross?

A Yes. 100% of your text donation will support the American Red Cross Haiti Relief and Development Fund.

Q Will my wireless carrier charge me for text messaging to 90999?

A When you text the word “HAITI” to 90999 you donate \$10 to the Red Cross Haiti Relief and Development Fund. A onetime \$10 donation will be added to your phone bill. Depending on your carrier agreement, message and data rates may apply. Reportedly, many carriers including Verizon Wireless and AT&T have agreed to donate the cost of the back-and-forth text messages. Your \$10 donation will appear on your regular monthly mobile phone bill.

Q Is there a processing fee for the company hosting this service?

A Mobile Accord/mGive Foundation have generously donated their fees.

Q Has this kind of program been done before?

A Yes. In the past, the Red Cross has raised funds for **domestic** disasters through a program called Text2Help. Text2Help initiative is a partnership between the Red Cross and the Wireless Foundation.

Q How do the funds raised via text for Haiti earthquake relief efforts compare to past disasters?

A Funds raised for the Haiti earthquake relief efforts show the public’s desire to generously help those that have been affected by this disaster. The Red Cross has seen donations via text in response to past disasters. In 2008, approximately \$250,000 was raised via texts in the wake of Hurricane Gustav and other hurricanes. In response to Hurricane Katrina and the hurricanes of 2005, approximately \$120,000 was raised from texts. Convenience, familiarity with text messaging and proliferation of social media may account for some of the reasons why donation through text messaging has seen such a dramatic increase.

Q What’s the strategy behind the text donations?

A 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 and Facebook. The American Red Cross is deeply

grateful to be the beneficiary of this opportunity created by the State Department and powered by Mobile Accord/mGive Foundation.

Q How many times can someone make a text donation via 90999?

A Depending on your carrier, two or three times. AT&T and T-Mobile subscribers can donate three times. If you wish to donate more than \$20 or \$30, please visit redcross.org or call 1-800-RED CROSS.

Q Are there other ways to donate larger amounts?

A Yes. The American Red Cross is working with Amazon Payments to give mobile users a way to donate easily using their cell phones. Mobile users can go to either RedCross.org on their phones and donate to the Red Cross Haiti Relief and Development Fund using the Amazon Payments service or a credit card. People can also donate at RedCross.org or call 1-800-RED CROSS to make a larger donation.

Q Why do you think people want to give this way?

A It's easy and convenient to donate using your mobile phone. A donation can be made from any place you get a signal and you don't have to enter in a lot of information to give a quick and meaningful gift. Raising this amount of money \$10 at a time is a true testament to the generosity of the American people. The success of the mobile campaign shows the powerful impact and opportunity this channel can have on fundraising. The needs in Haiti are tremendous and we thank the people who continue to donate and help the American Red Cross meet that need.

Q How will people know that this texting program is legitimate?

A The principal organizations behind the 90999 program (i.e., The State Department, Mobile Accord/mGive Foundation, and The American Red Cross) have made public statements to confirm their involvement in this special program. To document your donation, after you send a text message you will receive a confirmation text that asks you to reply "YES" if you intend to give a \$10 donation to the Red Cross Haiti Relief and Development Fund. A thank you text will follow.

Q How did the text "Haiti" to 90999 mobile giving program come about?

A The State Department worked with Mobile Accord/ mGive Foundation, CTIA (CTIA-The Wireless Association) and The American Red Cross to set up an immediate system to channel contributions for relief directly through cell phones. Quickly providing necessary resources to assist with relief efforts is vital. Understanding that Americans are eager to do their part to help, mGive, participating wireless service providers, and the American Red Cross have created an easy and efficient way for their subscribers to lend their support.

Q Why is the State Department sponsoring mobile giving? What is their role?

A The State Department worked with Mobile Accord/mGive Foundation, CTIA (CTIA-The Wireless Association) and The American Red Cross to set up an immediate system to channel contributions for relief directly through cell phones. The American Red Cross is deeply grateful to be the beneficiary of this opportunity created by the State

Department and powered by Mobile Accord/mGive Foundation.

Q Why is the mobile donation fixed or limited to \$10 dollars?

A The \$10 offer is based on current mobile giving best practices. Carriers also put a cap on how much can be donated in one month (2-3 \$10 donations in a 30-day billing cycle).

Q What happens after a donor opts in to receive additional news from the Red Cross?

A After your donation and acknowledgement, you will then receive one more text asking you to reply with YES if you want to receive text updates from the Red Cross. You do not need to reply to this message if you do not wish to receive updates. If you DO want to receive text updates you will need to reply with YES. Red Cross can communicate with opt in donors up to 4 times per month via text.

Q How do I get a tax receipt for this donation?

A Go to www.mgive.org/receipt and enter your mobile number. A PIN number will be sent via text to your phone and you will need to enter it on the site where requested. You will then be able to see confirmation of all donations you have made via the mobile phone number that was entered. You can print a receipt for your records that can also be treated as the official donation receipt for tax purposes.

Q Will anyone other than the Red Cross have access to the donor data from the 90999 program?

A Only Mobile Accord/mGive Foundation, working under an agreement with the Red Cross, and the Red Cross have access to the donor information.

Q Can people outside the US give using 90999?

A Only US wireless subscribers can donate this way.

Q How quickly does the Red Cross receive the donations after the donor text messages the number?

A The carriers and the Mobile Accord/mGive Foundation will work to get the Red Cross these donations as quickly as possible. On January 15, Verizon Wireless circumvented the normal mobile giving process and advanced \$2.8 million in donations from its customers to the Red Cross. Other carriers are considering following Verizon Wireless' lead in advancing funds pledged by customers. Under normal circumstances, the \$10 donation amount is added to a donor's phone bill and it is sent to the Red Cross at the end of the billing and payment cycle, which can take 60-90 days.

Q What challenges does mobile giving address for the Red Cross?

A By accepting donations through the mobile sphere, the Red Cross can reach a wider audience during times of disaster when support is needed immediately. Supporters are not limited to writing a check and putting their gift in the mail nor having immediate computer access and entering in credit card information – the donation can be made instantly from a mobile phone.

Q What is the target demographic the Red Cross is hoping to reach with SMS donations?

A With a disaster of this magnitude we are targeting anyone who is able to provide relief. Over time, we believe that mobile giving will provide our organization an opportunity to connect with a new generation of supporters.

Q Am I being charged for the text messages from Red Cross?

A Most major carriers have waived text fees on 90999 "HAITI." If your message from the Red Cross, sent on January 22, 2010, reads "std msg&data rates may apply" you must contact your carrier to determine what if any rates may apply.

Q Will you sell my information or phone number to other marketers or use my phone number for other purposes?

A No. Only the Mobile Accord/mGive Foundation, working under an agreement with the Red Cross, and the Red Cross, have access to the donor information (i.e., a cell phone number and donation amount). We will only send messages to supporters who have asked us to send follow up text messages by opting into this program. You can opt-out at any time.

Q Are you trying to raise more money by sending additional text messages?

A People contacted via these text messages generously donated to the Red Cross to support our Haiti relief efforts, and then opted in to receive future correspondence from the Red Cross, which will include updates, as well as information on how they could continue to support the Red Cross in a variety of ways.

Q How many messages should people expect to receive?

A The Red Cross can communicate with opt in donors up to 4 times per month via text.

Q I am an AT&T subscriber and received duplicate text messages. Why?

A If you received duplicate messages on January 15 or 16 that stated "...due to high volume, the donation may take 48 hrs before post..." this was likely caused by a technical glitch that inadvertently resulted in multiple messages being sent to donors. Upon discovery, the problem was immediately corrected. We sincerely apologize for any inconvenience this may have caused you. These messages do not count against your text message plan with AT&T and will not result in charges. Also, if you text the word "STOP" to 90999, please know you will receive one more text message confirming your request. After you receive this confirmation, you should not receive any additional messages.

Q I texted to 90999 but I received a reply that I'd given to another charity. Why did that happen?

A If you texted 90999 but used a key word other than "Haiti", you may have donated to another charity such as St. Jude. Other charities use the 90999 mobile short code but they use different key words and manage their own donor communications. The Red Cross is using the key word "HAITI" in conjunction with the short code 90999. (for

complete list of charities that use the 90999 code please see www.mgive.org)

Q Why is the American Red Cross sending me text messages after I already donated?

A When you generously donated to the Haiti relief fund by texting "Haiti" to 90999 and confirmed your donation you were asked if you wanted to receive future updates about how your donation was being put to work by the Red Cross. Since you elected to receive updates we are honoring your request and keeping you informed of our progress to help the people of Haiti.

Q How do I stop receiving future Red Cross updates via text message?

A You can opt-out from receiving additional text messages from the Red Cross by texting "Stop" to 90999. If you would like to follow our relief efforts you can connect with us on Twitter, follow us on Facebook or register at RedCross.org to receive email messages.

Q I texted STOP, why did you send me another text?

A When you text the word STOP, we are required to send you a follow-up message stating that you will not receive any more messages. If you send the word STOP again, you will get this confirmation message again.

Q How can I cancel my text donation?

A Once you have confirmed your donation by replying with YES, neither the Red Cross nor mGive can cancel your donation. Please contact your wireless carrier for more information.

Q How can I confirm that my text donation went through?

A Go to www.mgive.org/receipt and enter your mobile number. If your donation did not go through (and you have not donated to any other campaigns), you will be told that no donations were found for that mobile number and you should try again. If your donation did go through a PIN number will be sent via text to your phone and you will need to enter it on the site where requested. You will then be able to see confirmation of all donations you have made via the mobile number you entered.

Q Can I donate more than \$10?

A Most wireless carriers will allow you to donate up to \$20 (two \$10 donations or four \$5 donations) to a specific keyword (such as HAITI), but up to \$100 to a specific short code (such as 90999).

Q I just made a text donation, why I am getting multiple text messages from you?

A When you make a text donation, you will receive a text back asking for you to confirm your donation by replying with the word YES. Once you reply with YES you will receive a thank you/confirmation message that your donation was successful. You will then receive one more text asking you to reply with YES if you want to receive text updates from the American Red Cross. You do not need to reply to this message if you don't want to receive updates. If you DO want to receive text updates you will need to reply

with YES.

Q I tried to text in the keyword but got a message back saying that the short code has expired. What does this mean?

A This message means that you have premium text messaging (anything that will cost money) blocked on your phone. You will need to call your wireless carrier to have premium SMS enabled if you want to make a donation.

For Chapters Only

Q How is this different from Text2Help?

A Text2Help initiative is a partnership between the national American Red Cross and the Wireless Foundation. Text2Help is a mobile donation program used for **domestic** disaster responses only. Texting to 90999 will raise funds specifically for the international response in Haiti.

Q Will chapters receive fundraising credit for the mobile donations?

A Unfortunately, there is no consistent way to credit chapters for ALL text donations to Haiti, one reason being that donors don't necessarily give their zip code when they donate.

For Reactive Use Only

Q How much money has the Red Cross raised via mobile giving for Haiti Earthquake relief?

A More than \$29 million has been pledged through mobile giving. The Red Cross continues to receive donations for relief in Haiti. You can make a donation to the Red Cross by texting "Haiti" to 90999, visiting redcross.org or calling 1-800-RED CROSS.

Q How much has Red Cross raised via mobile versus other giving vehicles?

A Since the earthquake struck in Haiti on January 12, the American Red Cross has raised approximately \$185 million (as of 4 p.m., Wednesday, January 27) for the Haiti relief and recovery efforts. More than \$29 million has been pledged through mobile giving.