

# MobileCause: An Easy Fundraising Payment Solution

*Is your team looking to handle less cash?*

*Do employees want an easier, more in-the-moment way to give?*

*Are employees comfortable with technology?*

*Does your team need a simpler way to track donations for events?*

*Is your organization interested in planning virtual fundraising events?*

If so, consider setting up an online fundraiser, including text-to-give, through MobileCause with the help of the United Way of the Midlands team! Many local companies have leveraged this tool so they can provide employees with additional ways to make a donation during their United Way campaign and special events.

Depending on your needs, the United Way team can also create a custom donation landing page that is branded for your organization and includes other information you may want to provide to employees. (Visit [www.unitedwaymidlands/NEEDURL](http://www.unitedwaymidlands/NEEDURL) to see an example.)

At the end of your campaign, United Way of the Midlands will provide a .csv detailing donor information and amounts for your records.

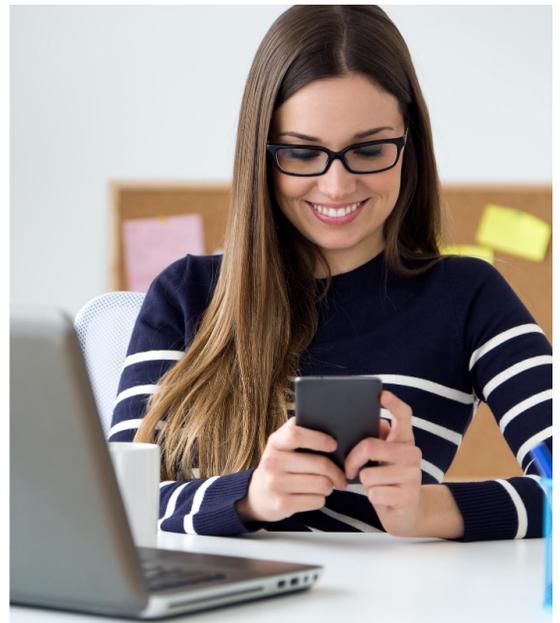
**Contact your donor engagement representative today to learn more or express your interest!**

## Text-to-Give Experience

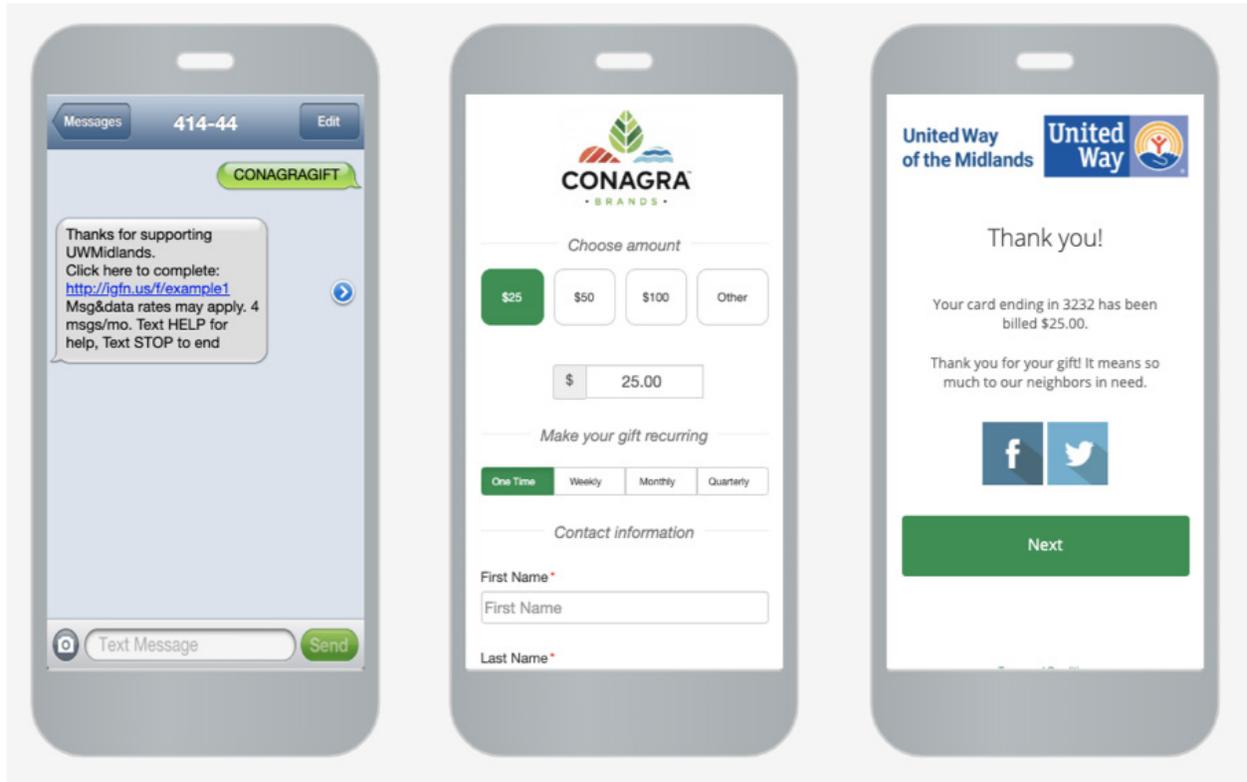
Employees have the option to donate to United Way of the Midlands on their own mobile device. To make a gift, donors will text a keyword to a 5-digit number. They will receive an automatic reply containing a link to a donation form. See the image to the right for an example.

Most phones store basic information and will autofill the donor's name, address and other contact information into the form, saving time and making donating more convenient.

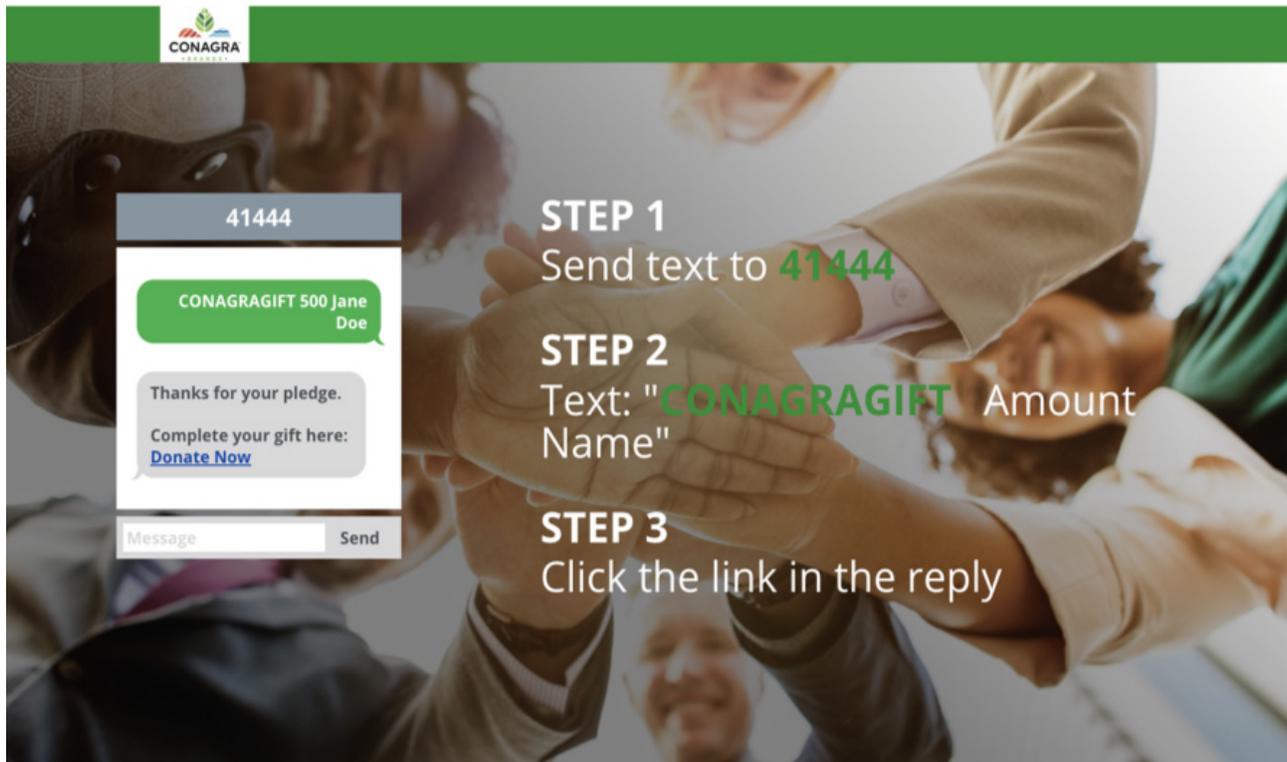
For form inputs, we require: First Name, Last Name, Email and Zip Code. All donors will receive an email confirmation and receipt of their gift from MobileCause immediately after donating. Donors can also choose to cover the 2.5% processing fee.



Text-to-give example of a donor's mobile experience:

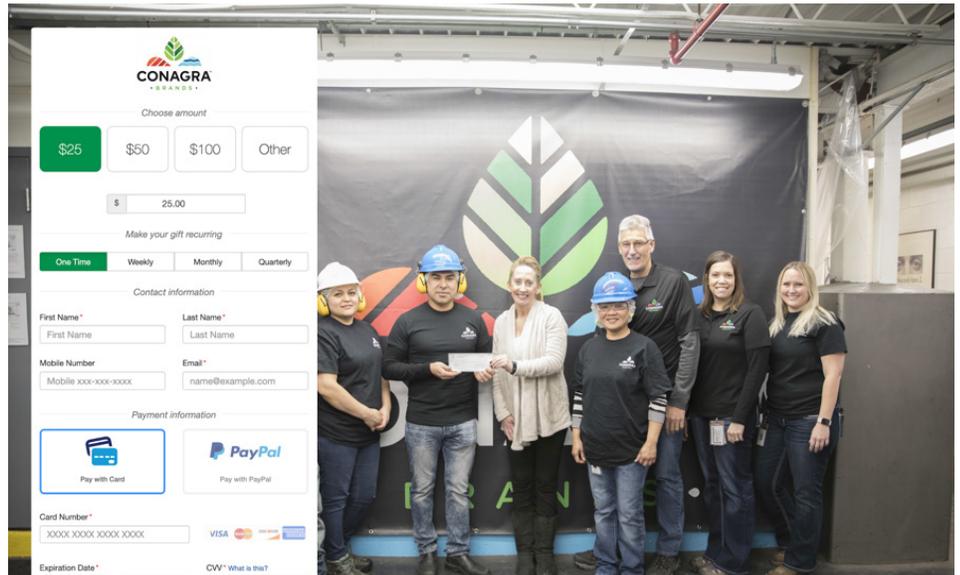


Also, if a donor texts: [KEYWORD][AMOUNT] [FIRST NAME] [LAST NAME] this will automatically fill out these fields into the donation form once they click the link:



## Desktop Experience

Through MobileCause, the United Way team can set up a donation page for employees who prefer donating on their computer. We can add any background image your team prefers.



## Form Options

- Customizable colors
- Customizable logos
- We can create several different forms for different special events, each with its own unique link.
  - Each form will also have its own keyword to text I.E. CAGPUTT (for putt putt), CAGHEAD (for headshots), CAGBAR (for succulent bar)
- Forms can include either three (3) donation amounts or one set donation amount depending on your needs. We can explore other donation amount options on a case-by-case basis.
- We can add recurring gift options (weekly, monthly, quarterly, annually) or leave it as a one-time payment.
- We can add images, custom form input options (dropdown, checkbox, short and long answer, dynamic inputs) and more depending on your needs.

CONAGRA BRANDS

Succulent Build Bar

\$5 \$10 \$15 Other

\$ 5.00

Contact information

First Name\*  
First Name

Last Name\*  
Last Name

Mobile Number  
Mobile xxx-xxx-xxxx

CONAGRA BRANDS

Putt Putt Competition

\$ 5.00

Contact information

First Name\*  
First Name

Last Name\*  
Last Name

Mobile Number  
Mobile xxx-xxx-xxxx

CONAGRA BRANDS

Professional Headshots

\$ 20.00

Contact information

First Name\*  
First Name

Last Name\*  
Last Name

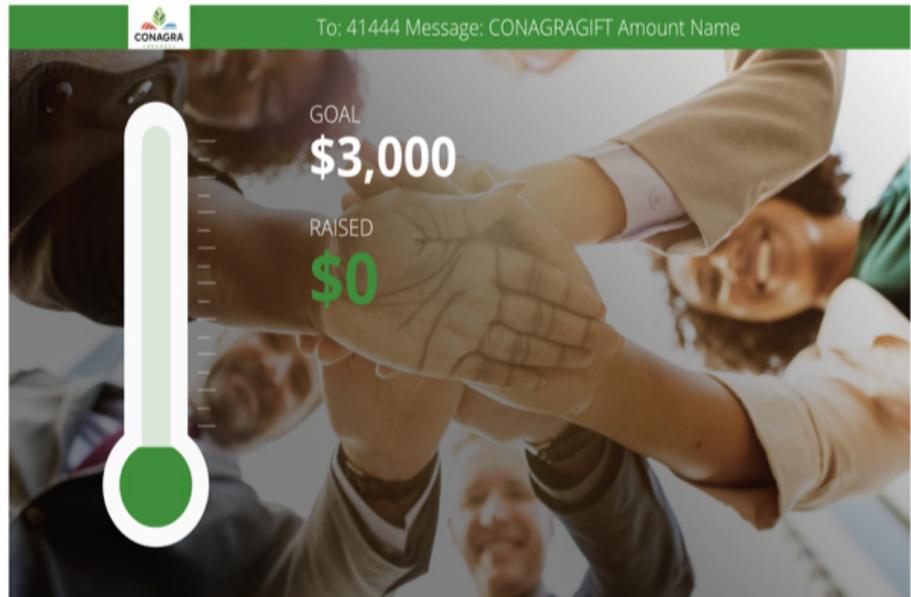
Mobile Number  
Mobile xxx-xxx-xxxx

Above: Different special event form examples.

## Fundraising Thermometer Page

The United Way team can also set up a fundraising thermometer page so you and your employees can track your campaign's progress in real time. This page is great to display at events or share with your team.

- Customizable colors
- Customizable logos
- Customizable photos
- Customizable display of donor information/detail



## Ready To Get Started?

Reach out to your donor engagement representative if you are interested in utilizing MobileCause during your company's campaign. If you decide MobileCause is right for you, you will be asked to provide the following information:

1. How many of your fundraising events would you like to utilize MobileCause for?
2. What event details should we know?
  - a. Donation amount options for employees:
    - i. Are there three options (\$1, \$3, \$5) or just one option (\$50)?
  - b. Descriptions for what a donations gets an employee:
    - i. Let's say your event is a bake sale. What does \$1 get - one cookie? Maybe \$3 gets five cookies and \$5 gets 10 cookies. We can detail this out in the form so it's clear to employees.
3. Do you need a landing page built for your donation form?
  - a. We suggest a landing page if you are looking to utilize MobileCause for one main fundraising event and you'd like to offer additional context or information to employees.
    - i. Example: We worked with OPPD to create a custom landing page so their employees could donate to our COVID-19 fundraiser. The page described where dollars went, why donations were needed and included community resources available to employees.
4. What is your fundraising goal?

**Thank you for your commitment to our community and for supporting United Way!**

United Way  
of the Midlands

