



MINERVA *Mobile*

A new Channel to collect Donations

www.minervamobile.com



It was not that long ago when email marketing and e-commerce were in their infancy and look at how mature this medium is. Now, in its wake we have text messaging and mobile commerce referred to as M-Commerce.

Text Messaging is the Newest Tool for Charities

This is a communications channel that allows you to:

- Build-up your cause quickly
- Get to the hard to reach youth demographic
- Manage viral campaigns
- Assist event participants to reach pledge goals

And most importantly, you can now use this channel it in Canada to:

- Raise More Funds

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We send out SMS messages & make it easy for donors to give

We help Canadian charities establish keywords to text like HEART or CANCER or BIBLE for exclusive use by that charity in Canada for as long as they subscribe. When combined with our charity-focused SMS Shortcode and a parallel dot MOBI website you can certainly be assured of setting yourself up for current and future success.

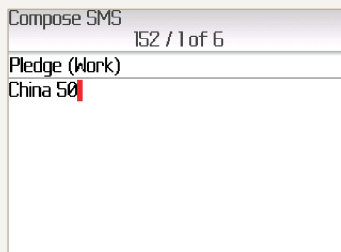
To attract new donors and increase donations, we have supplied just a few examples of how SMS messaging, either donor originated or charity originated, can help you with any of your Event-specific or Cause-specific campaigns.

Cause-Based Mobile Donation

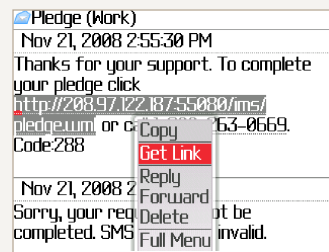
Cause-based is where a keyword is TEXTed to a Shortcode. For example, TV, Radio and bulletin boards request public to donate for disaster relief. A keyword word like “china” would be created to provide a donation channel to help the relief efforts after the Chinese earthquake.

Here is the flow you would following after texting “china” to pledge:

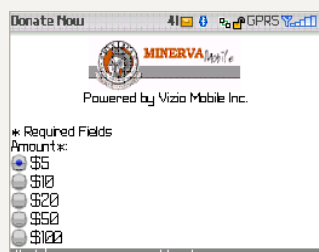
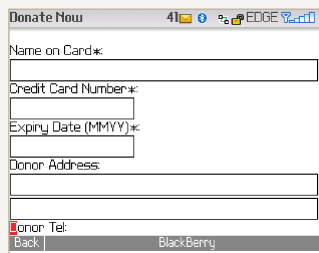
- User hears/sees news of disaster event and keyword “china” is created
 - User responds by TEXTing an amount to a short code
- Example: china 50 to pledge



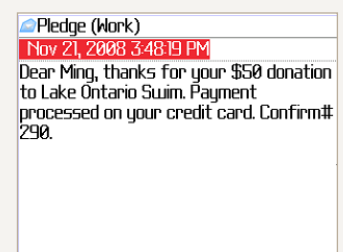
- Users receives a SMS confirmation with a WAP link which the user can click to launch the WAP form.
- Example:
Thank for your pledge:
To complete the process of donating \$50 please click <www.2pledge.mobi>



- On the WAP form, user enters contact, payment and donation information



- Upon processing the donation, our server sends a confirmation SMS message to the user and includes receipt number and amount donated
- Note that a PDF e-receipt is sent to their email address

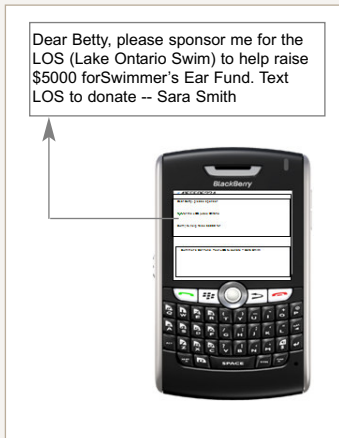


Event-Based Mobile Donation

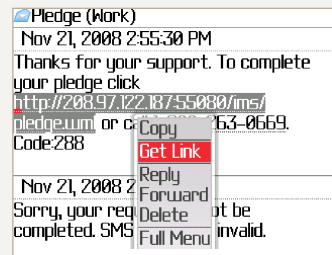
Event-based is where an event participant sends a TEXT message to her list of friends. Our server sends out the SMS message, coded so all donations received as a result of this effort will be directed back to that personal participant web page and she can see her thermometer rise.

For example, Sara wants to raise money for the Swimmer’s Ear Fund and adds Betty to our list of SMS friends. MinervaMobile™ sends out the personalized message with the request to help her make her goal. Betty wishes to help her friend Sara so here is the flow that Betty would following to make her pledge:

- Participant (Sara) invites friends to donate
 - Runs an application to enter cellphone number and first name
 - Submits the list to IMS for text Messaging



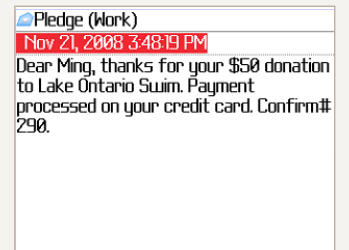
- Friend (Betty) receives the SMS donation request from participant (Sara) with a WAP link
 - Betty replies by clicking “Get Link” to launch the WAP form
- Example:
Thank for your pledge:
To complete the process of donating \$50 please click <www.2pledge.mobi/LOS>



- Upon receiving the donation request, the server needs to validate Betty and accept payment



- Once verified and secure payment is made, a confirmation SMS is sent to Betty and includes a confirmation number and amount donated



Campaign-Based Mobile Donation

Campaign-based marketing is the third branch of the mobile donation tree. The largest barrier of entry to this is the lack of SMS numbers. To overcome this the same methods that were used to collect email address need to be developed. Use other media to collect SMS numbers such as your own website and responses to email and Direct Mail offers.

- Via email or another campaign, existing donors of a charity will opt in for mobile campaign via an online form with the following information
- Existing Name, Home Phone Number, Address to verify
- New Information to Provide
 - Mobile Telephone Number
 - Security Questions and Answers
 - User Verification (used by IMS on mobile channel to confirm the user)
 - E-mail address to receive electronic receipt
 - Allow retain payment method from previous donation

Once the size of the SMS database reaches critical mass, then deploying Campaign-based marketing is as easy as sending out an email campaign.

- Charity using its own database of opt-in donors to send a campaign (similar to an outbound email campaign)
- User receives the SMS campaign announcement
- User launches mobile donation application installed on device
 - Donate now - to make a donation
 - My donation – check donation receipts
 - Invite friend – tell friend about the cause (start Viral campaign)
- Upon processing the donation, user receives a receipt number

About IMS:

Established in 1979, Inquiry Management Systems is a full-service database management company that helps you acquire, maintain, grow and enhance your customer relationships. Our success has been built on service and establishing solid relationships with our partner clients. Today with offices in Toronto, New York and London, IMS serves over 1400 customers in the publishing, not-for-profit, business services and entertainment industries.

Proud of our high-tech reputation, our leading software technology continues to gain industry wide recognition. Industry Canada, recognizing our 'advancing-the-science' contribution, has rewarded our company with substantial research and development grants over a number of years to encourage us to continue our leading edge developments.

For information about Minerva™, MinervaMobile™, SMS messaging or how this media will affect the way Charities process donations please contact:

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