



Battle Creek Community Foundation
Text to Give

What it is:

The Community Foundation has invested in a program where individuals may make \$10 donations to a specific fund held at the Community Foundation, simply by sending a text on their cell phone to a key word or code. Through the Mobile Giving Foundation, the cell phone carrier then charges \$10 to the mobile phone customer's account.

Approximately one month after the text is sent, the gift amount is sent to the Community Foundation, which is then placed in the appropriate fund.

How it works:

1. The organization or group completes a brief application, and submits it at least 10 days prior to their event. This application includes:
 - a. Date, location, and description of the event
 - b. Contact person
2. The Community Foundation then assigns a key word or code to the event.
3. The organization should check each event location for quality of cell phone service. (i.e., some buildings and location have little to no signal.)
4. Key words or codes remain active for 15 days following the event.
5. For each \$10 gift made, \$9 is deposited in the group or organization's designated fund. (Expenses for the Mobile Giving Foundation include significant startup costs, monthly subscription, key word fees, and transaction fees. Another consideration is that sometimes transactions fail or the donor refuses payment. These are considered "adjustments" to the final amount placed in the organization's fund).
6. A summary will be provided to the group or organization hosting the event at the end of the month following the activity.
(Donor names and addresses are not provided by the Mobile Giving Foundation or the cell phone service provider, so there is no individual receipting. The group or organization **will not know** who is making the gift.)
7. Questions regarding the Text to Give process can be directed to Jim Penix, Development Associate, at the Community Foundation:
E-mail: jim@bccfoundation.org
Phone: 269-962-2181 x114
Fax: 269-962-2182

Criteria to use the Community Foundation's Text To Give:

1. Any group or organization that holds a fund in good standing within the Battle Creek Community Foundation is eligible to utilize the Text to Give tool.
2. A short application must be completed by the group or organization wishing to utilize Text to Give, and must be received by the Community Foundation no less than 10 days prior to the event.

3. This option is event-specific. (It should be utilized around an event held by the organization or group.)
4. Any materials that promote this option at the organization's event must include verbiage specific to this tool, which the Community Foundation will provide. Prior to release of making the Text To Give tool "live," the Community Foundation must approve the disclaimer language on any promotional materials, including flyers, brochures, posters, etc. (Failure to use the correct disclaimer verbiage may result in the Mobile Giving Foundation terminating the Community Foundation's text giving service. It is important!)



Battle Creek Community Foundation
Text to Give Application

Name of Fund and/or Organization: _____

Primary Contact Name: _____

Contact Phone: _____ Contact Email: _____

Event Name: _____

Event Date: _____

Purpose of Event: _____

Keyword Requested: "Support _____"

I agree to:

- Use correct verbiage about the text giving program in my printed materials, which I will send to Jim Penix (jim@bccfoundation.org), Development Associate at the Community Foundation, for approval at least one week prior to the event.
- Test the event site for cell phone reception.
- Acknowledge that we will not receive information on donors through this service.
- Acknowledge that not all gift transactions will be completed. Therefore, the post event report may not reconcile with gift amounts entered into your fund.
- Acknowledge that only donations submitted with the event specific keyword above will be -credited to your specific fund.
- The requested keyword will only be available 15 days after the event.

Signature

Printed Name

Date