



November 14, 2011

The following Mobile Giving disclosure requirements as defined by carriers, MGF, CTIA and the Mobile Marketing Association to protect the mobile subscriber and to ensure full transparency. Carriers are auditing web pages, PSA's etc for compliance on an ongoing basis and violations will potentially lead to a hold or even deactivation of your mobile giving campaign.

As for all mobile marketing campaigns including mobile giving, please refer also to the newest Mobile Marketing Association's Consumer Best Practices Guidelines prior to engaging in any mobile campaign, donations or otherwise.

- <http://www.mmaglobal.com/policies/consumer-best-practices>

Display at least the first three lines of T&Cs above fold at screen resolution 1024x768' on all web pages with a call to action (user needs to be able to see at least parts of the terms without scrolling).

WEB TERMS:

A one-time donation of **\$5.00** will be added to your mobile phone bill or deducted from your prepaid balance. Donor must be age 18+ and all donations must be authorized by the account holder (e.g. parents). By texting YES, the user agrees to the terms and conditions. All charges are billed by and payable to your mobile service provider. Service is available on most carriers. Donations are collected for the benefit of the "ENTER CHARITY NAME" by the Mobile Giving Foundation and subject to the terms found at www.hmgf.org/t. Message & Data Rates May Apply. You can unsubscribe at any time by texting **STOP** to short code "ENTER SHORTCODE"; text **HELP** to "ENTER SHORTCODE" for help. [Privacy Policy](#)

Oct 2009: Please ensure that the word **HELP** and the word **STOP** are highlighted in BOLD as seen above. All "old" terms have to be updated from "Standard message rates may apply" to "Message and Data Rates May Apply"

JULY 2010: new requirement: The price point e.g. **\$5.00** needs to be displayed in at least Font size **12** and in this exact format **\$XX.XX** (including zeros). We also suggest to display it in bold for highest donor transparency

JAN 2011: Due to a class action settlement carriers have issued new requirements to better protect mobile users: The following text needs to be added to all terms and conditions "**All donations must be authorized by the account holder**" as seen above. The word **STOP** needs to be in **bold**

FEB 2011: For any URL advertisement associate **HELP** and **STOP** with **SEND** or **TEXT**



instead of REPLY. Use REPLY in message flow only. The verbiage “All donations must be authorized by the account holder” must be displayed in the first three lines of T&C and visible above the fold for screen resolution of 1024x768' on all web pages.

March 2011: Additional terms added to the TV ads, see below. All TV adds, Radio, Concert venue, and Print ads must have consistent terms and conditions posted.

For web widgets, display Pricing and Terms and Conditions within 125 pixels and one line break of cell submit field with no intervening text.

November 2011: Additional terms added for donation authorization.

1. The T&C paragraph must include verbiage:
 - a. User acceptance of the T&Cs.
 - b. User must be age 18 or older or have parental permission to participate in the campaign.
2. Privacy policy link inserted into the paragraph. *This link must provide specific charity's privacy policy, not MGF's.*
3. A slight modification made to the messaging and data rates verbiage.

SWEEPSTAKES

Sweepstake laws in the US are very complex and vary by State. All major mobile US carriers have **prohibited** the use of sweepstakes in conjunction with any mobile giving campaign. We have been notified by the carriers to deactivate any keywords within 24 hours if a violation becomes known to MGF.

PRIVACY POLICY

The carriers require a link to a “privacy policy” for every call to action on every web site or any HTML email. See a sample at <http://mobilegiving.org/privacy/Default.aspx>. Non compliance will create a carrier audit!

MGF LOGO

Please post our trust mark logo (attached) “Certified by MGF” whenever possible close to the call to action to help us to ensure donor security and trust. Unfortunately there have been fraudulent organizations asking for donations without the NPO knowing nor approving nor ever getting the money.

PARTICIPATION TV:

1. There needs to be a verbal call out and the visual terms need to be on screen at the same time as the call to action (CTA).



2. The verbal terms must disclose:
 1. Verbal call out of the keyword and short code;
 2. Price point;
 3. Any time frame; and
 4. Message & Data Rates May Apply.
 5. All donations must be authorized by the account holder.
 6. User must be age 18 or older or have parental permission to participate.
 7. By texting YES, the user agrees to the terms and conditions.
3. The visual terms should read as follows and need to be font size 12 and should be onscreen for 3 seconds at the time of each call to action.
 1. A **\$5.00** donation will be added to your mobile bill. Messaging & Data Rates May Apply. Go to www.hMGF.org/t for terms and help. Go to www.URL.com for Privacy Policy.

CONCERT VENUE OR RADIO

A one-time **\$5.00** donation is charged to your wireless bill or deducted from your prepaid balance. All donations must be authorized by the account holder. User must be age 18 or older or have parental permission to participate. By texting YES, the user agrees to the terms and conditions. Donations collected by the MGF. 4 info call 866-810-1203 or go to www.hMGF.org/t Message & Data Rates May Apply. Text **STOP** to “ENTER SHORTCODE” to cancel; Text **HELP** to “ENTER SHORTCODE” for help.

PRINT ADS:

The following terms need to be displayed:

A one-time donation of **\$5.00** will be added to your mobile phone bill or deducted from your prepaid balance. All donations must be authorized by the account holder. All charges are billed by and payable to your mobile service provider. All donations must be authorized by the account holder. User must be age 18 or older or have parental permission to participate. By texting YES, the user agrees to the terms and conditions. Service is available on most carriers. Message & Data Rates May Apply. Donations are collected for the benefit of the “ENTER CHARITY NAME” by the Mobile Giving Foundation and subject to the terms found at www.hmgf.org/t. You can unsubscribe at any time by texting **STOP** to short code “ENTER SHORTCODE”; text **HELP** to “ENTER SHORTCODE” for help.

Please list the correct price point when using these terms. Current approved price points are \$5.00 and \$10.00