



# 4-H's Give2Vote Challenge

Sponsored by JCPenney

*An exciting, new mobile/online fundraising campaign to benefit your state 4-H program*

## Take the Challenge!

Now you have a new way to be a part of 4-H's success! During the month of April, join 4-H's Give2Vote Challenge by texting **CLOVER** to **50555** to give \$10 to support 4-H in your state. You can also "vote" for your state by making a secure online donation at 4-H.org. Each \$10 mobile gift or online donation counts as one vote towards your state. The state with the most votes at the end of the challenge receives an additional \$5,000. It's that easy!

## Campaign Goals:

- Encourage giving to state 4-H programs by engaging the "4-H Nation" via Facebook and other viral outreach (email, word of mouth) in a friendly competition to support their state;
- Test a state-centric mobile/online fundraising campaign to determine how Council might offer a similar opportunity at the county level later this year or next;
- Pilot test mobile giving technology to support 4-H; and
- Offer an integrated mobile and online giving experience with a tie-in to National 4-H Council's Legacy Awards Gala (April 22).

## Target Audiences:

- The "4-H Nation" of 87,000 plus Facebook fans (note: you do not need to be "fan" of 4-H on Facebook to participate in the campaign)
- 4-H alumni without a current direct connect to 4-H
- Current email subscribers and 4-H donors
- 4-H Legacy Awards Gala attendees

## Campaign Promotion:

- Website promotion on 4-H.org
- Email blasts to the *Power of YOUTH* subscriber list and Council's current email housefile of 4-H constituents
- 1-2 new eCards
- Facebook updates (weekly updates by Council youth trustees and others)
- Online promotional toolkit (via 4-H.org) to help states spread the word

A one-time donation of \$10 will be added to your mobile phone bill or deducted from your prepaid balance. You will also receive up to 1 message per day from National 4-H Council Alerts. Msg&Data Rates May Apply. 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 National 4-H Council by the mGive Foundation and subject to the terms found at [www.mGive.com/A](http://www.mGive.com/A). To unsubscribe text STOP to 50555, for help text HELP to 50555. Privacy policy available at <http://mgive.com/PrivacyPolicy.aspx>



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## Questions You May Have:

### 1) Can all state 4-H programs participate in this campaign?

Only those state 4-H programs which have already applied to participate in the National Online Giving Platform at 4-H.org as of April 2<sup>nd</sup> will be eligible for this campaign. By virtue of this participation, states are assured that National 4-H Council has the financial and reporting systems in place to properly track and transfer funds received on behalf of your state as part of this campaign.

### 2) How will I know which state I am “voting” for when I text in my \$10 gift?

State donation designation will be determined by the area code of the mobile subscriber. Since the District of Columbia, Hawaii, New Hampshire, South Carolina and Utah are currently not enrolled in the National Online Giving Platform at 4-H.org, donations received from mobile subscribers with area codes in these states will be used to help underwrite the costs of 4-H's mobile giving system.

### 3) What if I want to Give2Vote for a state which is different from the one associated with my mobile phone's area code?

Donors wishing to “vote” for a state which is different from the one associated with their mobile phone area code may do so by giving online at 4-H.org and selecting their state of choice. Online donations are subject to the terms and conditions specified in your state's *Application for Participation in the National 4-H Online Giving Platform*.

### 4) I've never made a gift through my mobile phone before. How does this work?

Simply text **CLOVER** to shortcode **50555** to make your \$10 gift. Once your text is complete, you will receive a follow up text message asking you to confirm your gift. **It is extremely important that you reply with YES when prompted to complete your one-time \$10 gift.** If you do not complete this step, your donation is not completed and cannot count as a “vote.”

A one-time \$10 donation will then appear on your next mobile bill as a separate line item, recognized as a tax deductible donation. There are no extra or hidden fees but **message and data rates may apply**. For full terms and conditions, visit [mGive.com/a](http://mGive.com/a).

### 5) Which mobile carriers are participating in this campaign?

AT&T, Verizon, T-Mobile, Sprint and Nextel are all participating carriers.



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## 6) Can I Give2Vote for my state more than once?

Yes. Most wireless carriers will allow you to donate more than once to a specific keyword per month. When you text in your first \$10 gift, you will receive a thank you/confirmation text back which will tell you how many times you can donate based on your wireless carrier. Online donation "votes" are unlimited. Just remember that each "vote" is actually a donation.

## 7) Is my gift tax-deductible?

Yes. Your mobile bill can be used as a receipt for tax purposes or you can view and print one at [mGive.org/receipt](http://mGive.org/receipt). Online donations made via 4-H.org are also tax-deductible and you will be issued an immediate electronic receipt of your gift from National 4-H Council which can be used for tax purposes.

## 8) How will the funds raised through this campaign be distributed?

The mobile phone user sends a text message to make a \$10 donation to 4-H. A nontaxable charge is added to the user's mobile phone bill. The funds are collected from each mobile carrier by The mGive Foundation (TMF) and then sent to National 4-H Council in approximately 90 days.

Once National 4-H Council receives the funds, we will then distribute them via electronic funds transfer to the appropriate states along with a list of the mobile phone numbers associated with your state. As the wireless industry has very strict rules and regulations in place regarding mobile giving and outreach, National 4-H Council will also work with your state to develop appropriate outreach strategies for the mobile numbers you receive. Any online donations made to states via 4-H.org will be distributed according to the process specified in your state's *Application for Participation in the National 4-H Online Giving Platform*.

## 9) What is Mobile Accord, mGive and The mGive Foundation? How are these entities related to the 4-H Give2Vote Challenge?

Mobile Accord is the vendor partner National 4-H Council has selected to implement the mobile fundraising campaigns it will conduct to support 4-H. mGive is Mobile Accord's technology solution specifically for non-profit organizations, universities, and advocacy groups that wish to take advantage of mobile technology as part of their outreach and fundraising efforts.

The mGive Foundation (TMF) is a separate 501(c)3 organization responsible for certifying nonprofits wishing to participate in a mobile donation program, managing the wireless industry's Mobile Giving Standards and Best Practices and insuring compliance with Federal and State Regulations. To learn more, visit: [www.mgive.com](http://www.mgive.com)

