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mobilegive.us



FrontGate Media Offers Charities New Way To Reach More, Raise More Through Partnership With MobileGive.us

*FrontGate & MobileGive.us Create Turn-key Giving Strategy & Solution To Help
Non-profits Increase Giving*

Orange County, CA – FrontGate Media; the leading faith-based, pop-culture media & marketing group, announced today an agreement with MobileGive.us to provide text-based, mobile fundraising strategy and services to the faith-based market.

According to the Mobile Giving Foundation, an astonishing \$30 million has been raised for Haiti relief via text donations. That's a six-fold increase over all of 2009. With 3.6 billion worldwide text message subscribers and more than 60% reported as "active texters," mobile fundraising has quickly emerged as a critical part of an overall fundraising strategy for non-profits of any size. The ability to connect with audiences at the moment of emotional engagement has proven to be most effective through mobile text messaging (SMS). SMS texts have an estimated 90% or more read rate and offer a highly secure environment for communication without suffering the spam issues that plague email. In fact, McAfee reports that spam constitutes fully 92% of all email.

FrontGate Media's partnership with MobileGive.us combines the media reach and marketing experience of FrontGate with MobileGive's deep expertise in mobile fundraising. The resulting partnership enables ministries, charities, and churches to make an immediate leap of growth in both experience and in utilization of one of the top mobile giving platforms available.

Services offered include Text2Give, Text2Pledge, Text2Screen and Text2Broadcast (on award-winning MobileCause platform). Text2Give enables organizations to receive \$5 or \$10 text donations via cell phone. Text2Pledge allows anyone with a cell phone and a credit card to make a pledge of ANY amount. Text2Screen is a simple way to create a mobile poll, hold contests, and send shout-outs or prayer requests to a screen. Text2Broadcast allows organizations to build their own mobile list. Online giving widgets are included as well.

Current clients include: CoAid.org, Project AK-47, Fireproof Ministries, Gospel for Asia, Answers in Genesis, Liquid Church, Union Rescue Mission, AKIRFA, XXXchurch.com, Love146, McPadden for Congress, Audubon Society RI, Sophie's Voice Foundation, ABikes.org, Illinois Bible Institute, New Life Media, My Broken Palace, as well as churches including Oasis Church, New Life Church, and Destiny Metro. More information about these services can be found at www.FrontGateMedia.com/MobileGive.

"It's this simple: I like seeing charities increase their revenue. As a media group, we have been consistent in our execution to be technologically relevant. MobileGive's expertise and services equip us with the ability to serve any charity and increase their revenue stream." states Scott A. Shuford, CEO of FrontGate Media.

"After watching FrontGate Media for the last few years, I have seen their great reputation and reach in the faith-based market. MobileGive brings a new dimension to FrontGate and I couldn't be more excited." says Steve Shepherd, CEO of MobileGive.

[About MobileGive.us:](#)

MobileGive.us founder, Steve Shepherd, has 20 years experience in Christian media and publishing. Shepherd has spent the last two years developing platform strategies and the web site for MobileCause, helping MobileCause become the leading software for mobile fundraising with hundreds of non-profits utilizing the platform. MobileGive expands its role as a licensed MobileCause platform reseller to offer mobile expertise and custom solutions at the absolute lowest possible price with \$0 set up and same-day turn around.

[About FrontGate Media:](#)

FrontGate Media is the largest pop culture media group & marketing service reaching the faith and family audience with 15 million email subscribers, 25 million monthly page views, 600,000+ at events and in 45 million+ television households. The firm serves as both conduit and coach for brands and companies desiring to reach any and every demographic of faith-based consumers through promotional campaigns through its media group. FrontGate also provides social networking, public relations services and merchandise development. The company has been repeatedly honored by World Vision as their #1 emedia partner, and plays a key role in the success of non-profit organizations, publishers and authors, movie studios, record labels and artists and more seeking "creative & emerging media" outlets. The company was recently featured in *Adweek* as an authority on the "Role Of Religion In Modern Consumer Culture."

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For more information on MobileGive and FrontGate Media, please contact

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