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mobilegive.us



Participants at National Religious Broadcasters Convention Express Great Interest in “uGive” Free Fundraising Giving App Now Available For Ministries, Churches, and NGOs

FrontGate Media & MobileGive.us offer turn-key mobile fundraising solutions

Orange County, CA – FrontGate Media; the leading faith-based, pop-culture media & marketing group, with MobileGive.us have been pleased with the response the National Religious Broadcasters community has been giving to the popular uGive mobile fundraising application. As a free customizable feature, uGive is available within the mobile fundraising platform offered by through the MobileGive.us/FrontGate Media partnership.

MobileGive C.E.O. Steve Shepherd and FrontGate Media’s Courtney Clark are currently at the NRB Convention helping non-profits to increase their donation revenue.

The free uGive app (which previously sold for \$129/month) allows donors to view a cause’s video, graphics and info, to share with their friends on Twitter or Facebook, as well as make SMS donations and subscribe to mobile lists. Additional uGive features include donation and visits tracking, easy web-based customization and a quick launch through iPhone and iTouch.

uGive is one of three methods of mobile fundraising non-profit organizations can utilize. Currently the most popular method is Text2Give, which allows for \$5 or \$10 micro-donations that show up as a tax-deductible gift on a caller’s phone bill. Text2Donate allows for tax-deductible text donations of ANY size and are automatically collected through a unique interactive voice response system (IVR).

“Everyone is familiar with the astounding success of text donations on behalf of Haiti relief.” says Shepherd. “Now non-profits of any size can raise funds via mobile text donations--including macro donations of \$100, \$200 or even thousands of dollars.”

Text2Give example: Text **COAID** to **85944** to donate \$10 to Community Aid & Development in Haiti.

Text2Donate example: Text **TENT 25** to **27138** to donate \$25 to Children’s Hunger Fund “Tents 4 Haiti Campaign.”

Clients currently include Children’s Hunger Fund, Gospel for Asia, Answers in Genesis, National Domestic Violence Hotline, CoAid.org, Family Friendly Radio, Rock of Africa, Project AK-47, Fireproof Ministries, Union Rescue Mission, XXXchurch.com, Love146, Audubon Society, AKERFA, Philander University, PraiseFest/Cruise with a Cause, My Broken Palace, Special Operations Warriors Fund, Liquid Church, Logos Baptist Church, and Destiny Metro, and more Additional information about these services can be found at www.FrontGateMedia.com/MobileGive.

“We are already reaching millions of people through our media channels,” states Scott A. Shuford, CEO of FrontGate Media. “With this turn-key mobile fundraising solution, we can now help our clients tap into the ease and popularity of mobile giving.”

To schedule a meeting during NRB with Steve Shepherd from MobileGive or Courtney Clark from FrontGate Media, please contact: Lori Lenz – 714-553-5181.

About MobileGive.us

MobileGive 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 and social media for MobileCause, helping MobileCause become the leading software for mobile fundraising with hundreds of non-profits utilizing the platform. As a consultancy and licensed MobileCause platform reseller, MobileGive offers mobile expertise and custom solutions at the lowest possible price with \$0 set up and--in most cases--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, merchandise development and mobile giving services. 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.us and FrontGate Media, please contact

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