



Mobile Marketing Pilot Program

Thank you for your interest in the Nonprofit Federation/MobileCause mobile marketing pilot program. We are honored that you would like to be part of this exciting program. Because of the response and the need to build great case studies we are qualifying organizations before selecting. If selected, you will also have an opportunity to participate in the design process of this program. Please complete the following informational request and submit your response to Jill Murphy at jmurphy@the-dma.org.

- 1) Organization Name
- 2) Executive Contact
- 3) Marketing Contact
- 4) Technical Contact
- 5) Marketing Agency (if any)
- 6) What type of nonprofit or charity – health, children's, relief, veterans?
- 7) Please provide high level details of your planned campaigns for 2008 (include high level objectives, media plan (reach), and what element (s) of mobile marketing you know you might like to explore. We will help you with this but want to hear your thoughts! (Use a separate sheet if necessary)
- 8) How big of a campaign are you willing to test?
 - Regional (State)
 - Multi-Regional (West, East, South, North, etc.)
 - National (Entire U.S.)
 - International
- 9) If justified how much are you looking to spend for your mobile campaign (strategy, consulting, creative, implementation, reporting, etc.)
 - 5-10k
 - 10-20k
 - 25-40k
 - 45k+

10) Have you ever done a mobile campaign before

- Yes
- No

If yes, please summarize what you did and the satisfaction results.

11) If you are not selected for the pilot series. How soon would you like to be contacted?

- 30 Days
- 60 Days
- 90 Days

Again, thank you for your interest! We look forward to partnering with you! We will contact you shortly. Please submit your responses to Jill Murphy at jmurphy@the-dma.org or fax: 202.955.0085.