



GLOBAL

TRANSACTION SERVICES GROUP, INC.

American Diabetes Association Mobile Donations

February 2012



GTSG Introduction

Our mission is to help nonprofits develop mobile technology as a significant enhancement to their marketing and outreach plans.

GTSG fulfills this mission by offering an integrated mobile business solution which links cell phones, donation processing and marketing.

Organization Context

Our mission is to prevent and cure diabetes and to improve the lives of all people affected by diabetes. We lead the fight against the deadly consequences of diabetes and fight for those affected—by diabetes.

Four areas of donor passion:

- 1. Research*
- 2. Community Services*
- 3. Information & Referral*
- 4. Patient Advocacy*



GTSG Solution

By incorporating a mobile business solution into your existing development plan, together we can:

- 1. Develop new donors, relationships and contributions,*
- 2. Cultivate existing donors,*
- 3. Enhance donor database integrity,*
- 4. Reduce processing fees from online giving,*
- 5. Utilize most donations within 48 hours of receipt, and*
- 6. Reduce marketing and administration resources.*

Message - Donation - Confirmation



Send donation message via text



Process donation or payment from customer request through secure PCI compliant mobile payment gateway



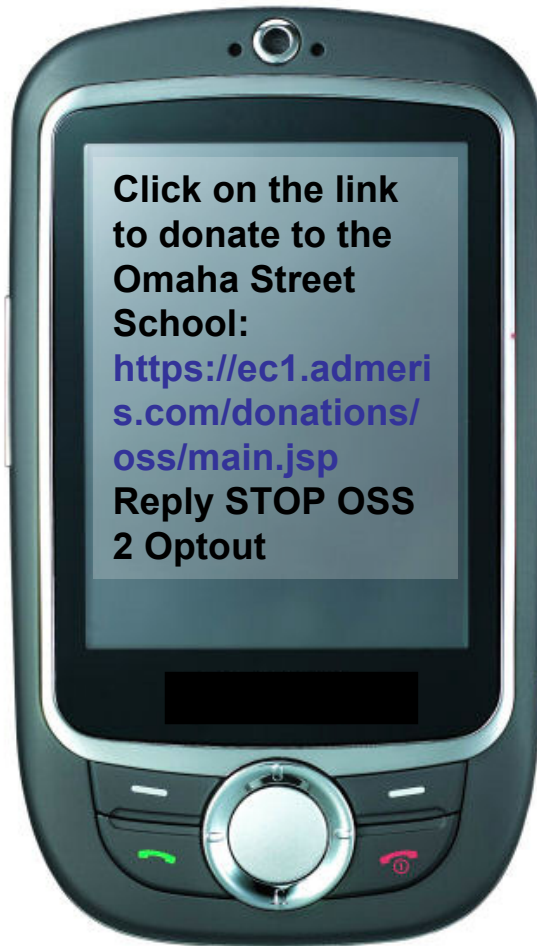
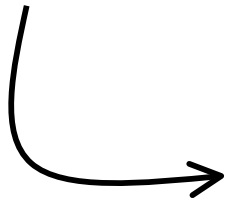
Authorization of process sent back to customer cell phone



Email receipt can be sent to both the donor and the recipient organization

Donation Screens

Text
'OSS'
to
313131


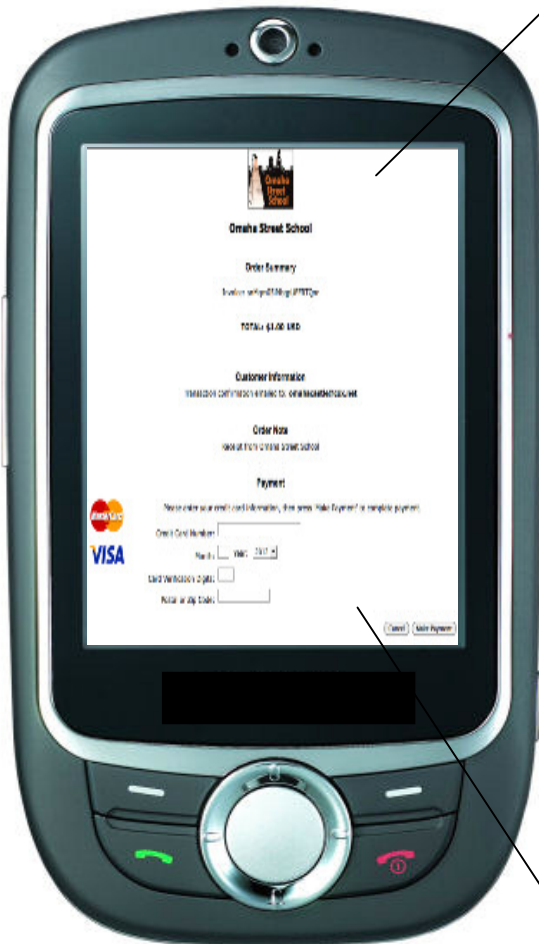


Click
on
the
link



Donation Screens

Enter data,
press
Donate
Now



Omaha Street School

Order Summary

Invoice: LiiceTD5z=9no2vYmhLx

TOTAL: \$1.00 USD

Customer Information

Transaction confirmation emailed to: **omahacastle@cox.net**

Order Note

Receipt from Omaha Street School

Payment

Please enter your credit card information, then press 'Make Payment' to complete payment.

Credit Card Number:

Month: Year:

Card Verification Digits:

Postal or Zip Code:

Why Mobile Commerce?

Mobile Statistics

- Cell phone penetration in the United States has surpassed cable TV, web access and home PCs
 - What it means: ***consumers are relying on a cell phone as main communication tool***
- Over 95% of new phones sold today have web browsers
 - What it means: ***a web browser is the only requirement for using the mobile payment gateway***
- Approximately 70% of recipients react to SMS marketing messages, compared to only 30% for email marketing
 - What it means: ***organizations may want mobile marketing in their plans***
- Median age of a Text Message user is 38 yrs old
 - What it means: ***the idea that only youth are texting is***

Why GTSG?

GTSG

- Donation amounts limited only to available funds
- Donations deposited within two days in bank account
- Higher donation percent goes to organization
- Donor information available to organization

Cell Companies

- Donation limits are maximum of \$10
- Donations not available for at least 90 days
- Up to 11% transaction fees
- Donor information kept with cell company

Frequently Asked Questions

- How secure is the process?
→ Answer: All transactions are Payment Card Industry (PCI) compliant.
- Where is my personal information stored?
→ Answer: All data is stored on a secure offsite server, not on the cell phone.
- Will a donation confirmation or “Thank You” be sent?
→ Answer: Yes. Within a few seconds of the donation accepted, both the donor and organization receive email confirmation of the contribution.
- Can I customize the text messages and the what the donor sees?
→ Answer: Yes. Our objective, though, is short, quick messages and responses. Therefore, we would want to limit the customization.
- What are the start-up and ongoing costs?
→ Answer: Start-up costs are generally under \$200 plus the purchase of a block of messages. Monthly costs are determined on contribution amounts.

Next Steps

- *Try It!! Text 'OSS' to 313131*
- *Incorporate mobile texting into your organization marketing for 2012*
 - *Newsletter, Special Campaigns*
 - *Events & Outreach*
 - *Social Media (Facebook, LinkedIn, Blogs, Twitter)*
- *Develop targeted texting campaigns based on donor passions*
- *Review application*
- *Contract document signatures*

Contacts and Follow-up

Global Transaction Services Group

11235 Davenport Street, Suite 111

Omaha, Nebraska 68154

(402) 595-0289

Mike Wofford, Chairman & CEO

Bill Morrison, VP Mobile Processing

Kris Sena, Sales Executive

Gregg Elliott, Customer Service