

REAL TIME CHARITABLE GIVING

A CLOSER LOOK AT DONORS IN THE "Text for Haiti" CAMPAIGN.

Helping to more fully understand the world of mobile giving.

Estimated \$43 million to the assistance and reconstruction efforts using the text messaging feature on their cell phones.

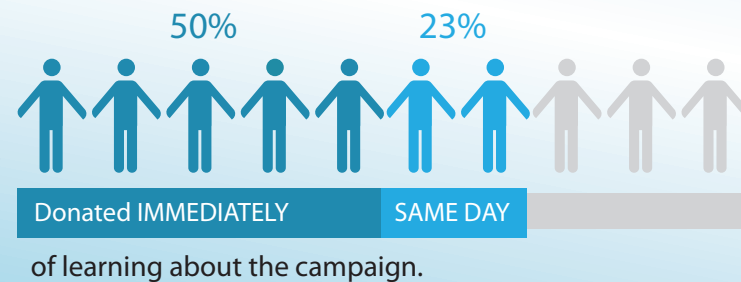
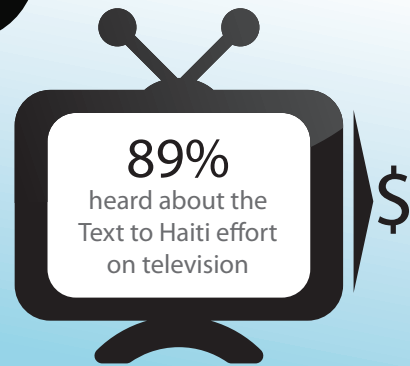


1 in 10 U.S. adults have made charitable contributions using the TEXT MESSAGING feature on their mobile phone.



2 in 10 U.S. adults have made charitable contributions ONLINE.

The ability to send small donations using mobile phones facilitates "IMPULSE GIVING" in response to moving images or events.



Three fourths of the Haiti text donors in this sample say that their text message contributions usually result from spur-of-the-moment decisions that do not involve a lot of additional research.

These mobile givers are willing to make donations in a number of ways—but prefer not to do so by making a phone call.

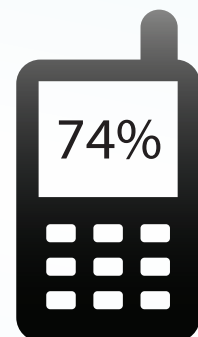
DEMOGRAPHICS OF A MOBILE GIVER

The Haiti text donors in this survey are similar to Americans as a whole when it comes to participation in social or civic groups and engagement with news, but differ when it comes to technology ownership

	MOBILE GIVER	ALL U.S. ADULTS
OWNERS OF:		
an e-reader	24%	9%
a laptop computer	82%	57%
a tablet computer	23%	10%
USE:		
Twitter	23%	12%
social networking sites	83%	64%
USE PHONES TO:		
access the internet	74%	44%
take pictures	96%	73%
record video	67%	34%
check email	70%	38%

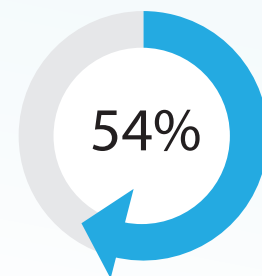
Mobile givers also tend to be **younger and more racially and ethnically diverse** when compared with those who contribute through more traditional means.

FIRST TIME MOBILE GIVER



74% of Haiti text donors in this survey were first time mobile givers, meaning that their contribution to earthquake relief was the first time they had used the text messaging function on their phone to make a charitable contribution.

CONTINUE TO GIVE



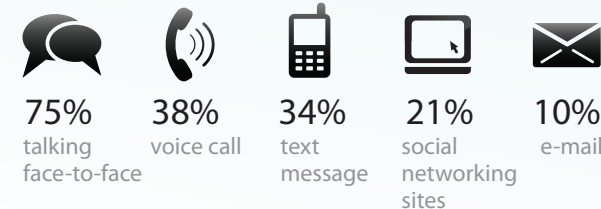
54% More than half of the donors surveyed have made text message contributions to other disaster relief efforts since their Haiti donation.

(40%) texted a donation to groups helping people living in Japan following the March 2011 earthquake and tsunami, 27% texted a donation to groups helping people living in the US Gulf region following the 2010 BP oil spill, and 18% texted a donation to groups helping victims of the 2011 tornadoes in the United States.

ENCOURAGED OTHERS TO GIVE

43% of the Haiti text donors surveyed, encouraged their friends or family members to make a similar contribution using their mobile phones.

METHODS OF COMMUNICATION



76% of those encouraged to donate made a donation.

ABOUT THE STUDY

The Pew Internet Project, in partnership with the Berkman Center for Internet & Society at Harvard University and the mGive Foundation, and supported by the John S. and James L. Knight Foundation, conducted the first in-depth study of mobile donors. This report on those who gave to the "Text for Haiti" campaign is based on telephone surveys with 863 individuals who contributed money to the Haiti earthquake efforts using the text messaging feature on their cell phones, and who consented to further communications at the telephone number they used to make their donation. The margin of sampling error is ±3 percentage points based on Haiti text donors who consented to these additional communications.

VIEW FULL REPORT AT:
<http://pewinternet.org/Reports/2012/MobileGiving.aspx>