

Give by Cell



Press Release

Turning Text Messages Into Donations

Give by Cell Turns the Page on Library Fund Raising with Mobile Giving

LIBRARIE\$ MATTER: Alliance Library System and Give by Cell Partner to Offer Mobile Giving to Libraries

Partnership to increase donations and attract a new generation of donors



SAN FRANCISCO, Calif. — April 12, 2010 —

An innovative partnership called LIBRARIE\$ MATTER was announced today

between Alliance Library System (ALS), located in East Peoria, IL, and Give by Cell, a division of Guide by Cell Inc., located in San Francisco, CA.

LIBRARIE\$ MATTER will provide a revolutionary method for libraries to raise funds and also reach a new generation of potential donors. LIBRARIE\$ MATTER is a new mobile giving campaign launching today to create an effortless approach to raising money for any member of the Alliance Library System, simply by sending a text message.

As more charities worldwide rely on text message donations to raise millions of dollars for various causes, mobile donating becomes an attractive way for donors to support organizations instantaneously. LIBRARIE\$ MATTER offers the public to do the same for libraries of every variety.

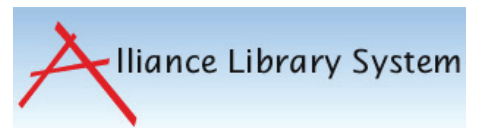
LIBRARIE\$ MATTER specifically calls for participating libraries to initiate a three-month pilot from July through September. A series of webinars and conferences will be available for participating

libraries during the pilot whereby information about marketing the

campaign and other key details are provided. The pilot will allow anyone to make a donation to participating libraries when they initiate a donation using their cell phone by texting a unique keyword specific to the library. The donor will receive a confirmation message and confirm the donation by texting “YES.” The donor then receives a thank you message and the donation amount appears on their monthly bill.

“This is an exciting opportunity for libraries of all types to try a campaign at reduced risk/cost! By working together we can reduce costs of the service for individual libraries and establish best practices,” said Kitty Pope, ALS Executive Director. “It is also the opportunity to get involved in an innovative cutting edge mobile library service in the era of mobile revolution.”

LIBRARIE\$ MATTER is a boon for libraries desperately needing additional funding but limited because of budget cutbacks. The campaign empowers the public to support the library at will and instantaneously using one of the most accessible and often used devices: a cell phone. Moreover, as Alicia Keyes and American Idol have encouraged the concept



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National Portrait Gallery Embraces Mobile Technology

of giving by texting among college-age students and the younger generation, LIBRARIE\$ MATTER offers this generation of donors another important reason to give generously using a cell phone.

“Most recall receiving their first library card, staking a late-night session to prepare for an exam, or even taking a youngster for a Saturday morning reading hour,” said David Asheim, President and Founder of Guide by Cell. “These are all wonderful memories that wouldn’t be possible without libraries. LIBRARIE\$ MATTER is a campaign we’re delighted to be join because we’re helping people give back. At a time when charities of all kinds are benefiting by people reaching out to them with donations generated with cell phones, libraries can now benefit as well.”

For more information, contact Lori Bell at the Alliance Library System, lbell@alliancelibrarysystem.com or Dave Asheim of GIVEBYCELL.COM at dave@guidebycell.com.

Alliance Library System is one of nine multitype systems in Illinois located in East Peoria, Illinois. ALS manages a number of innovative and cutting edge projects including My Info Quest, a collaborative text message reference service.

Give by Cell is one of only a few authorized

companies that can offer mobile giving service. It has over 100 non-profit organizations using mobile giving services. Give by Cell is a division of Guide by Cell Inc., which is one of the largest provider of mobile technology solutions to the non-profit community. Guide by Cell provides services ranging from cell phone audio guides, text message Q & A, games and marketing solutions and smartphone applications to over 700 clients worldwide.

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