



- [Home](#)
- [News](#)
  - [Latest News](#)
  - [Opinion & Editorial](#)
  - [Direct Line Blog](#)
  - [Newsletters](#)
  - [Talk Back](#)
- [Features](#)
  - [Latest Features](#)
  - [Editorial Calendar](#)
  - [Online Exclusives](#)
  - [Video](#)
  - [Agency Business Report](#)
  - [Research & Reports](#)
- [Sectors](#)
  - [Agency](#)
  - [Database Marketing/CRM](#)
  - [Direct Mail/Postal](#)
  - [E-Mail Marketing](#)
  - [Internet Marketing](#)
  - [Lists](#)
  - [Media/Circulation](#)
  - [Mobile Marketing](#)
  - [Multichannel Retail/Ecommerce](#)
  - [Production & Printing](#)
  - [Search Marketing](#)
- [Whitepapers](#)
- [Buyer's Guide](#)
- [Resources](#)
  - [Essential Guides](#)
  - [Lists & Databases](#)
  - [Back Issues](#)
- [Events](#)
  - [Caples 2009](#)
  - [Global Creative Jam](#)
  - [Webcasts](#)

- [Podcasts](#)
- [Subscribe](#)
- [Jobs](#)
- [Advertise](#)
- [About Us](#)
  
- **Hot Topics:**
- [Caples Creative Community](#)
- [Direct Line Blog](#)
- [E-mail Marketing](#)
- [Search Marketing](#)
- [Direct Mail](#)
- [Multichannel Retail/Ecommerce](#)





 [RSS](#) | [Login](#) | [Register](#)

[Home](#) > [Sectors](#) > [Mobile Marketing](#) > National September 11 Memorial to run mobile effort at NASCAR race

## National September 11 Memorial to run mobile effort at NASCAR race

[Dianna Dilworth](#)

September 10, 2009

-  [Print](#)
-  [Email](#)
-  [Reprint](#)
-  [Permissions](#)
- Font Size: [A](#) | [A](#) | [A](#)



### Related Articles

- [AmEx takes a swing at mobile for the US Open](#)
- [WWF integrated campaign urges action on climate change](#)

### More In Mobile Marketing

- [MMA updates mobile advertising guidelines](#)
- [Tommy Hilfiger debuts iPhone shopping app](#)
- [Toolbox: Tips on mobile, social media, CRM and Internet marketing](#)

- [Fox mobile effort brings print to life](#)
- [JCPenney takes coupons mobile](#)

## RELATED TOPICS

- [Internet Marketing](#)
- [Mobile Marketing](#)

The [National September 11 Memorial & Museum](#) is partnering with mobile marketing services firm [Mobile Commons](#) for an initiative observing 9/11. The goal of the “Text to Remember” program is to raise money for and awareness of the September 11 Memorial, which will be built on the site of the World Trade Center.

The campaign will run at the [NASCAR Nationwide Series race in Richmond, VA](#) on September 11. Consumers in attendance will be called to text “WTC” to donate \$5 to the foundation's cause. A live announcement and signage at the event will broadcast the call to action.

“When the 9/11 Memorial people approached us, they were already working with NASCAR, but they wanted to know how to make people aware,” said Anthony Risicato, CEO of Mobile Commons. “We realized that there were two things they needed to do. The first was to create an aspect for fund raising, and the second prong was to get them to create a database to keep consumers involved in the effort after the race had passed.”

Participants' phone bills will be charged automatically for contribution.

“It is all meant to capture an audience right then and there with mobile fundraising,” he added. “It gets billed back to the mobile phone directly, so there is no credit card.”

Users can also opt in to have their names listed on an event screen that mentions all donors. These consumers can join a mobile program and receive future updates from the National September 11 Memorial about the progress of the monument, as well as with information on future fundraisers.

“Now you have a database of people that you can use to promote fundraisers, events and other updates to,” said Risicato. “The idea is to build a database of these people. It is taking a page out of the e-mail marketers' handbook.”

The campaign [will continue](#) on the 9/11 Memorial Web site. Consumers will be able to make donations to the cause after the anniversary of the terrorist attacks passes. Donors' names will also be listed on the site.

Representatives from NASCAR and the National September 11 Memorial & Museum could not be immediately reached for comment.

## Comments



There are no comments posted yet. [Be the first one!](#)

## Post a new comment

Enter text right here!

Comment as a Guest, or login:  

Name

*Displayed next to your comments.*

Email

*Not displayed publicly.*

Website (optional)

*If you have a website, link to it here.*

Subscribe to

**Submit Comment**

Comments by **intensedebate**

- [Most Popular](#)
- [Most Emailed](#)
- [Most Recent](#)
- [USPS branch closures unlikely to affect DM](#)
- [JCPenney takes coupons mobile](#)
- [Industry execs welcome UPS insert marketing program](#)
- [DMA faces scrutiny from board member Pike](#)
- [Editorial: Agencies can do better with their Web sites](#)
- [After test program, Ford rolls out more relevant direct mail strategy](#)
- [Zappos.com names Mullen creative AOR; online DM to stay in house](#)
- [American Family integrated push has NBC, CBS, MSN as partners](#)
- [What Worked: Embarq uses video strategy to reach customers](#)
- [Tommy Hilfiger debuts iPhone shopping app](#)

### Whitepaper Library

#### [Seven Steps to Effective Customer Lifecycle Communications](#)

In this white paper, you'll learn a framework for implementing a customer lifecycle communications strategy and actionable steps to plan your first project. Plus, see firsthand the interactive ...

[View Now](#)

#### [Capitalizing on Digital Media in the Age of Transparency, Social Networking and the 24/x News Cycle](#)

Social media, blogs and the proliferation of mobile devices have dramatically altered the corporate communications landscape. It's no longer a question of whether your PR team should get involved, ...

[View Now](#)

### **Search Ads + Banner Ads: A Powerful One-Two Punch**

This white paper summarizes recent studies that demonstrate the value of online display advertising, and how search and display advertising used together can drive sales more effectively than eithe...

[View Now](#)

### **Using Market Research Data to Understand your Target Consumers and How to Reach Them**

A brand's media strategy needs to be built on a solid foundation that is provided by an acute understanding of its target consumer base. Utilizing market research tools like those provided by M...

[View Now](#)

### **Win more customers with CRM in social media**

Did you know that most Americans believe companies should have a presence in social media?\* That means most of your customers and prospects expect you to be involved in social media, and will be mo...

[View Now](#)

[View More Research](#)

## Popular Topics

[Campaigns](#) [Career Moves](#) [Creative](#) [Data & Analytics](#) [Database Marketing & CRM](#) [Direct Mail & Postal](#) [Drvtv](#) [E-Commerce](#) [Education](#) [EMail Marketing](#) [E-Mail Marketing](#) [Financial Services](#) [Healthcare](#) [Insert Media](#) [Internet Marketing](#) [Lists](#) [Loyalty Programs](#) [Mail Order](#) [Measurement](#) [Mobile Marketing](#) [Multichannel](#) [Retail & Ecommerce](#) [Postal Service](#) [Production & Printing](#) [Search Engine Marketing](#) [Social Media](#)

The last comments for  
[Dos and Don'ts of Social Media - DMNews](#)

 Melanye Phipps

Good tips. It's hard to balance what you want to share on a personal level vs. your business success....

» 15 hours ago

[Jump to →](#)

---

The last comments for  
[Use new ideas in link-building strategy for your SEO effort - DMNews](#)

 Simon

Some really useful information here, and a refreshingly ethical approach. Thanks Jodie!

» 20 hours ago

[Jump to →](#)

---

The last comments for  
[Ad networks 101 - DMNews](#)

 Mason Wiley

Can't argue with any of the above. However there are more factors to add in - 1) what pricing model...

» 1 day ago

[Jump to →](#)

---

The last comments for  
<http://www.dmnews.com/Agencies-explore-digital-print-in-Austin/article/150829/>

 Cynthia

There were so many great people in attendance and we learned a lot about how the direct marketing landscape...

» 1 day ago

[Jump to →](#)

---

The last comments for  
[After test program, Ford rolls out more relevant direct mail strategy - DMNews](#)

 The DM Life

Amen to that !!!

You are so on point.

» 1 day ago

[Jump to →](#)

Comments by [IntenseDebate](#)

## DMNEWS SITEMAP

### News

[Latest News](#)

[Latest Opinions & Editorial](#)

[Direct Line Blog](#)

[Latest Briefs](#)

[Newsletters](#)

[Talk Back](#)

## **Features**

[Latest Features](#)  
[Online Exclusives](#)  
[Video](#)

## **Resources**

[Essential Guides](#)  
[Lists & Databases](#)  
[Supplements](#)

## **Whitepapers**

[DMNews Whitepapers](#)


## **Jobs**

[DMNews Jobs](#)

## **Events**

[John Caples International Awards](#)  
[Webcasts](#)  
[Podcasts](#)

## **More**

[Newsletters](#)  
[Subscribe](#)  
[Contact Us](#)  
[Advertising](#)  
[About Us](#)  
[Editorial Calendar](#)  
[Permissions](#)  
[Reprints](#)  
 [RSS](#)

## **Topics**

[Business to Business](#)

[Campaigns](#)

[Database Marketing & CRM](#)

[Direct Mail & Postal](#)

[Internet Marketing](#)

[Interactive Marketing](#)

[Legal & Privacy](#)

[Lists](#)

[Media & Circulation](#)

[Multichannel Retail & E-commerce](#)

[Search Marketing](#)

[Social Networks](#)

## **Issue Archive**

[Issue Archive](#)

## **Sectors**

[Agency](#)

[Database Marketing/CRM](#)

[DirectMail/Postal](#)

[E-Mail Marketing](#)

[Internet Marketing](#)

[Lists](#)

[Media/Circulation](#)

[Mobile Marketing](#)

[Multichannel-Retail/E-Commerce](#)

[Printing & Production](#)

[Search Marketing](#)

This material may not be published, broadcast, rewritten or redistributed in any form without prior authorization.

Your use of this website constitutes acceptance of Haymarket Media's [Privacy Policy](#) and [Terms & Conditions](#)