



FOR IMMEDIATE RELEASE:  
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## **Mobile Commons Helps Non-Profit Organizations Responding to the Chile Earthquake**

### ***AmeriCares, Catholic Relief Services and Habitat for Humanity adopt mobile for engaging supporters and fundraising***

In the aftermath of the 8.8-magnitude earthquake that struck off the coast of Chile, nonprofit organizations raced to mobilize aid and plan recovery efforts, while also raising resources and funds to support their humanitarian programs in Chile. Mobile Communications and Mobile Fundraising have become critical components to nonprofit outreach programs.

In response, AmeriCares, Catholic Relief Services and Habitat for Humanity have expanded their use of SMS and mobile marketing beyond just text-to-give to include critical, informational updates on their relief efforts to donors, as well as to bring new supporters into their organizations.

The following organizations are running Chile Earthquake Relief programs, powered by [Mobile Commons](#):

- AmeriCares - <http://americares.org/>  
Text **LIVE** to **25383** to donate \$10 to AmeriCares
- Catholic Relief Services - <http://crs.org/>  
Text **QUAKE** to **25383** to donate \$10 to Catholic Relief Services
- Habitat for Humanity - <http://habitat.org/>  
Text **CHILE** to **25383** to donate \$10 to Habitat for Humanity

*To complete your mobile donation, simply reply YES to confirm a one-time donation. Your donation will appear on your mobile phone bill. All donations are tax-deductible.*

“Our ability to have a dialogue with our supporters via mobile messaging allows us to have an ongoing relationship with them, beyond just making a text donation. This is especially important to organizations like Habitat as our supporters really want to be connected to our efforts,” said Tim Daugherty, senior director, Direct Marketing for Habitat for Humanity.

“The recent Haiti Relief efforts were breathtaking. Dozens of organizations were able to immediately launch a response using their mobile programs. For Chile, organizations further advanced their use of mobile SMS messaging to a highly-effective communications medium that also includes immediate fundraising,” added Anthony Risicato, CEO of Mobile Commons. “We’re extremely fortunate to work with non-profits who can have such a direct, positive impact and who continue to innovate – driving the entire industry forward.”

### **About AmeriCares**

AmeriCares is a nonprofit international disaster relief and humanitarian aid organization, which delivers medicines, medical supplies and aid to people in crisis around the world. Since it was established in 1982, AmeriCares has distributed more than \$9.0 billion in humanitarian aid to 137 countries. For more information, log onto [www.AmeriCares.org](http://www.AmeriCares.org).

### **About Catholic Relief Services**

Catholic Relief Services is the international humanitarian agency of the Catholic community in the United States. The agency provides assistance to people in more than 100 countries and territories based on need, regardless of race, nationality or creed. For more information, please visit <http://www.crs.org> or <http://www.crsespanol.org>.

### **About Habitat for Humanity**

Habitat for Humanity International is an ecumenical Christian ministry that welcomes to its work all people dedicated to the cause of eliminating poverty housing. Since its founding in 1976, Habitat has built, rehabilitated, repaired or improved more than 350,000 houses worldwide, providing simple, decent and affordable shelter for more than 1.75 million people. For more information, or to donate or volunteer, visit [www.habitat.org](http://www.habitat.org).

### **About Mobile Commons**

[Mobile Commons](http://www.mobilecommons.com) pioneers easy-to-use technology for scalable mobile marketing campaign management. The company's award-winning mobile messaging platform helps non-profits, brands and agencies quickly launch and manage mobile marketing campaigns from one Web-based user interface coupled with powerful analytics and reporting. The platform's user interface and APIs seamlessly integrate SMS, voice and Web applications with CRMs and databases, as well as Twitter, Facebook applications, flash widgets, and geo-location features.

Mobile Commons' technology has powered hundreds of successful mobile campaigns in the brand advertising, agency, advocacy, political and charitable giving sectors, including Credo Mobile, Service Employees International Union (SEIU), Oxfam International, Andre Agassi Foundation, ASPCA, NYC Department of Public Health, Care USA, National Association of Realtors, National Basketball Association's (NBA's) Sacramento Kings, DoSomething.org, World Wildlife Fund (WWF) and more. Mobile Commons is also an approved provider of Mobile Giving programs, and a member of the Mobile Giving Foundation (<http://mobilegiving.org/>). For more information, please visit: <http://MobileCommons.com> or text **MCOM** to **30644**.

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