



### **Standards for Participation**

We have attempted to create a set of reliable, straight forward standards that give all participants in the mobile ecosystem, including donors, some assurances with respect to who is using the mobile channel. In order for a non-profit organization (“NPO”) to solicit contributions through the mobile channel, the NPO must have a rating of m4 or higher.

#### **The following scale is used:**

NPO adheres to all 11 standards:	m5
NPO adheres to 9 or more standards:	m4
NPO adheres to 6 or more standards:	m3
NPO adheres to 4 or more standards:	m2
NPO adheres to less than 4 standards:	m1

#### **Mandatory standards:**

1. The organization shall be exempt from income tax under section 501(c)(3) of the Internal Revenue Code (*includes filing a 990 annually and reporting gross revenues of at least \$500,000.00 on such 990*);
2. The organization shall be registered as a soliciting charity in all states in which the solicitation will occur. In the event of multi-state solicitations, the NPO must be a registered as a soliciting charity in all states requiring registration, unless sponsored by a qualified 501(c)(3) organization who is registered in all states requiring registration;
3. The organization shall be in compliance with all applicable state and federal laws including remaining current with all required filings (includes US Patriot Act Compliance);
4. The organization shall be in good standing in its state of incorporation and have been operational for at least 1 year;
5. The organization shall make only truthful representations to the public with respect to its fundraising, finances, operation and solicitations;
6. The organization shall be accessible and responsive to the public and shall have a donor privacy policy that allows for donor opt-outs.

#### **Preferred Standards:**

7. The organization shall have an elected and volunteer Board of Directors of at least 5 members that has at least 4 meetings each year;
8. The organization shall measure its effectiveness through assessment tools every two years;
9. The organization shall have a well-defined mission statement and operate programs that work to efficiently achieve that mission;
10. The organization shall spend its funds in a prudent and transparent manner;
11. The organization shall accurately report its expenses and make such information, financial statements and annual reports openly available to the public.