



**Central Oregon Charities.org**  
Connecting Donors and Charities

powered by **INSTANTMOBILE**  
SOLUTIONS

## Driving Donor Engagement

### What is CentralOregonCharities.Org?

CentralOregonCharities.org (COC) provides local non-profit organizations of all sizes with free access to mobile and web technologies that drive and support in-kind and cash donations.

### Our Unique Value

Unlike other commerce or donation systems, COC focuses on providing a complete system that facilitates in-kind and cash donations, donor discovery of new organizations, and direct donor communications via mobile and web access.

### How You Can Participate

All registered non-profit organizations in the Central Oregon area are encouraged to participate. To apply, please fill out the application at

<http://CentralOregonCharities.org/charities/apply>



## Benefits to Non-Profit Organizations

The CentralOregonCharities.Org system delivers the following benefits to participating non-profit organizations:

- Provide your donors with a Mobile App without incurring start-up or operating costs—a platform and system that would be costly to independently develop
- Communicate directly with donors through the App
- Drive affinity with your existing donors
- Drive awareness and giving with new donors through a listing of all participating organizations in the area
- Attract in-kind donations through a searchable, customizable donation catalog and location-aware maps of drop-off points
- Capture donor contact information and open the door to a deeper relationship
- Eliminate the need to provide paper receipts

### Contact Us

P 541-632-3011  
E [info@centraloregoncharities.org](mailto:info@centraloregoncharities.org)  
W <http://centraloregoncharities.org>



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## Benefits to Donors

Donors download the free Mobile App as part of their affinity with a specific charity or to find participating organizations in the local area and enjoy the following features and benefits:

- Catalog of in-kind items accepted by each non-profit
- Search for organizations accepting specific in-kind goods
- Information about each organization
- Detailed digital receipts of each of their in-kind donations (and cash donations through the App)
- Location map and navigation to every participating non-profit's drop-off point(s) and each sponsor's location
- Ability to download donation records directly into tax software or to send to an accountant
- Access through a browser and native Mobile Apps on iOS and Android



Scan the QR code to download the app or go to:  
<http://CentralOregonCharities.org/download>

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## About CentralOregonCharities.org

- Website + mobile app = interactive
- Supporting non-profit organizations in the Central Oregon area
- Initial solution funded by a grant by Meyer Memorial Trust to St. Vincent de Paul and InstantMobile Solutions
- Participation free to non-profit organizations and donors
- On-going operations funded by sponsorships
- Initial launch early November 2012

## COC Promotional Activities

- Mobile App benefits video on YouTube, Facebook
- All participating Charities to actively promote the App to their donors (>5,000 households)
- Charity and Sponsor websites – COC logo and links to App stores
- Social Marketing program
- PSA announcements

## Participating Non-Profit Organizations\*



\* October 2012