

## Obama Becomes First Candidate to Accept Text Message Donations



August 23, 2012 by [Alex Fitzpatrick 2](#)



[Barack Obama's](#) re-election campaign became the first presidential campaign in history to accept money via text messages, the campaign announced Thursday.

Obama supporters on most major cellular networks can now donate up to \$50 each billing cycle by texting "GIVE" to 62262. The money will be charged to cellphone owners' bills, the same way donations have been collected in the past by non-profits such as the [Red Cross](#).

The Federal Elections Commission cleared the path toward political donations over cellphones in June after lobbying from the Obama and Mitt Romney campaigns to do so. However, the campaigns still had to work out arrangements with mobile phone providers to set up a system for processing contributions.

So far, Verizon, Sprint, T-Mobile and U.S. Cellular customers can pitch in to the Obama re-election effort — AT&T customers should be included in the near future.

**SEE ALSO:** [Now You Can Donate to Political Campaigns via Text Message](#)

"Grassroots giving is powering this campaign," said Obama campaign manager Jim Messina in a statement. "Accepting small donations by text message will help us engage even more grassroots supporters who want to play a role by donating whatever they can afford to the campaign — and get the president reelected in November."

The Obama campaign said it would be pitching text-based donations during campaign events and on online web videos, when it believes its supporters will be most likely to pick up the phone and text a contribution.

[Mitt Romney's](#) campaign has not yet announced its plans to introduce text-based donations.

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Would you donate to your preferred candidate via text message?