

## Kids Co. collects donations via text message



### The Solution:

**Call-to-action** on Kids Co. **website**, as a footer on **all e-mails** and in **press** advertising

Donors text **KIDS** to premium rate number **85222**, which **deducts £3** from the donor's mobile.

For pay-as-you-go customers, the amount is automatically deducted from their account. All other mobile users will find the £3 added to their monthly statement.



### Why Mobile?

- ✓ More than 97% of urban adults own a mobile\*
- ✓ Twice as many people have a mobile phone as have a credit or debit card \*\*
- ✓ Option to offer Gift Aid via WAPsite\*\*\*

\*Metro

\*\*www.mintel.com

\*\*\*This option was not used for this campaign

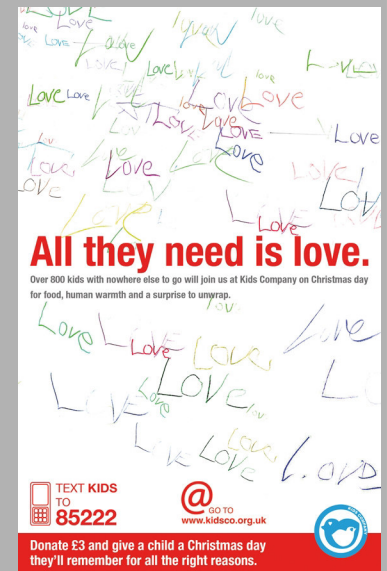
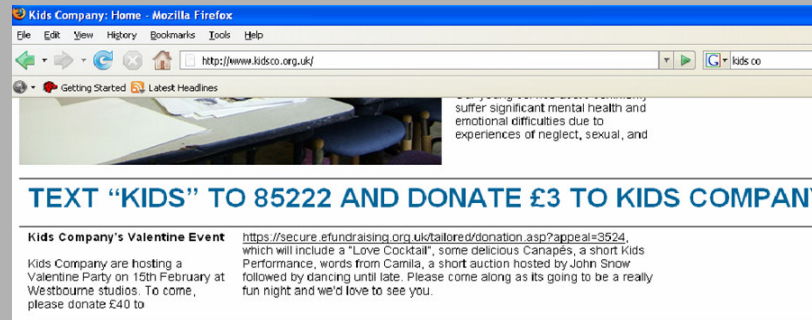
### Business Need:

To offer a **convenient and reliable** method for receiving monetary donations.

To offer **donation option** for individuals **without a credit or debit card**.



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### Our Task:

- ✓ Provide a **cross network shortcode to bill** the donor's mobile and **collect payment**
- ✓ Enable the client to **download results from an online console** in order to process them alongside declarations collected in other ways

### Results?

- ✓ **£2,500** generated in **December** 2006 alone despite minimal advertising
- ✓ ROI of **2,250%**
- ✓ Awareness of the charity was increased

“ In a very short period of time we received more than 1,500 texts helping to raise substantial funds and making it very easy for donors to contribute to our appeal. ”

Karen Stennings, Fundraiser, Kids Co.