

Mobile serves rotated messages to repeat donors



The Solution:

£3* donations can be made to the campaign by texting **KISS** to **85222**.

A 'WAP Push' is sent back to the handset with a link to a **mobile internet Gift Aid form**.



The site also contains a **heart wallpaper** and **kiss ringtone** that can be downloaded to the donor's mobile.

A series of **different messages** are sent back if more than one donation is made from the same mobile, to increase engagement.

(*Texts cost 2 x £1.50 plus one standard rate message)

Business Need:

To raise money for the 'Kiss it Better' campaign which funds research into the causes and treatment of **childhood cancer**.

Functions:

- Direct response
- Revenue generation
- Transaction