

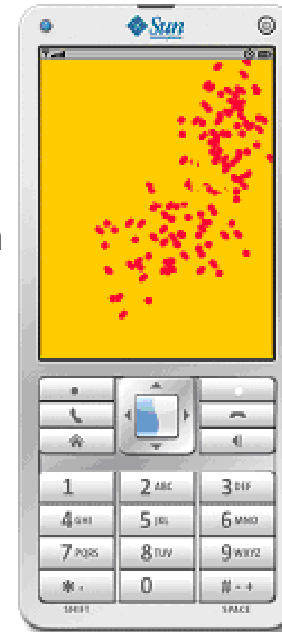


Mobile integration boosts fundraising campaign



The Solution:

The campaign invites members of the public to buy 1 of 7 life saving solutions costing between £1 and £5 by texting the corresponding keyword (e.g. **NUT** for Peanut butter) to **81819** and go on to complete a mobile internet **Gift Aid** form.



A video explaining the different ways to donate was played on **large TV screens** at three of London's busiest railway stations.

Bluetooth units, were installed in 20 STC high street stores nationwide, with a '**measles virus**' **Java application** that customers could download to their phones and **forward on** to friends.

Business Need:

To integrate mobile into a multi-media campaign and introduce it as an additional **fundraising mechanism** to traditional methods.

Functions:

- Direct response
- Revenue generation
- Transaction