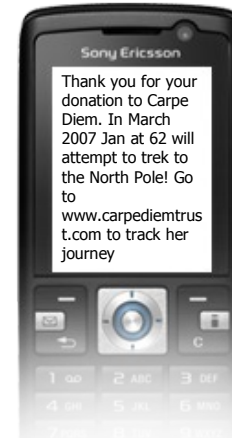




## The Solution:

Alongside credit card payment and postal donation options, a third **instantaneous** solution was added – **donations via text message.**



Team Carpe Diem is Jan Meek and Dan Byles – the first ever mother and son team to walk to the Magnetic North Pole – and Richard Profit. Jan will also be the oldest woman ever to do so.

Members of the public are invited to text **JAN** to **85222** to make an instant £3 donation.

For more information go to  
<http://www.cd-inc.co.uk/carpediemtrust/>

## Business Need:

To offer an **alternative method of donating** to the **Carpe Diem Trust** who are competing in the **2007 Polar Race** as Team Carpe Diem.

The money raised will go towards the **initial capital needed** to set up the Carpe Diem Trust and **cover the cost of competing** in the race

## 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\*\*.
- ✓ Non-confrontational, discreet and secure management of fundraising campaigns.

Source: \*Metro, 2005  
\*\*www.mintel.com, 2006