



22, May 2006

PRESS RELEASE

Macmillan Cancer Support revolutionises fundraising thanks to Incentivated's mobile solution

Macmillan Cancer Support has appointed mobile channel specialist Incentivated (www.incentivated.com) to provide a service that allows members of the public to make one-off donations by text message, and quickly afterwards complete a Gift Aid declaration using the Mobile Internet. The campaign goes live on 22nd May.

Once the donation has been made a WAP Push message is sent to the donor asking them to go online to a Macmillan-branded Mobile Internet Gift Aid form where they can confirm they are a taxpayer, allowing Macmillan to claim an additional 28% from HM Revenue & Customs. This is a first for the charity industry.

Unfortunately charities often miss out on this extra income because it is too expensive to process the paperwork on small donations. The mobile channel automates this process and removes the need for manual processing on the part of the charity. The fact the Gift Aid form is available on the mobile handset immediately after the text donation has been made, means drop-off compared with asking someone to go online via their PC should be less.

The Macmillan service utilises Incentivated's online mobile marketing platform called 'iris'. Donations can be made to Macmillan by texting one of four keywords: **SUPPORT**, **NURSE**, **HELP** or **MACMILLAN**, to premium rate number **85222**, which then deducts £3 from the donor's mobile. If the donor owns a pay-as-you go phone then credit will be deducted immediately or in the case of a monthly contract phone the amount will appear on the next bill.

Donors can donate as many times as they like, by simply making follow up donations by text. The text message reply explains how donors can opt out of future text messages simply by replying STOP.

Macmillan has also adopted Incentivated's "Ticket/Brochure Request by SMS" service, which they will use at the end of each campaign to collect further information from donors, including their postal address, in order to send relevant information about the charity and its activities. Upon receipt of a text message including the donor's house number and postcode, Incentivated's service is able to resolve a full postal address by using the Post Office's PAF file.

Kevin Kuklinski, Direct Marketing Campaign Manager at Macmillan Cancer Support, said "It's all about interacting with our donors and communicating with them in a way that they prefer. Text is ideal for this. It also

page 1 of 2

managing mobile interactivity

Incentivated Limited

1 Love Lane, London EC2V 7HJ (registered office) switchboard: 0845 130 3985 fax: 0845 230 3985
email: info@incentivated.com www.incentivated.com

Registered number: 4330957. England and Wales

ties in well with our new brand which is very open, accessible and all inclusive. Offering text-to-donate and Gift Aid via WAP will help us connect with more donors and will hopefully play an increasing part in our fundraising efforts.”

Jonathan Bass, Managing Director at Incentivated adds: “The mobile marketing channel offers tremendous benefits for charities. Fundraising campaigns can be managed discreetly and securely and, for the first time, donations can be topped up by 28% at no cost to the donor or charity thanks to the Mobile Internet Gift Aid link. There is even a text questionnaire version for those who don’t have WAP.”

Notes to Editors

Founded in 2001, Incentivated delivers bespoke mobile marketing campaigns, as well as mobile customer service and mobile commerce solutions for UK and overseas clients, including The Carphone Warehouse, Ford Premier Automobile Group, Hilton Group, Transport for London and Scottish Power.

Macmillan Cancer Support improves the lives of people affected by cancer, providing practical, medical, emotional and financial support. Working alongside people affected by cancer, Macmillan works to improve cancer care. One in three of us will get cancer. 1.2 million of us are living with it. If you are affected by cancer Macmillan can help. For more information visit www.macmillan.org.uk or freephone 0800 500 800 for an information pack.

Example Screenshots from Macmillan Gift Aid Mobile Internet Site

