

> Sector/Product Guide (Charities)

Text donations are just one of many ways the third sector can employ Mobile Marketing to their benefit.

The Ubiquitous Medium

Mobile Marketing has already proved its worth in the corporate and public sectors - now the Third Sector can benefit from a technology in the hands of as many people as have a bank account (source: www.statistics.gov.uk.)

Applications in the Third Sector

The most obvious use is for ad hoc and regular collection of donations by text message. However this is not the only effective use – the mobile medium is a powerful marketing tool when used in conjunction with other traditional media and can be employed by many departments of the modern registered charity.

Text Donations

To make a donation the donor sends a text message authorising a single or recurring (typically monthly) payment. This is deducted from their prepaid credit or added to their bill.

1. Network Revenue Share

At present charities are treated no differently to commercial clients of the networks and the donation is subject to a 'revenue share payment' deducted by the donor's network.

This will change in the favour of charities in early 2006 and in the meantime charities are already employing the mobile medium to start to make the process second nature to ordinary members of the public. Meanwhile payout rates are currently up to 75% of the exc VAT amount

donated. Gift Aid can enhance this amount. (Note, text donations are for when a donor has declined the opportunity to sign up to a direct debit – which will be more cost effective for the charity. Instead of turning the donor away the charity can collect ad hoc donations and so increase total funds raised.)

2. Gift Aid Compatible

As with any donation, a registered charity can claim back income tax paid already, at the rate of 28%. To do this the donor launches a mobile internet site on their phone containing a form to be completed. Incentivated hosts and serves this mobile internet campaign site and the charity logs-on to a console to download the data submitted in order to claim the Gift Aid.



3. What Works Best?

Donations below £1 suffer a higher percent network revenue share, whilst sums of £1.50 and above fare better. Incentivated recommends offering the choice of one-off donations of £3 or £5 and monthly subscription donations of £1.50 or £3. In fact there is no limit to the amount that can be donated at any point in time and charities are encouraged to experiment with different options offered.

Marketing Uses

1. Direct Response

Charities often have other reasons to communicate with members of the general public and the mobile medium can be employed to increase effectiveness. For example ordering of fund-raising packs can be made easier - traditional advertising explains how to order using a text message and the mobile medium automates the rest, e.g.

- *'Brochure Request by SMS'*: By sending a text message containing their house number and postcode consumers can order printed material, which will be posted to them. Using the Post Office PAF file Incentivated creates full addresses for fulfilment by you or your third party DM agency.

- *'eBrochure Request by SMS'*: Customers can order, by text message, an electronic brochure for automatic delivery by email. This is particularly powerful in support of outdoor advertising or print. Often the person seeing your ad will not be near a PC or might not have one at home (Note, only 55% of households have internet access - www.statistics.gov.uk.)

- *Mobile Internet Sites* These can be launched from a text message sent in response to the viewing of a poster or print ad etc. Simple forms can be completed on the mobile handset enabling the public to find out about fund-raising activity in their local area.

2. Text Alerts (Direct Marketing)

Over time users of the mobile medium will build a database of mobile numbers of donors, staff

and helpers. Ensuring a high turn out at fund-raising events, whether from the public or from volunteers, is made simpler using the mobile medium. Text alerts require little if any set-up time and are highly effective in terms of reminding people who might otherwise not remember.

3. Corporate Sponsorship

Incentivated has a number of ideas for inclusion of the mobile medium in charities offerings to corporate partners. Please call to discuss.

Case Studies

When Live8 decided to run a concert ticket lottery in the summer of 2005, only the Mobile Medium could deliver the results they wanted. In fact no other method of ordering tickets was offered.

More than 2 million people participated by text message before the week was over, generating £3m for the organisers. The lottery was run by mobile network O2 as part of their contribution to Live8. (Source Evening Standard 06/06/05.)

Integration

Our applications run 24/7 and 365 allowing the medium to work round the clock for you. Also Incentivated has five years of experience integrating our mobile data applications with clients' existing systems. We provide a comprehensive Service Level Agreement and also 24/7 support, if required.

Legislation

1. Opt-outs, Black- and Grey-Listing

Our products handle opt-outs in a manner consistent with the new legislation on Electronic Marketing. Depending on the solution, the black- or grey-listing of mobile numbers can be incorporated in our hosted solutions.

2. Reports and Delivery Receipts

Our products include full reporting so you can review messages sent and received and check individual network delivery receipts. Incentivated offers only direct connections to the networks, which means text messages are guaranteed for instantaneous delivery and the 8th Principle of the DPA is complied with.



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