

# Marie Curie daffodil campaign sees “blooming” SMS success

## Business need

Marie Curie Cancer Care wanted to recruit new donors, generate donations, and offer supporters an alternative way to donate.



## The solution

A text to donate option was added to press advertising over a one-month period to support the “Daffodil” campaign. Adverts encouraged supporters to donate £3 and to download a virtual daffodil wallpaper for their phone.

During the “Daffodil” campaign a new mobile activity was also rolled out. Supporters could text in the name of a loved one to remember them. This was followed up with a call (from telemarketing agency) to request the supporter’s address to which a commemorative daffodil pin badge was sent.



## Results

- 3,320 text to donate responses
- 46% of all donors downloaded a daffodil wallpaper
- 5.7% of all donors completed the Gift Aid form (12% of those who downloaded a daffodil)
- ROI for both elements of the campaign (actual income generated via donations) was 75.9%

