

Charity increases donation revenue through mobile site

Business need

To open up a new mobile channel so that people are not excluded from being able to donate, and to commence the development of a mobile donor programme. To make the donation process via mobile quick and simple.



The solution

A 'Letter from Santa' mobile micro-site was created which allowed visitors to order Christmas letters from the NSPCC via their internet-enabled phones.

A redirect was set up directing users to the mobile site from the desktop www.Domain, during November and December 2010.

For a suggested donation of £5 or £10, each letter was personalised with a child's name and age, and sent via 'Rudolf Mail'. Once the order was completed the micro-site allowed Gift Aid to be added.

The URL and shortcode were promoted on door-drop leaflets, outdoor posters in Victoria station and London DR TV advert channels in a London-based pilot trial.

Results

- The redirect to the mobile site generated 5,000 hits
- Total of 1,528 orders, giving a 9% conversion rate
- Most people ordered more than one letter
- Half of those who ordered then donated
- 50% opted in for mobile updates compared to 10% for email update

23,000
sessions

9%
conversion rate

84%
added GiftAid
donation

