

Charity increases donation revenue through Christmas mobile site

Business need

To increase text donations to NSPCC's 2010 Christmas campaign (Letters from Santa), to mobilise their microsite, and to make the donation process **via mobile** quick and simple.



The solution

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

A **website redirect** was set up directing users to the mobile site if they searched for NSPCC on their mobiles from 30 November – 24 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 microsite allowed **Gift Aid** to be added.

The mobi-url and shortcode was 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
- 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
- Of the 10-15% of site visitors who ordered, **80% added Gift Aid** donation.

