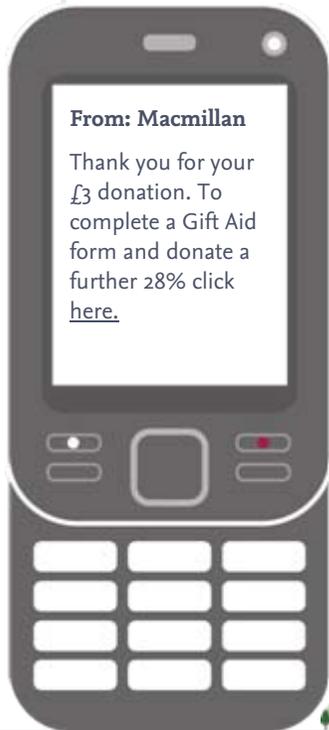


# Mobile generates 59% of donations from press campaign

## Business need

To provide a fund-raising mechanism for those averse to direct debit commitments and ensure compliance with HM Revenue & Customs so Gift Aid contribution is available to be reclaimed.



## The solution

Call-to-action in national newspapers and on television. Donors text SUPPORT, NURSE, HELP or MACMILLAN to 85222, which deducts £3 from the donor's mobile.

Donors are sent a WAP push message inviting them to fill out a mobile internet Gift Aid form. By confirming they are tax payers, Macmillan can claim extra 28% from HM Revenue & Customs. (An SMS questionnaire alternative was offered).

**WE ARE  
MACMILLAN.  
CANCER SUPPORT**

## Results

- 59% of donations came through text (29% via post, 12% via phone)
- 1 in 4 donors went on to complete the mobile site Gift Aid form
- 70p in £ returned to charity

