

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%

