

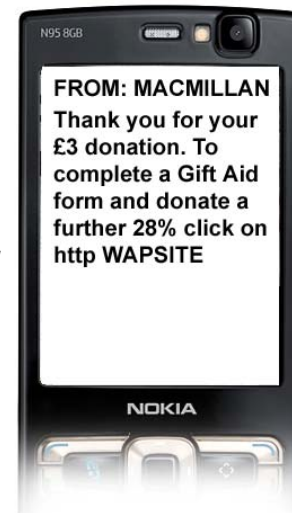
Mobile generates 59% of donations from press campaign

WE ARE
MACMILLAN.
CANCER SUPPORT



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.)

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.

Results?

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