

## Why use Text & Call Back?

Text & Call Back Service delivers the following benefits

### Increased Reach

After nearly 5 years of experience, we have found that people that respond by text when compared to people that respond by calling a call centre tend to be **first time donors**, younger, less confident and from socio demographic groups C2DE

### Immediacy

More people have a mobile phone in their pocket or near them on the sofa at home than have a credit card. Text is an immediate response mechanism that works well for media like TV and radio, but also media with high dwell time like Tube campaigns and magazine articles

### Call Centre Efficiency

Text and call back make call centre efficiency rise as operatives no longer have to wait for calls in periods between adverts, they can make outbound calls to text respondents



The advertisement features a close-up photo of a young girl, Anita, with a somber expression. The text is arranged in a clean, modern layout. At the top right, the ActionAid logo is displayed. The main headline 'What if?' is in a large, bold font, followed by a sub-headline 'you sponsored a child like Anita' in a green banner. Below this, two columns of text describe Anita's situation and the impact of sponsorship. A call to action at the bottom encourages texting 'if' to 84424 or visiting the website. A small inset box in the bottom left corner provides a brief bio of Anita.

Print Area  
Visual Area

**actionaid**  
Child Sponsorship

# What if?

**you sponsored a child like Anita**

Anita lives in a slum. She works day in, day out caring for her newborn brother, cleaning and cooking while her parents work to feed the family. It's no life for a child. But what if you could help her have a different life?

**What if you became a sponsor with ActionAid?**  
Your £15 a month (that's just 50p a day) could

give a child like Anita a chance to go to school and to escape a life of poverty forever. Your sponsorship will help her community too. And through letters and reports you'll see how you are changing lives for good.

**What if it won't change a child's life - but you can.**

**To sponsor a child today text 'if' to 84424 or visit [www.actionaid.org.uk/if](http://www.actionaid.org.uk/if)**

ActionAid is a registered charity, number 214487.

fundraising

Anita, aged 7, Bangalore, India, always playing on her makeshift swing whenever she can.

## What is Text & Call Back?

In a Text & Call Back Service the charity advertises a keyword and short code, in the ActionAid example above potential donors respond by texting IF to 84424

A text from a member of the public to our system is known as a **mobile originated** (or **MO**) text. Upon receipt of the MO text the Vir2 system replies with a text message (known as an **MT** or **Mobile Terminated** text message). The purpose of the MT message is to tell the potential donor when to expect a call from the charity. The content of the message changes by day of week and time of day. The MT message is free to the user to receive and costs just a few pence to the charity to send.

The importance of this first MT message is that it sets the potential donors expectations, it makes the donor feel that they have made a commitment and it lets the donor know their message has been received.

The callers numbers are then queued for a call centre to make an outbound call to at the appropriate time. The call centre operator can trigger different free to the donor MT SMS messages depending on the outcome of the call

- Thank you for your donation
- There is a problem with your donation payment please contact...
- We were unable to contact you we will call again on...
- We were unable to contact you please call ...

## Gift Aid

We are able to follow up donors who have not given Gift Aid permissions due to call length or, perhaps have given incorrect details by sending them a text containing a link to a mobile internet Gift Aid site. The site recognises the type of phone and presents the correct type of website purposed for the device. The user is able to enter data and we collect the information and present it back to the charity via a secure website from which it can be downloaded.

## Which types of charity can benefit from Text & Call Back?

We have two "flavours" of Text & Call Back service

- Text & Call Back Pro is the service for large charities with their own existing call centres that we integrate with (we already integrate with NTT Fundraising and are working with Valldata at the time of publishing)
- Text & Call Back Lite a service for small charities using staff or volunteers working from home is currently under development

## Next Steps

To enquire about Text & Call Back services please text Vir2 to 84424 and we'll call you back or email [web@vir2.co.uk](mailto:web@vir2.co.uk)

## About Us

We are professional fundraisers. We are a private limited company Vir2 Ltd (number 0546 4025). We specialise in providing mobile phone fundraising and campaigning services to third sector organisations.