



## TEXT DONATION

### THE BEST WAY TO GIVE TO CHARITY

Text donation is the best way to give small sums below £10 to charity. Charities are now using text donations to raise additional and significant sums. In March 2011 Vir2 raised over £30,000 for one client in a two week period. In a recent test of over 100k people who were sent an email, twice as many donated by text than clicked a link on the email to fill in a credit or debit card donation form.

### EFFICIENT

The UK mobile networks all pay 100% to the charity some automatically and some on application.

<b>Donor Payment</b>	<b>1.00</b>	<b>3.00</b>	<b>5.00</b>	<b>10.00</b>
<u>Received by charity after transaction costs (excludes Gift Aid)</u>				
Text donation	1.00	3.00	5.00	10.00
Debit card (assumes 30p/transaction)	0.70	2.70	4.70	9.70
Cheque (typical 40p/transaction)	0.60	2.60	4.60	9.40

The text donation system does not require the charity to run call centres to collect and process donations. The charity can receive millions of low value donations, but they will be reconciled and appear as one sum on their bank account. In terms of offline campaigns, text donation is the most efficient non-cash donation collection system.

### SPONTANEOUS & UNIVERSAL

Response to your campaigns through text can be instantaneous. The proportion of the UK population with a mobile phone is 91%. Practically everyone can send a text. The average mobile phone user sends 111 texts a month. Your supporters are more likely to be carrying a mobile phone than a credit card.

### HOW DOES TEXT DONATION WORK?

Supporters simply texts your charity's keyword to one of our charity short codes and the Vir2 system responds with a "thank you" text message. The message that Vir2 sends tells the donor's mobile network to deduct an amount of money from their mobile phone account and pay that amount less the network's fees (if any) to the charity.

### GIFT AID & DONOR CARE

When we send a reply message to the donor we provide a link in the reply message to a Mobile Internet site that allows a Gift Aid declaration to be made by the donor. Clicking the link opens a mobile internet site that is specially repurposed so that it displays regardless of the phone type. The user enters their declaration and the Charity can access a report that may be downloaded from the web and processed by the charity.

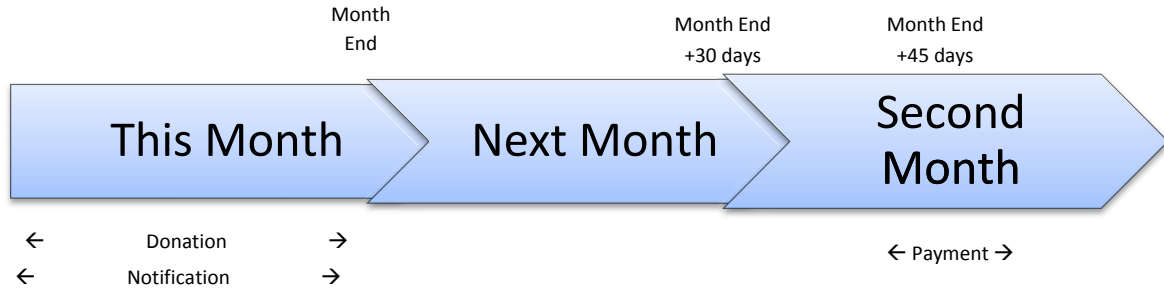


## CAN EVERY CHARITY QUALIFY?

The charity must be registered on: <http://www.hmrc.gov.uk/charities/charities-search.htm>

We recommend that charities with a turnover less than £75,000 or those not registered for SA100 scheme speak to the Charities Aid Foundation on 03000 123 222 about their text donation service.

## HOW QUICKLY WILL THE CHARITY BE PAID?



We typically pay 45 days after the month end to which the donation relates. All monies received by Vir2 are processed through a clients account, held in favour of our charity clients.

## ABOUT VIR2

We have been in charity fundraising through mobile devices for 5 years. Vir2 were the UK's first dedicated charity specialist and pioneered VAT free text donation.

We have run over 1000 campaigns and work with over 250 charities including Action Aid, Age UK, The Brooke, CAF, Comic Relief, UNHCR, Marie Curie Cancer Care, Breakthrough Breast Cancer, Breast Cancer Care, The Woodland Trust and RNLI.



## NEXT STEPS

Contact Vir2 on 08450 947 958 or [web@vir2.co.uk](mailto:web@vir2.co.uk)