



Charities: Mobile Donations.

Why Mobile Donations?

As a nation we're obsessed with our mobile phones. Emailing, texting, shopping, browsing, tweeting, posting and profile-updating whenever we get the chance.

Phones are probably the most personal device people have. People always carry them, are always on them, and they're the thing we are least likely to want to share with anyone else.

If the public are obsessed with their mobile phones, then **Charities should maximise this opportunity**, for donations and support.



Benefits of Mobile Donations



Personal

Mobiles are **highly personal devices** and messages can be tailored to the individual via SMS - encouraging a donation.

Finding the 'itch' (the cause that upsets/the reason to give) and the 'scratch' (how to give).



Reach

Reach millennials effectively. Technology is highly important to younger generations, with the majority preferring digital payment methods rather than cash.



Frictionless

All smart phones have SMS capability built-in, and when there is no log-in, card details, or internet connection required for the user, it's the **easiest tool** for donations.



Build Relationships

Unlike anonymous, one-off cash deposits in boxes, mobile donations allow charities to build a relationship with givers - telling a story and encouraging repeat donations.

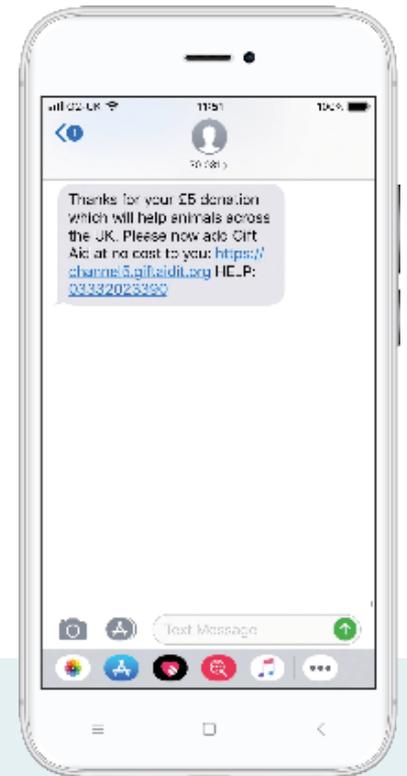
DMB's Charities Solution

We provide you with the ability to take Charitable Donations through the use of a shared short code or your own dedicated short code which can be utilised for both **regular** donations by subscription, as well as **one time** donation amounts. These are available cross-network and begin with '70XXX'

We are also able to offer you Direct Carrier Billing.

SMS Example: To Donate £10 text DONATE to 700XX.

SMS Example: To Donate £3 per month text DONATE to 700XX
(There is a £30 max transaction value on mobile donations).



We offer the following:

✓ Delay Mechanic

Use a standard rate commercial code (63333) for the user to 'opt in' via a keyword. The **delay** mechanic gives the user 60mins to 'opt out' of being charged the voluntary donation amount.

✓ Gift Aid Management & Ease of Set Up

Choose your unique URL for donors to GiftAid their donation. We only need a few details from you and we can get your page up and running quickly. We can also match data for HMRC purposes

✓ 100% pass through MT Payout

...as long as you are HMRC registered.

✓ Skip Mechanic

Instead of users unsubscribing from a donation, they can **skip** a month's donation, without unsubscribing. This is used to lower attrition rates from regular giving.

✓ Maximise Donations

Proactive in managing and maximising part-billed donations, and Gift Aid reminders.

Assistance converting one-off donation to monthly subscription donations.

✓ Self Billing Available

There's no need to send an invoice, as we will pay you automatically.

Interested in Mobile Donations for your Charity?

If you'd like to talk to us about setting up mobile donations for your charity, contact the team on the details below.

E: sales@dmb-uk.com
T: +44 (0) 808 206 0808
W: www.dmb-uk.com

Or, text '**Charity**' to 63333

Dynamic Mobile Billing

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PSA
Phone-paid Services Authority

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Association for Interactive
Media and Micropayments



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