Sending out an SMS
The potential of mobile phones for charities and non-profits
2nd Edition
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We’d love to hear your thoughts and get your feedback on this report, so please do get in touch.

Phone 020 7426 8888
Email insight@nfpsynergy.net
Twitter @nfpsynergy.net
LinkedIn www.linkedin.com/company/nfpsynergy
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Introduction

It’s Saturday morning and you’re about to leave the house to buy some paper and milk, or to drop the kids off at swimming practice. What do you take with you? We feel pretty confident in guessing that your answer to that question will include your mobile phone. It is no exaggeration to say that mobile phones have become vital tools for our everyday lives and this means that mobile phones need to be at the heart of charities’ work.

In 2009 we published a report with the aim of encouraging charities and non-profits to embrace mobile phones in their fundraising and communications work. Two years on and much has changed, not only in terms of the percentage of a SMS donation that reaches the intended charity, but also in relation to what type of phones we own and what we do with them.

That is why we at nfpSynergy, with the support of the Charities Aid Foundation (CAF), have produced this second edition of our 2009 report. We have done a second round of desk research to understand developments in the mobile phone sector and how people use their phones. We conducted new surveys of the general public to see if they are interested in interacting with charities on their mobile phone. And we have surveyed the charity sector to find out how charities are using mobiles. Finally, we interviewed people and organisations with mobile experience to bring you a few interesting case studies for inspiration.

The report is organized into 4 main sections:
Section 1: looks at how important mobile phones have become in our daily lives
Section 2: examines the general public’s interest in donating by text message and to what extent charities are using mobiles in their work
Section 3: lays out our view of the potential mobiles hold for charities
Section 4: details the barriers that still prevent greater use of mobiles by charities

After these main sections you’ll find a bunch of “how to” tools, such as a guide to Twitter, some inspiration for using Apps, and pointers on where to go next for more information.

If there are any terms used in this report you’ve not come across before, the glossary should provide an explanation.
Section 1 – The importance of mobiles in our lives today

In this section of the report, we aim to give you an overview of the mobile phone’s ubiquity in today’s society. We will focus on updating you on recent developments in the capabilities of mobile phones and highlight some interesting differences in mobile phone use in different demographic groups. You’ll also be able to read some interesting case studies.

"The mobile is actually a better way to reach people than print or even the Internet. It’s versatile, immediate, travels and is just as compelling”

Art Howe, CEO, Verve Wireless, The New York Times

2010 was the International Year of Biodiversity, the International Year for the Rapprochement of Cultures, and the year that Prince William and Kate Middleton finally got engaged. But it’s fair to say that 2010 was also the year of the mobile. While that accolade has been claimed by other years, the numbers to back up this assertion are pretty compelling.

- 5 billion smartphone Apps were downloaded last year, up from 300 million in 2009
- Social media has become increasingly mobile – there was a 347% increase in mobile Twitter usage, the number of mobile Facebook users reached 200 million & a whopping 100 million YouTube videos were played on mobile devices daily
- Phones usurped digital cameras as the way to snap special moments – the iPhone is now the most popular ‘camera’ on Flickr
- And as if all that wasn’t enough, there’s now 3G Internet on Mount Everest¹

In this section of the report we want to take a deeper look at this mobile trend, by showing just how important the mobile has become in our daily lives, and how recent developments such as smartphones have changed not only how people use their phones, but how they lead their lives.

The ubiquity of the mobile phone

Back in 2000, just under 50% of the UK population owned a mobile phone. While there was no gender divide, mobile phone ownership was by a fair margin, highest among 16-25 year olds and decreased steeply with age. There was also a correlation between belonging to a higher social grade and likelihood of owning a mobile phone. Chart 1 shows just how much has changed since then.

**Chart 1: UK Mobile phone ownership in 2011**

<table>
<thead>
<tr>
<th>Total</th>
<th>Male</th>
<th>Female</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
<th>16-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>96%</td>
<td>95%</td>
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</table>

What Chart 1 makes very clear is the ubiquity of the mobile phone today. No matter their gender, age or social grade, Britons are almost certain to own a mobile phone. Whereas a few years ago only around 70% of those aged 65+ owned a mobile phone in comparison to 90% of 16-24 year olds, these days grandma and grandson are probably just as likely as each other to own a mobile.

The near universal access to mobile phones is rather more unusual than you might at first think. Let’s take a look at access to the Internet to explain why. According to the Office of National Statistics, in 2010 almost 99% of the 16-24 age group were Internet users. However, only 57% of those aged 65-74 had used the Internet, and only 24% of those 75 or older. Income also affected the likelihood of someone having access to the Internet.\(^2\) 98% per cent of people

with an income over £41,600 had used the Internet in comparison to only 69% of adults with an income of less than £10,399.³

This means that the mobile has more potential than any other technology to reach a mass audience. Indeed the explosion in wireless communication that began in the 1990s, coupled with the increasing capability of mobile handsets, has meant that mobile phones have become the "fastest diffusing communication technology in history."⁴ Worldwide, we have gone from 16 million mobile phone subscribers in 1991 to 3.4 billion in 2008 (and still growing). Mobile phone subscriptions are reaching saturation point in some developed countries, and particularly in developing countries wireless communications predominate over wired communications such as broadband and landline telephones.⁵ Studies in the USA have shown that over half of young Americans in the 25-29 age bracket live in households with mobile phones but no landlines, and that even young parents are opting for a mobile phone over the traditional landline.⁶

And it’s not just that everyone owns a mobile phone, it’s also that people and their mobile phones are inseparable. As the mobile guru Jan Chipchase found out through his behavioural research, the three things people don’t want to leave home without are: keys, money and their mobile phone.⁷ People feel lost without their mobile phones, and if you want to reach someone then contacting them via their mobile phone is the method most likely to work.

Back in 2007, when questioned if they agree with the statement ‘I cannot imagine life without my mobile phone’, almost 70% of people in the age range of 16 – 34 said that they either agree or strongly agree with this statement. 50% of people in the 35 – 54 age range said that they agreed or strongly agreed with this statement and 30% of those aged 55 or older agreed. Not only are we never far from our mobiles but, data collected by the Future Foundation in 2010 shows that around 4 in 10 of us never turn our mobile phones off, and that this number reaches about 7 in 10 amongst people aged 16-24.

⁶ Boulos et al., How smartphones are changing the face of mobile and participatory healthcare, BioMedical Engineering OnLine 2011, 10:24
⁷ Check out what Jan has to say about the importance of the mobile phone over at TED: http://bit.ly/9SlyzM
The range of different ways that you can use a mobile

Take a step back in time. What functions did your first mobile phone have? We probably wouldn’t be too far from the truth if we guessed that it allowed you to send and receive text messages, make calls, and play Snake, right? Now have a think about all the different things you can do with your current mobile phone.\(^8\)

Once you have made this comparison, we are sure you will agree that each year mobile phones keep evolving. New handsets are emerging onto the market with sleeker designs and offering new functions that enable the device to do so many different things for us. As a result people are using their mobile phones in all sorts of ways: as a diary or camera, to play games or instant message with friends, to access the Internet or watch videos, to do their online supermarket shop or donate to charity.

Perhaps most importantly the mobile phone allows us to feel in contact with people at all times, regardless of where we are, what we are doing or what time of day it is. As Jan Chipchase has explained, “the reason why mobiles are so important to people is that they enable us to transcend space and time in a

\(^8\) Don’t worry if you are still using a basic mobile phone, at least one of the authors of this report still considers Snake to be the most exciting tool on their phone.
personal and convenient way.\textsuperscript{9} You can contact your friends across the world whenever is suitable for you, wherever is convenient, and they in turn can pick up the message at a time and place convenient for them.

This central idea behind the success of the mobile phone makes it unsurprising that calling and sending text messages continue to be the way people are most likely to use their mobile phones, as you can see in Chart 3.

\begin{center}
\textbf{Chart 3: How people use their mobile phones}
\end{center}

![Chart showing mobile phone usage]

\begin{center}
Base: All mobile phone owners (965) among 1,000 adults 16+, Britain.
Source: Charity Awareness Monitor, Mar 11, nfpSynergy
\end{center}

We can also see from Chart 3 that taking photos is the third most popular use of a mobile phone, with 76% of the UK public listing it as one of the ways they use their phone, an impressive growth from around 30% back in 2006. As we mentioned at the start of this chapter, a person’s mobile phone has simply become their digital camera too within the past 5 years.

Even more interesting is that in 2006 the Future Foundation found about 1 in 10 mobile phone users in the UK using their phone to the Internet. In 2010 this number had climbed to 40%, and by 2011 44% of mobile phone users were accessing the Internet through their phones. Furthermore, there is continued growth this year in users sending and receiving emails and using applications on their phones.

\begin{center}
\textsuperscript{9}Jan Chipchase, Our cell phones, ourselves, \texttt{www.Ted.com}
\end{center}
The continued importance of the text message

Despite a jump in these newer uses of the mobile phone, such as sending and receiving of emails, the text message function on the mobile phone continues to be important. Chart 3 above makes this clear – 96% of mobile phone users utilise the text message function.

In a 2009 report on consumers’ use of the Internet and mobile web the Director of Insights from Nielsen Mobile, Nic Covery, stated that “although the number of calls has remained relatively steady, the number of text messages is up 450% from two years prior.”

That same report presented some mind-boggling numbers: “More than half a trillion text messages were sent in 2008. According to CITA, the Wireless Association, 75 billion text messages were sent in the US during June 2008 alone, a 160% increase from the 29 billion that were sent in June 2007.”

The numbers in the UK are even more impressive. According to the Mobile Data Association (MDA) 96.8 billion text messages were sent in the UK in 2009, an almost 20 billion increase (this works out at 23% growth) on 2008. This means that in 2009 about 265 million text messages were sent every day, 11 million every hour.

Chart 4 breaks these numbers into something slightly more ‘normal.’ We asked 1,000 members of the UK public how many text messages they estimate they send each day. This chart shows that the average number of text messages sent is about 7 each day. Women are likely to send a higher number of text message than men, and the number of text messages you are likely to send each day decreases with age.

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Chart 4: Average number of text messages sent by various demographic groups

Base: Mobile phone owners who send text messages (926) among 1,000 adults 16+, Britain. Source: Charity Awareness Monitor, Mar 11, nfpSynergy

The ease, speed and short length of text messages makes them incredibly versatile, and useful in myriad ways. The business SMS provider Esendex conducted research this year which showed just how important text messages are in our daily lives:

- 97% of mobile phone users would rather buy goods from a company that promises to send them a delivery date and time by SMS
- 88% of people are more likely to attend an appointment if they are sent a reminder by SMS
- 50% of mobile phone users are willing to pay a standard SMS charge to receive live travel updates

However, the versatility of the text message means that they are moving beyond these everyday uses and entering other domains. For example, SMS has been identified as a potential strong tool for improving healthcare.

Here are two Yale epidemiologists making a pretty strong case for the use of the humble text message:

"Text messaging demonstrates strong potential as a tool for health care improvement for several reasons; it is available on almost every model of mobile phone, the cost is relatively low, its use is widespread, it does not require great technological expertise, and it is widely applicable to a variety of health behaviours and conditions.

"---

Text messaging also has the advantage of being asynchronous because it can be accessed at any time that is personally convenient. Furthermore, even if a phone has been turned off, messages will be delivered when the phone is turned back on. Text messaging is suitable for behaviour change interventions because it allows for in-the-moment, personally tailored health communication and reinforcement.¹³

From reminding patients to take their medications through to encouraging smokers to reduce their cigarette consumption, the omnipresence of the mobile phone means the small SMS can be a mighty tool. Indeed, Samaritans have begun to use text messages as one of the ways they provide support to people in distress, and have been impressed at the quality of support that can be provided to people using only 160 characters (see case study 1 to find out more).

Case Study 1

Combining innovation with caution to meet the needs of today’s support line users

Jane van Zyl, Head of Operations, Samaritans

Samaritans is a confidential emotional support service for anyone in the UK and Ireland. The service is available 24 hours a day for people who are experiencing feelings of distress or despair, including those which may lead to suicide.

When it comes to using new communication tools, Samaritans has always been both ahead of the curve, and cautious. This rather complex approach is a direct result of the work the organisation does. “We are here to provide support to people in distress, and we set specific commitments for how quickly we will respond to people when they contact us. This means, firstly, that we need to be communicating with people where they are. So, if email is how people communicate, we need to be available on email. Secondly, it means that we have to be cautious and not start using every new communication tool straight away – we need to focus our energies so that each time someone contacts us, however they do so, we can respond to them within our time commitment,” explains Jane.

Email is a good example. “We started using email in 1994, which is pretty amazing when you think about it.” The trend towards email was clear even then, and since 1994 anyone has been able to email jo@samaritans.org (an email address chosen for being both personal and gender neutral) and get a full response (not just an auto-reply) within 12 hours. But Samaritans needed to take time to ensure that all the confidentiality and safety guidelines the organisation follows with its phone support line could be met, by masking the incoming email addresses, and that volunteers could respond to all emails within the 12 hour window. “Now it is hugely popular, and other support lines are following our lead.”

Given the near universality of the mobile phone, offering support by SMS was the next innovation. “However, there was a lot of discussion internally about how people were using new media, and whether it was actually possible to offer people real support using 160 characters.” They were given some impetus to go ahead thanks to research from the Nestlé Social Research Programme which showed that young people wanted to get advice by text. Then Samaritans did a trial at a music festival – they handed out cards with the text support number and had volunteers walking around wearing t-shirts
advertising it too. They received more texts than expected, and that success meant that, in 2006, they advertised the service nationally. However, there was so much demand that the volunteers struggled to cope “The risk of not being able to help people in distress was simply too great for us, so we pulled back from advertising the SMS support service.” Instead, information about the service is currently provided locally, and nationwide advertising will wait until all branches offer the service.

So how does the system work?

“We have 2 normal-looking mobile phone numbers, one for the UK and another for the Republic of Ireland. When someone texts us they will quickly receive an auto-response explaining that they will be contacted by one of our volunteers within 60 minutes, although our average response time is 38 minutes.”

As one of the first organisations to offer support by SMS, initial findings from their SMS support service is particularly interesting. "We have found that SMS support is actually much more like a phone conversation than an email exchange. It’s quicker, and there is much more of a backwards and forwards conversation than by email." Something particularly important is that there is no lag in the conversation: "Once the conversation has started, our volunteers need to keep responding in a timely manner until the person in need of support is ready to bring it to an end.” This is another reason why Samaritans is waiting until all volunteer centres can offer support by SMS before advertising the service more widely: “We’ve found that people who text for support are in a more critical emotional state than people who email or call. It’s therefore really important that we keep the conversation going as long as they need. That’s why we are taking our time to ensure we can deliver what is obviously an important service properly.”

To help the volunteer providing support, an aide memoire is created which provides a history of the person’s previous SMS conversations with Samaritans. And, as with all its work, there are built-in systems to ensure confidentiality and security. Actual mobile phone numbers are masked, and volunteers respond to messages from a Samaritans’ branch so they can call on other volunteers for advice and support on how to respond, in the same way as they would for a phone call or an email.

"Another important aspect of our SMS support – and this is true across phone and email too – is that we don’t mirror the language used by people who contact us. Our research has shown that people want our volunteers to communicate using plain English, and don’t want them to copy their own way of talking, writing or texting. We stay away from "lol" etc to avoid confusion."
Using “2” for “to” is probably as far as we go with abbreviations!

Despite the challenges of providing the same high quality of support as it has for almost 60 years using 160 characters, Jane is very positive about Samaritans’ experience of providing support via SMS: “We have been surprised and pleased at the quality of support it is possible to provide in a 160 character text.”

Tips for other organisations considering provision of support by SMS:

- Don’t underestimate the demand. The nature of new technologies like SMS means that people expect quick responses and this means that you need to be particularly careful about the commitments you make for providing support
- Limit the hours of operation and clearly communicate them to ensure you can meet your commitments
- Start small and then grow – new technologies mean you can quickly expand when you are ready.

For more information on helplines: [http://www.helplines.org.uk/](http://www.helplines.org.uk/)

**The growth of the mobile Internet**

Over the last decade, the Internet has found a secure place for itself at the heart of how we communicate, work, seek information, and find entertainment. The use of the Internet in the UK has risen dramatically – while 1 in 4 of the public had access to the Internet in 1998, this number is closer to 3 in 4 (73%) in 2011.

Probably one of the most interesting developments of recent years has been the convergence of the growth of the Internet and the rise of the mobile. An ever increasing number of mobile phone users are accessing the Internet through their handset. In 2009 the Future Foundation found that 14% of the population accesses the Internet from their phone at least once a week. Our research has found that 44% of mobile users now use their phones to get online. This suggests that predictions that 48% of the population will use their phones to access the Internet by 2015 is actually a cautious estimate.

As mentioned earlier, there is far less of a social grade difference when it comes to mobile phone ownership than for home Internet access. This could mean that the mobile Internet will enable new groups of people the opportunity to get online.

An interesting development in the charity sector also highlights the growth of the mobile web. Before Christmas 2010 just 7% of donations made through the JustGiving website were made online through mobile phones, but by April this year it had more than doubled to 15%. Cancer Research UK has also seen a rise in the number of people visiting their page on the popular donation website rise – from 4% to 12%.14

We will go on to look at the growth of the smartphone in the next section. However, it’s probably useful to highlight here that it’s not only smartphones that enable people to access the Internet. Many basic model mobile phones allow users to browse the web too. While the impressive functionality, such as Apps, of smartphones certainly offer a lot of potential, the more inclusive nature of the mobile Internet make investing in a good mobile website a better option for some organisations. Read our case study about the London Symphony Orchestra on page 46 to find out more.

14 Sophie Hudson, More use mobile phones for JustGiving donations, Third Sector, 5th May 2011
Chart 5 below is a little old (well, it’s from 2009, but that’s old for mobile) but it gives an indication of how mobile Internet users split their computer web-browsing from their mobile web-browsing. The bars in orange indicate the instances when using a mobile is preferred. Instant-messaging, checking the news and sport scores, and communicating with friends via a social networking sites are the top three ways people use the mobile Internet.

**Chart 5: Internet activities where the mobile Internet is favoured**

- Used instant messaging
- Checked latest news/weather/sports results
- Communicated via a social networking site
- Downloaded a podcast
- Updated social networking site
- Uploaded music, photos or video
- Checked timetable for public transport
- Played online games
- Got information on local leisure
- Downloaded maps
- Downloaded music
- Watched a video clip
- Watched TV
- Price comparison
- Online banking

Source: nVision Research
Base: 207 mobile internet users, UK, 2009

**The rise of the smartphone**

Since 2009, when the last edition of this report was published, the smartphone has gone from strength to strength. According to media research by KPMG, 36% of the population now own a smartphone. Perhaps unsurprisingly, they are particularly popular with younger users – 54% of those in the 18-24 age bracket have one. YouGov research has also shown that men are more likely than women to own a smartphone (37% versus 29%). There are also some interesting differences when it comes to the type of phone: women are more likely to own a Blackberry or iPhone, while men prefer phones using the Android system. Advertising could be an explanation for this divide – some of the advertising for Android phones has seemed rather like an action movie.

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17 Jenna Goudrea, Is the iPhone for girls?, Forbes, http://onforb.es/gngQVh
Chart 6 shows you the key ways in which people use their smartphones (apart from making calls). The KPMG research also showed that 74% of smartphone owners had downloaded Apps over the past 12 months. Indeed, an incredible 5 billion Apps were downloaded onto people’s phones in 2010, in comparison to 300 million the previous year. You can now find Apps for almost anything: from GPS Apps that help you find your way, through to recipe Apps that help you do your grocery shopping, and poetry Apps for those more contemplative moments.

Chart 6: How people use their smartphones

- Text messages: 97%
- Taking photos: 84%
- Surfing the internet: 74%
- Reading emails: 74%
- Social media: 61%
- Instant messaging: 58%
- Listening to music: 53%
- Playing/download free games: 50%
- Reading documents: 32%
- Watching TV/video clips: 25%
- Listening to radio: 25%

Base: 2013 UK adults 18+
Source: KPMG, Media & Entertainment Barometer 2011
Case Study 2

Making more women more breast aware"- the story of how Breakthrough Breast Cancer created its award winning iBreastCheck iPhone application

David Barker, Director of Communications, Breakthrough Breast Cancer

The mission of Breakthrough Breast Cancer is to save lives through enabling and ensuring access to improvements in breast cancer prevention, diagnosis and treatment.

David Barker is simultaneously realistic and ambitious about the potential of digital communications for Breakthrough Breast Cancer, and the charity sector more broadly. He believes digital will be at the centre of a charity’s work, but he also knows there is a long way to go, and lots of learning needed.

On arrival at Breakthrough Breast Cancer he was keen to practically demonstrate how digital could be used to more effectively deliver core areas of the charity’s work. Indeed, institutional change was one of the motivations for developing the iBreastCheck iPhone app. Barker wanted to “find a fairly quick win to show the potential for using something like mobile” since he knew that there was a need “to get the organisation culturally to a place where all staff understood the potential and opportunity and were ready to embrace the necessary changes.”

Nevertheless, the key motivator behind the App was the fact that it would help Breakthrough further its core aim of educating people about breast cancer and help to ensure that more women are more breast aware.

Development

Focus group research showed that many women were simply not sure about how to go about checking their breasts and 50% simply forget to do it regularly despite the fact that early detection of a problem gives a much better chance of beating it. Smartphone market analysis indicated the popularity of the iPhone with women, and particularly those 40+, making it the right platform for outreach work.

The app includes:

- a video showing women how to go about checking their breasts (which Breakthrough also placed on their website and their YouTube channel)
- reminder function (users can set a regular alert function, at a time/frequency of their choosing, to remind them to check their breasts)
- risk report (interactive quiz women can complete to understand their level of risk for
But Barker is keen to highlight that a good app does not necessarily mean a successful app: “it is only as successful and as famous as you make it - just putting the app out there and hoping it goes somewhere is not an option.” Therefore, Breakthrough worked hard on the accompanying PR to interest journalists, encourage online discussion and ultimately drive the app up the iTunes charts.

A major advantage of digital tools is the ability to closely monitor what is working well. "We were fully integrating our traditional PR and celebrity work with the world of new media and watching the results in almost real time. We saw significant spikes in download after Lorraine Kelly profiled the App on her ITV1 show and after bloggers and celebrities such as Sarah Beeny tweeted about it.”

The App has been downloaded over 18,000 times so far and reviews have been very positive. An unexpected success has been that 5% of those who downloaded the app went on to sign-up to Breakthrough’s newsletter. Barker added "this is great news as it means we now have an ongoing conversation with these people.”

A "donate by SMS” tab was included in the app. While only a couple of thousand pounds have been donated so far, Barker is keen to stress that fundraising was not the iPhone App’s aim and state that “charities are still trying to get to grips with the most effective and innovative way to use mobile for fundraising. I have yet to see any charity really crack SMS in
"I call this historically new form of communication ‘mass self-communication.’ It is mass communication because it can potentially reach a global audience, as in the posting of a video on YouTube, a blog with RSS links to a number of web sources, or a message to a massive e-mail list. At the same time, it is self-communication because the production of the message is self-generated...and the retrieval of specific messages or content from the World Wide Web and electronic communication networks is self-selected.

The three forms of communication (interpersonal, mass communication, and mass self-communication) coexist, interact, and complement each other rather than substituting for one another. What is historically novel, with considerable consequences for social organization and cultural change, is the articulation of all forms of communication into a composite, interactive, digital hyper-text that includes, mixes, and recombines in their diversity the whole range of cultural expressions conveyed by human interaction.”

Manuel Castells

The concepts behind Web 2.0 fit very well with the concepts behind the mobile phone: both have a focus on interactivity, interconnectivity and personalisation.

Social networking sites, blogs and video-sharing define what Web 2.0 is all about. They involve using the Internet as an interactive tool and encourage users to participate actively and share content. As the communications guru Manuel Castells has stated, we now live in an era of “mass self-communication”. One of the things that this means is that many of the most important communication tools are to be found in the hands of the people previously seen as the audience. This is exciting and empowering, but for non-profits and other organisations it also means a big change to how communications were managed in the past.

For example, 10 years ago if your charity wanted to shout about some of your supporters running a marathon you might have

- written to them and thanked them for their support
- provided them with materials to fundraise, and
- sent a press release to the local newspaper about their story.

Today things couldn’t be more different. Your supporters are enabled to do a lot of the fundraising and awareness raising themselves, using tools such as online donation websites, Facebook to spread the word amongst friends, family and broader networks of acquaintances, and sites like Flickr to share images from the day. There are many upsides to this in terms of fundraising and motivating your supporters. Nevertheless, it also means that your supporters have access to mass communication tools. This means that by using Twitter, Facebook and other social media tools that they, rather than just you, are in control of the conversation.

One of the downsides of this new communication era is that people can criticize your organization in a very public way. Non-profit tech expert Amy Sample Ward’s states

"Non-profits often worry about people making negative comments on Twitter, Facebook, or blogs. My response is that people were probably making these comments before, it’s just that you were unlikely to hear or see these comments. Now not only do you have a way to directly hear from people about their concerns and criticisms, but you are operating in a forum which enables you to respond and even engage people in a conversation about those concerns."

The growing popularity of the mobile web and smartphones also contributes to this new era of mass self-communication. People are able to access the wealth of the web and their various social networks at anytime, no matter where they are. For example, a person might spot a QR code on a charity poster at a bus-stop, scan it with their smartphone camera, sign up for the event it’s advertising, and tell their friends about it on Twitter within minutes. And this is just one example of how the Internet, social media and mobile phones can combine.

Mobile phones enable and amplify our era of mass self-communication. So the question you should be asking is, ‘is my charity using them to their full advantage?’

... and the possibilities for mobile phone functions go on and on!

While a lot has changed in the past few years with mobile phones, things aren’t anywhere close to standing still yet. Here are some recent developments in mobile technology alongside innovations to keep an eye on for the future.

**Watching television on mobile phones** through a service provider is becoming an increasingly popular function. South Korea and Japan were the first countries to use this service, but it is now a concept that is being introduced to Europe and America. The BBC and Al-Jazeera are just two broadcasting companies which allow you to watch live TV from your phone.
Projection technology: It’s likely that future phones will incorporate projection technology, allowing users not only to watch TV on their phones but to share the experience with others.

Location based services: This is a service offered by mobile phone networks as a way of marketing to certain groups of phone users, based on their current location. The mobile phone service provider gets the location from a GPS chip built into the phone, or using radiolocation and trilateration based on the signal-strength of the closest cell phone towers.

Mobile games: Games on mobile phones have always been a popular feature, with connections to the Internet and mobile phone technology improving all the time, more up to speed and high tech games are becoming more accessible and popular. Richard K Miller & Associates’ report quotes ‘31 million mobile customers downloaded and paid for a mobile game in 2008, according to eMarketer, spending $550 million for mobile games’.

Mobile friendly reading materials from the Internet: Websites are using applications and services to make their sites accessible and easily readable on the mobile phone. Newspaper content such as weather, news, politics, city guides, sports and entertainment are becoming increasingly popular reading material on mobile phones. Richard K Miller & Associates’ report quotes ‘After portal sites and email services, newspaper content – weather, news, politics, city guides, sports, and entertainment is most popular among mobile users, Verve Wireless provides mobile versions of 4,000 newspapers from 140 publishers’.

Operating systems: The system that operates today’s smartphone is a far cry from the operating system of a couple of years ago. There is increasing convergence between how your computer and your phone works. This gap is going to get ever narrower with our phones working more and more like our computers.

Mobile banking: This is a service used for performing bank balance checks, bank account transactions and bank payments using the mobile Internet. With the introduction of online banking in the 1990s and its popularity, mobile phone banking has become increasingly popular, as it is so convenient for people and they trust it. Richard K Miller & Associates’ report quotes, ‘According to the Online Banking Report, an April 2008 report by comScore, one quarter of those who use online banking are also interested in mobile banking’.

Marketing and advertising opportunities on the mobile phone: The continuing increase in mobile phone ownership and the flourish of different things you can use a mobile phone for has been recognised by marketing and communication teams in most industries today. Mobile phone marketing is an industry in itself, with agencies dedicated to it, providing a whole array of ideas.
and uses for mobile phone advertising and commercial use. Here are some examples of the different services available:

- **Bluetooth:** As an organisation, you can invest in a Bluetooth server that identifies Bluetooth IDs on mobile phones passing by your location or specified hot-spots. There are lots of different kinds of content that can be picked up by Bluetooth users, when they are identified by servers. These include text messages, images, audio messages and video messages. For example, if you owned a shop you could use an audio message to speak to Bluetooth users passing by to encourage them to come in, by perhaps offering them a discount.

- **Mobile Commerce:** This allows people to pay for products and services using their mobile phone, whereby the cost of their purchases is added onto their phone bill. Companies like Subway also offer mobile phone versions of their loyalty cards.

"As more mobile commerce services become available and consumers develop a greater trust for phone-based transactions, we expect commerce to be an increasingly important part of the mobile experience next year and beyond”, Nic Covey, Director of Insights, Nielsen Mobile 2008

- **Mobile Coupons:** The Mobile Marketing Association produced a report entitled 'Introduction to Mobile Coupons', in which they explain what mobile coupons are and how they can be used:

'A mobile coupon is an electronic ticket solicited and or delivered by mobile phone that can be exchanged for a financial discount or rebate when purchasing a product or service. Customarily, coupons are issued by manufacturers of consumer packaged goods or by retailers, to be used in retail stores as a part of sales promotions. They can also be used to attract customers to entertainment attractions and services. They are often distributed through SMS, MMS, Bluetooth and other mobile means. The customer redeems the coupon at store or online. In some cases the retailer could forward it to a clearinghouse or directly to the issuer for reimbursement’.
Case Study 3

“How NCT’s Babychange iPhone application is helping the organisation achieve its core aims

Sally Horrox, Director of Communications, NCT

NCT is the UK’s largest parenting charity and campaigns as the voice for parents on the issues they care about. NCT gives parents accurate, impartial information so that they can decide what’s best for their family, and introduces them to a network of local parents to gain practical and emotional support.

NCT’s decision to create an iPhone App was linked to a broader aim of increasing their digital presence generally. “We have been looking at the entirety of our digital communications recently, and we have realised that while we are not using many digital tools, our members are very tech savvy. For example, just under 30% of the people who read our monthly e-newsletter open it with an iPhone. This made developing an app for the iPhone an obvious choice.”

NCT’s ethos is based on providing people with the information they need to make their own choices and they were keen to create an App with a collaborative element: “we wanted to give parents the opportunity to help other parents, and so the Babychange App was born.”

As for the logistics of creating the app, “as you can imagine we did it on an absolute shoe string. The agency that creates our membership magazine provided a lot of support and ultimately they put in their time for free. While we got free development of the app, they now have something to show other companies and organisations considering something similar.”

How the app works:
· It’s free to download from the iTunes store
· It pinpoints your nearest baby changing facility
· After visiting the facility you can rate it for cleanliness and whether you would return there. This rating changes the colour status of the location.

NCT invested considerable time pre-populating the application with information, and working with big retailers, cultural attractions, restaurants, rail companies and local councils to ensure that the app was as useful as possible as soon as it was downloaded. "However, the best thing for me about it is that you can add your own information. You can go to your local café or wherever, and fill in the details of that establishment and that is available for others to view immediately. The App becomes increasingly useful and this fits in with the community ethos to NCT.”

NCT has been successful at getting the word out about the App, with coverage in The Times and on lots of blogs, “the blogging worked well for us, getting the link on parenting
blogs”. With around 14,500 downloads and an average rating of 4/5 on the iTunes store, Sally is delighted with the App’s reception, “now we are really focusing our energies on getting people to update the app with their own information.”

In short, the NCT Babychange App: “is core to what we are about, it enables parents to help each other, and it’s useful.”

Looking to the future, the success of the Babychange application has certainly been encouraging. “Our next step will be to investigate creating a community application, which will help parents find out about their nearest NCT groups and events. We won’t go for an App that purely asks for money, but once we have provided parents with information we’ll ask them if they are willing to help us provide other parents with the same support.”

In general, smartphone applications are where NCT will be concentrating its efforts in the mobile space. “We did trial SMS for things like membership renewal, but it don’t work well. However, our focus on smartphones is really working for us, and so we’ll be continuing with that route.”
Section 2 - The mobile phone, public attitudes and the charity sector

In this section of the report we will present the results from original quantitative research that we conducted amongst the general public and the charity sector. Our aim is to show to what extent people are interested in donating by SMS and to see how much enthusiasm there is in the charity sector for using mobiles. You'll also be able to read more case studies from charities already embracing mobile technologies.

The last decade has seen a massive increase in the use of mobile phones. Personally, professionally and commercially, the mobile phone has become the dominant communication device in our lives today.

When we published the first edition of this report back in 2009, we found that while there existed quite a lot of enthusiasm in the charity sector about the potential of the mobile phone, it had not yet become as central to the lives of charity sector communicators and fundraisers as it has to everyone in their everyday lives. We also found there was a lot of concern about the network and administration costs relating to SMS donations amongst the general public. Nevertheless, there was some appetite – especially in the younger age brackets – for receiving information and donating by SMS. We will explore these barriers in more detail in section 4, but first let’s look at what the general public thinks about the idea of donating by SMS, and what charities are doing with mobile phones.

Is the general public donating by SMS? Do they even remember being asked to donate by SMS?

First of all, let’s start with the basics – as we saw in Chart 4 back in Section 1, people send rather a lot of text messages, and this is particularly true for those in the 16-24 age bracket. But are people willing to use SMS for anything other than communicating with family and friends? Chart 7 shows that while the current appetite for this may not be strong, it certainly exists.

Our research found that 15% of people who send text messages use them to enter competitions, although we can see this has declined since September 2008. A different trend is seen with charity donations – in our two previous surveys, conducted in the autumn of 2008 and summer of 2010, a very small percentage of respondents said they had made a donation to charity by SMS in the past month. This has increased to 15% this spring.
Chart 7: Alternative uses for text messages

<table>
<thead>
<tr>
<th>Message Type</th>
<th>Mar-11</th>
<th>Jul 10</th>
<th>Sept 08</th>
</tr>
</thead>
<tbody>
<tr>
<td>To enter a competition</td>
<td>15%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>To make a donation to a charity</td>
<td>1%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>To update a social networking site</td>
<td>10%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>To vote in TV shows</td>
<td>8%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>To get information from a company</td>
<td>6%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>To sign up to news or information</td>
<td>3%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>To update Twitter</td>
<td>1%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>A/o answers</td>
<td>1%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Work related</td>
<td>1%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Survey</td>
<td>1%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>None of the above</td>
<td>63%</td>
<td>63%</td>
<td></td>
</tr>
</tbody>
</table>

Base: Mobile phone owners who send text messages (821) among 1,000 adults 16+, Britain. Source: Charity Awareness Monitor, Mar 11, nfpSynergy

Let’s now take a closer look at this group of the population who have donated by SMS. What is perhaps most striking about the results in Chart 8, which breaks down text givers by demographic group, is that there are fewer differences than might be expected. Men and women are just as likely as each other to donate by SMS and apart from the DE social grade there is not much difference in terms of social grade. As might be expected, those in the younger age bracket, aged between 16-34, are the most likely to have donated by SMS, but their older counterparts aren’t lagging far behind.

Chart 8: Text message senders by demographic group

Base: Text givers (120) among 1,000 adults 16+, Britain. Source: Charity Awareness Monitor, Mar 11, nfpSynergy
As well as the 15% of the population who recall having donated by text message in the spring of 2011, another 16% remember having been asked to make such a donation. As Chart 9 below makes clear, in comparison with 2010 there has been a substantial increase in the number of people who recall having been asked to donate by SMS.

**Chart 9: Recall of being asked to donate by SMS**

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>Can't remember</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mar-11</td>
<td>31%</td>
<td>62%</td>
<td>8%</td>
</tr>
<tr>
<td>Jul-10</td>
<td>11%</td>
<td>82%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Base: All mobile phone owners/answering (926) among 1,000 adults 16+, Britain. Source: Charity Awareness Monitor, Mar 11, nfpSynergy

We also asked respondents who recall being asked to donate by SMS where the ask happened. The majority – 77% – recall being asked on TV, followed by 23% by radio. Chart 10 below goes some way to explaining the impressive increase in recall of both donating by SMS and being asked to donate by SMS.
In March 2011, 82% of those who could recall being asked to donate by SMS were asked to donate to Comic Relief (whereas in 2010 the numbers were higher for Sport Relief). Similar to the success of the American Red Cross in encouraging donors to donate more than $30 million by SMS to assist those affected by the earthquake, these impressive results for Comic Relief are simultaneously encouraging and discouraging for the rest of the sector. On the one hand, the results show that people will indeed donate by SMS in large numbers but on the other, it can be discouraging for charities that don’t have access to the same TV coverage and celebrity support as Comic Relief. As the Executive Director of aid organization Operation USA stated after the success of the American Red Cross Haiti SMS Haiti appeal: “How many of us have the Obamas out fronting for us?”

Beyond the impressive results for Comic Relief, there is more encouragement to be garnered from the responses to the question asking respondents what cause they were asked to donate to. 19% of respondents remember being asked to donate to other appeals which we had not listed as options on the questionnaire. In short, people are increasingly aware of being asked to donate to a range of SMS donation campaigns.

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Case Study 4

How the American Red Cross raised $32 million for Haiti by SMS ... and what it means for your charity

On 12th January 2010 a devastating earthquake hit Haiti. Many thousands died and millions were displaced or severely affected by the disaster. The American Red Cross quickly established an easy and quick way for people to donate and help those affected – it asked people to text “Haiti” to the shortcode 90999 to donate $10. The charity had the backing of the US State Department for the campaign and was also able to leverage the support of high profile celebrities such as sporting teams and Michelle Obama.

Within the first 24 hours following the earthquake the campaign had raised $2 million by SMS – a sum larger than the combined income for all text message fundraising campaigns in the USA in 2009. The total amount raised by SMS eventually climbed to around $32 million.

The organisation’s success had two interesting outcomes for the charity sector - a wish to catch up and take advantage of this new donation method and scepticism about how successful SMS can be for smaller organisations without the support of such high-profile backers. Nevertheless, we think there is plenty to be enthusiastic about and a few things to learn from what the American Red Cross achieved. We encourage you to think about 3 strengths of their SMS campaign: timing, trigger and visibility.

Timing: Some charities worry that it’s only in the event of a humanitarian emergency that asking supporters to donate by SMS is worthwhile. However, something important to learn from the American Red Cross is that they managed to get their request for donations out so quickly. It’s important that any charity wanting to ask for donations in response to a specific event gets the shortcode up and running quickly. Otherwise, the reason to donate by SMS – it’s rapidity – will be lost.

Trigger: And if you’re not a disaster relief organisation, timing is still important – a trigger is needed to persuade people that they need to get out their mobile phone now and donate. For example, a trigger might be having a captive audience at one of your events.

Visibility: It may seem obvious, but ensuring your shortcode has high visibility is really important. Just setting up a shortcode obviously won’t work. You need to have it emblazoned on any advertising you
are doing. But you also need to be innovative – like the LSO who put their shortcode on musicians t-shirts at a concert.

Is the general public likely to donate more using their mobile phone in the future?

When we first asked the general public whether they would be likely to donate using their mobile in 2008, 18% responded positively. As Chart 11 shows, there has been some fluctuation in approach since then. In 2010, only 1 in 10 respondents said they would be likely to donate in this way if asked. However, in 2011, closer to 1 in 4 (21%) said that they would be very or quite likely to donate to a charity they were interested in by mobile phone if asked.

**Chart 11: Likelihood of donating to charity via mobile phone**

While Chart 11 does show that the percentage stating that they were very likely to use their mobile phones to donate has reached its highest rate yet, only 8% of mobile owners selected this option. Furthermore, 55% of respondents in 2011 are very unlikely to donate by SMS.

Let’s take a look in more detail at those people who state that they are likely to donate by SMS if asked by a charity they are interested in supporting. Interestingly, while we have already seen (Chart 8) that there is not a huge divide between younger and older generations when it comes to already having donated by SMS, Chart 12 shows us that the biggest potential for future growth does indeed lie with the younger age groups. 35% of those aged 16-24 and 34% of those aged 25-34 stated that they were very or quite likely to donate using their mobile phones if asked to give to a cause they care about.
Those who answered that they were very unlikely to donate were much more likely to fall into the older age brackets – 69% of 65-74 year olds and 79% of those aged 75+ are very unlikely to donate using their mobile phone.

**Chart 12: Demographic segmentation of those likely to give by mobile phone**

<table>
<thead>
<tr>
<th>Total</th>
<th>Male</th>
<th>Female</th>
<th>AB</th>
<th>CD</th>
<th>DE</th>
<th>16-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>20%</td>
<td></td>
<td></td>
<td>18%</td>
<td>22%</td>
<td></td>
<td>27%</td>
<td>18%</td>
<td>20%</td>
<td>16%</td>
<td>19%</td>
<td>16%</td>
</tr>
<tr>
<td>18%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>20%</td>
<td>16%</td>
<td>19%</td>
<td>16%</td>
<td>12%</td>
<td>7%</td>
</tr>
<tr>
<td>22%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>16%</td>
<td>19%</td>
<td>16%</td>
<td>19%</td>
<td>12%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Base: Those likely to donate by SMS (195) among 1,000 adults 16+, Britain.
Source: Charity Awareness Monitor, Mar 11, nfpSynergy

So let’s now try to understand the reasons why such a large percentage of respondents are not keen to donate by mobile phone in the future. We asked all respondents if there were any factors that would put them off donating by SMS. They were presented with a list of possible reasons alongside space to list any disincentives we hadn’t included.

Chart 13 demonstrates that many respondents would simply prefer to donate in another way. However, more than 1 in 3 mobile phone owners suggested that concern about high network charges was one of the factors dissuading them from donating by SMS. 32% of mobile phone owners are concerned about the security of such a transaction, while 6% are confused by how the process would work.
Chart 13: Reasons not to donate by SMS

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I would prefer to give in another way</td>
<td>47%</td>
</tr>
<tr>
<td>I would be concerned about the charges taken by mobile phone operators</td>
<td>37%</td>
</tr>
<tr>
<td>I would be concerned about security</td>
<td>32%</td>
</tr>
<tr>
<td>No, there is nothing that would put me off donating in this way</td>
<td>10%</td>
</tr>
<tr>
<td>I don’t understand how it works</td>
<td>6%</td>
</tr>
<tr>
<td>I don’t donate to charity</td>
<td>6%</td>
</tr>
<tr>
<td>Intrusive/ Would find it intrusive</td>
<td>1%</td>
</tr>
<tr>
<td>Violation of privacy</td>
<td>1%</td>
</tr>
<tr>
<td>Never have enough credit</td>
<td>1%</td>
</tr>
<tr>
<td>A/o answers</td>
<td>2%</td>
</tr>
</tbody>
</table>

Base: All mobile phone owners (965) among 1,000 adults 16+, Britain.
Source: Charity Awareness Monitor, Mar 11, nfpSynergy

What Chart 13 seems to show is that, in terms of barriers to giving, SMS donations are not so different from other giving methods. For some people, there are simply other ways they prefer to donate – fair enough, no charity is likely to argue with that. Issues around security and some remaining confusion about SMS donations are a problem for others. But one major barrier is that, for 37% of respondents, news about the removal of network charges has not filtered through. Charity fundraisers and communicators can work to remove this myth and increase the number of people open to the idea of donating by SMS.

Our research and interviews also point to the fact that while charities certainly should feel more confident about using mobile phones in their work, when it comes to text messages it’s important to seek permission. The fact that we always have our mobile phone with us makes them particularly personal items – part of the personal space we do not want invaded by spam.

"I think the constant opting in is really important because it’s a very personal space. I don’t want to look at my phone expecting a message from my son only to find it’s something uninteresting from my mobile network. So charities need to be really careful to ensure people are opting in to receiving information by text message."

*Stuart Newstead, mobile consultant*

How much are people willing to donate by SMS?

In the first edition of this report we argued that while text message donations will likely always be small amounts of money, this wasn’t necessarily a negative.
Indeed, our survey in March 2011 showed that most people interested in donating by SMS would opt for a donation between £1-£5, and the average preferred donation worked out at £3.70.

As we have seen in this section, the people most likely to donate by SMS are in the younger age brackets. Coupled with the ability to donate small amounts without any further commitment this suggests that donations by SMS could be a great way to open up donation opportunities to groups of people who do not usually donate to charity. Mobile specialist David Erasmus also thinks that mobile donations are a great way of bridging the gap between small donations in a collection tin and monthly Direct Debits.

Furthermore, it’s important to remember that donating by SMS is not the only route open to charities in the mobile space. During our research we have discussed the potential of mobile phones with a number of charities. They have told us about the popularity of other services and tools they offer for mobile phones. For example, the Samaritans provide an SMS support service to people in distress, alongside their telephone and email support. Breakthrough Breast Cancer has created an iPhone app that helps the organisation achieve one of its core aims of encouraging women to become more breast aware. Not only has the iBreastCheck App proved very popular, it has also given encouragement to the organisation’s staff as digital communications become more central to their work. And for the London Symphony Orchestra, which has long enabled students to buy cheap tickets to concerts by SMS, creating a good mobile website was an obvious step. “We know people are accessing our website from their mobiles so rather than creating an app we decided to invest in enabling people to find the information they need quickly and easily while on the go,” explained Jo Johnson from the LSO.

The LSO have also had success getting people to donate by SMS. Their success shows that there are various ways to engage with people using the mobile phone. We encourage you to read the various case studies in this report to see that there are various ways your organisation might embrace the mobile phone, including beyond fundraising.

**What about charities?**

Now let’s move on to look at the results from our survey of the charity sector. In spring 2011, 100 charities responded to a range of questions about their use of mobile technology which enabled us to better understand whether and how the sector is embracing mobile tools.
Are charities using mobiles in their work?

Back in 2009 we found that 41% of charities had not looked at using mobiles in either their communication or fundraising work. Have things changed? Chart 14 below shows that the situation has definitely improved. We asked respondents to tell us if they were using mobile phones or text messages in their fundraising, communications and/or campaigning work – and this time round only 29% said they weren’t using mobiles in any of these areas.

Chart 14: How charities use mobile phones and text messaging

- In our fundraising work: 42%
- In our communications work: 36%
- In our campaigning work: 19%
- In none of these areas of work: 29%
- No answer: 4%

Base: 100 respondents
Source: nfpSynergy, March 11

It’s great to see that since our last report in 2009, more charities have embraced the possibilities of the mobile phone. Let’s take a closer look at how charities have been using mobile phones, and whether they have had any success.

As part of our survey, we presented respondents with a whole series of possible uses for the mobile phone and asked them to state whether they had engaged with them, and how successful this had been. The table below ranks the various ways in which charities can use mobile phones by popularity of use. As you can see, encouraging SMS donations and calling supporters on their mobiles are currently the two most popular uses. Telling supporters about events, or encouraging/thanking supporters who are participating, are other ways in which charities are beginning to use mobile technology.
## Methods and popularity of how charities can use mobile phones

<table>
<thead>
<tr>
<th>Mobile phone activity</th>
<th>% of charities who have tried this activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Encouraging donations by text message</td>
<td>34%</td>
</tr>
<tr>
<td>Calling supporters on their mobiles</td>
<td>32%</td>
</tr>
<tr>
<td>As one of the response mechanisms in an integrated campaign</td>
<td>29%</td>
</tr>
<tr>
<td>Sending supporters a text message about key events</td>
<td>26%</td>
</tr>
<tr>
<td>To reach and engage with a younger generation of donors</td>
<td>24%</td>
</tr>
<tr>
<td>Encourage/ thank supporters participating in one of your events (e.g. marathon)</td>
<td>22%</td>
</tr>
<tr>
<td>For service delivery</td>
<td>20%</td>
</tr>
<tr>
<td>Thank supporters for a donation</td>
<td>18%</td>
</tr>
<tr>
<td>Providing information about your services through a mobile App</td>
<td>13%</td>
</tr>
<tr>
<td>Fundraising through a mobile App</td>
<td>11%</td>
</tr>
<tr>
<td>Using QR codes</td>
<td>9%</td>
</tr>
<tr>
<td>Providing the mobile phone equivalent of a lapel pin as a wallpaper</td>
<td>5%</td>
</tr>
<tr>
<td>Providing information about location of shops or places to visit</td>
<td>5%</td>
</tr>
<tr>
<td>Providing downloadable charity-specific ringtones</td>
<td>3%</td>
</tr>
</tbody>
</table>

That’s great, you are probably saying, but have charities had any success using mobiles in these various ways? Let’s start by taking a look at the most popular uses of mobiles to see how charities evaluated them.
Chart 15: Charities' top mobile phone activities (i)

Base: 100 respondents
Source: nfpSynergy, May 11

Chart 15 shows that calling supporters on their mobiles is the use of mobiles that charities have been the most successful with. 11% have tried it with great success, and 19% with moderate success. Sending timely messages about events and for service delivery have also proved to be successful to some degree for those who have tried them.

Chart 16 shows the results for the next four most successful uses of mobile phones. As we can see, 15% have had great or moderate success using mobiles to engage with a younger generation of donors. However, only 4% have had great success encouraging donations by SMS, with 9% stating that they have had moderate success.
Chart 16: Charities’ top mobile activities (ii)

Base: 100 respondents
Source: nfpSynergy, May 11

Chart 16 shows that 21% of charities who have tried encouraging donations by text message have had little success. This matches what we have found during the qualitative interviews we conducted as part of this research. While a number of charities were excited to talk about their use of social media, their new Apps, and other aspects of their digital work, many others either had not tried to encourage donations by SMS or simply stated that they had tried it once or twice but the results were not anything particularly noteworthy.

Does this mean that the future is gloomy for text donations? Results from other questions we asked the respondents to our survey suggest not. We asked charities to rate the potential of certain uses of the mobile phone. Charts 17 and 18 show the results.
Chart 17: The potential of mobile phones

<table>
<thead>
<tr>
<th>Activity</th>
<th>Moderate Potential</th>
<th>Big Potential</th>
</tr>
</thead>
<tbody>
<tr>
<td>To reach and engage with a younger generation of donors</td>
<td>38%</td>
<td>33%</td>
</tr>
<tr>
<td>Thank supporters for a donation</td>
<td>30%</td>
<td>39%</td>
</tr>
<tr>
<td>Encouraging donations by text message</td>
<td>36%</td>
<td>32%</td>
</tr>
<tr>
<td>As one of the response mechanisms in an integrated campaign</td>
<td>30%</td>
<td>35%</td>
</tr>
<tr>
<td>Sending supporters a text message about key events (e.g. Watch our director on TV news tonight)</td>
<td>33%</td>
<td>31%</td>
</tr>
<tr>
<td>Encourage/ thank supporters participating in one of your events (e.g. marathon)</td>
<td>35%</td>
<td>29%</td>
</tr>
<tr>
<td>Fundraising through a mobile App (e.g. an iPhone App)</td>
<td>38%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Chart 18: The potential of mobile phones (ii)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Moderate Potential</th>
<th>Big Potential</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calling supporters on their mobiles</td>
<td>33%</td>
<td>21%</td>
</tr>
<tr>
<td>Providing information about your services through a mobile App (e.g. an iPhone App)</td>
<td>26%</td>
<td>28%</td>
</tr>
<tr>
<td>For service delivery</td>
<td>27%</td>
<td>21%</td>
</tr>
<tr>
<td>Providing information about location of shops or places to visit</td>
<td>17%</td>
<td>11%</td>
</tr>
<tr>
<td>Using QR codes</td>
<td>17%</td>
<td>7%</td>
</tr>
<tr>
<td>Providing the mobile phone equivalent of a lapel pin as a wallpaper</td>
<td>14%</td>
<td>3%</td>
</tr>
<tr>
<td>Providing downloadable charity-specific ringtones</td>
<td>14%</td>
<td>3%</td>
</tr>
</tbody>
</table>

"Which aspects of text messaging/mobile telephony, which you have not to date used, do you think has potential for your organisation?"

Base: 100 respondents
Source: nfpSynergy, May 11

Chart 17 shows that non-profits are excited about the potential of mobile phones for helping them achieve their aims. Over 70% of respondents see the potential of mobile phones for engaging with a younger generation of donors (see our case study about the London Symphony Orchestra to get some insight how they
are using SMS to attract younger music lovers to their concerts). Furthermore, many charities (39%) see the big potential of mobile phones for thanking supporters (and a further 30% see moderate potential).

We discussed earlier the fact that 21% of charities who have tried to encourage donations by SMS stated that it had not been very successful. However, we can see in Chart 17 that there remains a lot of enthusiasm about the potential for text donation. 32% of charities see it as having big potential and 36% think it offers moderate potential.

To try and bridge the gap between the current low take-up of SMS donation by charities and the potential that exists, let’s look at what respondents to our survey consider the barriers to be. Chart 19 indicates that the key reason dissuading people from using SMS to fundraise is high charges imposed by mobile networks. With the recent announcement from EverythingEverywhere (which manages both the Orange and T-Mobile networks in the UK) that they will no longer charge for text donations, and the recent emergence of new providers like CAF and JustTextGiving, this key concern will hopefully disappear.

**Chart 19: Barriers to fundraising through text messages**

- The continued high charges from some networks: 44%
- Not sure what works: 32%
- Gift aid is very hard to claim: 27%
- Not really looked at this area: 26%
- Our donors are unlikely to give in this way: 25%
- The size of each donation is small: 23%
- No good case studies about how to fundraise: 18%
- The technology is confusing: 10%
- Our culture/management is not supportive: 10%
- Our donors don’t use mobiles: 9%
- No good ideas about how to fundraise: 6%

Base: 100 respondents
Source: nfpSynergy, March 11

Interestingly, the next key concern is around uncertainty about what works well – given that SMS donations are a relatively young innovation this is perhaps unsurprising. However, as more charities try out SMS donation and share their experience this number should decrease.
Two of the results we would like to draw particular attention to are the 25% of respondents who state that their donors are unlikely to donate in this way and the 23% who state that the donation amounts are too small for SMS giving to be valuable. Our results have indeed shown that people are likely to donate small amounts by SMS, and that it is with the younger generation that most potential lies for increasing text donations. Nevertheless, given what we have shown in Section 2 about how people’s mobile phones rarely leave their pockets or bags and the obvious truth that younger donors will eventually become older donors, we don’t think charities should ignore the possible potential of mobile phones for fundraising.

With the right fundraising ask, at the right moment, SMS donations can be a great way to encourage donations. This is true whether you are a large humanitarian relief charity asking for quick donations after an emergency with the help of high-profile celebrities, or an orchestra asking for support during a concert with the help of a shortcode emblazoned on your musicians’ t-shirts.
Case Study 5

SMS donations, QR codes, the mobile web and more – how the London Symphony Orchestra is using mobile to fundraise, sell tickets, and share information

Jo Johnson, Digital Marketing Manager, London Symphony Orchestra

The London Symphony Orchestra (LSO) is one of the world’s leading orchestras. What’s more it has a ground-breaking education and community programme and its own record company.

The LSO has an innovative approach to how it uses technology to reach new audiences. It was, for example, one of the first orchestras to have its own website and the first in the UK to allow concert-goers to buy tickets online.

As early as 2003 the LSO had considerable success promoting its productions using downloadable mobile ringtones. And while ringtones might seem a bit of a relic of the past in comparison to Apps and Twitter, in reality they continue to be popular.

For a number of years the LSO has also had considerable success using mobile phones to increase revenue and reach new audiences. Its student ticketing service enables students to get tickets to LSO concerts for just £6 via text message. Furthermore, concert-goers can sign up to receive an SMS when returned tickets for sell-out concerts become available: “We are seeing returned tickets getting snapped up in less than three minutes, so it works really well.”

A major focus recently has been the creation of a mobile website. “For cultural organisations like the LSO I think the trend is towards increased use of the mobile web. While there are some great Apps out there, I haven’t yet come up with an idea for an LSO App that would be particularly useful. However, we know that people on the go - maybe on the way to our concerts - want to access information through our website,” explains Jo. One particular advantage of a mobile website is its inclusiveness – “even people with a basic handset with internet access can use our mobile website to get information.”

Jo’s recommendation for an organisation looking to launch a mobile version of its website is to consider it as separate from your main website. “You don’t need every single page from your main website. People who are using your mobile website will often be on the go, perhaps looking for information about how to get to the concert venue. Be sure to think about what website visitors will be looking for, rather than creating a copy of what
is on your main website.” And while the mobile website was only launched this May, Jo is already pleased with usage, and the data is showing that people are accessing the mobile website from a range of platforms, supporting the decision to opt for the website route, rather than the creation of an application unique to a particular kind of phone.

The LSO has also made use of QR codes. “Our new website came with a QR code function so we are trying them out for fundraising. We have included them on concert programmes and posters, and on plasma screens at concert venues.” While Jo agrees that QR codes are still a bit confusing for some people, she is sure their usage will increase as people become more comfortable with the different functions of their smartphones. “I am already seeing more of them around, and since our website has a QR code function we’ll be encouraging people to donate in this easy way.”

In 2010 the Orchestra was one of the Lord Mayor of London’s beneficiary charities and this provided the Orchestra with a great opportunity to raise money by SMS. The LSO used one of the new charity shortcodes, emblazoned on the t-shirts of volunteers, at the various events they were involved in throughout their year as chosen charity, to encourage donations.

“When it comes to SMS donations, I think a lot depends on the trigger, on how and when you ask people to donate – just having a shortcode donation number is not enough. One great example is a lunchtime concert we did at Lords Cricket Ground. A group of young people, wearing our t-shirt with the SMS donation number, played a concert during the lunch break. We raised £600 within 15 minutes.”
Section 3: How charities can utilise the potential of mobile phones and text messages

In this section of the report we hope to provide you with encouragement for using mobile phones in your work. There are 10 steps we think organisations can take to increase their mobile love. You’ll also find a great case study about Marie Curie Cancer Care’s use of Twitter.

“If a charity is feeling cautious about using the mobile phone, then I would remind them that everyone’s mum has a mobile phone. Everyone is so familiar with mobile phone technology so don’t worry about trying out something new – because ultimately it’s not a new technology, it’s a tried, tested, and trusted technology.”

*Stuart Newstead, mobile communications consultant*

1. See mobiles and text messages as the words between friends and lovers that build relationships

What is the best way to imagine the kind of communications that texts and mobile can deliver? We like to think of them as akin to the little intimate words between friends and families. Texts are the sweet nothings of relationship building. They tell people they are remembered not forgotten. They tell people where to be or what to remember. Texts are the most personal, most immediate, least wordy forms of communications in human history bar perhaps direct speech. It is this that gives texts and mobile phones their power. They build relationships. They say ‘thank you’ and ‘don’t forget’, they say ‘I got the job’ and ‘baby girl born at….’. Contrast the role of texts, which are all about timing and interaction, with the role of websites, which are more about about telling and being definitive. While websites are impersonal and reactive, text messages are personal and proactive. While emails are all too often obviously mass communications and spam, texts are rarely spam and almost always just for one person.

Twitter has to some extent changed the way that texts should be seen (with the added complexity that a tweet can be received on a laptop or a mobile and can be received one by one or en masse). So while texts can be intimate (a one to one communication) they can also be a mass communication (one to many) and then retweets and responses can make them change them in their nature again. So unlike email from an organisation texts and tweets are more context dependent and need to be handled more carefully to avoid irritation and alienation.
2. **Appoint a mobile phone czar**

Charities and non-profits have not always been the quickest to take up the potential of new technology. They have been slow to make the most of the Internet. Their use of digital TV is all but non-existent. Even the lowly telephone is still regarded with hostility in some charities.

Yet the mobile phone and SMS are rich with potential as we hope we have shown in this report. So how does an organisation change its attitude to mobile phones and text messages? Our experience over years of carrying out research on charities and the Internet is that new technologies need a champion. They need somebody who is passionate about the potential of the mobile and who has the role of seeing how an organisation can make better use of the mobile. We call this kind of a person a mobile phone czar (but you can call them what-ever you like!) Some organisations are now appointing a social media co-ordinator, and while the mobile is not limited to social media, for most organisation having one person to cover both roles would make total sense.

The czar should be somebody with enough knowledge about new technology to understand its potential and enough seniority to make things happen. (It’s probably helpful if this person does not have an entire closet of anoraks as well!) We would also recommend the creation of a steering group drawn from across the charity who will champion mobile technology in their own part of the organisation.

The mobile czar should also report to the senior management team on a regular basis. For the kind of cultural change we are proposing, the organisation needs to be able to see that the senior management team has made the use of text messages, Twitter and mobiles a priority.

3. **Use text messages to join up communication campaigns**

One of the most powerful uses of text messages is their ability to act as the glue which helps join together all other aspects of a communication campaign. So a shortcode can appear on TV ads, on posters, on a website, on T-shirts and so on. Shortcodes have the benefit of being instant, private and useable anywhere, compared to a telephone number or website address - which are both slower, less ubiquitous and less spontaneous (how many of us would ring a call centre on a train journey?)

So text messages can be the route to a universal contact mechanism for a charity campaign.
4. Thank supporters and volunteers with a text message

Thanking people is good. But too much thanking by charities is all too often contrived or the cue for something else. As when a charity rings to thank you for a recent donation, and explains how much it is valued — you know a request for money is just around the corner.

So imagine a simple text message thanking a supporter for setting up a direct debit. Or a thank you to a supporter after their first session of volunteering. A plain simple act of relationship building from an organisation to an individual.

The challenge is how to make these kinds of personal and individual communications relevant and timely. It's no good thanking somebody the day before they start volunteering or thanking somebody who has just cancelled their direct debit rather than just starting one. However, for organisations that are only sending out a low volume of text messages, a laptop with a mobile data card is an easy starting place. Again we are convinced that organisations need to see text donations as one small part of the potential, perhaps as little as 20%, of the whole opportunity that mobiles present.

5. Make runners and other community fundraisers feel valued with texts and Twitter

Texts are the perfect form of communication for runners and people taking part in fundraising events. Anybody who has committed to run a marathon can regularly receive texts of encouragement which update them on how other runners are doing and on the amount of money raised overall. Twitter can have much the same benefits. If Ralph Fiennes is climbing Everest for your charity (or your celebrity patron is running the Royal Parks Half Marathon) then a regular text or tweet from them is a great way to get people interested in our work and to encourage them to stay in touch. The cost of these kinds of mass non-fundraising texts can be very low (the same or less than an individual subscriber would pay).

Regular texts don’t just have to be about fundraising. Imagine if somebody has just agreed to drink less or exercise more or live in a more environmentally friendly way, then a text encouraging them to stay on course is totally relevant to them as an individual and hopefully a way of keeping them on track.

It goes without saying that all of these texts need to be opt-in rather than opt-out. If somebody hands over their mobile number to a charity, it needs to be clear how it might be used by the charity.
6. Remind people about appeals with a text message

One of the things that annoys people most about direct marketing is a reminder message asking them to give to an appeal that they have already given to weeks earlier. The reason for this is that appeal mailing lists take time to produce, almost inevitably people will be asked to donate again to a cause, even if they have already given.

In contrast, a text message has a much shorter lead time than a paper mailing. It is an instant update that is also more likely to be read. ‘So far we have raised £4000 towards our total of £6000, so if you haven’t had a chance to make a donation – please respond to our mailing or text xxxxx’.

A text message doesn’t just have to remind people about donating, it can also give them advance warning of an appeal or a raffle or a catalogue or an impending phone call and give them the chance to opt-out. Presented in the right context, they can canvass people’s views without committing the organisation to a course of action.

Something important to remember here is that the call to action needs to be crystal clear. “While the open rates are higher for SMS than email, the rapidity with which an SMS can be deleted is also vastly higher,” explains non-profit tech specialist Amy Sample Ward. “This means that people need to be presented with a very clear call to action.” She points to the example of the Alliance for Climate Education in the USA which texted young people with simple questions such as “have you changed your light bulb recently?” Yes/no responses would be sent different text replies. For example, a person texting “no” would receive tips on good energy saving life bulbs to purchase. The very personal nature of the mobile phone means charities need to be clear about why they are contacting a person through that medium.

7. Let people vote with their text

The Save the Children Gaza case study shows how text messaging can be a campaigning tool. While Gaza is a higher profile example than most, it does illustrate how the instantaneousness of text can be used to good effect.

Petitions on papers have lost much of their lustre. They are slow, unwieldy and usually ineffective in political terms. Petitions on the Internet are now more common with even the Number 10 website using them. But much of the power of petitions is more for their ability to stir the thought processes of the signer as opposed to changing the political establishment. Text messaging can be used to ask supporters what they think about particular issues. Should the National Trust
make all of its farms organic? Should Oxfam continue to work in Afghanistan? Should the RSPCA take hunters to court if they break the law?

Text petitions and text votes can act as a quick, simple way to both gather support and understand what supporters, volunteers or staff are thinking. But it’s also important to remember that as long the voting process is presented in the right way an organization can canvas people’s views without committing to follow a specific course of action.

**Case Study 6**

*Save the Children’s successful Gaza campaign was all about keeping the message simple*

In 2009, the plight of Gazans undergoing serial bombardment left many people in the UK desperate to help but not certain how.

Save the Children launched a campaign that successfully seized upon this opportunity to mobilise mass protest to the bombing of Gaza. It used a text-messaging-based campaign to get people to sign a petition asking the government to bring about a ceasefire. The campaign succeeded in getting more than 250,000 signatures in a matter of days.

SCUK booked adverts in all the main newspapers on a weekday and over a weekend which said “if you think the war is wrong, text us and we’ll take your petition entry to Downing Street. Just text the word ceasefire to this number”. As Jonathan Bass, spokesperson of SCUK said “The key to the success of this campaign was the simple message: ‘if you back this idea, text us and tell us’.

SCUK then capitalised on the success of the campaign very effectively by texting everyone who had responded to thank them for taking action. It also informed them that their signature had been taken to Downing Street and asked them to watch the news that evening. SCUK then dispatched photographers to Gaza and got them to send pictures of the devastation to supporters’ mobile phones. The charity backed these pictures up with text messages telling them about events in the Gaza and inviting them to make a donation. The technology used involved multimedia messaging and multimedia picture messaging to send a slide show of images taken by the photographers. The technology resulted in a successful campaign run to a very tight schedule, a time frame that would have been too much of an obstacle for most other media.
8. Apps for engagement, Apps for interaction

As we have already discussed in sections 2 and 3, the mobile is a fantastic way to develop interactivity in the way that web 2.0 envisages. Text messages can be sent to contribute to the commentary on sports events (perhaps alongside the voting ideas outlined above). A quick look at the BBC website for sporting events shows how texts and Twitter has revolutionised interaction. Now it is Apps that have really changed the potential in recent years. Anybody with a smartphone knows just the extraordinary range of Apps that are now available - either for free or for a price. The case studies for this report show how charities are using their ingenuity to create Apps that help supporters engage with the cause at a deeper level. The Breakthrough Breast Cancer App shows how a charity can engage on the mission delivery side of things. The NCT App shows how a charity can provide people with really useful information, and engage them in making the App even more useful by adding their own information.

9. Use text messages and tweets as a ‘heads up’ for stakeholders

We all like to feel special. We like to think we are part of an inner circle. So charities should use their inside information to make stakeholders (and this really does mean staff, volunteers and donors) feel special. So when an organisation is launching a new advertising campaign or their CEO is going to be on the news or a TV programme, or a major donor or patron is going to be announced then a text to stakeholders is a low cost way of making them feel special. It also gives those stakeholders the chance to watch the news or look out for the advertising, and even if they don’t see the programme they will still, almost certainly, appreciate being told.

10. Use text messages for spontaneous donations

We have deliberately left the issue of text donations till last.

One of the reasons that text donations are of such interest is that they perhaps represent the ultimate in spontaneous, yet trackable donation. While many spontaneous donations (collecting boxes, collection envelopes, etc) can be made very simply, these methods suffer from having no way for charities to start a fundraising relationship, as the donor remains anonymous. In addition, it is probably the case that text donations feel less like they are handing over money than actually parting with cash from their hand into a collection box or envelope.

For all these reasons we believe that donations by text have huge potential for giving (now the cost issue has been resolved). In particular we believe that text
Sending out an SMS 2nd edition

donations will attract new younger audiences to giving. In time we may see entire cohorts of supporters whose only contact with a charity is through the mobile phone. This will represent significant logistical challenges for charities around database and ongoing communications. But the question is when this will start to happen, not if.

Case Study 7

How a Blooming Great Twea Party helped Marie Curie strengthen relationships with supporters and increase Twitter love amongst staff

Stuart Witts, Social Media Manager, Marie Curie Cancer Care

Marie Curie Cancer Care provides care totally free to people with terminal cancer and other illnesses and their families. The charity’s vision is that everyone will have the high quality care and support they need at the end of their life in the place of their choice.

Stuart Witts’ enthusiasm for social media grew from using it as a networking tool while searching for a new job a few years ago, “I found it to be a great tool for building and strengthening relationships.” He has brought that enthusiasm to his work at Marie Curie where he is a particular advocate of Twitter – “we use a variety of social media platforms, but I think Twitter is especially good at enabling charities to build one-to-one relationships with supporters. It really feels like a personal medium.”

Stuart acknowledges that getting started on Twitter can be difficult, but here are his tips for organisations keen to get going:
- Start by following organisations and people relevant to your work
- Take plenty of time to listen to their conversations, then join them once you’re more confident
- Set up alerts so that you know when someone mentions your organisation’s name

“At first you’ll probably feel like you’re talking to no-one, but as you begin to follow other organisations and participate in their Twitter conversations you’ll start to build up your own follower base.”

What about managing Twitter internally? Marie Curie has two Twitter accounts – one main account and another for events. These are managed by Stuart but three other members of staff also tweet. “If you’re getting started using social media, then seek out colleagues who are keen users themselves.” Stuart thinks it’s important to trust your staff to communicate via social media: “If you’ve employed someone then that means you trust them, and if your staff are trained to speak to the public then that means they are qualified to use social media on your behalf. Restricting who uses your social media tools and creating separate guidelines for communicating on Twitter etc., just makes it scarier that it needs to be.”
Nevertheless, Stuart highlights that the way Twitter works means you need to be ready for the unexpected. “You never know what you’ll get on Twitter, that’s the great thing about it. But if something does go wrong, just be up front and apologise. Problems only arise when an organisation ignores something or blames someone else. Apologise, and then move on – and so will everyone else.”

In 2010 Stuart organised a Twitter virtual tea party – or Twea Party – to tie in with Marie Curie Cancer Care’s Blooming Great Tea Party. “It was fun and easy to do. We brainstormed some ideas, contacted tea companies for prizes, came up with some competitions, and found a bunch of fun quotes and jokes about tea.” They encouraged everyone to use a hashtag (#tweaparty) and tweet pictures of themselves drinking cups of tea.

125 Twitterers took part in 2010, but the reach of the Tweaparty was much broader: “We used a tool called Tweetreach and calculated that 53,000 people would have been exposed to our Tweaparty through their Twitter feed.” Buoyed by the success Stuart organised another Tweaparty this year and their reach more than doubled. “It was a really fun thing for us to do, and for people to take part in – it was like holding a live radio show for a couple of hours.”

And a virtual connection Marie Curie made during the Tweaparty led to a great real world relationship. “Through our 2010 Tweaparty we made a connection with Whittards of Chelsea. This year they’re helping us with our real world Tea Party by sending out thousands of free teabags.”

Another key success of the Tweaparty has been encouraging internal enthusiasm for Twitter, and building staff confidence using it. “It can actually be pretty difficult to know everyone in a big organisation – the Tweaparty was actually a great way to socialise.”
Section 4 – Removing the barriers to the use of mobile phones and text messages

It’s clear that there are still lots of challenges to overcome before the charity sector fully embraces the mobile, and also before the general public become comfortable with text donations. Therefore we will use this section to lay out our vision for removing those barriers. You can also take our fab Cosmo quiz to find out if you are living the mobile dream and read about new initiative Givey!

In 2009 we identified four main barriers to the development of the use of text messaging. These were:

1. VAT on text donations
2. High charges from mobile network operators
3. Reclaiming Gift Aid on text donations
4. The culture and best practice of charities and fundraising in using mobiles and texts.

To see how much things have changed over the past couple of years we have conducted another survey of non-profits and also repeated our research with the general public, through our Charity Awareness Monitor (a 9 times a year survey of the UK population). There has been substantial progress on these barriers in the last two years, most notably on the first two. This section will bring together and analyse the results from these surveys.

But first let’s take a look at the key barriers listed above and whether any of them have been removed since 2009.

 Barrier 1: VAT on SMS donations

One of the key motivations for publishing the first edition of this report back in 2009 was that it formed part of a broader campaign to both end VAT being charged on SMS donations and to encourage the mobile phone networks to reduce the amount they charged to process donations made by SMS. That campaign has achieved a lot:

20 There are a range of people who have been instrumental in bringing about these changes: Martin Ballard, Roger Craven, Mandy Pursey, Hannah Terrey, Mike Short and other key individuals from the MNOs.
A deal brokered by the Institute of Fundraising and the Mobile Data Association and signed by all the major mobile phone networks in July 2009 means that VAT is no longer charged on donations to charity by SMS.

In order to qualify for VAT-free donations a charity must be registered with HM Revenue & Customs, and sign-up for a dedicated charity shortcode. These dedicated shortcodes – which all begin with the numbers 70 – told the mobile operators (MNOs) that VAT should only be charged on the charges made for handling a text donation and not the whole value of the text message. For a £1.50 donation this increased the amount the charity received by between 15-20p.

**Barrier 2: High charges from mobile network operators**

When we published this report in 2009, operators still deducted around 50-60 pence from each £1.50 donation in administration charges. Not only did this mean that a huge amount was lost between someone making a donation and the charity receiving the money, but it also dissuaded donors from giving. Indeed 72% of the charities we surveyed in 2009 considered these high charges to be a barrier to raising money by text message. 58% of the general public said such charges would put them off donating by SMS.

As a result of this change to shortcodes and VAT, the charges made by the MNOs became more transparent. O2 was the first operator to reduce its charge to zero in November 2009 followed by Vodafone. Over the next 18 months the operators gradually reduced their charges to zero or near zero.

The 6 major UK networks – 3, O2, Vodafone, Virgin, Orange and T-Mobile – now all pass 100% of the donations to the charity. While the companies that manage the donation process for charities still deduct an administration charge, the decision by the operators to remove their charge means that the amount that actually reaches the charity has leapt from around 60% to almost 100%.

So the first two barriers have all but disappeared. However our report, and research by other organisations, has shown that there are two further key barriers to charities embracing the potential of mobile phones and donors giving by text in greater numbers.
Barrier 3: The difficulty of claiming Gift Aid

One of the barriers to both charities and the general public becoming more enthusiastic about text donations does remain – the difficulty of claiming Gift Aid. There are a number of inherent problems with Gift Aid on text donations. First the size of the donations is small and secondly there is no easy way to put a Gift Aid declaration into 160 characters and give people a compelling reason to 'sign' it. Currently the only way to do this is to encourage people who have donated to register their donation afterwards, declare their taxpayer status and provide their address. Given that speed and simplicity underlie the strength of SMS donations this second step is cumbersome and Gift Aid conversion is low. There have been as many claims of solving the Gift Aid problem as prophecies of the end of the world. None of these 'solutions' have satisfactorily made claiming Gift Aid on text donations as easy as for donations by cheque and direct debit. And they may never do so.

The possible and proposed solutions to Gift Aid to date include:

- Create a Gift Aid bounce-back with a link to an online declaration. Our anecdotal information is that this kind of mechanism can get about a 1-15% response rate which is far from ideal.
- Make text donations donors register first and sign a Gift Aid declaration at that point. This makes the Gift Aid declaration sign ups much, much higher but the mere act of registration reduces the number of people who will donate, as by definition it is not as spontaneous.
- A special exemption to be made for text donation by HMRC. But it's difficult to see how that could work in practical terms.

Another solution has been proposed by the think-tank ResPublica, which recently called for a broader overhaul of the Gift Aid system to meet the needs of our digital lives, including the acceptance of mobile phone numbers as proof of ID. Joe Saxton, one of the authors of this report, has suggested that the government simply adds Gift Aid to every text donation (no agreement from the Chancellor yet).

So for now Gift Aid on text donations has only imperfect solutions and the difficulty of claiming Gift Aid on SMS donations remains a barrier. Nevertheless, some charities have had some success at increasing the percentage of SMS donors who make a Gift Aid declaration – around 15% of people who donate via CAF’s text giving service Gift Aid their contributions.

Barrier 4: The culture and best practice for using the mobile phone.

This remains the biggest and most important barrier for future development of the mobile phone. We are excited about the potential of the mobile. We can see that it can, and should be, a powerful tool for engaging supporters with charities in a breadth of ways. All the evidence from our sector survey says the same thing. Charities can see the potential but they aren’t yet reaping the rewards or finding success in utilising this new tool, or they aren’t prepared to talk about it just yet. So how do we get from here to there? What are the conditions for success? We have identified four:

1. **A vibrant and diverse supplier base.**

In the majority of fundraising innovations there have been a breadth of suppliers who have innovated and provided the competitive stimulus to create and cross-fertilise new ideas. The development and success of the charity direct marketing industry or the capital appeal marketplace is based on having agencies and their clients trying out new things and finding out what works. This survival of the fittest of ideas and agencies has served the sector well up to now and we have no reason to suppose it won’t do so in the future.

2. **Mobile and SMS champions within charities.**

The success of websites and online fundraising has been in large part due to people within charities who have hassled and cajoled, fought and persisted to continually improve their charities websites. Where they have pioneered, others have learnt and followed. Internal champions also need to share their passion and their successes externally. We are seeing these champions emerge in the fields of social media but not yet enough for mobiles.

3. **It’s not just about text donations, it’s about mobiles in all their glory.**

Much of the sector’s (and our) energy has been focused on removing the barriers to the use of text donations. But mobiles have so much more potential than that. Charities should be looking to create entire cohorts of donors and supporters whose only communication route is the mobile. Set this challenge for your next away day – how to develop supporters where the only piece of information we have about them is their mobile number and the responses they have made. For starters charities need to harvest and treasure the mobile numbers of EVERY person who contacts or donates via their mobile. These numbers need to be stored and a communications plan created for them.

4. **Integrating communications across all media.**

In the early days of the web, charities had a tendency not to know how to include the Internet in their paper-based campaigns. So they didn’t, or they added a web address and hoped for the best. The new wave of mobile pioneers needs to learn from this and make sure that their campaigns integrate the mobile
in as a key part of their communications portfolio. A TV ad can encourage people to send a text which in turns sends them a web link with which they can visit a campaign microsite. Mobiles and text can act as the links between different parts of the campaign. Achieving this joined up approach is one of the reasons that a digital or mobile czar is so important.

Case Study 8

“People don’t want to break the flow of life to make a contribution” – how Givey makes donations easy from a mobile phone

Cubate is a business incubator working with entrepreneurs to turn their ideas into businesses. They recently launched Givey - a user account which allows you to make donations to charity through text messages, Twitter, and other social media platforms.

David Erasmus’s initial plan was to launch an iPhone application which would allow enable people to donate to charity in an easy way. However, Apple’s policy of not allowing in-app donations meant a return to the drawing board was necessary ... And from there Givey was born.

Working closely with PayPal and MissionFish, David and his team focused on developing a system which allows people to make seamless donations from their mobile devices. “These days people expect not to have to break the flow of life to make a contribution. People don’t want to leave where they are in order to make a donation, like something on Facebook, or add something to their wishlist,” explains David. "We want to facilitate a donation right there, where the person is at that moment, whether that is Twitter or Facebook or wherever, rather than making them move to a different forum.”

So how does Givey work for the donor?

**Set-up**

*Step 1:* create a Givey account, with their name, mobile phone number and Twitter handle (depending on how they want to donate).

*Step 2:* link the new Givey account to their PayPal account so as to pre-authorise donations.

**Donating**

Then when people are ready to donate they can do so via Twitter or SMS:

To tweet a donation, for example to give £2 to Save the Children, they enter and then tweet the following: #Givey @savechildrenuk 2

To donate by SMS they text the following to 88008: GIVEY SAVEUK 2

Once a donation has been made by mobile phone, users will receive a text message response thanking them and letting them know whether or not the payment was successful.
David considers this element to be particularly important: "we’re not just making micro-payments much easier; we’re trying to improve the conversation between charities and donors." When someone has donated through Givey the only information that will be passed to the charity is the donation amount, the person’s name, and the contact method through which they donated – "so if they donated by Twitter, we’ll pass on their Twitter handle and nothing else. We know people want to be thanked for their donation and are happy to be asked again, but we also know that people don’t want to receive letters through the mail after making a one-off donation online. We’re trying to mediate that relationship between donors and charities."

To find out more about Givey: http://www.givey.co.uk/
Is your charity realising the joy of text?
Take our Cosmo quiz and find out........

Do you collect your supporters, staff and volunteers mobile phone numbers and store them on a database?

a) No, but we do allow our staff to ring people on their mobiles
b) Yes, but we can never work out what to do with mobile numbers once we have them
c) Yes, and we use them as part of our text and outbound calling programmes

Do you have your own shortcode for your organisation?

a) No, but the CEOs secretary can do shorthand
b) No, but we use a third party shortcode
c) Yes we have our own shortcode and it is printed all our event material

Can supporters’ text their comments or complaints to a designated number?

a) No – but it sounds like a good idea
b) Yes but we don’t really look at what they say
c) Yes and we reply by text or tweet as well

Are supporters, employees or staff thanked or communicated with in any way by text message?

d) No
e) No, but we’re looking into it
f) Yes, and our management information helps us identify who should be thanked when, with what message. Volunteer especially appreciate it

Does your organisation tweet supporters about forthcoming events such as an AGM, charity shop sales or fundraising events?

a) Our magazine and website has it all
b) We do mention such things on our Twitter account if they are national
c) We have a central Twitter account and all our shops and local groups each have one too with a clear set of guidelines
Do you have a person responsible for co-ordinating and stimulating communications by text and mobile?

a) No
b) Yes our digital media officer is responsible
c) Yes we have a Twitter and mobile phone champion

Does your CEO know what a text message is?

a) Yes she does but she gets her PA to read them to her
b) Yes she does and she does a blog on our website
c) Yes she does and she has a blog, a Twitter account, a Facebook page and over 500 contacts on LinkedIn.

Do you have a group of supporters or volunteers whose primary method of communications with you is text message or mobile?

a) No
b) Yes, all 18 of them
c) Yes, and we have a communications plan for them over the course of the year

How did you score? Find out below.

All or mostly a)s
Oh dear. You need some text therapy

All or mostly b)s
Not bad at all. You are just beginning to find out what the joy of texting and tweeting is really all about

All or mostly c)s
Astonishing score! You are clearly a Zen master of tantric text and your organisation tweets like a nightingale
Conclusion

Texting without barriers – how big can it get and how might it be used?

So what is the potential for the mobile phone and particularly text messaging in the UK? We believe that by 2014 text donations could be raising £100 million a year (£96 million to be precise). We have reached this figure in 2009 through multiplying the likelihood of different age groups giving by text by the amount that age group said they would be likely to give. We have then assumed that half those giving will only give once, 25% will give twice, 15% will give three times a year, 10% five times a year and 5% ten times a year. If we take inflation and Gift Aid reclaim into account the total will be even higher.

Is this figure realistic? Since we originally made this prediction, we have seen Comic Relief raising £15 million in Red Nose Day 2011 so the trend is heading in the right direction. The mobile industry is capable of producing an annual figure for the amount donated through the 70xxx shortcodes but as yet the MDA has, sadly, not produced a figure for 2010.

Text giving is probably the ultimate spontaneous donation mechanism. So we envisage that text donations will transform a number of ways and places that people give:

- On TV in response to telethons such as Children in Need, Red Nose Day and sport relief. As well as telethons we predict a growth in TV ads using text donation shortcodes to encourage donations.
- In response to emergency appeals such as the DEC Haiti and Pakistan Floods appeals. Text donations can be used to encourage donations through all media, radio, TV and newspaper. Indeed a text donation is much simpler and easier than making a credit card donation by phone or online.
- For both local and national radio ads, the use of shortcodes to encourage response will be a vital link for radio station charity advertisers to interact with their audiences and raise money.
- Most paid for forms of advertising (TV, radio, print, posters, cinema,) will be boosted by text donation shortcodes as they facilitate donations. It is likely that bigger charities will have a raft of shortcodes so they can understand which medium and what size of donation are the most effective.
- It is likely that charities will use donations shortcodes at events and the media. So expect to see T-shirts with shortcodes (particularly on publicity pictures) as well as a host of other publicity materials.
In other words our prediction is that the advent of low-cost/no-cost text donations could open up a renaissance of direct response public advertising for charities as more and more ways are found to use shortcodes to defray the costs of awareness raising work, and the public familiarity with giving through this route increases.

However, this report is not just about text donations. We also expect to see more and more ways in which text messages are used both from the charity to the individual (outbound), and from the individual to the charity (inbound). These requests can all be about giving. So charities will need to develop ways to encourage response from supporters and stakeholders. This might be encouraging people to take part in a news debate or a respond to a blog. It could be telling people that there is a really interesting programme about the charity’s cause or the latest development in a campaign.

Whatever route charities choose to take, it is clear that there are plenty of opportunities for organisations of all sizes to keep up with technological advances and engage with their supporters in the ways that work for them. More and more, this is through their mobile phones – a trend that shows no sign of fading away. We hope that the case studies in this report will provide some inspiration for other ideas that charities can develop and adapt for their own causes. The final part of this report is a toolkit to build on some of those case studies and give you some tips on how to go about getting on board with the mobile revolution. We’d love to hear about your success stories and any advice for any other organisations so do get in touch and let us know how you get on. Good luck!
A guide to Apps

With the recent launch of Apple’s iPad and the continuing popularity of the iPhone, there’s been a lot of talk about building ‘Apps’. What are these Apps, should your charity be thinking about building one and if so, how do you decide what type of App to build?

Firstly, what are Apps?

An App, or application, is what Apple calls third-party software programs developed specifically for the iPhone, iPod Touch or iPad. There are now hundreds of thousands of relatively cheap and free Apps, in categories including games, entertainment, utilities, social media and lifestyle.

Apps are also created to use on other smartphones such as ones that run using Google’s Android operating system.

How do I decide whether to build an App?

As obvious as it sounds, an App will only work if it’s a particular activity that makes sense for the user to be doing on their smartphone. If you’re unsure whether your new App idea is a goer, then look at the list below to see if it ticks at least one of the following boxes:

• It is an improvement on similar Apps already out there.
• It is new to the world and solves a unique problem.
• It serves a specific audience with particular needs.
• It is fully interactive and engaging.

Which charities have already built Apps?

All this sounds great but what you really want to know is - which charities have created Apps and how have they gone about developing them?

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22 This guide, written by Martin Campbell of Baigent Digital, initially appeared on the CharityComms website, and was reprinted with their kind permission.
So far, Apple has refused to approve charity fundraising Apps with ‘donate’ buttons on them - but there are many not-for-profits who have managed to create unique, engaging Apps to attract new supporters, encourage existing supporters to get involved and increase their online donations as a result. For example, The Battersea Dogs Home App shows images of dogs in need of a home, whilst WaterAid’s App allows users to find the nearest public toilet.

**Scripture Union’s journey to create an App**

Baigent Digital recently helped Scripture Union, a faith-based charity which uses the Bible to inspire children, young people and adults, to build an App. The charity had an active web presence: a few years previously, they had established the WordLive project, the key aim of which has been moving from print publications to the web, email, RSS and podcast formats. They had also created a mobile version of their site, which enabled smart-phone users to access the site whilst out and about, helping to increase the popularity and use of the site.

The next stage for Scripture Union in their online journey was to develop their WordLive App, but why? The match between the word and multimedia content on WordLive is perfect for an application; plus, an App enables people to experience WordLive on the go in a way that the mobile site just won’t allow. Even though the App was only launched a couple of months ago, the team at Baigent Digital and Scripture Union have been delighted with the level of interest and the number of global downloads so far.

**What are the stages of iPad/iPhone App development?**

1. Think of a great idea, and then determine which audiences would use your App and work out their needs. You’ll also need to look at:
   - The top 10 Apps in a few categories to get an overall feel for how they make use of iPhone/iPad’s unique navigation and how they present information to the user.
   - A few Apps that are similar in purpose or function to the one you want to build, to see what approach they’ve taken and if there are any areas for improvement.
2. If you’re planning on doing the work yourself, you’ll need to:
   • Get an iPhone or an iPad (depending on what you want to develop) – and preferably, access to a Mac computer with Mac OS X 10.5.5.
   • Develop a non-disclosure agreement (to keep your great idea to yourself!)
   • Download and install iPhone SDK, the Apple resources needed to develop and code your App.
   • Register as an Apple developer.

You’ll also need:
   • An ability to assess what does and doesn’t work in the App marketplace, and can transform your idea into a tech spec.
   • Marketing skills (for research, promotion and marketing).
   • Programming skills.
   • Experience in designing for mobile devices, and sketching and producing user interface designs.

Can you do all of these things yourself? Probably not. The chances are that you need to find some resources to help you fill the gaps - which will probably range from agencies, to freelancers, to a friend-of-a-friend!

3. Next, put pen to paper and draw each screenshot of your App. This will help to establish things like:
   • Size and shape of each element on the screen in relation to each other.
   • How the user will interact with each screen and move from one element to the next.
   • What info the user will see on each screen of the App and how this will be presented.
   • Once you’ve finalised your sketches, you can create the design concepts.

4. Develop and test the code for your new App (this is generally best done by an experienced developer).

5. Submit your App to the Apple store (don’t be disheartened if they turn it down, make changes and resubmit!) Marketing is of course a crucial element; it’s all very well having a beautifully designed and realised App, but if your audiences don’t know about it, it won’t fly. So:

   • **Before launch** - Spread the word in target publications, inform subscribers by email, write a news release for your site and set up specific social media channels to build up the pre-launch excitement and buzz.
- **After launch** – Encourage your supporters to spread the word about your App using your social media tools. Try and get blogs who may be interested in your App to try it and write a review. Other ways to drive traffic include running competitions; timing your App release around a suitable live event; and holding your own online or offline launch event.

- **In the future** – Think of ways to develop your App for future releases and upgrades. Monitor feedback from users and suggestions on improvements to help with this.

In the end, whether you decide to create an App or not, the main thing is that your users have a choice of a number of interesting and exciting ways to engage with you. But if you do come up with a great idea for an App: go ahead, get excited, get stuck in and good luck!
A selection of charity Apps for inspiration

During our research people have been telling us about iPhone and other smartphone applications – either that their organisation has created or that they use personally. While it’s certainly true that applications are not necessarily the right tool for every organisation (check out our case study about the LSO who have opted to focus on improving their mobile website), if you are considering developing an app, then here’s our selection of interesting charity Apps for some inspiration:

### The Battersea iPhone app
This free iPhone app created by the Battersea Dogs & Cats Home allows you to browse popular content from the charity’s website, and to find out about dogs and cats that are currently awaiting homes. The app allows you to post the information about the animals seeking homes to your Facebook and Twitter.
Find out more:

### Do Some Good
This application for iPhone and Blackberry (with Apps for more platforms planned) is a project from the mobile network Orange. Working with a group of partner charities they have created an app that enables people to volunteer by taking actions like filling in a survey or taking pictures of wildlife locally. All of the actions take 5 minutes or less.
To find out more: [http://dosomegood.orange.co.uk/](http://dosomegood.orange.co.uk/)

### Ai Candle iPhone app
This free iPhone app enables supporters of Amnesty International to participate in international campaigns and appeals for action and to sign petitions on all the human rights issues Amnesty International works on. Users can also keep up-to-date on news and encourage friends and family to get involved too.
Charity-Shop Locator iPhone app from the Charity Retail Association:
The Charity Retail Association’s charity shop database is one of the most popular sections of their website, so it seems natural that they have created an application to help people find their nearest charity shop while on-the-go. The app costs £1.19 from the iTunes store.
To find out more: http://www.charityretail.org.uk/resources.html#app

St John Ambulance first aid iPhone app
In 2010 St John Ambulance launched an iPhone app which provides users with clear guidance on what to do in a range of minor and major emergencies. As the CEO of St John Ambulance, Sue Killen, explains on their website: “While we would encourage people to take the responsibility to learn first aid themselves, our app makes our knowledge and experience in first aid easily accessible to iPhone users.” The app costs £2.39.
Our guide to Twitter

Interested in using Twitter but not sure what it is? Here’s our basic guide.

What on earth is Twitter?

Twitter is a micro-blogging site. Using 140 characters or less you send updates – known as “tweets” – to a website. Anyone who looks at your Twitter page will be able to read these updates. If people like what you say they might “retweet” your message, which means that all your followers will see it too.

Just as with other social networking sites such as blogs and Facebook, you can connect up with people you know or are interested in through Twitter by following them. Once you start following someone you will be notified each time they tweet.

It’s probably a good idea to use a free application like Twitterific, Twhirl or MadTwitter to manage all your messages. These applications are like an inbox for your Tweets – they will collect all the Tweets from the people you are following, and you can use it to send out your own Tweets.

Why should I use Twitter?

One of the main reasons to use Twitter is that it has become very popular over the past few years, with around 50 million users worldwide. But ultimately, it’s up to you whether your organisation uses Twitter, and how you use it. It could be that members of your team use Twitter to connect up with people in other organisations, and to keep up-to-date with news from your sector. Or you might use it to let supporters know what’s happening in your organisation, or to encourage people taking part in fundraising events. People even use Twitter to ask questions and seek advice, especially since responses often arrive really quickly!

I’ve signed up, how do I encourage people to follow our organisation on Twitter?

You can start by following organisations and people you are interested in. Are other charities you work with on Twitter? Are some of your colleagues using Twitter? What about some of your biggest supporters? Follow other Twitter users, re-Tweet their messages, and you’ll soon get involved in interesting conversations. It’s also a good idea to use Twitter search – check to see if people are already talking about your organisation, or issues relevant to your work, on Twitter.
For more information on Twitter we recommend these resources from CharityComms:

http://www.charitycomms.org.uk/includes/documents/cm_docs/2010/t/Twitter_for_charitycomms_100310.pdf
http://www.charitycomms.org.uk/articles/insider_secrets/top_tips_for_tweeters
Want to find out more?

While we hope you’ve found this report useful, here are some pointers for places you can go to find out more about using mobile phones in your organisation’s work.

Would you like to explore the use of text donations for your organisation? Are you keen to read some more case studies showing how other organisations have made use of mobiles in their work? Hopefully these following links will help.

<table>
<thead>
<tr>
<th>Organisation</th>
<th>Website</th>
<th>What can I find there?</th>
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<tbody>
<tr>
<td>CAF</td>
<td><a href="http://www.cafonline.org/text">www.cafonline.org/text</a></td>
<td>CAF have launched a new SMS donation service tailored to the needs of UK charities</td>
</tr>
<tr>
<td>MobileActive</td>
<td><a href="http://www.mobileactive.org">http://www.mobileactive.org</a></td>
<td>A US organization that aims to connect people, organizations, and resources using mobile technology for social change. Lots of interesting case studies.</td>
</tr>
<tr>
<td>AIME Charity Forum</td>
<td><a href="http://www.aimelink.org/initiatives/Charity.aspx">http://www.aimelink.org/initiatives/Charity.aspx</a></td>
<td>The Association for Interactive Media &amp; Entertainment has set up a forum for charities to help them maximize the amount they raise from interactive technologies including mobiles.</td>
</tr>
<tr>
<td>Mobile Data Association (MDA)</td>
<td><a href="http://www.charitytext.org">http://www.charitytext.org</a></td>
<td>The MDA is the industry body for the mobile phone sector. Their charity text website sets out the Framework Agreement for the provision of charity shortcodes for SMS donations</td>
</tr>
<tr>
<td>Vir2</td>
<td><a href="http://www.vir2.co.uk">http://www.vir2.co.uk</a></td>
<td>Vir2 is the leading specialist SMS and mobile technology service provider to the charity sector.</td>
</tr>
<tr>
<td>JustTextGiving</td>
<td><a href="http://www.justgiving.com/justtextgiving">http://www.justgiving.com/justtextgiving</a></td>
<td>A new service from the people behind JustGiving to make SMS donations easier for charities.</td>
</tr>
<tr>
<td>CharityComms</td>
<td><a href="http://www.charitycomms.org.uk/">http://www.charitycomms.org.uk/</a></td>
<td>CharityComms – the Institute of Charity Communications – has lots of interesting posts on a range of topics and tips from sector specialists on how to use Twitter, Apps and more. Check out their events too.</td>
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Glossary

**MMS Messaging**
Multimedia Messaging Service is like SMS (short messaging service) where you have the ability to send a message from one mobile to another. The difference with MMS is that you can include sound, images and video. It is also possible to send MMS from a mobile to an email address.

**QR Code**
QR stands for Quick Response. They are similar to barcodes, but are able to contain substantially more information. When people scan the codes using the camera on their smartphones they are taken to content on a website. They can also be used for e-ticketing. The image on the left is a QR code.

**Short Code**
5 digit text number for SMS marketing promotions and campaigns. Dedicated charity short codes beginning with 70xxx enable VAT-free donations.

**Smartphone**
A smartphone offers more functions and more connectivity than the average mobile phone. They are in many ways a hand-held computer and enable owners to the following and much more: access the Internet, use applications and instant-message with friends.

**SMS**
Short message service is a communications protocol allowing the interchange of short text messages between mobile telephone devices.

**Twitter, Tweets, Tweeting etc.**
Twitter is a social networking site that enables you to update people on what you are doing, thinking, and wondering about. It is also often called a micro-blogging site – a message can only be 140 characters long.
nfpSynergy is a research consultancy dedicated to the not for profit sector. Our aim is to provide ideas, insights and information that help non-profits thrive. From our origins in syndicated tracking research on public attitudes for non-profit clients, nfpSynergy has grown its portfolio of bespoke research to become one of the leaders in non-profit sector market research.

Our size and our story: nfpSynergy was created in 2002 as a division of the Future Foundation. Two years later the founder Joe Saxton led a management buy-out. In 2009 we had an annual turnover of £1.6 million and around 20 staff members including a variable number of interns. We own our own premises in Spitalfields.

Tracking research: We run tracking surveys that monitor the attitudes and opinions of key stakeholder groups relating to the not for profit sector. The research is carried out on behalf of a syndicate of participating charities who share costs and data. The aim of our tracking studies is to provide lower cost, more frequent and more detailed research than any organisation could achieve by acting on its own. Our monitors include:

- Charity Awareness Monitor (CAM) - the general public
- Charity Media Monitor – journalists
- Charity Parliamentary Monitor (CPM) - MPs and Lords
- Youth Engagement Monitor (YEM) – young people
- Brand Attributes (BA)
- Health Professionals Monitor – primary healthcare professionals

In addition, we have developed syndicated tracking studies on local authorities, the general public in Scotland and the Republic of Ireland and regional audiences across England.

Projects and consultancy: Each year we carry out around 50 projects for non-profit clients and we are on the COI list of approved qualitative and desk research agencies and on the British Council’s fundraising agency roster. We carry out focus groups, depth interviews, either face-to-face or over the phone, conduct workshops as well as small and large scale desk research projects and have surveyed over 100,000 people from the general public, supporters and staff. We are constantly looking at ways to develop our research techniques to best serve our clients’ particular requirements.

Our projects and consultancy work covers a vast range: from helping the British Council to develop an income-generation strategy to investigating apprenticeships in the NHS to researching the barriers and opportunities for young people in seeking help. In particular, we specialise in stakeholder audits and in supporters and client/user satisfaction studies. We also have a particularly strong record of work in the health and young people sectors.

Our clients include charities, housing associations and public bodies who use our research to inform their strategies and planning.
Social investment: Unlike many companies that approach their social investment as a side interest, our social investment programme runs as a thread through every aspect of our business. At its core is the range of research reports and briefings we produce each year that are free to download and that benefit non-profit organisations. We support CharityComms (the sector body for communications) by providing free office space and paying for their intern. We use evidence from our research to campaign on behalf of charities on key issues such as reducing the costs charged by mobile phone companies for charitable donations by SMS. We support small non-profits by providing free places at our seminars, by doing talks to groups all over the UK and through pro bono research assistance. Our approach to business shows clearly that even a small company can put social investment at the heart of a business, do a huge amount to help voluntary and community organisations and still be profitable.

Topics on which we have produced free reports include:

- understanding young people’s help seeking behaviour
- volunteering
- branding
- how charities use the Internet and new technology
- fundraising
- governance

By producing free reports, editorials, and presentations we help small charities (with little or no budget for research) benefit from our wealth of data and knowledge of the third sector. In the past 18 months we published 12 reports, which (in addition to another 38 free reports from previous years) were downloaded free from our website to an estimated 1000 organisations. Please see descriptions of all of our free research at [ww.nfpsynergy.net/freereports](http://ww.nfpsynergy.net/freereports)

As full members of the Market Research Society, we comply with their code of conduct at all times, ensuring that research is carried out in a professional and ethical manner. We have high standards of data protection – find out more about on our website at [www.nfpsynergy.net/dataprotection](http://www.nfpsynergy.net/dataprotection)