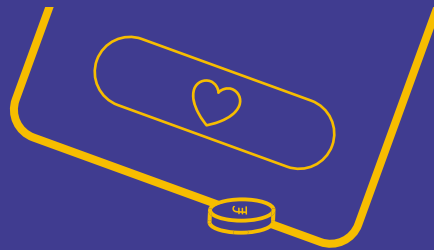donr ⚡

The Ultimate Guide to
Text Giving

Learn how text giving can help your charity:

Replace drops in cash donations

Run fun and flexible campaigns

Add a new option for regular givers

Build relationships with your supporters

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Adding a text option to the donation page was a quick and simple way of offering more choice, and a new group of supporters their preferred way to give."

Celia Scott, Supporter Care & Database Manager, **The Trussell Trust**

Why Text Giving?

Text giving was on the rise before COVID-19 but with lockdown, social distancing and disruption to live events, use of text giving in the charity sector has boomed.

In the first few months of lockdown, we saw an **increase in donations of 653%** on the same period last year. For thousands of charities, Donr Text Giving has become an essential part of their emergency appeals and long-term fundraising strategies, and here's why:

It's quick and easy

- Your first campaign can be up and running in minutes
- There are no sign-up or monthly fees to get approved first
- You can set default amounts or let donors choose, up to £20
- You can easily collect marketing consent and Gift Aid information.

It's flexible and risk-free

- You only pay 5%+VAT on donations, so you can't lose money
- It's a simple way to run form-free regular giving campaigns
- Your supporters can donate easily and truly contactlessly!

Text giving is a simple option for your supporters[1]

People check their smartphones **every 12 minutes**

88.5% of people trust charity donation text services

£49.6m was donated via text in 2018/19

95% of UK households own a mobile phone

Text giving during lockdown[2]

653% increase in donations made through Donr's platform compared to the same period in 2019

250,469 individuals donated through Donr

A total of £2,014,121 was donated through Donr

2,022 charities used Donr to run emergency appeals and to launch new fundraising initiatives

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1 psauthority.org.uk

2 Data relates to donations through donr.com from 1 March to 31 July 2020

The simple solution to real fundraising challenges

Text giving can help to solve many common fundraising conundrums, especially in today's contactless, and therefore cashless, climate.

Need to get an emergency appeal up and running today?

We understand that charities have to be responsive and agile, particularly in these strange times. Even if you're not yet registered with Donr, you can create your account and first campaign in minutes, and have it out in the wild the very same day.

Our current record is **two hours** from signup to campaign launch Can you break it?

Need an alternative to cash donations?

Cash was on the decline long before Covid, but now fewer people than ever are carrying it around. Text works perfectly as a cash replacement for smaller donation amounts.

The contactless nature of text giving compliments social distancing– which is likely to be a consideration for all of us for some time.

Hoping to run a virtual event?

This is truly the age of the virtual event, and we've seen hundreds of great ideas brought to life during the pandemic. From West End shows broadcast by National Theatre, to quizzes by Keech Hospice Care, the simplicity of a text giving call to action means it works really well on screen or when read out loud by your host.

Crucially, your supporters don't have to switch off their event stream or swap screens to make their text donation, and their phone is undoubtedly by their side throughout too!

Want an effective call to action for social media?

The attention span of a goldfish is 9 seconds. The average attention span on social media is **8 seconds!**

For an effective social media campaign, you need a simple call to action. Text giving is as simple as it gets, allowing your supporters to donate in seconds by following a single sentence such as "Text WATER5 to 70085 to donate £5".

See how Teesside Hospice used social media in their viral keep up challenge.

Struggling to engage younger supporters?

The coronavirus pandemic has accelerated giving by younger audiences. One study found that 84% of 18-24 year olds donated to charity during the coronavirus lockdown - higher than any other demographic.

Younger donors are the most likely to trust giving via text, as they value the convenience it provides.
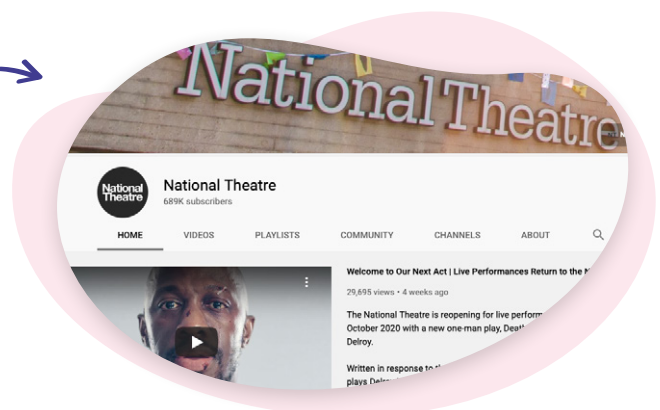
Supporters dropping out of Direct Debit schemes?

We know Direct Debits are the holy grail for charities. But, in these turbulent times, supporters want greater control of their finances, and the option of payment holidays.

Not only is regular text giving quick and easy to set up, it's also simple to pause, helping your supporters feel completely in control. Your supporters will receive a monthly message through the Donr platform to let them know their donation will be taken. All they need to do is reply to that message to cancel. Once they're ready to start back up again, all it takes is another text. Regular text giving campaigns can be a brilliant way to engage new regular givers and can sit seamlessly alongside an existing Direct Debit scheme.

Need a simple way to keep in touch with supporters?

Text messaging audiences grew by 26% in 2019, compared to 4% for Facebook audiences, and email audiences actually saw a 2% reduction.

With Donr, it's easy to collect marketing opt-in so you can contact supporters via text or phone. We'll also be launching our outbound platform soon so that you can send additional marketing texts to your supporters.

Let us know if you'd like to join our outbound marketing beta group

Spending a big chunk of your budget on TV and media?

Text giving is a perfect call to action for TV and other forms of broadcast media. All a supporter has to remember is a catchy keyword and a five-digit number - much simpler than a full website, phone number or postal address.

We've partnered with charities on TV campaigns that have generated over £250,000/month in text donations.

Want a consistent campaign tool for several branches?

If you'd like to retain synergy across your brand, whilst allowing branches to set up campaigns independently, Donr Text Giving is a great solution. We can organise for any interested branches to be added to the platform in a simple and time-efficient manner and can deliver bespoke training webinars for your charity.

Get in touch if you'd like to discuss rolling out text giving across your network

If you're facing challenges that aren't covered here, please get in touch and we'll be happy to explore how text giving could help!

Text Giving in Action

Understanding how text giving works and how it solves common challenges is one thing; seeing it in action is quite another! Here are just a few examples of charities using Donr to run amazing fundraising campaigns - to inspire you to start your own text giving journey.

Chester Zoo
Text Giving as Part of an Emergency Appeal

When Chester Zoo found themselves facing the very real threat of permanent closure due to coronavirus, they launched a national multi-channel campaign in order to 'Save Our Zoo'.

The campaign's rallying call to action was launched on social channels and the zoo's website, alongside video footage of their animals and clear and consistent messaging.

With a £5 default donation amount, the charity's 'OURZOO' keyword provided a quick and easy way for fans to support their appeal.

This emergency campaign spread far and wide, even catching mainstream media's attention. And, by putting their text keyword on the very front page of their website, it provided an easy way for site visitors to support.

Chester Zoo has now raised almost **£22,000 via text,** and plans to continue their fundraising drive in order to support the 35,000 animals in their care.

Newcastle Dog & Cat Shelter
The Power of the £1 Appeal

Newcastle Dog & Cat Shelter used the core message of **"anything you can donate, even if it's only £1, will help efforts massively."**

This accessible and affordable fundraising ask particularly appealed to a young audience, and the appeal was shared by local influencers on social, including newer networks like TikTok. This enabled the Shelter to engage a new audience and receive donations from **over 2500 supporters** in under 3 weeks!

National Theatre
Incorporating Text into a Broadcast

The innovative '**National Theatre at Home**' campaign brought world-class theatre into living rooms, allowing audiences to show their support without having to leave their sofa.

Each week, the National Theatre broadcast a free-to-watch play from their archives on their YouTube channel, where it then remained accessible for one week. Theatre-lovers across the world were able to enjoy works from the Theatre's archives, including 'Twelfth Night', 'Frankenstein' and 'A Streetcar Named Desire', as well as bonus content such as Q&As with cast members.

Whilst the plays were free to view, the National Theatre incorporated a fundraising call to action for those who were able to support. The text call to action appeared on-screen at the beginning and end of the broadcasted videos – as well as in the video's description – asking supporters to text either "NTATHOME 10" or "NTATHOME 20" to give £10 or £20.

Teesside Hospice
The 26 Keep Up Challenge

Ambassador for Teesside Hospice and Premier League footballer, Ben Gibson, wanted to raise funds for Teesside Hospice which was facing a funding gap due to the coronavirus pandemic.

After discussing several ideas, the '**26 Keep Up Challenge**' was developed, asking people to attempt 26 keep ups with a football before donating £5 and nominating 5 friends.

The challenge **raised over £25,000** for the hospice and attracted support from football fans, broadcasters and professionals including Paul Merson, Robbie Keane and Fabrizio Ravanelli.

Keech Hospice Care
Virtual Quizzes

Keech Hospice Care held a virtual quiz during early lockdown, helping their supporters to maintain a social life, whilst adding a text-to-donate CTA to raise vital funds.

The virtual quizzers were asked to make a donation of £5, £10 or £20, by text or through the hospice's donation page, if they had enjoyed the evening. In total, the charity held a series of four quizzes and **raised £11,278 via text** for the hospice.

Your Text Giving Journey

Donr Text Giving is a useful tool for charities of all size, shape and sector. It can be used to power everything from local social media campaigns to national TV appeals. It's perfect for one-off campaigns but it's also an easy way to help your supporters become regular givers.

Whatever path your text giving journey takes, we'll be here every step of the way with ideas, inspiration and practical support to help you unlock the power of text for your charity.

Donr automatically creates the wording for your campaign - all you need to do is copy and paste!
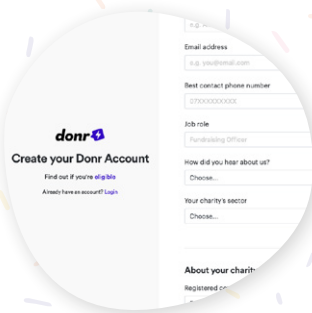
Sign up to Donr

Sign up at donr.com and launch your first campaign in minutes. And with no joining or monthly fees, you don't need to pause for permission!

Update your website

Text giving is a quick and easy way to donate. Make sure you place your text call to action on your website, alongside your other listed ways to give!

Get social

Let your fans know they can give by text. You could update your header image and bio, and post dedicated posts with your snappy text CTA.

Host a virtual event

Text giving is easy to communicate verbally or on screen and, crucially, viewers don't have to click away from the event in order to donate.
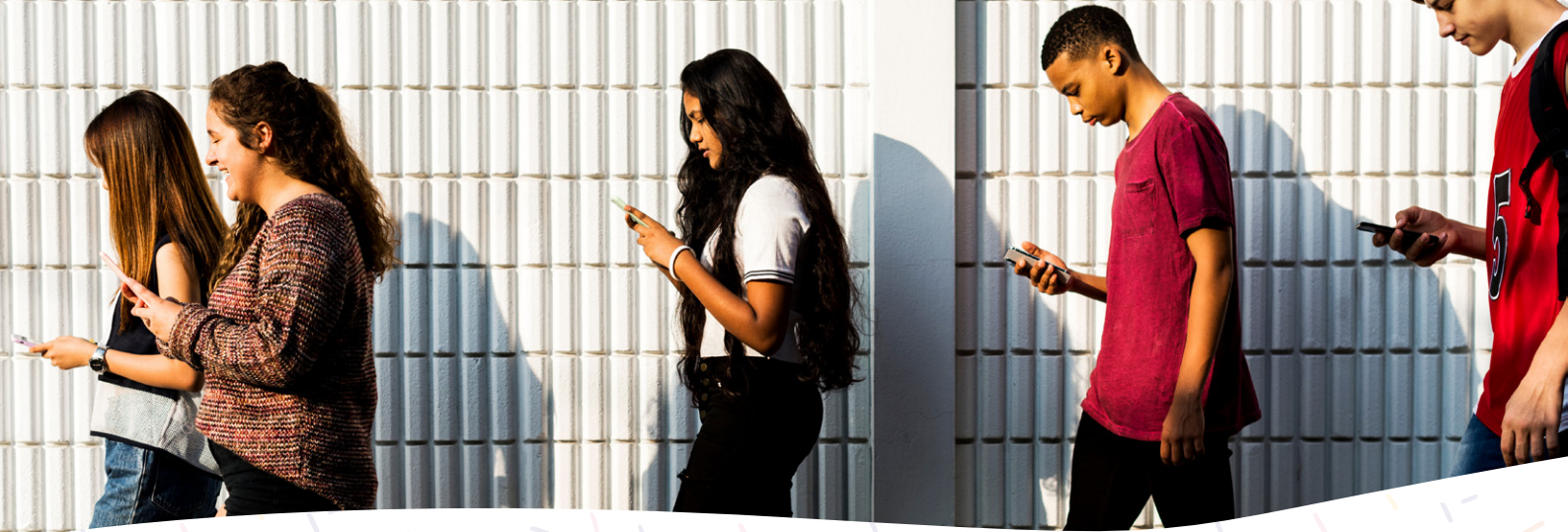
Run LOADS of appeals!

Whether it's a Christmas appeal, emergency appeal or awareness day, create a snappy keyword to fit your focus, as a quick and easy way to give.

Continue your journey on the next page...

National Theatre broadcast to a global audience and used Donr Text Giving to raise thousands!

Get broadcasting

Whether you're pre-recording or going out live, add a text giving call to action so that viewers can donate as they watch!

With Donr, you can register unlimited keywords for free, so don't hold back!

Get voting

Your supporters care about what you do, so why not invite them to an online vote? Set unique keywords for each voting option, so they vote and give at the same time!

Put supporters first

Does a supporter have a fundraising idea and needs a simple donation option? Set up a bespoke text giving keyword for them, and let them soar!

Our system for competitions doesn't require registration with the Gambling Commission or local authorities.

Launch some competitions

Want to set up an online raffle or prize draw, but worried about meeting regulations? Get in touch and we can chat you through it.

Get more regular givers

Set up a journey to convert your one off-text donors into regular givers. This is really easy to do, and our team can support you every step of the way.

What next?

We hope this guide has helped you to understand more about text giving - how it works, how it solves lots of common fundraising conundrums, and how it could be a handy part of your long-term fundraising strategy.

But what can you do now? Well, at Donr, we love building clever tools to help charities but we also really really like to chat so - wherever you are on your text giving journey - we'd love to hear from you!

New to Donr?

If you'd like more information about getting started, or you'd like to switch from an existing platform, please get in touch with our lovely Sam, and she'll be happy to chat you through all things related to Donr Text Giving.

Samantha Morris
samantha@donr.com

Donr customer with a query?

If you're already registered with Donr and would like more information on anything you've read in this guide, you can visit our comprehensive FAQ section, or contact Callum who'll be happy to answer any questions you may have.

Callum Patterson
callum@donr.com

Ready to start your text giving journey?

Simply head to donr.com and create your account - and with no joining or monthly fees, there's no need to pause for permission! You can create your first keyword straight away and launch your first campaign in minutes - it really is that easy. If you'd rather be walked through the platform first, book a call with Sam who'll guide you through everything you need to know.