



SMS for Donations

Case Study · GiveEasy Record Holiday Season



SMS for the Donation Industry

The Client

GiveEasy believes in the future of giving. Their mission is to provide world-leading fundraising and social innovation solutions for a digital and mobile future. They connect charities, causes, and not-for-profits to their supporters and communities through simple, smart, and social digital giving solutions.

The Problem

Whether you are collecting or contributing a donation, many people are hesitant when it comes to the initial process. It needs to be reliable, trustworthy, quick, and convenient. GiveEasy needed to find a digital service, which established organisations could easily use to reach a mass audience.

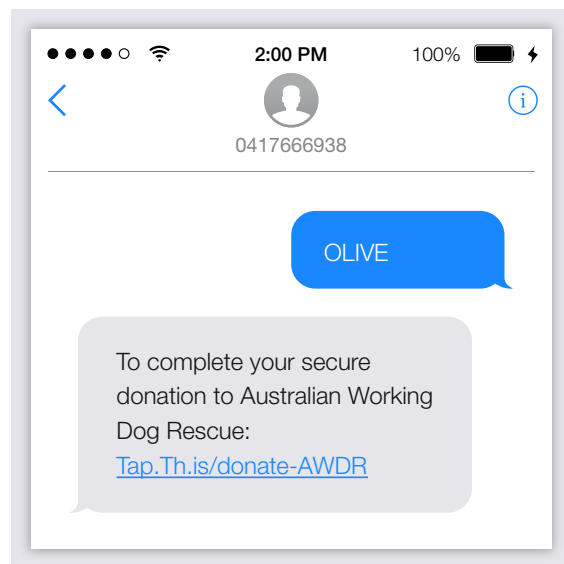


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The Solution

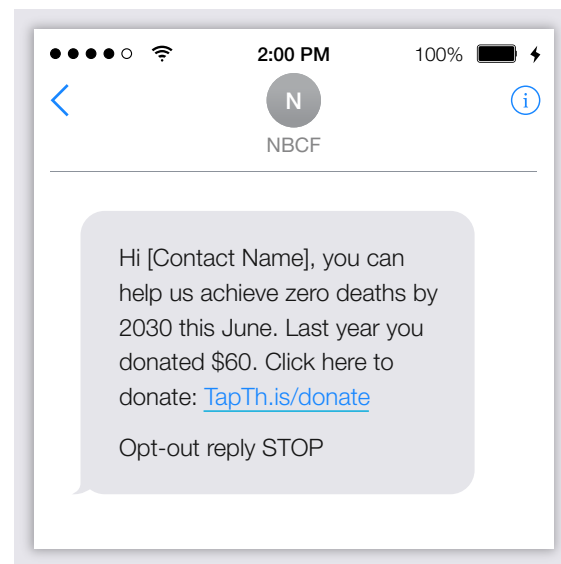
In order to help clients target the right donors, GiveEasy created a one-stop digital donation service. They offered tailored digital solutions to help charities reach their goals. Text messaging alongside email services allowed customers to collect donations with ease.

Through text messaging, clients were able to gather donations effectively by:



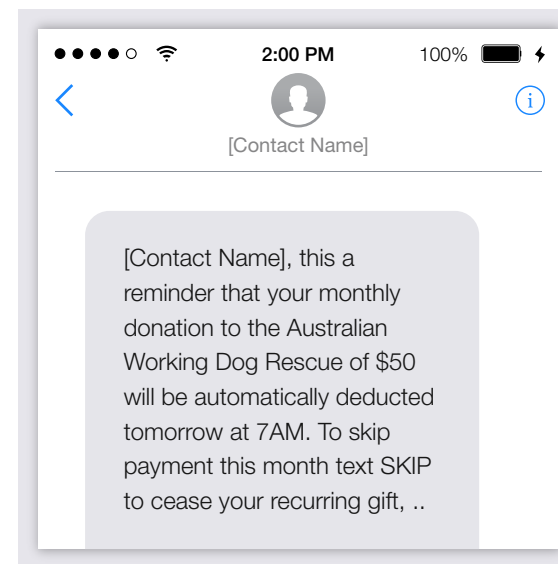
Inbound SMS

Use a keyword, which can trigger an instant reply back with a donation prompt. This message can direct the user to a special link where they can contribute.



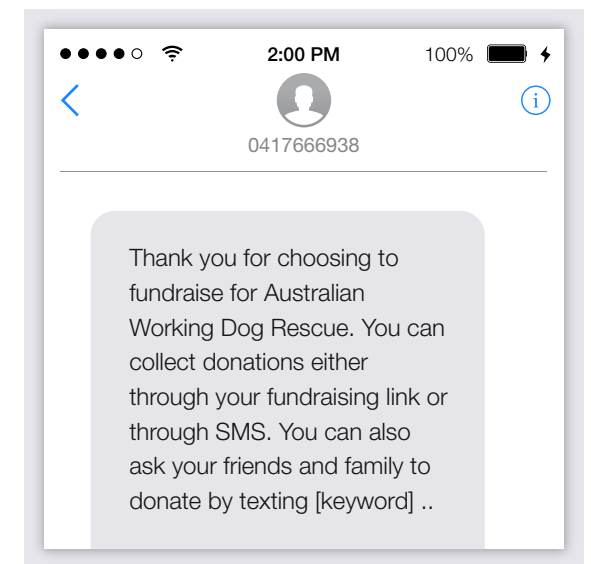
Outbound SMS

Outbound messaging can be used to send an SMS to all subscribers. If they have previously donated before, their next donation can be completed within the SMS.



Recurring SMS

Once a donor signs up for recurring payments, they will receive automatic monthly SMS reminders, allowing them to make, skip or cease payments with just one text.



Fundraising via SMS

Each fundraiser can receive their own unique keyword, which is linked to a master campaign. Multiple groups can be also be created and monitored separately.

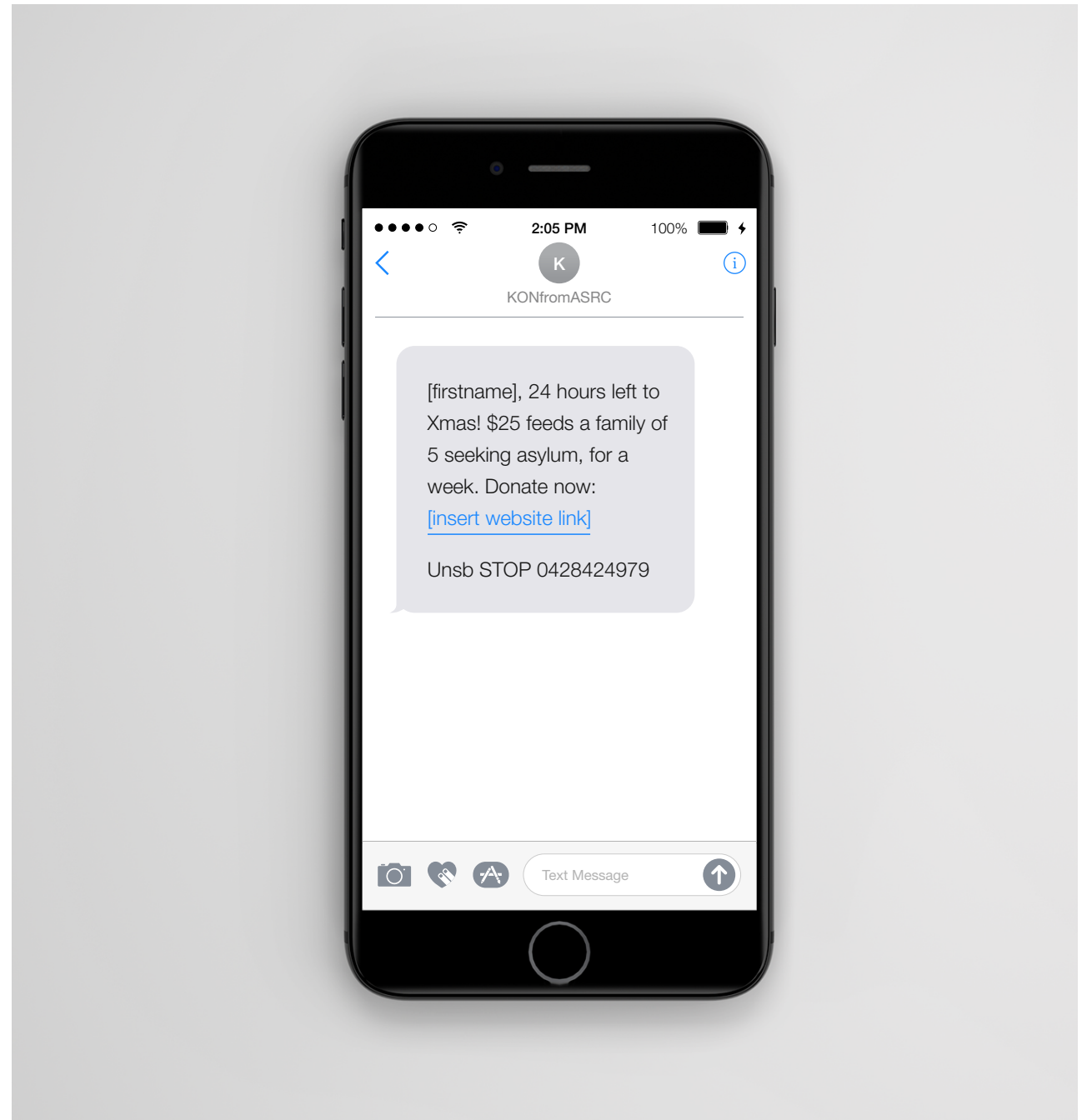
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The Numbers

This past holiday season was by far and away their most successful campaign period for GiveEasy. The average return on investment for all outbound Christmas SMS campaigns were up 3x.

Campaign Highlights

- Campaign Period: **December 22-24**
- **Average ROI was up 3x**
- Best campaign **ROI was up 17x**
- Average donation size was **\$68**
- Average conversion rate of **0.5%**
- Campaigns with **pre-filled** donation amounts (eg. \$50) obtained significantly better results than those which did not



GiveEasy

The Christmas appeal season was certainly a busy time for GiveEasy and we're very pleased to report that it was by far and away our most successful campaign period with the majority of our campaigns up significantly from last year. Pleasingly, organisations are getting their messaging (both SMS and eDM) and send times more exact. It is also pretty clear that supporters are preferring to donate via digital channels e.g. mobile devices.

Jeremy



Contact us to learn more about our
SMS Donation Service

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go.burstsms.com

Free Trial Available