

Add SMS Giving to your Christmas appeal

Christmas is almost here, which means charities like yours are finalising their Christmas appeals. We want to help make sure your campaign raises as much as possible, which is why we've put together this handy guide on how to add SMS fundraising.

What is SMS Giving?

SMS Giving helps you increase your fundraising income quickly and easily. Supporters simply text your keyword to a short phone number to donate.

Why is it so good?

SMS Giving has lots of benefits for charities and supporters.

- It's the simplest way to donate, with one easy step supporters can take whenever and wherever they are
- It's quick to set up. You can activate and edit a keyword in just minutes
- It's easy to integrate into any fundraising campaign, from social media and TV adverts to virtual events
- You have full control; choose your keyword, customise your response message, and even add Gift Aid and gain consent if you choose to
- View the donations you receive in real time

With life becoming more digital and instantaneous, SMS fundraising is the ideal solution for supporters.

How do I get started?

If you don't have an account with us yet, simply complete our online form [here](#). A member of our team will set you up and help you get started.

If you already have an instaGiv account, you can login to your [here](#), and follow the steps on the next page to set up a new campaign.





Setting Up Your Keyword

Choose your keyword

First choose your keyword, whether you want to collect one off or monthly donations, and set the donation amount. This is the default amount a supporter will donate if they text this word.

SANTA

Thank you for your £10 donation to our charity. You can see how your money helps us at our website.

Customise your response message

Edit your response message to thank supporters for their donation. There's lots you can do in here, such as including links to your website and social media or upgrading supporters to regular givers.

Activate consent collection

You can choose from our two consent methods that requires supporters to enter a consent preference when they send the SMS.

Collect Gift Aid declarations

Schedule automatic Gift Aid requests that are sent out to donors. You can choose to collect these via SMS response or webform response.

Promoting Your Keyword

Advertising your keyword well is key to raising as much money as possible. SMS Giving keywords are easy to add to many forms of promotion, such as;

- TV adverts
- Social media bios and posts
- Virtual events and livestream
- Email communications
- Print ads
- Radio announcements

Make sure you your marketing messaging is compliant by using the text within our compliance guide that you received when you set up your account. Just let us know if you need a new copy of this.

Tracking Your Donations

You can track all of your donations, Gift Aid declarations and consent preferences in real time within the instaGiv platform.