

Get started with 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 donate 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, to leaflets, TV adverts and events.
- You have full control; choose your keyword, customise your response message, and even add 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.

Our handy checklist will guide you through how to set up a successful campaign.

- Complete our online sign up form
- Decide whether you want to collect one off or monthly donations
- Select a keyword
- Choose a donation price point
- Customise your response message
- Activate consent collection
- Set up an automatic Gift Aid request
- Promote your keyword

Our Tips

Selecting your keyword and keyword type

First choose whether you want to run a one-off or monthly giving campaign. Once you've done this you can choose your keyword. This should be something short, relevant and memorable as you want it to be easy and quick for supporters to type and send when they see the advert. Campaign specific keywords work well as supporters are more likely to donate when they feel they are contributing to something specific.



Choosing your donation price point

This is the default amount a supporter will donate when they text your keyword. £10 is a popular donation amount, but you can receive donations of up to £30.



Customising 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. It's important to customise this to ensure a consistent tone and brand in line with all of your other touchpoints.



Activating consent collection

If you want to contact supporters in the future, or if you're not sure but want to make sure you have this as an option, you need to collect consent. You can choose from our two consent methods, both of which collect consent preferences at the point of donation. Collecting consent allows you to contact supporters in the future to request donations, convert them to regular givers or send information.



Collecting Gift Aid declarations

By turning on our Gift Aid feature, requests are automatically 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. Limit the amount of text to make your call to action clear, for example "Text CHARITY to 70660 to donate £10".

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