

INTRODUCTION

Charity Services or Text Giving is a way for registered charities to raise funds.

Fundraising through such a service can be effective, successful and profitable if you have a promotional and marketing plan to consistently promote your service. Often used as a popular channel for funding community projects or to continue providing a much-needed service to those in need, the simplicity of this service provides a way for everyday people to engage and support in their small way via mobile.

HOW DOES IT WORK

What we provide is a shortcode for you to promote as part of your wider advertising campaign. A shortcode is a 3 or 4 digit number that you can send a text to, similar to the top up services offered by mobile service providers already.

When a mobile user sends a text message to your shortcode, they are charged \$3 per message or any other amount you have set up. This fee is automatically deducted from their account if they are a pre-pay account holder or at the end of the month if they are on a plan.

To acknowledge the text message from the mobile user/donor, you may send one free text message. This is both free to the mobile user and you, the charity.

You will be paid the funds raised via your shortcode on a monthly basis. The more text messages sent to your shortcode within the dates of your campaign, the more money you make.

100% of each successful \$3 donation paid goes directly to you, the charity. The mobile networks in New Zealand don't take a portion of this and neither do we. You can launch a premium service that charges more than this, but the networks will claim part of the funds collated.

To help you keep an eye on the number of text messages received, we provide as part of your service, access to an online console with basic reporting features.

Simple and easy!

COSTS AND PRICING

We enjoy working with our community organisations and charities. The work you do to assist everyday people is immensely important. We understand that the cost of setting up a Charity service can seem like a lot, but we have done our best to keep the costs as low as possible.

Here are the campaign fees for a charity service.

Campaign Fees	
1 month Option	\$1,000 + GST
3 month Option	\$2,000 + GST
12 month Option	\$5,500 + GST

Unlike our other services that require you to pay a monthly fee, there is no monthly fee for this service.

*Additional fees will apply if you choose to extend your service.

Description	1-Month	3-Months	12-Months
Dedicated shortcode	Yes	Yes	Yes
Access to dashboard	Yes	Yes	Yes
Number of logins	1	3	7

Number of keywords	Unlimited	Unlimited	Unlimited
Charity Payment	Monthly	Monthly	Monthly
Early termination	No	No	Yes
Mobile user support	Yes	Yes	Yes
Reporting (additional cost)	Yes	Yes	Yes
1-Month stand down	Yes	Yes	Yes
Issuing Tax receipts	No	No	No
Message Volume Target	334+ msgs	667+ msgs	1,834+ msgs
Cost	\$1,000	\$2,000	\$5,500

SERVICE TIMELINES

We require a minimum two-week lead-time to launch a Charity Campaign. Please note that the lead-time is to ensure we follow the processes that the networks require to qualify and assess each campaign. There are strict rules that messaging services need to adhere to and the networks go through this process to ensure that they protect their customers.

To start preparing for your campaign launch, we require the following;

- Signed contract
- NZ Registered Charity Certificate
- Bank deposit slip for the account where donated funds are to be deposited

We have launched emergency appeals within a shorter time frame before but still require all the necessary paperwork.

EXTENDING A CAMPAIGN

For our longer campaigns, there is an option to extend your service however if another charity has already booked the code you're using, then the length of that period might not be what you want and, in some cases, you may not be able to extend the campaign at all. We require plenty of notice if you're thinking about it, so the sooner you let us know the better.

PROMOTIONAL PLAN

For any campaign, a plan as to how you're going to promote the service is very important. Ensuring people know about your campaign and how they can donate are two important factors.

Campaigns that use Television as a channel for advertising tend to perform better and raise a larger amount of funds especially in a short period. Any other form of advertising hasn't performed as well within a short period, so charities tend to have a longer campaign and organise various events throughout the year to drive donations.

NEXT STEPS

If you would like to talk to someone about setting up your charity service, reach out to one of our team now. Email support@modicagroup.com and one of our team will come back to you.