



# CHARITY MESSAGING



## INTRODUCTION

Modica's Charity Messaging service 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.

This service is a popular channel for funding community projects or to continue providing help 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?

Modica will provide 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 reply text message. This is both free to the mobile user and you, the charity.

At the end of your campaign you will be paid the funds raised via your shortcode for the period of your service. 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.

NOTE: Total revenue is determined by mobile operators based upon the successful collection of funds from their customers.

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INTELLIGENT MESSAGING

		1 MONTH	3 MONTHS	12 MONTHS
CHARITY PRICE		\$1,000 + GST	\$2,000 + GST	\$5,500 + GST
SET UP & SERVICES	The set up incorporates provisioning the dedicated short codes, set up of the SMS broadcasts & and ongoing monthly associated fees (short code rental, licence and support fees).	Standard fees waived	Standard fees waived	Standard fees waived
OMNI PLATFORM	The OMNI platform enables and manages the distribution of SMS campaigns including automatic reply & the ability to capture subscribers who want to receive news, promotions and alerts.	Standard fees waived	Standard fees waived	Standard fees waived

## 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 mobile 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
- A bank deposit slip for the account where donated funds are to be deposited

We have launched emergency appeals within a shorter timeframe 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. Alternatively you can purchase your own dedicated short code.

## 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, please email [support@modicagroup.com](mailto:support@modicagroup.com) and one of our team will come back to you.

## FREQUENTLY ASKED QUESTIONS

### Can I charge users more than \$3?

Yes, but you may not receive 100% of the funds collated using a charity service.

This is a standard charity service provided by Modica using a specific shortcode provisioned on the NZ mobile networks provision. There is a special agreement in place for these codes only where the mobile networks will give 100% of the funds to the Charity.

You can launch a premium service that charges more than this, but the networks will claim part of the funds collated. We recommend you use a Charity Service that charges \$3 as you're guaranteed to receive all of the funds you generate.

### What do your setup costs cover?

This fee covers the setup and provisioning of your shortcode across all four mobile networks (Vodafone, Spark, Skinny Mobile & 2degrees). It also covers the time required from our team to configure your service within our platform, and the license fee for using the platform.

### Who can TXT into my service?

Charity shortcodes are provisioned on all mobile networks in New Zealand; Vodafone, Spark, Skinny Mobile and 2degrees.

It's important to note that while there are other mobile operators in New Zealand, they will use one of the networks mentioned. This means that any user that has a mobile phone in New Zealand, can text in to your service.

### Will my charity receive 100% of the money raised?

Yes, if you choose a \$3 donation amount, Vodafone, Spark, Skinny and 2degrees will credit 100% of the donations raised to your charity.

### What should I include within my advertising?

You must include the name of your charity within your call to action (advertising), and clearly communicate that it will cost the donors \$3 if they text in to your shortcode. You must advertise the end date of your campaign as donations received after the end date of your campaign may not go to your charity and instead may be allocated to another registered charity of our choice. These are the three most important items to advertise.

### How long can my response be for any messages to mobiles?

All message responses are limited to 160 characters or less. This includes spaces, special characters etc. Any messages over 160 characters will mean the user will receive more than one response. This also means you will be charged for additional messages. It's in your best interests to keep to the 160-character limit.

### What happens once my service has ended?

The Mobile Operators will count the number of messages and make payment to Modica accordingly. Payment will then be held in a dedicated bank account by us before being disbursed to you. The timeframe for when we can make payment to you relies on when we are paid by the Mobile Operators.

### Can I see the messages that are being sent to my service?

Yes, you can. As part of our service, we give you access to a console accessible via the web/internet. Our console is built for Firefox or Chrome. Any other browsers may be able to access the console but some of the features may be disabled.

### How do I provide feedback?

With all of our services, we welcome your feedback. To comment about our services, our people or the information we have presented you, please email [support@modicagroup.com](mailto:support@modicagroup.com).

### **Can I contact the networks directly to ask a question?**

No. Each of the mobile networks have an agreement with Modica and require us to handle all communications around service behavior and best practice procedures. Talk to one of our team. We may be able to help.

### **My campaign has ended, but people are still texting the shortcode. Can I claim the revenue for these messages?**

In short – No. It's your responsibility to ensure your advertising has been removed from all advertising channels and that you have advertised an end date for your campaign. There may be another charity using the code so all funds collated after your campaign has finished may go to another charity/organization.

### **I want to run this again; can I use the same shortcode?**

It depends on what's available as that code may be booked by another charity. Some of our long-term charity campaigns often reserve their codes for the whole year. This is to ensure no other charity uses it. If you would like to reserve this code, talk to your Service Delivery Manager.

### **How many logins can I have?**

The available number of logins will be determined on the length of your service. Let your Service Delivery Manager know and one of the team will get you sorted.

### **If I have an issue with my campaign, whom should I contact?**

You can contact your Service Delivery Manager or one of the Service Delivery team by emailing [support@modicagroup.com](mailto:support@modicagroup.com). If it's urgent, call your Service Delivery Manager.

### **Is there a cost to me if I ask for support?**

If you have a charity campaign with us, No. There is a cost to Modica for providing this service, but we don't pass these charges on to you.

### **Can I share the information you have given me?**

We recommend you don't. We like to keep those who choose to work with Modica in the know. We ask that you keep these documents within the organization only. If you do want to share this document, you will need to talk to your Service Delivery Manager first.

### **If I want to change the way my campaign operates, do I need to tell you?**

Yes. Any changes to the way the service operates, will need to be passed by the networks if it is a significant change. This process will take a few days.

### **Will Modica assist with legal or taxation advice for my campaign?**

As your legal and taxation requirements will be specific to your business, Modica is unable to assist you in these areas. We recommend that you engage expert advice.

### **Can Modica provide tax receipts to people who donate?**

No we cannot. It is the responsibility of the Charity to provide tax receipts for any eligible donations.

### **Why does the Modica donation volume report differ from the final payment made to us?**

This may be due to refunds being processed by the Mobile Network Operators during the campaign.