



Scan the bar code to download the app or type <http://gotm.mobi> into your mobile web browser



Android Market



BlackBerry App World

Mobile engagement platform for Charities

Advantages

- Instant donation
- Gift Aid Capture
- Low cost donation platform
- Direct relationship with donor base
- Individual Fundraiser capability
- Charity news feed capability
- Social media support
- Lowest cost of donor acquisition
- Ability to create standing order donations
- Member of FRSB

Introduction

The world of charity donations is making a paradigm shift. Studies have shown that most people make charitable donations because they're either asked, because they feel guilty that they're not giving, or because they want to make the world a better place, usually by supporting a cause close to their hearts.

The reality is that to effectively manage charitable giving, a charity needs to understand who they are relying on to donate to their causes.

Historically large funds are raised through philanthropists and an older generation of "givers" who go through the simple process of writing out cheques for substantial sums. The "new" demographic of charity supporters and donors react to charity in a different way.

To effectively harness their potential it has become paramount that charities market themselves differently.

Mobile Channel

PDM has recognised these challenges and has created a platform that leverages the mobile phone channel as a new way of driving both donation revenue and effective interaction with current and new donors.

Simple Call to Action

The **giveonthemobile**® platform allows donors to simply choose their cause, select an amount and press to donate.

Building a relationship with donors

The **giveonthemobile**® platform allows subscribed charities to communicate with their donors effectively to deliver information about goals and "feet on the ground" programmes. Donors like the process of donations to be easy and they like to know where their donations are being used effectively – only the **giveonthemobile**® platform delivers these.

How does it work?



Downloading the application

The “giveontheMobile” platform has been designed to be easy to use for both the donor and supporting charities. The objective of the platform is to make it simple to make a donation.

Steps:

1. Download the mobile application (<http://gotm.mobi>)
2. Select your charity & donation amount
3. Donate

Donors receive updates about their selected charity and how their money is being spent.

Communicating with donors

Polestar Digital Media has created a simple platform that allows charities to communicate with their donor base more effectively. By accessing the **giveontheMobile**® portal, subscribed charities can choose what and when they send updates about their charities or campaigns.

The **giveontheMobile**® platform provides charities with full reporting capabilities including Gift Aid details.



Lowering the cost of acquiring life time donors

The industry cost of acquiring a donor using traditional “street” based campaign methods can be as much as £100 per donor. It can take up to three years to recoup the cost of the campaign through regular subscribers and significantly more for the casual donor. For every thousand donors recruited using traditional methods it can cost charities in excess of £100,000. The **giveontheMobile**® platform significantly reduces the cost of donor acquisition down to a few pounds making fund raising both easier and more cost effective.

Company Details

giveontheMobile® is a service from Polestar Digital Media Ltd. Polestar Digital Media is a member of the Fund Raising Standards Board.

For further information please visit www.giveontheMobile.com

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