

## WITH THE FRENCH RED CROSS, TEXT TO DONATE

France



Service provider



Technical provider



*"One of the today's most important issues involves the creation of new channels making it easy for the public to provide financial support. The first results for SMS donations are very encouraging."*

**DU 1<sup>er</sup> AU 9 JUIN**

Journées nationales de la **croix-rouge**

**POUR COMBATTRE LA PRÉCARITÉ**

**NOUS ALLONS TOUT DONNER.**

**VOUS AUSSI, DONNEZ.**

Faites un don de **2 €** par SMS en envoyant **DON** au **92200 \***

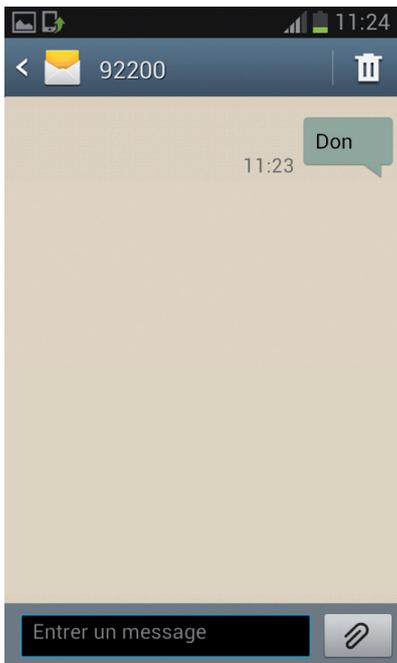
LE GROUPE LA POSTE
 croix-rouge française  
Humanizing life

DISPONIBLE UNIQUEMENT EN FRANCE MÉTROPOLITAINE POUR LES CLIENTS DE BOUYGUES TÉLÉCOM, ORANGÉ ET NFR. DONNÉES COLLECTÉES SUR FACTURE OPÉRATEUR MOBILE. INFORMATIONS COMPLÉMENTAIRES SUR WWW.CROIX-ROUGE.FR

Between the 1st and the 9th of June 2013, as part of its nationwide fundraising campaign, the organization offered donors the possibility to support their cause by donating via SMS. This extremely user-friendly solution is available to the wider public. Enabling donors to pay directly via their mobile operator bill, without opening an account or providing bank details, this solution is both highly efficient and remarkably secure.

With the world in a state of financial crisis, non-profit organisations who wish to receive donations have to deal with both a decrease in the funds allocated by public institutions and the risk of a dip in donations offered by individuals. SMS donations is an innovative answer to the issue of decreasing yields for traditional fundraising methods. It makes donating small amounts much easier. This fundraising channel has already proven itself abroad, it has been in use in the Red Cross for a few years now.

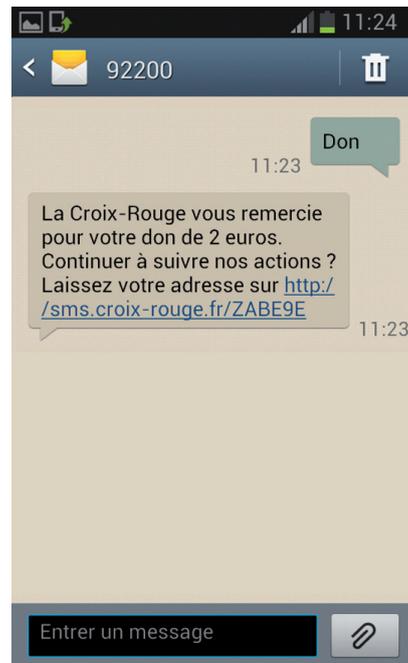
## Customer Journey



\*Donation

1

The user sends an SMS with the keyword "don" to the short number 92200.



\*The Red Cross thanks you for your donation of 2 euros. Would you like to follow our progress? Leave your address on our website <http://sms.croix-rouge.fr/ZABE9E>

2

The user receives a confirmation-SMS with the information that their donation has been accepted

## Results

The first campaigns run by the Red Cross showed donors' wish for this new channel which promotes, first and foremost, spontaneous donations.

In this way, following its nation-wide fundraising campaign, the Red Cross launched a call for donations via SMS as part of its emergency campaign for the victims of Typhoon Haiyan in the Philippines. This saw over 170 000 donations, making up 13% of overall donations.

The target customer for the Red Cross through this new fundraising channel (persons aged 15-34) were the biggest users of this donation method.

In the 6 months following its launch in June 2013, a total of 198 000 one-shot donors have supported the Red Cross through their 240 690 donations via SMS.

## About the French Red Cross

The French Red Cross is an independent organism which battles side by side with public institutions. According to the French statute Association loi 1901 (pertaining to non-profit organizations), it has been recognized as being «an institution for the public good» since 1945. The French Red Cross is made up of 54 000 volunteers and 18 000 employees throughout France. Working hand in hand with public institutions in their humanitarian missions, the French Red Cross fights battles on a variety of different fronts in order to relieve the suffering of humankind.

## About HIGH CONNEXION

High Connexion - [www.highconnexion.com](http://www.highconnexion.com) - is an innovative company operating a multi-channel relational platform which places the mobile phone at the heart of digital marketing. High Connexion offers clients their technological expertise, which is built around SMS, mobile and NFC applications, using new solutions for mobile payment, mobile marketing and to improve customer loyalty.