

## Shelter equips chuggers with mobile technology

IT analysts have been promising us that mobile technology is the future for some time now but organisations have been slower on the uptake than personal users. This is changing however, and Shelter is the latest charity to equip its fundraisers on the move. It recently went live with TAAP's face-to-face fundraising software on mobile devices, which allows fundraisers to verify direct debits on the spot and has the ability to process card payments for one-off donations.

Shelter's Matt Goody explained that the charity "couldn't process around 6 per cent of the direct debits, because bank details could not be verified in the street". With the new system, direct debit details are validated against the account holder's sort code and account number when they are entered into the application. There is also an in-built signature capture



facility so the donor can sign for the donation/direct debit and Goody hopes that together this will reduce donor drop-offs due to incorrect bank details and improve data accuracy.

search

## Hospital campaign focuses on website optimisation

Marketing Databasics (MDB) is supporting the 'new pyjamas' campaign for Scotland's new Sick Kids hospital to be built in Edinburgh by providing it with web analytics and advice. Steve Farquhar, senior consultant at MDB, said that the most important aspect of a website is "that you get appropriate traffic and that you're leading that traffic down the right route" – in new pyjamas' case, to donate.

In order to ensure the new pyjamas campaign ([www.newpyjamas.org](http://www.newpyjamas.org)) was utilising its website to its maximum potential, MDB analysed where traffic was coming from to the site, how long it was engaged for and examined search

engine results for the charity. It then brought in its partners Usability Lab and Smart Traffic to ensure any problems it found were tackled. Specifically, it focused on stylistic changes to ensure the position of the 'donate now' button was prominent and that the site was generally more user-friendly. It also worked with relevant key terms and managed to bring the campaign significantly higher up on search engine rankings.

Farquhar noted that the site still had room for improvement but emphasised the importance of an effective website for small campaigns such as new pyjamas to gain maximum exposure and increase donations.



The London Centre for Children with Cerebral Palsy (CP London) was chosen as the most deserving charity for a £14,000 investment as part of 'Adopt a Charity', a new initiative from IT solutions company CETSAT. The investment aims to improve IT support and training across the organisation.

Practical Action has contracted Chameleon Net to redesign its UK website's homepage. Commissioned to make the site easier for private and institutional donors to navigate, the charity is hoping that the increased simplicity and coherence of the redesign will improve the site's click-through rates, email sign-ups and ultimately donations.

A new website called Which Charity – [www.whichcharity.org](http://www.whichcharity.org) – has been launched claiming to make it easier for people to find a charity they wish to give to. The website contains a database of charities and allows users to search in two ways – either by looking for a particular type of charity or by the way in which they wish to give, i.e. volunteering or donations. Run by students as a not-for-profit-site its sole aim is to increase donations to charities by making the donor's decisions easier.

Barclaycard employees and customers were the first to trial a new technology which allows cards to simply be held close to contactless payment terminals to initiate a payment. For a one-off event the cards were pre-loaded with £5 to enable people to make a donation to either Family Action, Help a London Child or Training 4 Life. The initiative was well-received at the event for its simplicity and showed it could potentially have an important future use for fundraising – enabling people to make quick charitable donations without scrambling around for loose cash.

The World Society for the Protection of Animals (WSPA) has increased online donations by nearly 50 per cent by working with ExactTarget to refine its email marketing effort. Emails now offer unique cause-related content and are individually built based on a person's interests.