
The mobile donation revolution

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Mobile is bigger than you can imagine

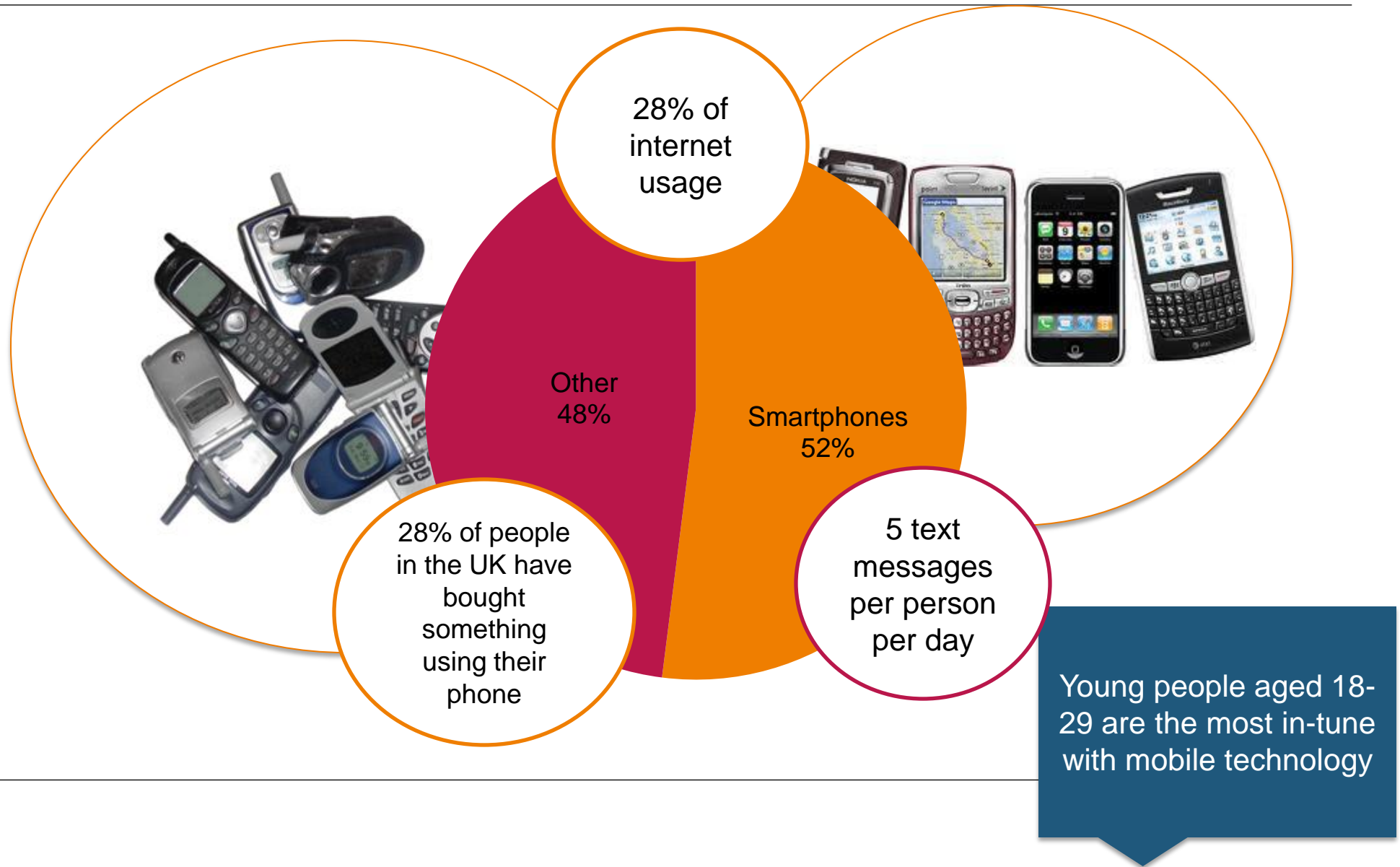


KEYS
WALLET
MOBILE PHONE

JustGiving™

<http://www.flickr.com/photos/cherrycan/270626632/>

We love our mobile phones!



The opportunity for fundraising is huge

56% of the UK adult population donate to charity in a typical month

Women aged 45-64 are the most likely to give. Men aged 16-24 are the least likely.

8% of the population contribute 47% of total donations

Only 20% of charities fundraise using text: barriers to entry are high costs and lack of knowledge.

Cash is still the most common method of donation used by half of all donors

Mobile is different from the web

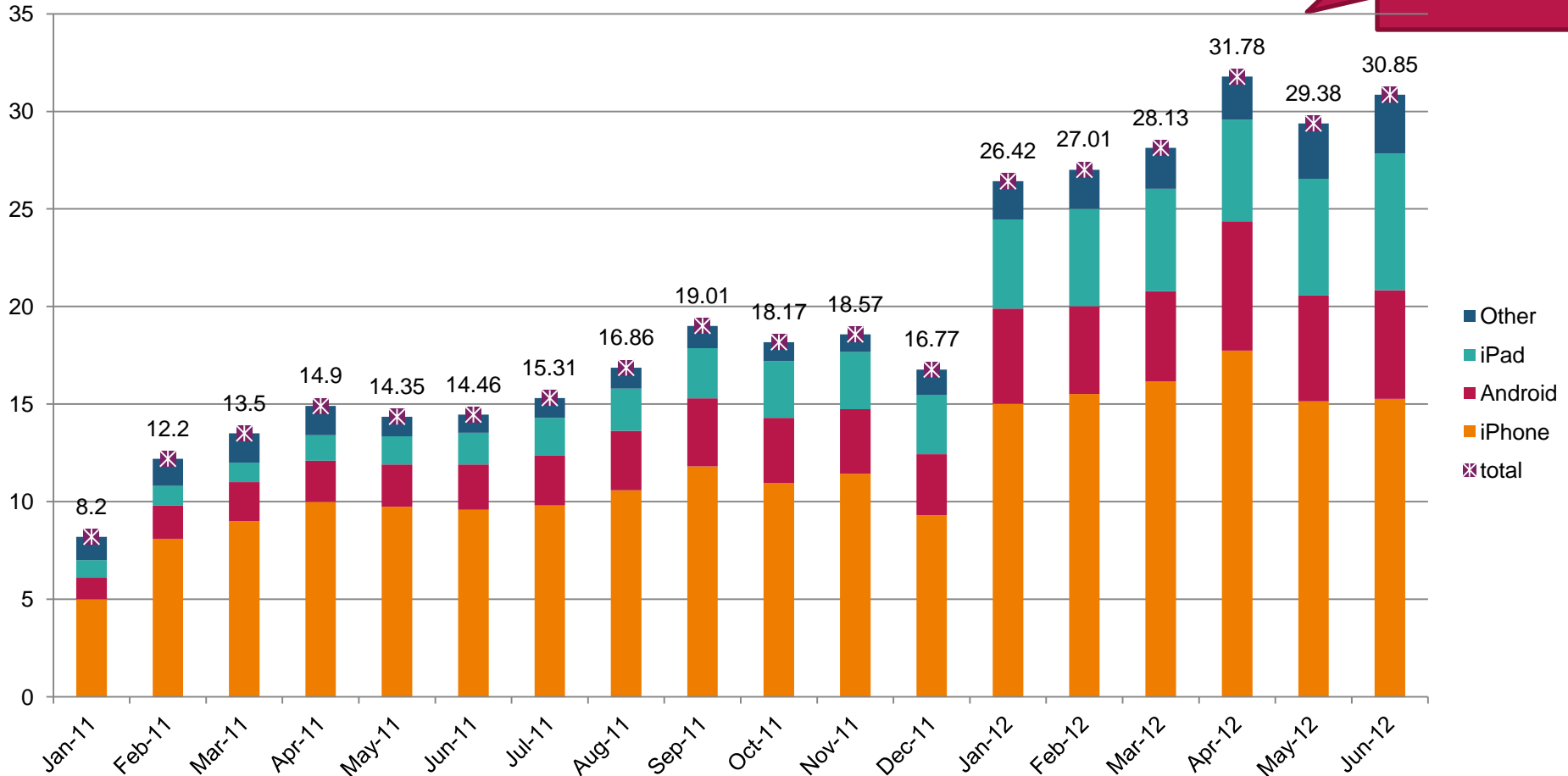


Just Giving™

[http://www.flickr.com/photos/stitch/68831738//](http://www.flickr.com/photos/stitch/68831738/)

Snacktime is on the rise

Percentage of visits to JustGiving.com from mobile devices...



In June 2012 we had around **1,854,586** visits from mobile devices....

Slacktivism works!

Comic Relief 2011 raised £15.17m by text donations – the highest raised through text donations ever!

The total donated by text to the DEC through appeals is around 18%

The American Red Cross raised \$8m in 48 hours following the earthquake in Haiti

The number of smartphone transactions on JustGiving doubled since introducing mobile views

Get started now



Just Giving

http://www.flickr.com/photos/jonas_in_china/2863869233/


Mobile views

How JustGiving works | Charity membership | Company fundraising | Help Your account

JustGiving Fundraising ▾ Giving ▾

Want a spot in the BUPA Great North Run?
Make a difference by running for charity.

[Find a charity place](#)



Start fundraising
Step 1. Make your page
Step 2. Share it with your friends
Step 3. Raise money for your charity

[Make your page](#)

Donate to charity
Give to one of 8,000 charities and projects on JustGiving.

Charity's name [Search](#)

Sponsor a friend
Support your friend by donating to their page.

Friend's name [Search](#)

Become a charity member
Find out how JustGiving works for your charity.

[About charity membership](#)

Read our blog

Get more from your fundraising page

Popular on Facebook

Sally Chambers and 3 other people donated to Catherine's page. • 2 hours ago

Popular on Twitter

CP.Jacobsen My amazing sister is fundraising (10k run!) for charity & could use your support. Every bit helps! #justgiving

16:54

<http://www.justgiving.co...>

JustGiving

Find a friend to sponsor

Friend's name [Go](#)

Find a charity to support

Charity's name [Go](#)

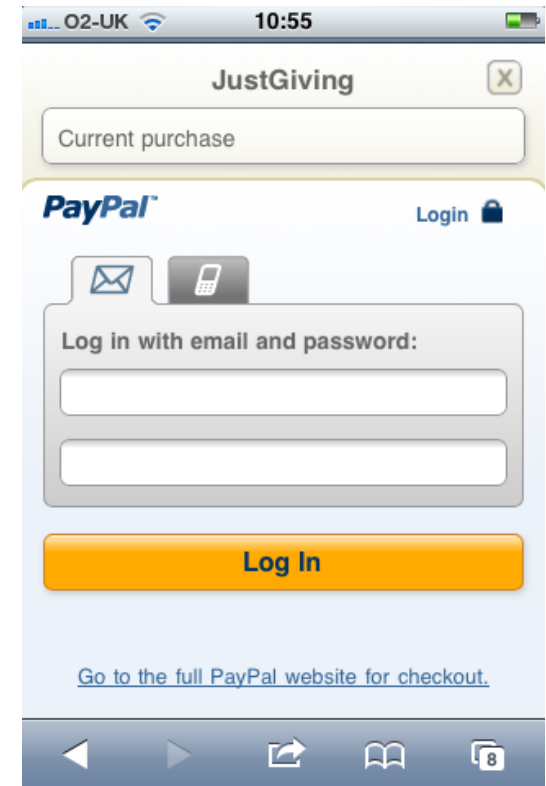
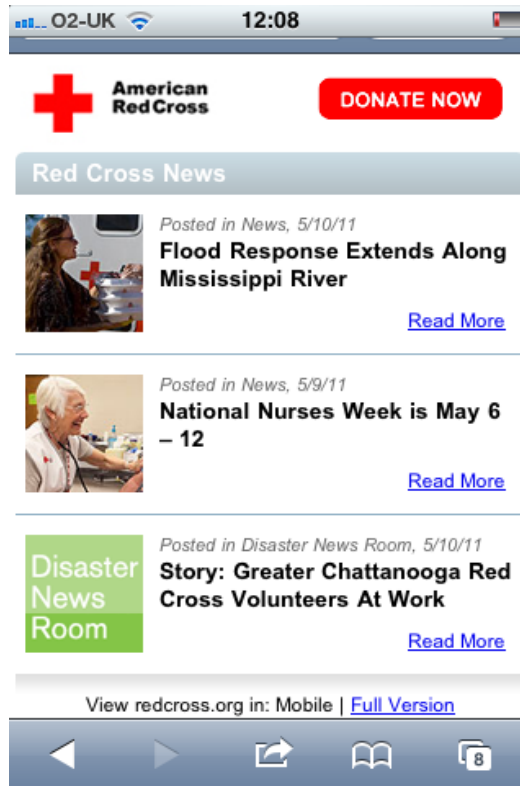
Download Our Android App

You can download the JustGiving Android app by [here](#).

Your account

Login to your account

Mobile sites



JustTextGiving™

by  **vodafone**

If you're already a JustGiving member, simply login to your charity account to set up your text donation codes

You can also register for a free 'JustTextGiving by Vodafone' account with one free phone call
0800 052 1081

A new bus for St. Luke's

Text LUKE22 £5 to 70070 to donate now

JustTextGiving
by Vodafone

JustGiving

In summary

Almost everyone is a mobile phone user. People love their mobiles and use them for all sorts of things

Text messaging is hugely popular, and an ideal springboard for immediate response campaigns

Mobile needs to be part of your fundraising mix right now. And you need to keep on thinking about it too

Use of the mobile web is going up and up...it's worth thinking about these users & their experience with your content and website

Thank you

