2 tickets for Champions League final raises £20,000 for Scottish youth club

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Reaching new donors in new ways

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DONATE™s innovative text raffle service raises £19,870

Two donated tickets to St Cadoc's youth club by former Scotland international Tony Higgins have raised just under £20,000 for St Cadoc's (http://www.stcadocs.co.uk/)

Using DONATE™'s charity text raffle service (https://www.nationalfundingscheme.org/text-raffle/), those looking to win the two tickets for the Kiev final had only to text the word KIEV18 to DONATE's service to be in with a chance of winning these once-in-a-lifetime tickets. Each entry was a donation of £5.

The service, provided by DONATE™, removes the need for charities to handle cash and enables donations to be made anywhere, any time.

St Cadoc's came across DONATE's service after finding it online and their spokesman said:

"The text raffle service is genius, it worked brilliantly and is utterly simple. With so many Liverpool fans we wanted as democratic a process as possible. Text entry answered that need and removed any requirement to collect or administer cash. Andy Robertson (current Liverpool and Scotland player) put a couple of posts on Instagram and the Liverpool fans were fantastic yet again in showing their support. We then rang the winner and told them the good news which added a very personal touch to a highly successful fundraise."

The Liverpool Echo also promoted the raffle – see:

More information about DONATE's text raffle service can be found at https://www.nationalfundingscheme.org/text-raffle/

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