DONATE's text raffle service raises £1200 for charity in 3 minutes

Monday 25 April, 2016

DONATE (from national charity, National Funding Scheme) has launched its text raffle service across all major mobile networks with the first use raising over £1200 in 3 minutes.

Using text technology (instead of paper and cash) guests, event attendees and audiences can now make an immediate text donation of £5, £10, £15 or £20 and their mobile number be entered into a raffle draw. At the agreed moment DONATE's system auto-generates the winning mobile number(s). DONATE's text-raffle platform does away with the cumbersome nature of paper tickets, cash and unreadable entries and instead creates moments of theatre when the winning entrant is called (or texted) on their mobile by the event host.

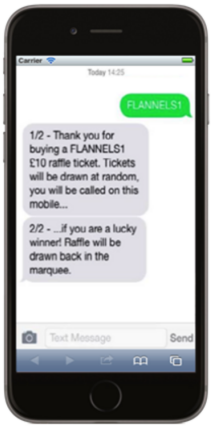
Jonathan Levy, guest at a fundraising event

"The text raffle is so simple and efficient. Everyone took out their mobile and texted one word to a number and that was it! But what really made it fun and dramatic is when the draw was made and the phone call was made to what was a quiet room and somewhere in the room the lucky winner's phone rang. It was one of the highlights of the evening."

Tim Brocklehurst of Flannels for Heroes (raising funds for Walking with the Wounded and Combat Stress):

"DONATE's text raffle service is efficient and brilliantly simple enabling anyone with a mobile phone to participate. Doing away with scraps of paper, cash and unreadable numbers/addresses is just the sort of innovation the charity sector needs."

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