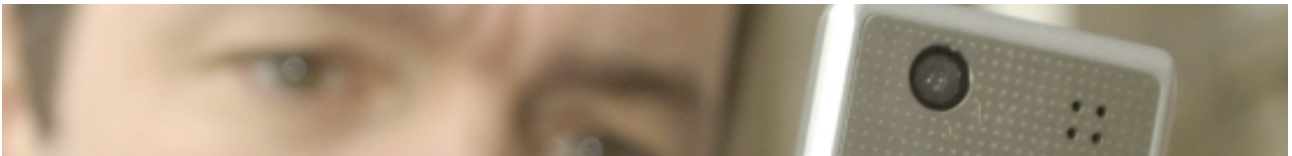




Fundraising and marketing for the charity sector

A powerful and effective fundraising and communication tool



Text messaging to mobile phones is an ideal way for charities to raise funds, create awareness for campaigns and contact staff or volunteers.

With almost everyone carrying a mobile phone with them, text messaging offers an instant form of communication and response.

Premium SMS or mobile internet payments (Payforit) allow charities to quickly raise funds from donors.

Based on our advanced messaging system *txt4ever*, *txt4giving* is the complete tool for sending and managing SMS and content between the web and mobile phones.

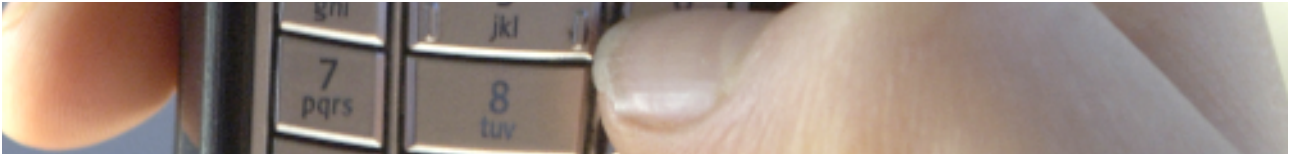
- No set up charges or on-going maintenance costs to charities
- Premium SMS billing using shortcodes and keywords
- Payforit billing using mobile web
- Flexible - allows campaigns to be set up quickly
- Automated reply message to thank donors, provide more information about the charity, send relevant web or mobile links
- The donations by text will attract Gift Aid, because a clear audit trail is automatically stored in the system.

Our systems provide solutions for:

- Staff and customer communications
- Mobile marketing - both direct and relationship marketing
- Media campaigns
- Emergency and continuity management
- Appointment management and reminders
- Delivering mobile content, including pictures, audio, video or applications

All of these can be provided to meet the needs of the charity sector and not-for-profit sectors.

Donations by SMS and Mobile Web



txt4giving allows you to set up and manage Premium SMS or Payforit (mobile web) donations quickly and simply through a web-based interface.

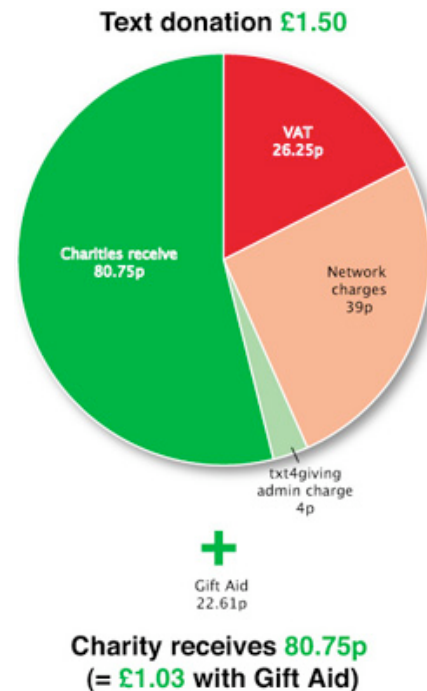
How Premium SMS works

- The mobile user sees your campaign and sends an SMS starting with the word GIVE + your keyword to our shortcode, 81404
- The charity sets up a custom reply in *txt4giving*
- User receives the reply which also deducts a set value - from 25p to £1.50 - from their phone bill
- *txt4giving* stores details of mobile transactions and user's mobile numbers

How Payforit works

- Payforit is a recently developed system that allows deducts up to £10 per transaction from a UK mobile phone user's account
- The mobile user browses a mobile (or WAP) site. This can be promoted as a mobile URL or more commonly sent through SMS from *txt4giving*
- The user sees a button to make a donation. After clicking the button they are asked to confirm the payment
- After payment confirmation the user can be invited to provide their details for Gift Aid through the mobile site
- Transaction details, including the mobile number is stored in *txt4giving's* message reports
- Payforit payout rates are similar to Premium SMS with the charity receiving between 55-60% of the transaction value.

Premium SMS Revenues



Rates

txt4giving single user account	Free
txt4giving txt4ever immedia24 multi-user system – Unlimited users, full user and SMS message management, configured to your spec.	£895
Shortcode Keywords Set-Up (for incoming messages)	£50 each
Additional Integration with database	£75 per hour
Annual Maintenance Fee	No Fee

Premium SMS Payout Rates

Message Value(inc VAT)	Message Value (ex-VAT)	Payout (ex-VAT)
£0.25	£0.21	£0.06
£0.50	£0.42	£0.20
£1.00	£0.85	£0.49
£1.50	£1.27	£0.80

*Premium SMS payments are made on 30 days at the end of each billing period on receipt of invoice from the txt4giving user

UK Outbound SMS Message Pricing

Up to 1000 messages	7.5p each
1000-5000 messages	6.5p each
5000-10,000 messages	5.5p each
10,000 +	4.5p each

Message blocks are pre-bought and remain on the account indefinitely.

International Text Message Pricing

Messages can be sent from the system to any GSM mobile worldwide. The cost for non-UK messages varies depending on the territory, but is generally between 1-2.5 UK message credits

About Us

txt4giving, **txt4ever** and **immedia24** have been developed by Ping Corporation, a London-based company with 14 years experience of developing applications and systems for the web and mobile phones.

Our clients include businesses, schools, health authorities, charities and local government.

Our systems are designed to be easy to use with no training required. Online instructions help to guide users through the system. We work with each client to ensure that the system is set up for their requirements. We also advise on how to implement SMS into your company, including acceptable use policies, data protection and regulatory issues.

Our support team is available for help during office hours and email support is available outside of those times.

txt4ever, **immedia24**

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