

# Charity Text Donations Seminar Pack



**19th February**  
**Canary Wharf**  
**London**

This one day free seminar organised jointly by the Premium Rate Regulator PhonepayPlus and the Association for Interactive Media and Entertainment (AIME) provides the opportunity for charities to learn how to get started and maximise text based donations, Gift Aid, post donation marketing, regular gifting and competitions.

## AIME and PhonepayPlus Charities Seminar Canary Wharf - London – 19<sup>th</sup> February 2016

The Association for Interactive Media and Entertainment ([www.aimelink.org](http://www.aimelink.org)) and Premium Rate Regulator, PhonepayPlus ([www.phonepayplus.org](http://www.phonepayplus.org)) announce their one day seminar in London aimed at helping and guiding Charities who are considering or have started using text based donations as part of their fundraising portfolio. This seminar may also be applicable to charities that are looking to improve their current text based fundraising to take advantage of Gift Aid and post donation marketing techniques.

Text fundraising has grown to a £120 million pound opportunity with most charities finding new donors and differing demographics through this easy mechanism. Are you maximising your donation footprint in this growth market?

During this seminar, you will learn about:

- Why 70xxx shortcodes are important
- How to get started with text donations
- Codes of practice for text donations
- Latest developments in Gift Aid
- The emerging role of a Gift Aid intermediary
- Improving marketing footprint
- Effective post-donation marketing
- Competitions with donation elements
- Proposed changes to regular donations

If you don't currently use text donation for your fundraising, this seminar will provide a good introduction for you.

If you are already using text donations, this event will be looking at improving your skills and maximising your donation and Gift Aid opportunities.

With expert speakers from:

- AIME
- PhonepayPlus
- O2
- Open Fundraising
- Cymba
- HMRC
- And speakers from the enabling industries including Fonix and OpenMarket

Places to this innovative seminar are limited to 80.

Your entrance to this seminar is subsidised by PhonepayPlus and AIME. Please see cancellation terms below. Delegates will receive a full one day conference, refreshments, lunch and electronic copies of presentations emailed after the event.

N.B. We ask that no more than two representatives from each charity attend this seminar to allow for maximum attendance for all those who wish to join this event.

**For more information or to book your seminar ticket please visit our ticket page:  
<http://buytickets.at/associationforinteractivemediaentertainment/43493>**

#### Cancellation terms

Due to the high interest levels in this seminar, we ask that if you can no longer attend this event that you provide a minimum of 48 hours notice of cancellation if possible; to allow us to offer your place to one of the other charities on the event waiting list. Conference capacity is limited to 80. If you book and do not arrive, this prevents others from joining the event who could have attended. We thank you for your cooperation.