

Online Giving

Some brief notes on Online Giving.

Online Giving is a very easy way for people to donate to a charity, it is also easy to setup. Gift Aid on donations can be easily reclaimed as the organisation does this for you. At the moment there are several organisations that provide an Online Giving service. The most popular are JustGiving and VirginMoney.

1. The Association has already paid the setup fees for both organisations so the only charges are the service fees.
2. Service Fees are charged on donations, currently www.virginmoney.co.uk charges less (2%) than <http://www.justgiving.com/> (5%).
3. Most schemes will collect Gift Aid donations (where the tax you have paid on your donation is claimed back), some charge for this Virginmoney do not.
4. Virginmoney is a Not-for-profit organisation (It is your choice which organisation to use).
5. If you want to use TextGiving you must use JustGiving
6. Additional charges apply to credit card donations
7. If you want the funds raised to go to the Northern Ireland Branch then state this in the description (on the online giving site) and
 - a. Email the team on incomeprocessingadminteam@mndassociation.org and state that you want funds raised to go to the NI Branch.
 - b. Funds are transferred on a monthly basis so confirm with our treasurer that they have arrived.
8. If you need any help setting up your Online Giving page just email events@mndani.com, the same email can be used if you have feedback about any online giving site or information that should be included in these notes.

Textgiving

Any justgiving.com page can have one textgiving number. The steps to using this number are:

1. Text your code followed by the amount to 70070
2. Ie nmnd99 £10
3. You will receive two texts, It can take several hours for the first text (do you want to gift aid your donation],then several hours for a thanks text. We cannot alter either of these messages to make them more personal.
4. You are not charged for sending the txt message and it does not count towards your txt usage. All it costs is the amount you specify and you won't pay VAT on your donation.
5. Encourage people to GiftAid their donation, it does not cost them extra but increases their donation by 25%, how often does the government give away money!
6. You can donate £1, £2, £3, £4, £5 or £10

7. There is a limit of £30 per day
8. Note that there are other textgiving numbers which have different charges/conditions to 70070
9. Donors can only make a text donation abroad if they have a contract with a UK mobile operator. Some overseas text message costs may be applied.
10. Anyone whose phone operates on a non-UK mobile phone network cannot make a text donation using JustTextGiving. This also includes anyone visiting the UK and roaming on a UK network.

The textgiving code is six characters long, exactly four letters followed by a two digit number. This number is between around 50¹ and 99. It can be difficult to find a code that is meaningful to you and available.

¹ The lower limit seems to vary depending on the letters chosen, it has been as low as 47 or as high as 55. Some codes have very low numbers, no idea how you get these!