

Donors Message Service

Brno, 5. 5. 2009

Czech Donors Forum programs

- Responsible Companies Club - DONATOR
- CSR strategies and consulting
- LBG Czech and Slovak (Responsible Companies Standard)
- TOP Corporate Philanthropist Award
- Employee engagement programs
- Advisory to the Czech Government
- Central and Eastern European Network for Responsible Giving
- Cause marketing Academy



DMS background

- Get a new tool for fundraising from individual donors via mobile phone
 - Simple and easy
 - Small amounts
 - Transparent and safe
- 1. January 2006 - DMS – no VAT charged on SMS donation
- DMS price is 30 CZK, administration fee covered by up to 10 % from the fee.

Situation before DMS – perspective of Mobile Operator

Slow and complicated negotiation processes:

- Meeting with each of the foundations/NGOs
- Difficulties during the checking process: „Who is credible?“

Non-standard internal processes /billing, reporting, communication/

- Different prices
- Different key words
- Lack of appropriate supervision
- Difficulties with checking what the money was spent on

Situation „after“ DMS – perspective of Mobile Operator

The Donors Forum manages all DMS processes, including:

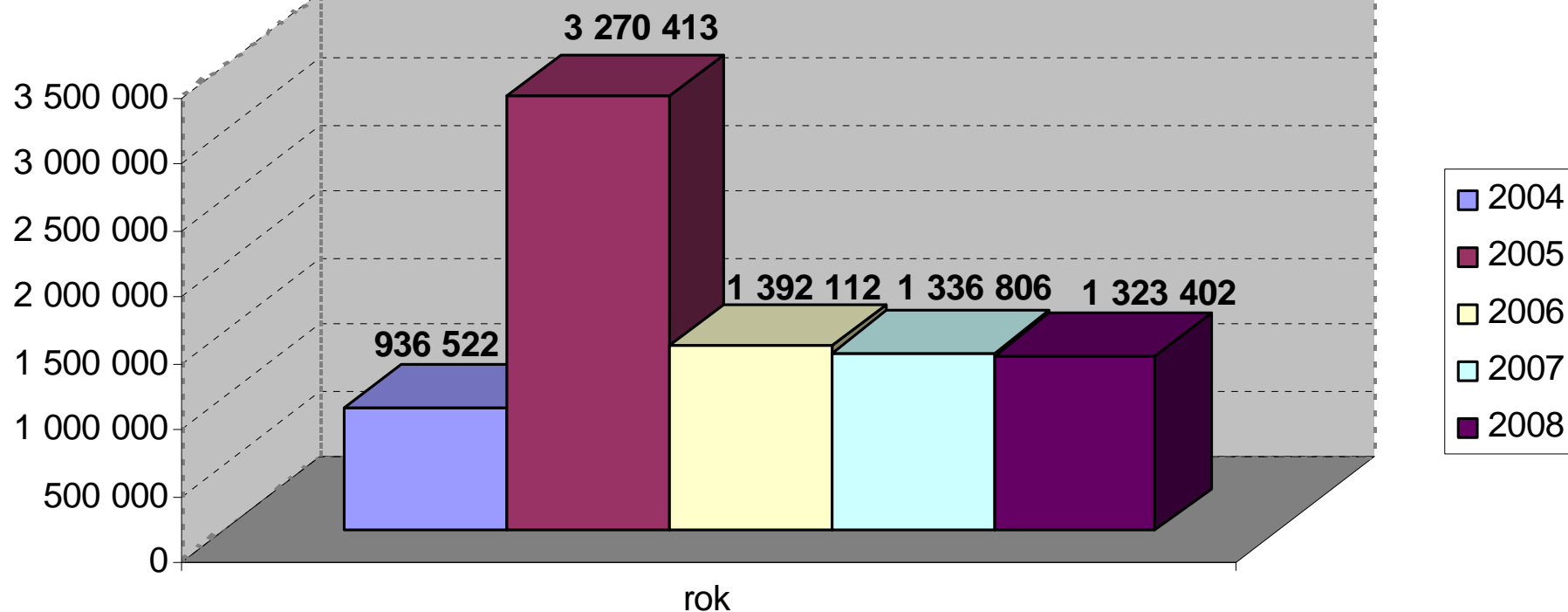
- Selection of NGOs - standard approval process
- Contracts with mobile operators, content provider, NGOs
- Full financial management system
- Education seminars and consultations for NGOs
- Promotion of the system
- www.darcovskasms.cz

Key Message

„**Help as part of your life.** Send an SMS in the form of **DMS KEYWORD** to the phone number 87 777.“



DMS in 5 years



Tsunami – 40 mil. CZK
Total – 223 mil. CZK

DMS „All year“ subscription support

- For people who want to support NGOs **regularly with small amounts.**

DMS YEAR KEYWORD

- For all NGOs who are using standard DMS but focus on regular donors or cannot invest into big communication.
- Regularly charged 1 DMS during **12 months.**
- The payment is every **30 days.**

Key learnings

- DMS is a **prepared platform** for NGOs´ **fundraising**
- DMS uses **existing technology** (product) for charity (fundraising)
- DMS broke the mistrust of the big part of the public (new donors gained for NGOs)
- Tax conditions matter – **0 VAT** helped the DMS grow
- NGOs learnt how to communicate with the public more creatively and effectively
- **Win-win-win = self-financing system**

DMS International

- DMS is a unique solution
- DMS expanded to other countries – DMS Slovakia, DMS Bulgaria
- Same system with local adjustments
- VAT still being solved

Thank you for your attention.

www.donorsforum.cz

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