

FAQs – Text to Donate Campaigns

What is SMS or text messaging?

SMS stands for “Short Message Service”, commonly known to consumers as text messaging. It is the technology we use to send text messages to and from mobile phones. The messages may be up to 160 characters in length.

What is a short code?

Similar to a telephone number, short codes are special 3 to 8 digit codes used to route text messages from mobile phones to interactive mobile messaging applications, typically in combination with a keyword. They are designed to be shorter to read and easier to remember than normal telephone numbers. Short codes also allow for billing and other unique forms of interaction via the mobile phone such as television voting, ordering ringtones, charity donations and mobile chat services.

What is a keyword?

Used in combination with a short code, a keyword is a word that differentiates a mobile campaign from others on the same short code. The keyword and short code combination allows mobile phone users to make a donation to a specific organization campaign. For example, an organization called Save the Dolphins might choose the keyword SAVE. In order to make a donation, mobile phone users would send the word SAVE as the body of his or her text message to the short code 12345.

How much of my text donation will go to the non-profit?

100% of your text donation is delivered to the non-profit organization.

How can I cancel my text donation?

Once you have confirmed your donation by replying with YES, you cannot cancel your donation.

How can I confirm that my text donation went through?

After you send in the keyword to the short code you will receive a confirmation text that asks you to reply "YES" if you intend to give a donation to the charity. A thank you text will follow stating the amount you donated to that charity. The donation charge will also show up on your wireless bill.

Can I donate more than \$10?

Most wireless carriers will allow you to donate up to \$20 (four \$5 donations or two \$10 donations) to a specific keyword.

I just made a text donation, why am I getting multiple text messages from you?

When you make a text donation, you will receive a text back asking for you to confirm your donation by replying with the word YES. Once you reply with YES you will receive a thank you/confirmation message that your donation was successful.

I tried to text in the keyword but got a message back saying that the short code has expired. What does this mean?

This message could mean that you have premium text messaging (anything that will cost money) blocked on your phone. You will need to call your wireless carrier to have premium SMS enabled if you want to make a donation.

It could also mean that the charity is no longer accepting text donations and you will not be charged.

Are mobile donations tax-deductible?

Yes, all mobile donations are tax-deductible.

FAQs – Text to Donate Campaigns

How long will it take for my mobile donation to be remitted to the charity?

This varies on a per carrier basis, however each carrier is doing their best to get the funds to the charity as quickly as possible.

Where do I get a Donation Receipt?

Please consult your tax or financial advisor for specific questions about your gift. Please save your wireless operator bill. Your donation is immediate and irrevocable. Accordingly, you cannot refund or cancel your donation.

Does the donor get charged for text messages sent or received during a mobile donation?

Thanks to the generosity of the Canadian Wireless carriers, no additional fees apply to the consumer when making a mobile donation.

How does my donation get processed?

Donation confirmation is sent directly to your phone as an SMS text message. Your donation amount is then added to your phone bill or deducted from your prepaid phone balance.

How will people know that this texting program is legitimate?

To document your donation, after you send a text message you will receive a confirmation text that asks you to reply "YES" if you intend to give a donation to the charity. A thank you text will follow. On your wireless bill you will see the donation charge with the charity's name.

Also, the CRTC regularly monitors all activities on cross carrier codes that wireless carriers use to ensure the protection of consumers.

Will you sell my information or phone number to other marketers or use my phone number for other purposes?

No. Only the wireless carrier, working under an agreement with the charity organization, and the charity organization have access to the donor information (i.e., a cell phone number and donation amount).