



# Ärzte ohne Grenzen

Expansion and further development  
of the existing Donation platform

## Case Study

### Company



Doctors without Borders (MSF) is an aid organisation that assists people throughout the world who do not have access to adequate medical care. The main aim of the aid work is to provide health care to people in need. The provision of psychological support to traumatised patients is another important aspect of the organisation's work. When needed, Doctors without Borders distributes relief aid and food supplies in the crisis regions, dispenses clean drinking water and installs sanitary facilities. [www.aerzte-ohne-grenzen.at](http://www.aerzte-ohne-grenzen.at)

### Requirement

The organisation is taking another step in modern fundraising by offering donors a convenient method of making donations via SMS under the motto "Fast help is effective". The eDonation platform, which was developed in cooperation with mobilkom austria in 2001, is being further expanded every year and is to be made available to customers of other mobile network operators so that they too can donate simply and securely. This method of donating will also make it easier to reach younger target groups.

### atmsSolution

atms has further expanded this platform. As well as customers of mobilkom austria, all private customers of paybox, Orange, T-Mobile, tele.ring and 3 can now conveniently donate via SMS. It is possible to donate between five and 70 euros, which is conveniently invoiced via the next mobile phone bill or debited from a prepaid card or private bank account. Paybox customers provide additional confirmation of their payment using their four-digit paybox PIN. The donor receives a confirmation SMS to which they have to reply "Yes". After this, a thank-you text confirms the successful completion of the donation. Customers from networks other than those mentioned above have the option of being contacted personally by Doctors without Borders.

***"atms was definitely the right choice of partner for us. Our decision has been fully justified by the rapid connection of the other networks to our existing SMS installation for donations as well as the reliability of the atms technical platform."***

Andreas Plöckinger, Fundraising Director, Doctors without Borders, Austria

