



Ronald McDonald Kinderhilfe Österreich

Development of an innovative SMS donation solution

Case Study

Company



Seriously ill children need their parents to be close to them to help them get better again. The 'Ronald McDonald Kinderhilfe Österreich' charity supports the families of seriously ill children by providing accommodation close to where their child is being treated. The Ronald McDonald Houses in Vienna, Graz, Innsbruck and Salzburg provide a 'home away from home' for affected families. This unique service was initiated by McDonald's. Since 1987, the company and all its Austrian franchisees have donated a certain percentage of their revenue to this charity every year.

The independent 'Ronald McDonald Kinderhilfe' society is an officially registered non-profit organisation in Austria. Donations to this organisation are tax-deductible. Further information is available at www.naehehilftheilen.at.

Requirement

The 'Ronald McDonald Kinderhilfe' charity was looking for a new way for people to make donations, with the aim of attracting new donors and building up a community of donors.

atmsSolution

In line with the requirements, atms is making its innovative and proven SMS donation solution available to Ronald McDonald Kinderhilfe. SMS donations are currently the simplest and quickest way of donating in Austria. The service is easy to use, it is available around the clock, from anywhere, and is popular with mobile phone customers in Austria – especially the younger ones. atms put together an individual package for Ronald McDonald Kinderhilfe consisting of an SMS number, a technical donation platform and a web-based interface.

To support Ronald McDonald Kinderhilfe, all the donor needs to do is send an SMS, indicating a donation of between one and 70 euros, to 0664 660 02 02. After confirmation of receipt of the SMS, the donated amount is simply billed via Paybox or the donor's telephone bill.

The new SMS donation method was advertised in all the Austrian branches of McDonald's in the form of a tray-liner advert.

"We are glad to have found a top specialist in mobile donation applications with atms. We have had an extremely professional working relationship to date."

Mag^a. Ulrike Schelander, Managing Director of Ronald McDonald Kinderhilfe Österreich

atms