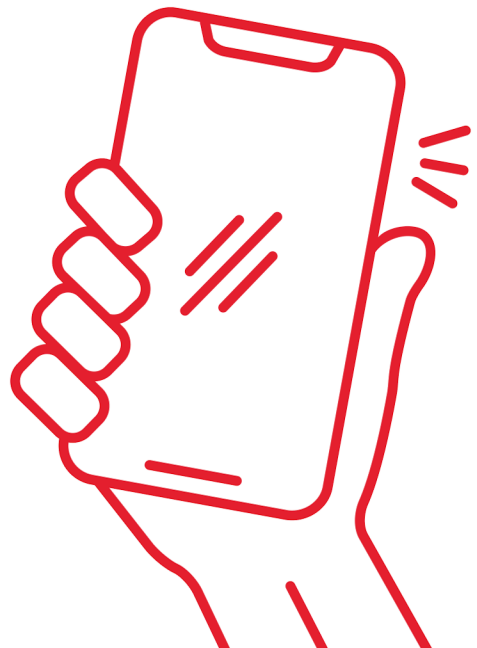


DONATE

*Text **IWA** to **70085** to donate £5*

Making a donation will help to support the work we do to protect and restore the waterways.

Scan the QR code



**INLAND
WATERWAYS**
ASSOCIATION

If you'd like to donate but don't wish to hear more from us, text IWANOINFO instead.

If you'd like to donate an amount other than £5, between £1 - £20, you can do so by including a number after IWA in your message e.g. text IWA10 to donate £10.

Texts will cost the donation amount plus one standard network rate message.

GUIDANCE FOR VOLUNTEERS

IWA has launched a Text to Give option which enables our supporters to donate via text message using a service called DONR. We are promoting this new donation method on social media and in all of our publications and marketing materials. Please help to raise vital funds for IWA by promoting the Text to Give service amongst members and supporters within your region or local area.

This could be a fantastic opportunity to help us raise funds for major campaigns, such as the Protect Our Waterways campaign, especially during the festival season. Donating via text is very easy to do so we hope that it will help us to engage existing and new supporters more effectively. Not everyone wishes to become a member of IWA and pay the full membership fee, so this may be a way of encouraging others to donate smaller amounts to show their support, including younger donors who may be more comfortable with mobile giving.

How it works

People can scan the QR code to automatically open up a new draft text message on their phone. If they do not have a smartphone capable of scanning QR codes, then supporters can text 70085 to make a donation instead of using the QR code. After pressing the send button, £5.00 will be added on to the donor's next phone bill and IWA will receive the money. Although donors will be able to donate between £1 and £20, a total of £5 has been selected as the default amount. After making their donation, the donor will receive a text message to ask if they would like to claim Gift Aid and if they tick yes, it will open up a form to enable them to submit their name and address. Once that has been sent, the donor will then get another text message to ask if they would like to sign up to make it a recurring monthly donation.

Promotion

Although details of the Text to Give option will be included in all future marketing materials, we are also producing a range of stand-alone marketing materials to support the campaign including stickers, posters, business cards and example social media posts. Some of these resources will be available to download from the Volunteer Hub whereas others will be available in printed format. If your branch would like to add this option to any of your local or regional publications and marketing materials, then please make sure to include the text below as we are legally required to provide donors with the cost of texting, and the NOINFO opt-out option if they do not wish to give marketing consent.

Text IWA to 70085 to donate £5.

If you would like to donate but don't wish to hear more from us, please text IWANOINFO instead.

If you'd like to donate an amount other than £5, between £1 and £20, you can do so by including a number after IWA in your message e.g. text IWA10 to 70085 to donate £10. Texts will cost the donation amount plus one standard network rate message.

The dedicated QR code can be incorporated into any promotional materials that you create. Visit the Volunteer Hub to download a high-resolution copy of this graphic in PNG format. Please get in touch with the Marketing Team at Head Office if you have any queries, would like to request printed marketing materials, or need help with promoting the Text to Give service within your branch or local area.