




# The return of PSMS

A green shoot for individual giving

2025



# Today...

- A little bit about Open
- Some market context
- Soft opt-in changes explained
- Success stories to learn from
- Innovations for 2025
- Demo of our new model 

# A little bit about Open

**CONCERN**  
worldwide



**NSPCC**

**pdsa**  
THE VET CHARITY FOR PETS IN NEED



**CENTRE POINT**  
ENDING YOUTH HOMELESSNESS



**Practical ACTION**



**BREAST CANCER NOW**  
The research & care charity

**FREEDOM FROM TORTURE**  
EMPOWERING SURVIVORS  
REBUILDING LIVES



**HELP for HEROES**

**MAP**  
MEDICAL AID FOR PALESTINIANS



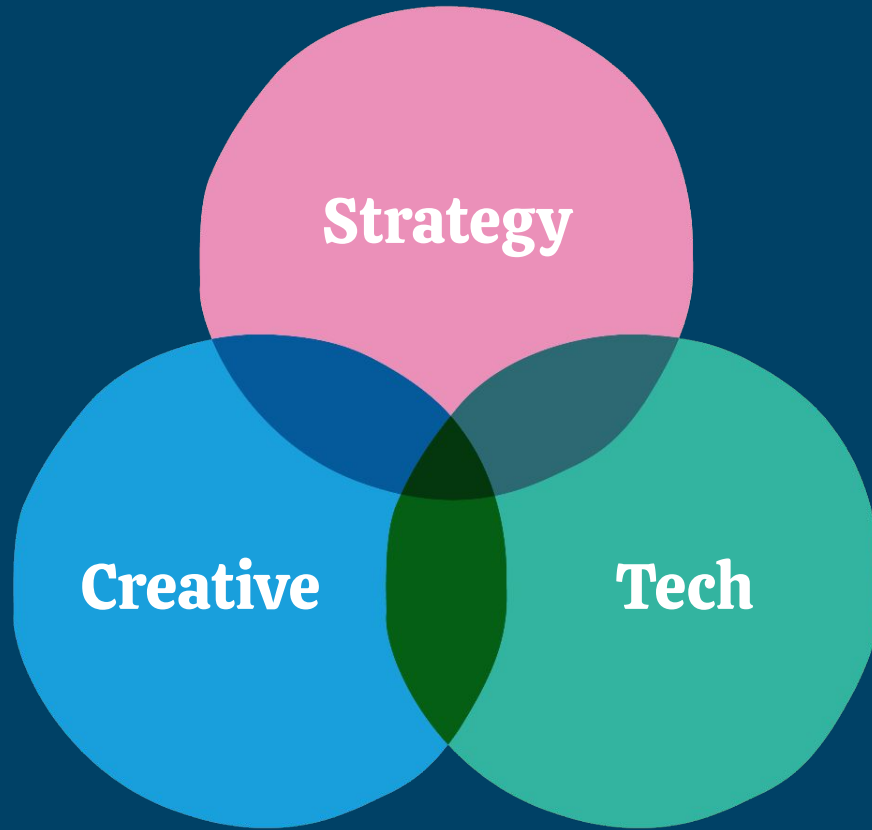
**KSSX**  
AIR AMBULANCE CHARITY  
KENT SURREY SUSSEX



**Guy's & St Thomas' Charity &...**



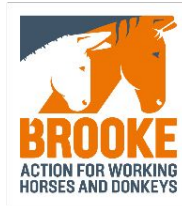
## OUR OFFER



# Some market context

**NSPCC**

**act:onaid**



**THE  
BRAIN  
TUMOUR  
CHARITY**



**HELP for  
HEROES**



**GREENPEACE**





**£1.28BN**

**2023**

**£1.27BN**

**2024**





**£186M**

**2023**

**£194M**

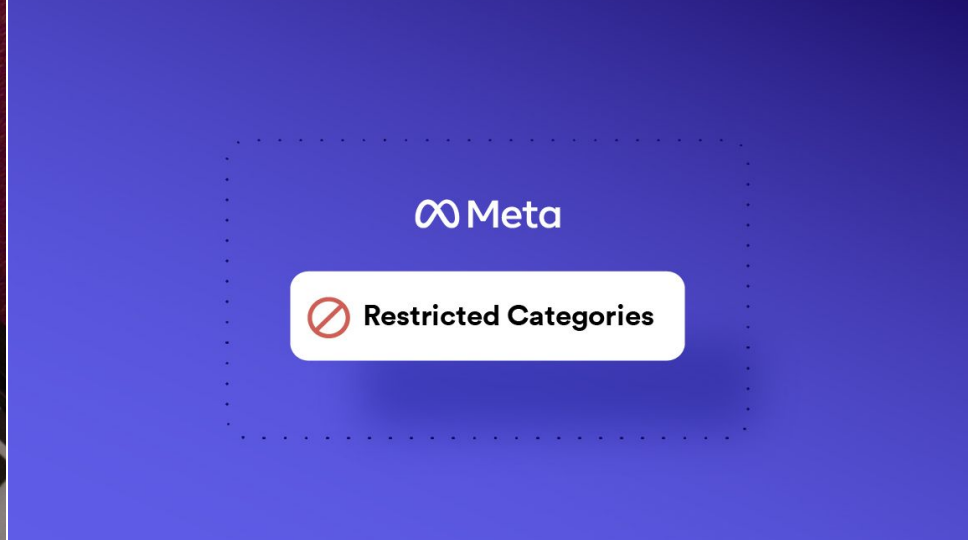
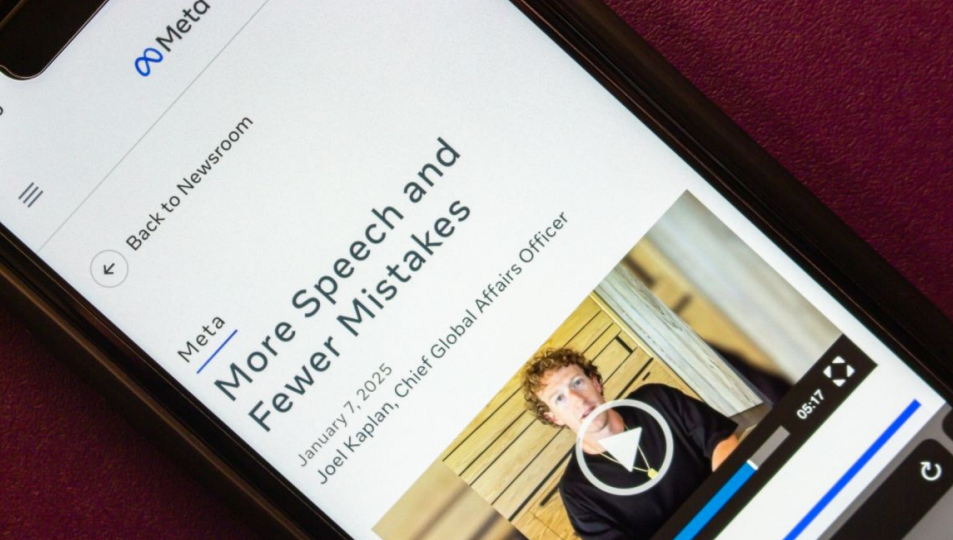
**2024**

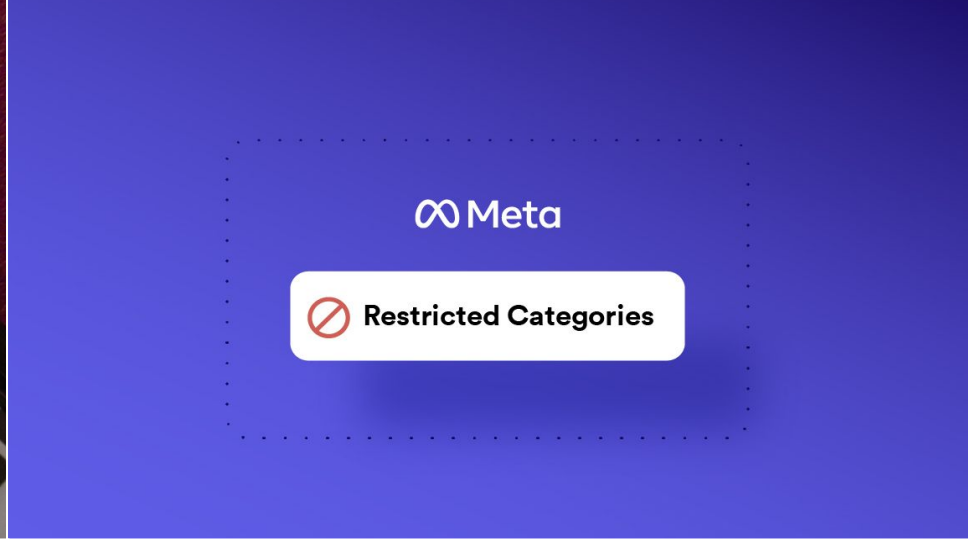
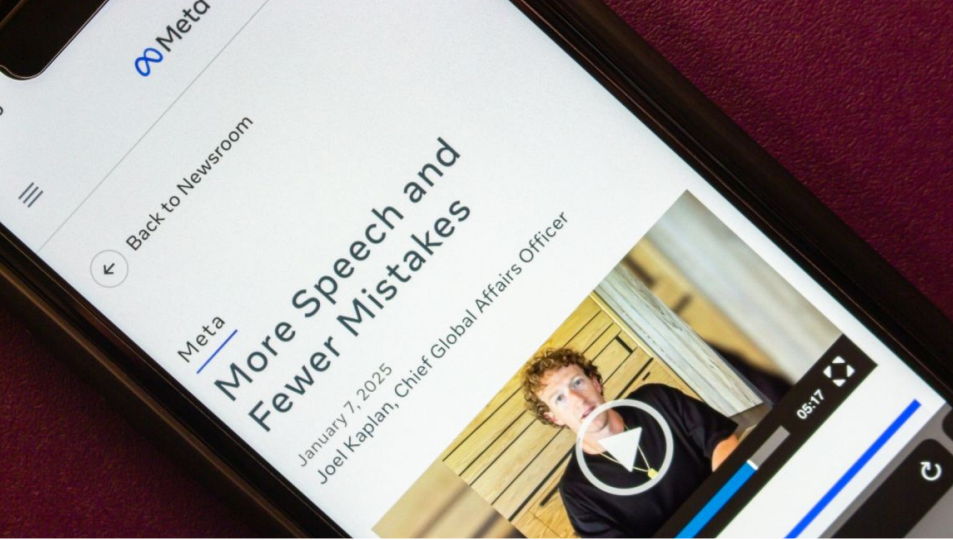




**And in the digital world...**







# The soft opt-in

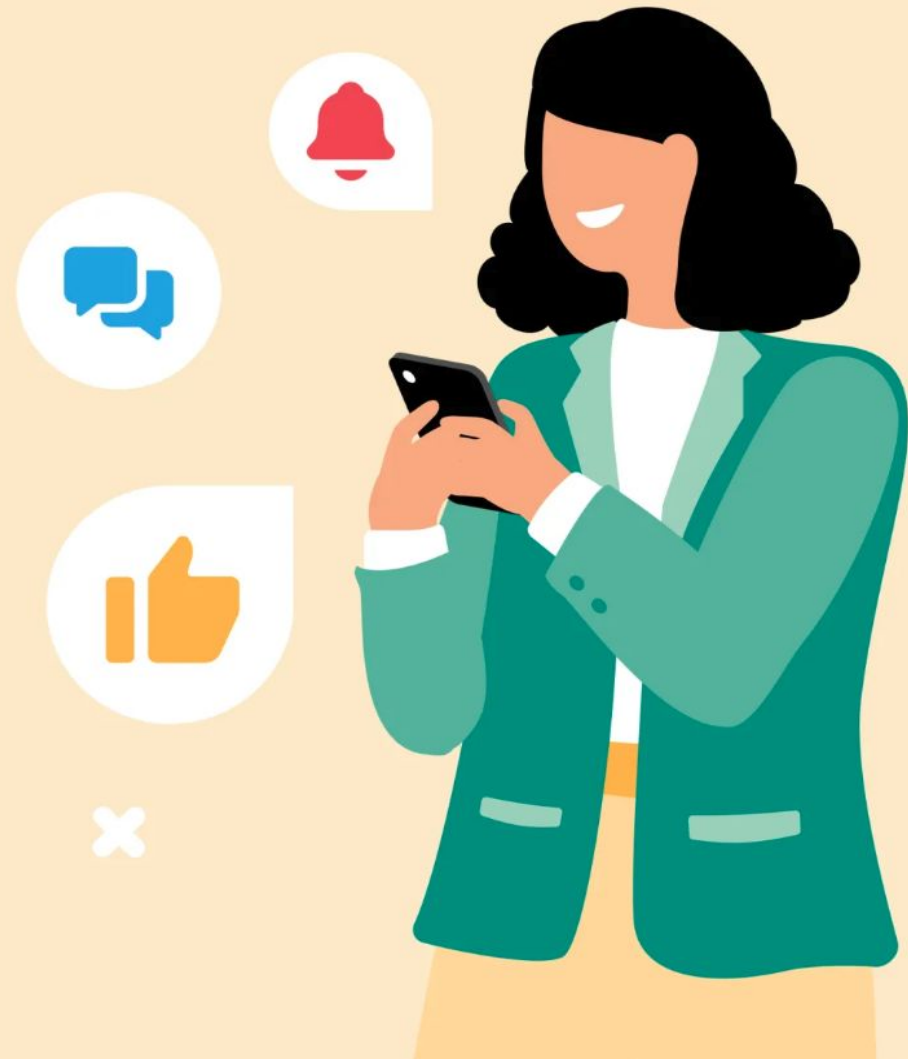


# Data (Use & Access) Bill



**So why does this matter?**

*Unlocks growth*  
with more  
supporters  
entering the  
donation funnel.





### **More opportunities for email**

New consent rules allow for extensive list growth once effective.



### **SMS (and PSMS) once again viable**

CTAs asking people to text short codes can take cash and RG payments directly from phone bills (reducing friction).



### **More opportunities for telemarketing**

By receiving SMS messages (and providing an option to opt-out), consent for calling is now available.



**In turn, this can create  
new ways to make media  
more responsive...**



# Success stories



**MALARIA KILLS A CHILD EVERY 45 SECONDS**  
**Text £3. Send a net. Save a life.**

It's one of the world's most deadly diseases, yet you can save a child's life with a net. A net can protect a child from malaria, a deadly disease that kills one child every 45 seconds. Text £3 to 81400 to give £3 today.

**TEXT NET to 81400 TO GIVE £3 TODAY**

Remember your first period?  
 Leaving school? Losing your virginity? Getting married?  
 Having your first child?  
**Aneni done. She's twelve.**

For women going through these problems in the first step towards better marriage, we have a special offer for you. Text £3 to 74000 now to give £3 to help a girl avoid marriage and keep girls in school.

**Text £3 to 74000 now to give £3**

**YOU KNOW THE FIVE SIGNS OF BREAST CANCER, RIGHT? (YES, FIVE)**

Breast cancer kills 1,000 women a month and it doesn't always start with a lump. Choosing the best cancer screening option and catching them early - could just save your life.

**Text TOUCH to 84424 for your FREE Touch Look Check guide today**

When Steve's dog made him angry, he picked up a hammer. If this makes you angry, pick up your phone.

Text **ANGRY to 70099 to give £3** and help us bring animal abusers to justice.

**A WOMAN FACES FLOGGING FOR WEARING TROUSERS.**

Will you send a text? Text **PROTEST to 70005** along with your first and last name to start raising your voice against the practice of flogging.

**Text PROTEST to 70005**

**THE WAR DIDN'T KILL HER. THE WATER MIGHT.**

Text **WATER to 70080 to give £3 today**

**Beaten. Neglected. Starved.**

Will you help feed a dog like Archie until we can find him a home?

**Text FEED to 70800 to give £3** to feed and care for a dog like Archie.

**THE BEES NEED YOU (ALMOST AS MUCH AS YOU NEED THEM)**

Text **BEE to 70123 to give £3** and get your free Handy Flower seeds today.

**75,000 of our children will wake up homeless on Christmas morning.**

Text **HOME to 8006 and give £3** to answer a call for love Christmas.

**Text some warmth and help save a life**

Text **WARM to 70007 to give £3** enough to provide a hot meal and help Age UK reach out to an older person at risk.

**A MISSED CALL IS NO BIG DEAL UNLESS IT'S TO SAMARITANS**

Text **LIFE to 70123 to give £3** and answer a call for help today.

**Text HOMES to 70060 to give £3** and answer a call from a homeless family.

**URGENT APPEAL: Children of Syria Winter Crisis**

**Text WARM to 78866 to give £3 today**

**Text SEE to 70123 to give £3** enough to deliver the antibiotics we need to treat these children and save their sight.

**BIRDS NEED GARDENS**

Text **BIRD to 66010 to get your FREE RSPB guide.**

**URGENT WINTER APPEAL: No shoes. No coat. No home.**

Text **BLANKET to 70050 to give £3 today** and the UK Government will double your gift.

**WHAT WOULD YOU GIVE TO HELP CURE CANCER?**

Text **CURE to 70111 to give £3 today.**

**Text BOY or GIRL to 70123** to get a text and help a child in need.

**THERE ARE ONLY 3,200 TIGERS LEFT IN THE WILD**

**Text RANGER to 70007** to give £3 and help fund an anti-poaching ranger in the field for a day.

**Ann hasn't spoken to anyone for a month. Will you send a text and invite her for lunch?**

**Text LUNCH to 70007 to give £3** enough to pay for a friendly meal at a local lunch club.

**A TEENAGER FACES A DEATH SENTENCE FOR BEING GAY.**

**Text PROTEST to 70005** along with your first and last name to start raising your voice against SMD and violence against your friends.

**Female Genital Mutilation (FGM)**

**Text JOIN to 70050** today and be part of Plan UK's campaign to end violence against girls.

**A SOLDIER SHOT MY FATHER THEN HE TORTURED MY MOTHER AND THEN HE MARRIED ME...**

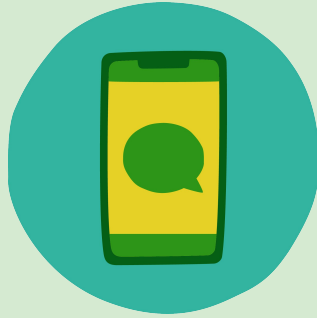
**Text SEX to 70111 to give £3** and help provide a child from sexual abuse in a war zone.

**THERE'S NO WAY SOMEONE LIKE YOU COULD POSSIBLY HAVE DIABETES. IS THERE?**

**Text KNOW to 70123** to get your FREE Diabetes Guide and Pedometer.



**Offline media CTA  
to text shortcode  
(eg 88008).**



**Payment taken  
directly. Regular or  
cash gift confirmation  
receipt (and opt-out)  
via SMS.**



**Phone number  
collected and  
telemarketing RG  
conversion call.**

# Text to donate (cash)



## MALARIA KILLS A CHILD EVERY 45 SECONDS

**Text £3. Send a net.  
Save a life.**

**In the next 45 seconds, you could help buy a net  
and save a child's life with a gift of just £3.**

A chemically treated mosquito net is the best way  
to protect a child from one of Africa's biggest killers.  
And we desperately need more of them. £3 is enough  
to buy a sandwich here. But in Africa, where malaria  
kills a child every 45 seconds, your £3 could help buy a  
net and save a young life.

**TEXT NETS TO 88008  
TO GIVE £3 TODAY**



Text and £3 gift value depends on time and message charges. £3 is maximum of £3.90 depending on time period provided.  
Gift to be delivered by Christian Aid. All gift value subject to our terms and conditions. Please see our website for more details.  
Gifts are subject to our terms and conditions. All gifts are subject to our terms and conditions. Please see our website for more details.  
Source: World Health Organisation April 2010

UK Registered charity number 1054960. Company number 017636. Bank of Scotland charity number 61000000.  
No money raised 01/01/2010. No money raised 01/01/2010.



# Text to donate (cash)



ROUGHLY EVERY 15 MINUTES SOMEONE  
LOSES THEIR SIGHT TO TRACHOMA

**This eye infection  
could blind him.**  
**Text the antibiotics  
that could save his sight.**

**Right now, around 320 million people worldwide are  
at risk of trachoma – and many of them are children.**  
**Will you help us treat a child and save their sight today?**

Trachoma is the world's most common cause of preventable blindness. It scratches away a person's sight one agonising blink at a time. And when that happens to a child, it can mean a lifetime of poverty and dependency. A simple course of antibiotics can stop the disease in its tracks. So please text a gift and help save a child's sight today.

Text **SEE** to **70123** to give **£3**  
– enough to deliver the antibiotics we need  
to treat three children and save their sight.



Sightsavers provides support for cataract, trachoma, low vision, river blindness, education and rehabilitation programmes. We will use your donation where it is needed most. This is a charity donation service for Sightsavers. You will be charged £3 plus one message at your standard network rate. Sightsavers will receive a minimum of £2.95. We will be in touch to tell you more about our work. If you'd rather see what's donated you, text 402049600 to 70000. If you have any problems with your mobile payment call 0844 889 6733. © Sightsavers. Registered charity numbers 220744 and 202288115.



# Value exchange



**THE BEES NEED YOU**  
**(ALMOST AS MUCH AS YOU NEED THEM)**

Britain's bees are in trouble. Their habitat is vanishing. Their numbers are falling fast. And that leaves us in big trouble too, since we need these busy little creatures to pollinate our fruit and veg crops. So please text £3 to get your bee-friendly wildflower seeds and grow a garden that'll help bees – and the rest of us – to thrive.

**Text BEE to 70123 to give £3**  
and get your bee-friendly flower seeds today

**THE BEE CAUSE**

  
**TEXT BEE TO 70123 TO GIVE £3 TO THE BEE CAUSE**

↓

**WE'LL SEND YOU YOUR BEE-FRIENDLY FLOWER SEEDS**

↓

**SOW YOUR SEEDS SAVE THE BEES**

  
**WILD FLOWER SEEDS**

**friends of the earth**  
see things differently

**Bees need your help.**



**Get a Christmas Bee Saver Kit today.**

# Enhancing dialogue



# Advocacy & campaigning



## ENOUGH IS ENOUGH

Relentless bombing in Gaza is killing a child every three hours.

How many more must die before this stops?

Thursday, 8 January, 2009, Gaza. Mohammed, three, is comforted by his mother after a bomb strike.

© SHUTTERSTOCK

For families in Gaza, every minute is now a fight for survival. Devastating attacks on both sides of this conflict mean thousands of people are caught in an impossible search for safety.

Strike after strike, those children who escape death face horrors that will stay with them forever. Gaza is fast becoming a place where help just isn't there.

Against the odds, Save the Children has reached 7,000 people already with food parcels, water and fuel. But supplies are running dangerously low – aid simply can't get to those who need it most.

Ambulances can't reach the injured. Those few who reach hospitals find power cuts rendering doctors helpless. With every hour that passes, more irreversible damage is done to children's lives.

### We have to act now.

Join our call for a lasting ceasefire, observed by all. Only this can help us reach hungry, exhausted, terrified children. World leaders, including Gordon Brown, must do much more.

Every person can make a difference. We need as many people as possible to demand an end to the bombing. Together, we'll build pressure on decision-makers to do everything in their power to end this violence.

Take action. Add your voice to our plea.

**Text CEASEFIRE to 81819.**

We'll make sure your message is heard.

**We Save the Children Will you?**

Find out more at [www.savethechildren.org.uk](http://www.savethechildren.org.uk)

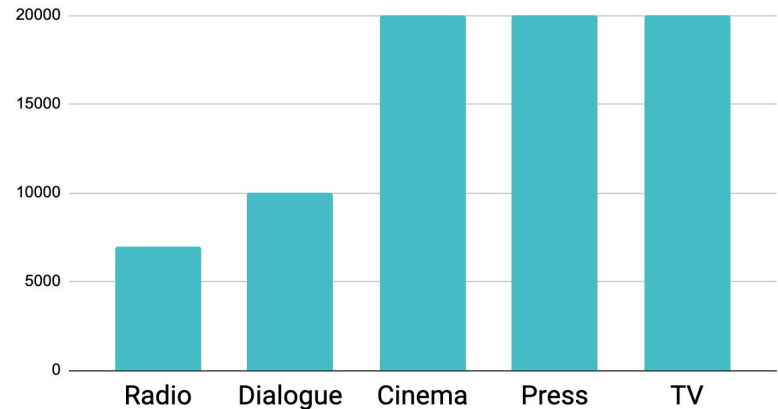
We may text you, subject to phone rate and always give you the choice to opt out of further communications. However, if you wish to receive such information, please send us at [register@save-thechildren.org.uk](mailto:register@save-thechildren.org.uk) or phone 020 700 8400 or text 5700. 99p charged to your standard text message rate.

Save the Children® Registered charity England and Wales (110896) Scotland (SC038937)

# Integrated campaigns



PSMS responses by channel



**So why did this  
work so well?**



### **Expansive reach**

Everyone has a phone and can does/text



### **Novel**

Value exchange & accessible payment mechanics improve engagement



### **Scalable**

Calls to action can sit across many channel environments



### **Conversational**

Allows for two way dialogue between supporters and causes



### **Centralised optimisation**

Cross channel communications triangulated via Open Mobile Global (OMG) platform

**How can we apply  
this recipe for success  
in today's world?**



**Audience  
behaviour  
has changed...**

## NEWS

Home | InDepth | Israel-Gaza war | War in Ukraine | Climate | UK | World | Business | Politics | Culture

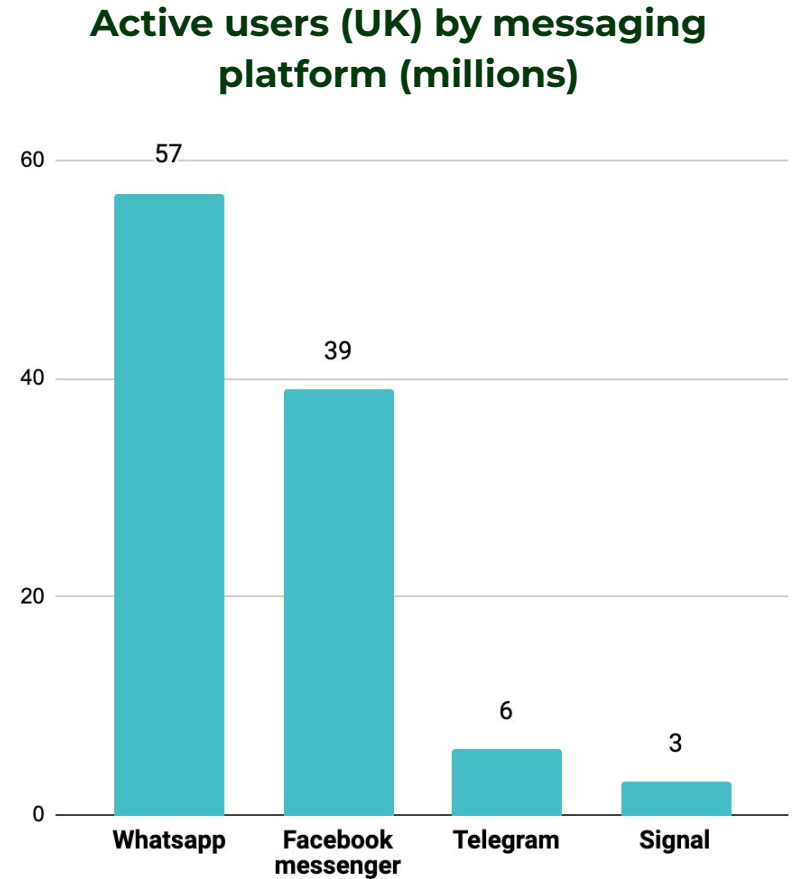
### Why Gen Z & Millennials are hung up on answering the phone



**And messaging  
has become  
increasingly  
fragmented across  
apps**



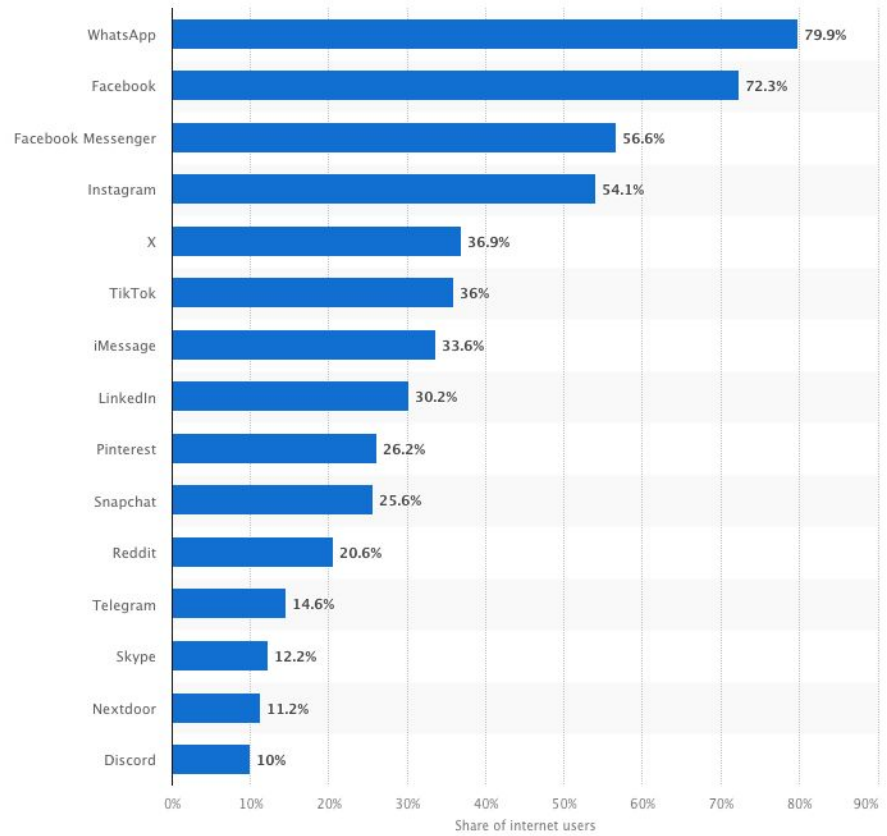
And messaging  
has become  
increasingly  
fragmented  
across apps



**Source:** *Messaging platforms (self reported)*

# WhatsApp

It has the largest share of internet users of any social media app in the UK (80%)

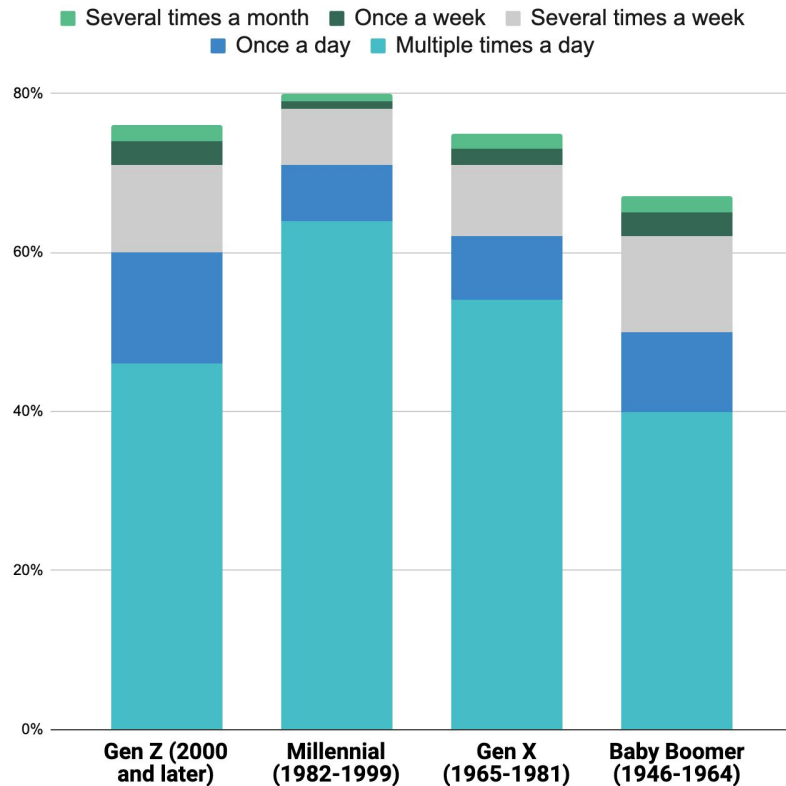


**Source:** Statista



Cross-generational coverage, with a *slight* skew toward millennials.

## How often do you use WhatsApp?



Source: YouGov

# Why WhatsApp?



**High engagement:** Messages are almost always opened



**Rich content:** Supports images, video, voice notes, polls and links



**Two-way dialogue:** Donors can reply, ask questions and feel part of a conversation



**Frictionless giving:** Quick links to donate or take action directly inside the app



**So how can you start a  
conversation on WhatsApp?**

# Acquisition



**Digital ad to  
open chat**



**QR code from  
offline media**

# Stewardship



**Link from  
owned channel  
(website email,  
SMS, direct mail)**



**Broadcast**  
(if WhatsApp  
consented)



**It's very flexible**

**This opens up new models  
for integrated channel  
dialogue**

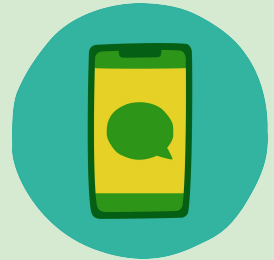
**Offline  
media**



**Digital  
advert**



**SMS &  
PSMS**



**Conversational  
experience**



**Data collection  
& lead validation**



**TM: RG  
conversion**



**Donation ask  
(checkout or  
mobile  
carrier)**



**Ongoing  
stewardship  
journey**



**And we have a few ideas...**



facebook  

 **Palestine campaign**  
Sponsored

The UN has declared Gaza a genocide. But the UK is still selling arms to Israel. Sign our petition and join the conversation on WhatsApp to help change that.



Sign the petition now [Send message](#)

 Like  Comment  Share

## Petitions and Campaigns



## State of the nation surveys



### Join the cat chat!

Be part of our Big UK Cat Survey on WhatsApp.  
Tell us about your furry friends and find out how  
you can make their lives even more special.

Open

Scan the QR code and  
press the send button  
to get started now.



# Value exchange

...treatment. He recalls how his father  
...lives to highlight how much he  
...changed. "I'd just jump under his feet  
...and lay down on my back." Cancer  
...has also advanced remarkably. "I  
...to the words and nurses would hold  
...from me behind curtains. They didn't  
...religion giving things parents drugs  
...to make them even worse."

...study group thinking trials to prevent  
...10,000 of 600,000 newly diagnosed  
...have just been launched in seven Brit-  
...ish. Scientists believe the results could  
...save cancer treatments. In other trials,  
...is one of the people involved in over-  
...20 researchers — 30 under his super-  
...who are trying to understand the gene-  
...control cancer growth, with the aim  
...of new treatments, and working  
...to develop new drugs.

...there is always that or it find a cure  
...was someone," he says, clinging his  
...to the '30s there were just one or two  
...drugs, now there are thousands, with  
...and more for many more. "Are we up  
...of medicine? I don't know." "Yes, but  
...not a customized drug cocktail could be  
...treat their particular cancer." And the  
...it "It would be the future — for  
...current to give a cancer patient  
...of everything costs £250,000."

...can do, not believe there is a God,  
...suffering, how can there possibly be  
...then looked after "many thousands" of  
...me to three dies. "I've learnt to accept  
...ment," he says quietly. "But I haven't  
...great insight into why we're here or what  
...out. Most people when they're dying  
...don't say much. They're  
...usually in a flood of  
...drugs and pain. Occa-  
...sionally, I've heard the  
...dying voice the opportu-  
...nity to say, "You're being a  
...shit," or, "I've been so  
...grateful for your sup-  
...port." But it's rare — peo-  
...ple don't seem to say it."

...Nowadays, doctors  
...are encouraged to be  
...utterly candid with pa-  
...tients, given if the prog-  
...nosis. Waxman is unusual in that he  
...thinks hope. He has no intention of re-  
...siding in the home (Springer, £22.99)  
...at the special price of £20.99 (one copy)  
...Sunday Times Bookshop (0441 271214)

**Give your brain  
a WhatsApp  
workout today!**

Play quizzes, solve riddles and  
wrestle with logic puzzles via  
WhatsApp — and learn how you  
can help look after your brain  
as you age.

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press the send button  
to get started now.**



**Open**







# Thank you

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