

CONNECTED

Regular Giving by SMS

The Cymba Subscription Solution, turning one text into a lifetime of support.

CYMBA[^]



Connecting People, **Powering Action.**

Why regular giving by SMS matters

Supporters already have their phone in hand. That single fact changes what's possible for donor acquisition and retention.

98%

average SMS open rate, most texts are read within minutes

3x

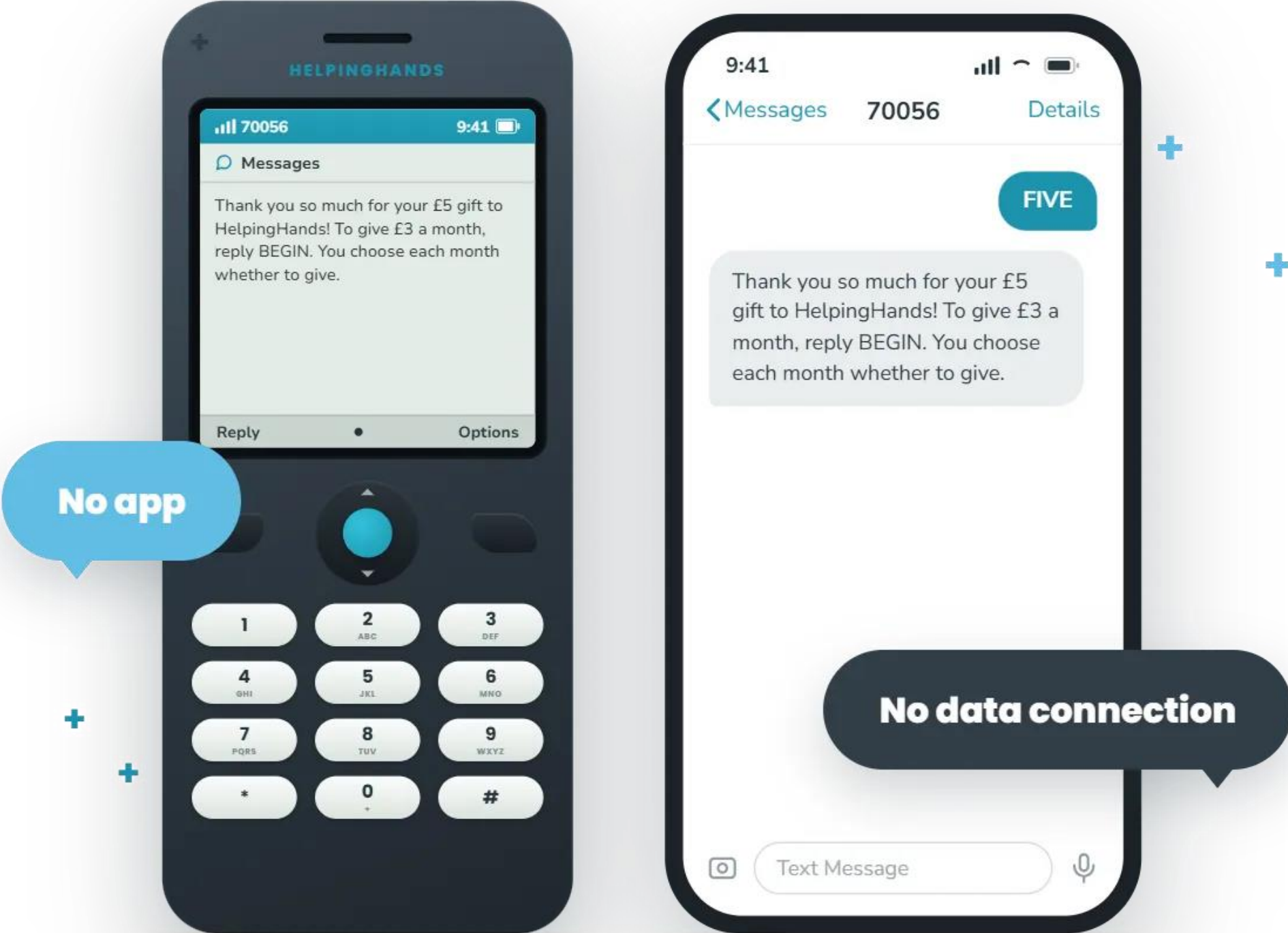
more likely to be read than an email appeal

Skip, not stop

supporters can pause a month instead of cancelling

Seconds

to donate, reply to a text, no forms, no calls



What is Connected?

Connected is Cymba's SMS regular giving platform, a subscription service that turns a single text into an ongoing monthly gift. Supporters sign up, manage and control their own giving arrangement entirely by text, without ever needing to speak to your team, fill in a form, or set up a bank mandate.

- **No forms, no phone calls, the whole journey happens by text**
- **Supporters can skip or stop a payment themselves, any time**
- **Live income tracking from Cymba's Connect portal**
- **Built-in Gift Aid capture and consent management**

A TYPICAL SIGN-UP

Texts GIVE to 70007

"Thanks for agreeing to give £3/month. Reply YES to confirm."

YES

"You're all set. We'll text you before each payment, reply SKIP or STOP any time."

How it works, the supporter journey

Three simple stages, entirely self-service for the supporter.

1

Sign up

Supporter texts a keyword to a shortcode, or replies YES to a prompt after a one-off gift.

2

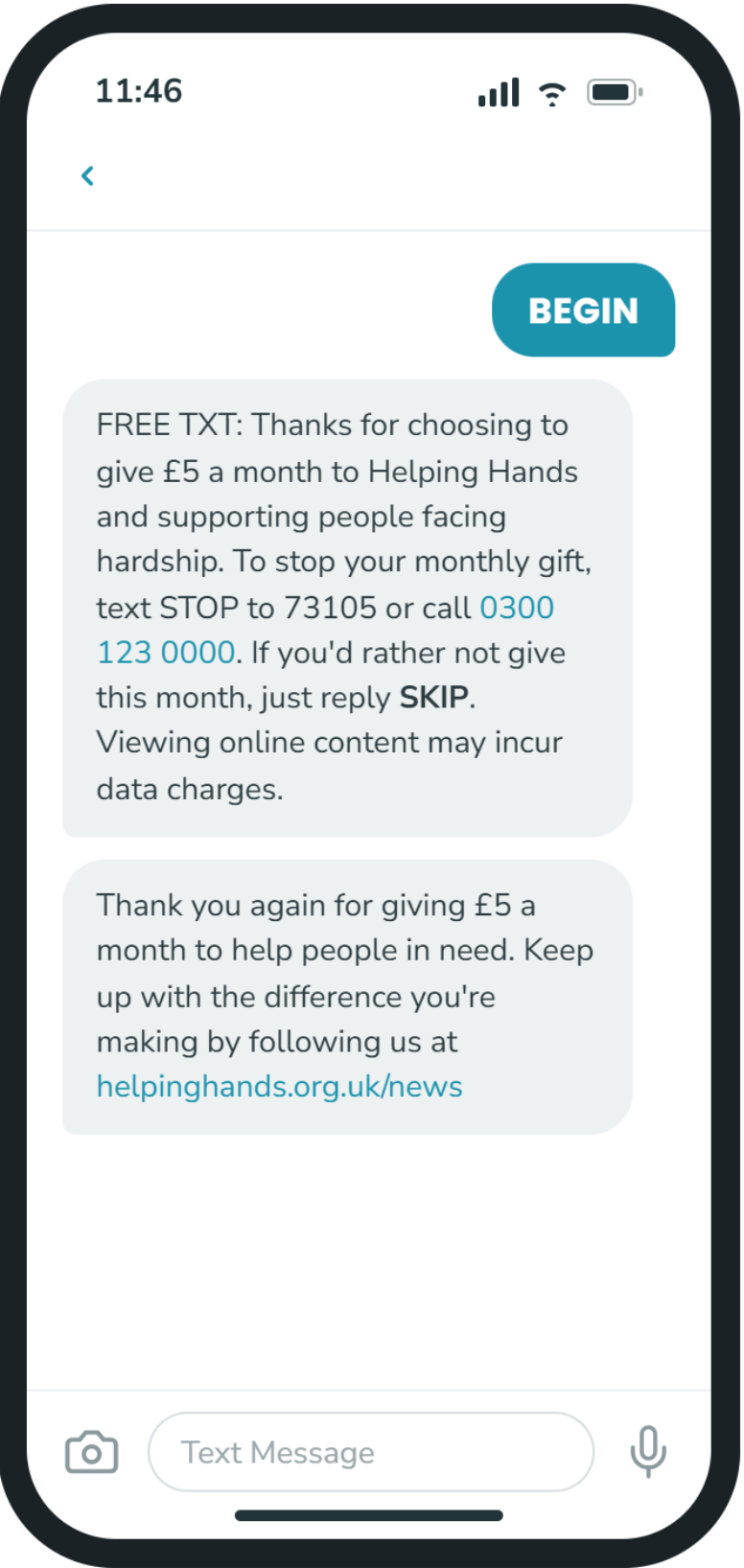
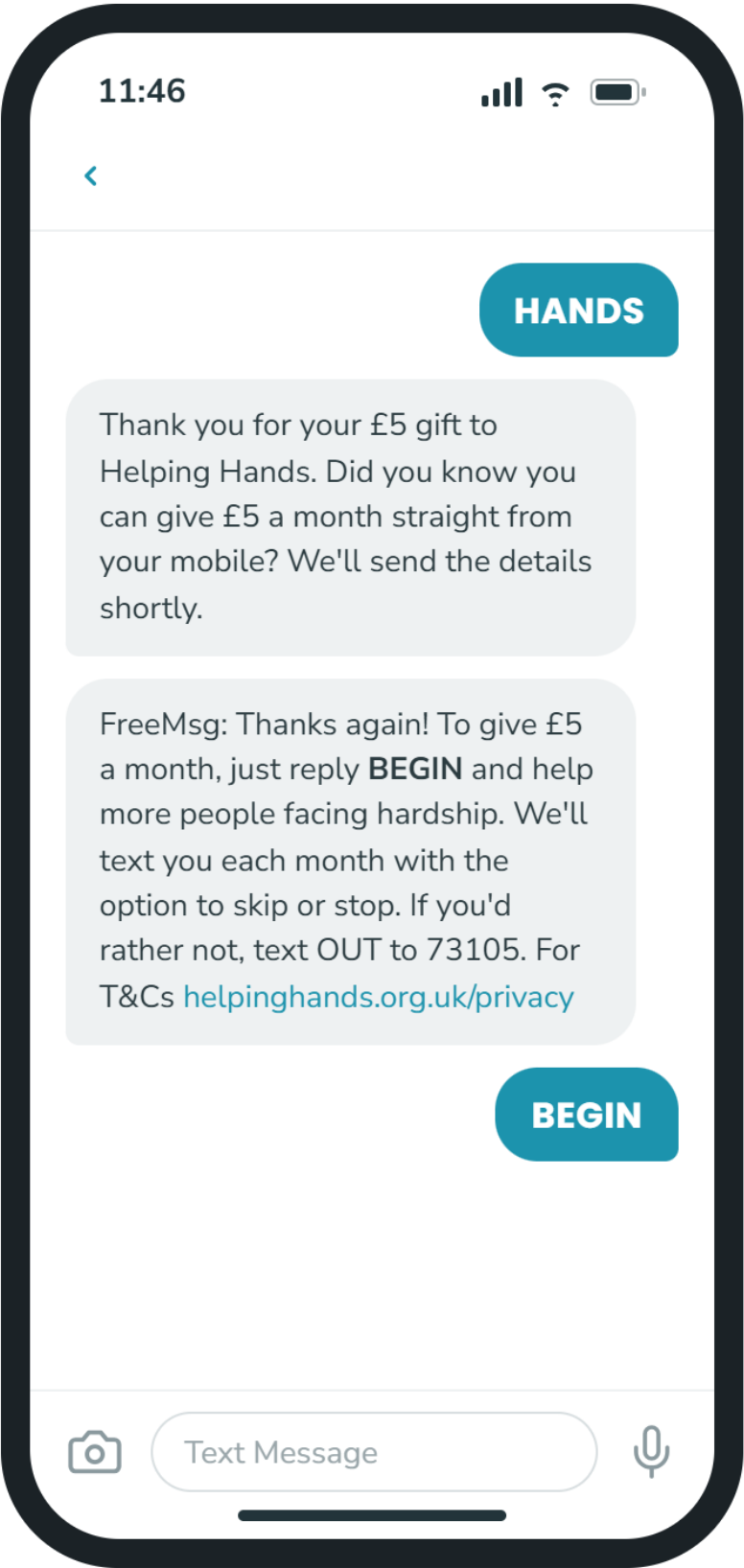
Confirm

A short confirmation exchange sets the monthly amount and captures consent, no paperwork.

3

Give monthly

A reminder is sent before each payment. Supporters can skip a month or stop at any time by text.



STRAIGHT TO CONNECTED

Direct sign-up

The ask is for the monthly gift from the outset. A double opt-in (reply YES) confirms consent before the subscription starts.

Best for: broadcast and DRTV appeals with a strong regular-giving message

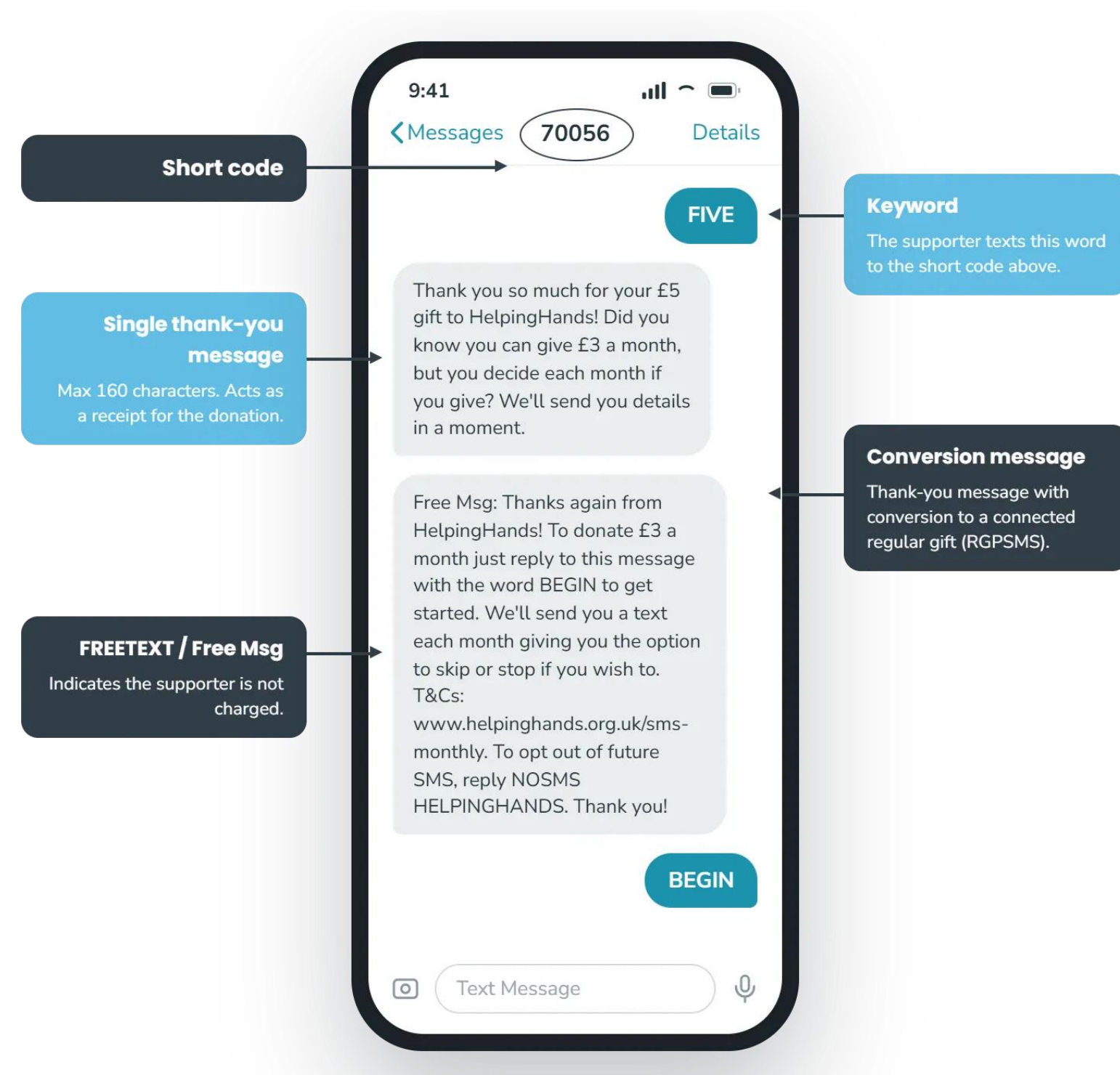
SINGLE GIFT, THEN AN RG ASK

Two-step upgrade

Supporters give a one-off gift first, then receive a low-pressure invitation to turn it into a monthly gift.

Best for: lower-commitment appeals where trust needs to build first

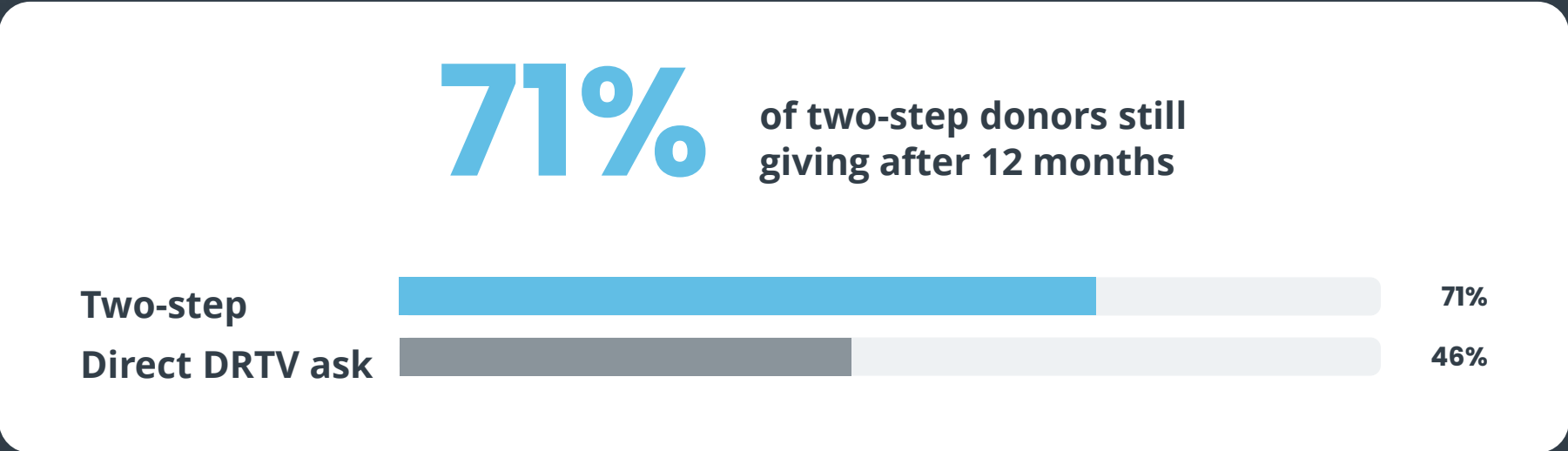
A single gift upgraded to a regular gift, by text



The two-step ask retains donors for longer

Cumulative donor retention by campaign type, tracked from sign-up (same client, three campaign types).

A lower-pressure ask builds a more durable regular-giving base, even though the initial conversion rate is lower.



Built for regular giving, not just one-off gifts

Supporters manage their own giving

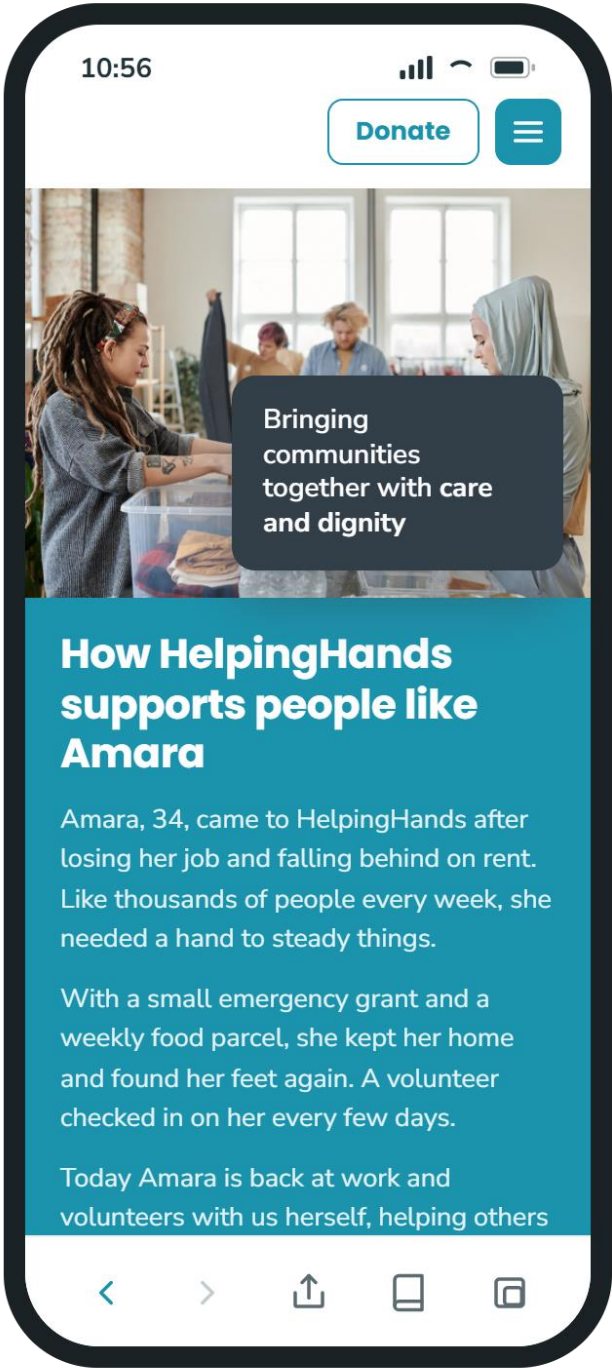
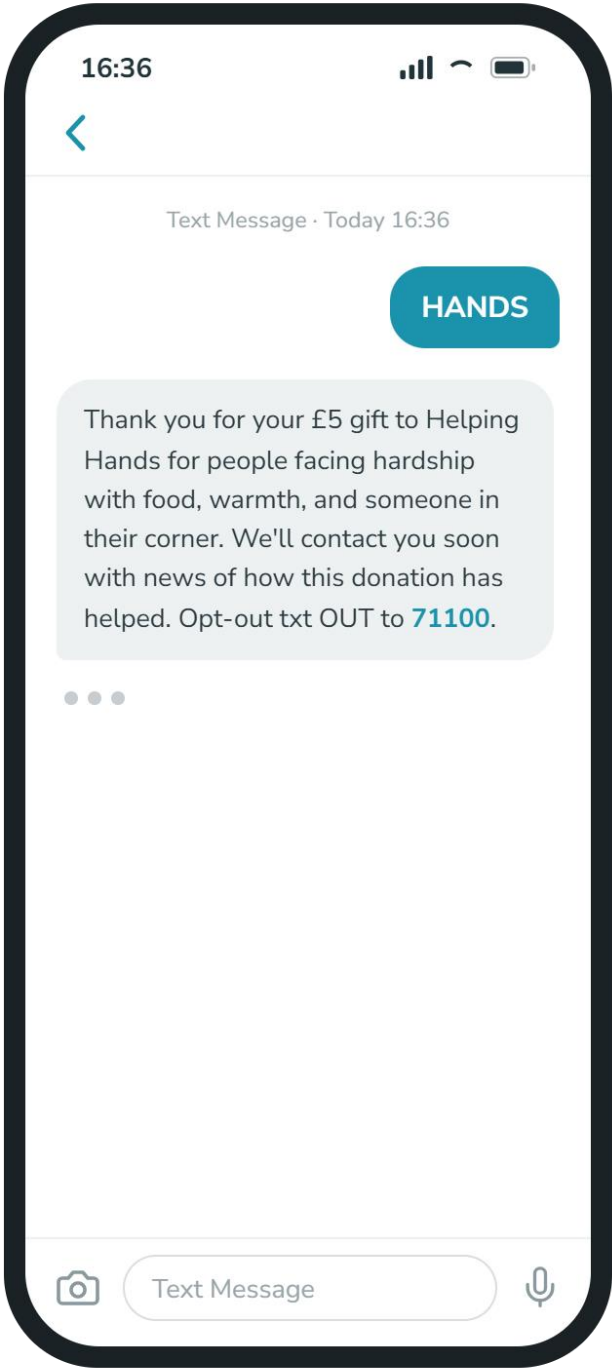
Once set up, a monthly gift runs itself. Supporters can skip a month, adjust, or stop entirely by replying to a text, so your team isn't fielding every small change by hand.

Skip, don't cancel

Giving supporters the option to skip a payment, rather than an all-or-nothing choice, reduces the number who cancel altogether compared with a traditional Direct Debit mandate.

A warm reminder, every month

A message lands 24 hours before each payment is taken, so nothing is ever a surprise, and a thank-you follows once the gift is confirmed, a light-touch stewardship moment every single month.



Every gift can be worth

+25%

from HMRC on every eligible pound given

A secure Gift Aid link is sent by text as soon as the donation is confirmed

Consent & comms preferences are captured in the same journey, keeping data GDPR-compliant

The supporter's mobile number is already filled in, just an address is needed

Cymba's declaration service solved HMRC's audit requirement for text donations in 2020



10:04

 **Alzheimer's Society**

Increase your impact now *giftaid it*

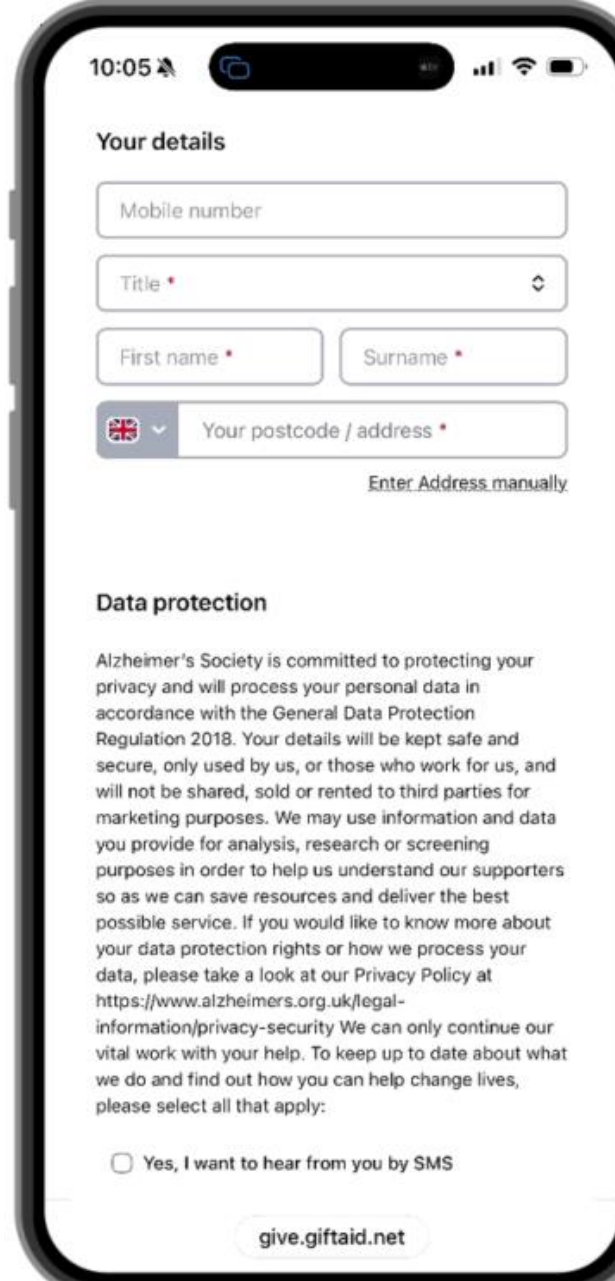
By completing the Gift Aid form below you can boost your donation by an extra 25p for every £1 you donate, at no extra cost to you. Thank you.

☐ I want to Gift Aid my donation and any donations I make in the future or have made in the past four years. I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference.

Please notify us if you want to cancel this declaration, change your name or home address, or no longer pay sufficient tax on your income and/or capital gains by contacting us on 03303330804 or emailing us at enquiries@alzheimers.org.uk

< give.giftaid.net > ⋮

Landing page



10:05

Your details

Mobile number

Title *

First name * Surname *

 Your postcode / address * [Enter Address manually](#)

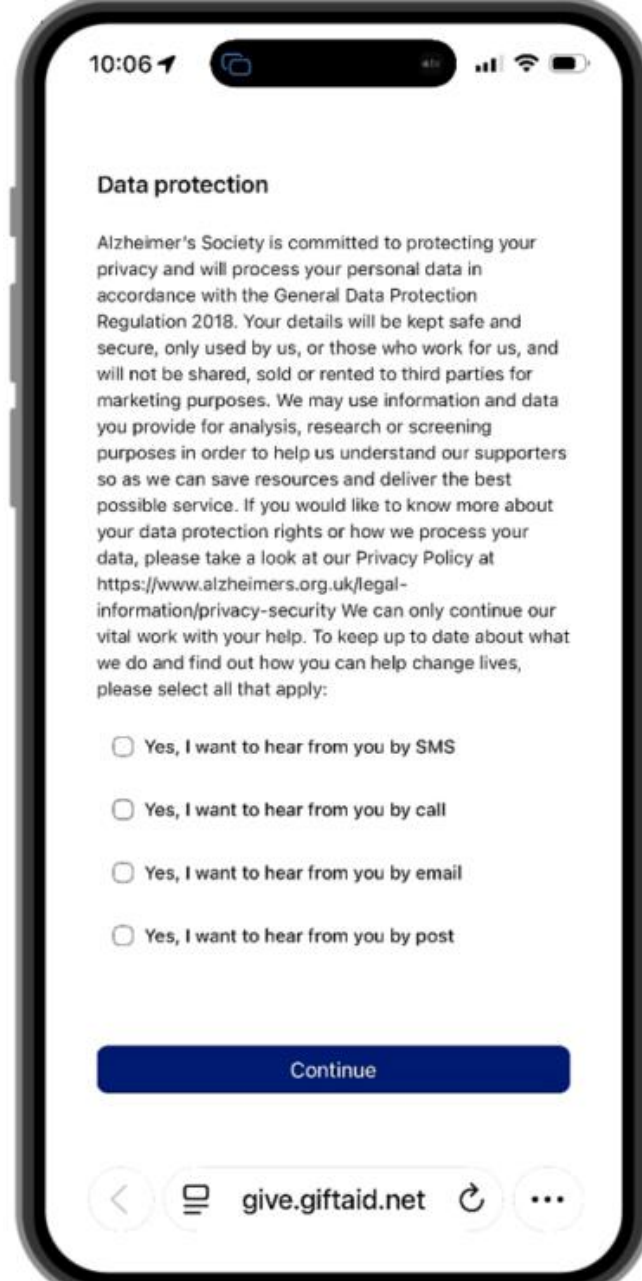
Data protection

Alzheimer's Society is committed to protecting your privacy and will process your personal data in accordance with the General Data Protection Regulation 2018. Your details will be kept safe and secure, only used by us, or those who work for us, and will not be shared, sold or rented to third parties for marketing purposes. We may use information and data you provide for analysis, research or screening purposes in order to help us understand our supporters so as we can save resources and deliver the best possible service. If you would like to know more about your data protection rights or how we process your data, please take a look at our Privacy Policy at <https://www.alzheimers.org.uk/legal-information/privacy-security> We can only continue our vital work with your help. To keep up to date about what we do and find out how you can help change lives, please select all that apply:

☐ Yes, I want to hear from you by SMS

give.giftaid.net

Details & address



10:06

Data protection

Alzheimer's Society is committed to protecting your privacy and will process your personal data in accordance with the General Data Protection Regulation 2018. Your details will be kept safe and secure, only used by us, or those who work for us, and will not be shared, sold or rented to third parties for marketing purposes. We may use information and data you provide for analysis, research or screening purposes in order to help us understand our supporters so as we can save resources and deliver the best possible service. If you would like to know more about your data protection rights or how we process your data, please take a look at our Privacy Policy at <https://www.alzheimers.org.uk/legal-information/privacy-security> We can only continue our vital work with your help. To keep up to date about what we do and find out how you can help change lives, please select all that apply:

☐ Yes, I want to hear from you by SMS

☐ Yes, I want to hear from you by call

☐ Yes, I want to hear from you by email

☐ Yes, I want to hear from you by post

[Continue](#)

< give.giftaid.net > ⋮

Consent options

Every donation builds your donor list

A text donation is a chance to start a relationship, not just collect a gift. Capturing a phone number at the moment of giving means a thank-you, an impact update, or a future appeal doesn't start from nothing.



Own the relationship

Every donor captured becomes a contact for future stewardship and appeals



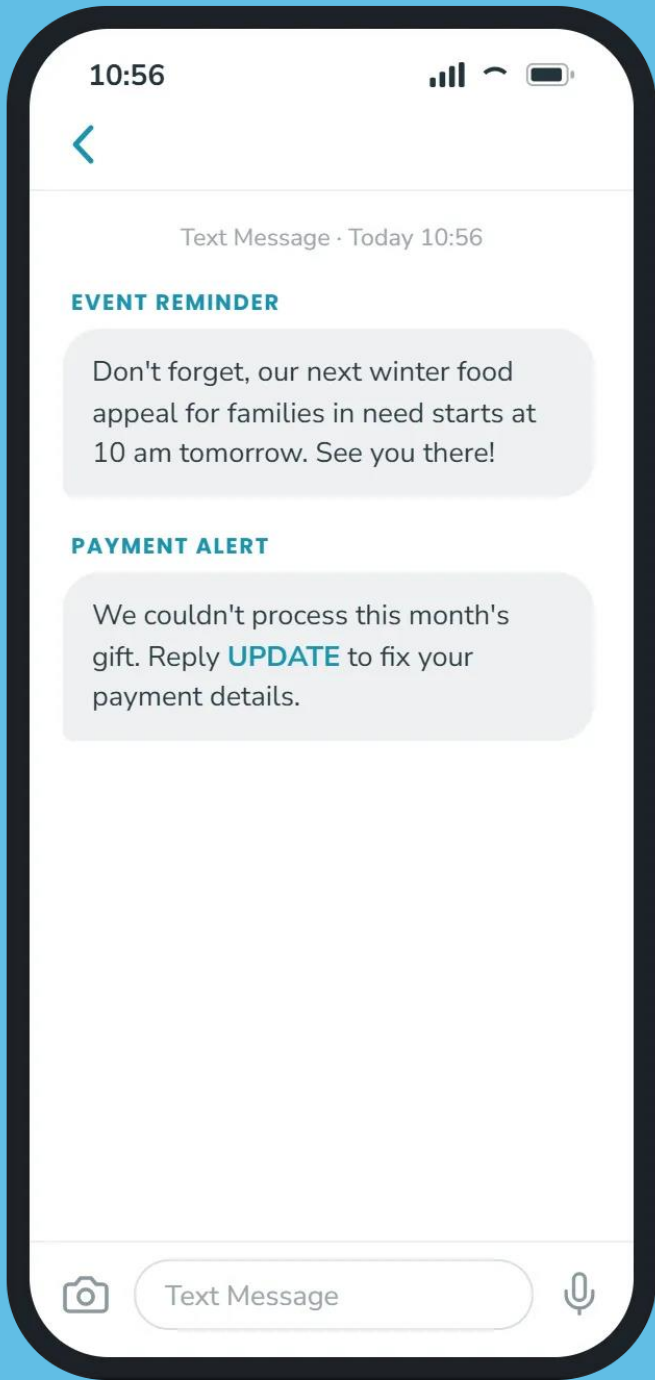
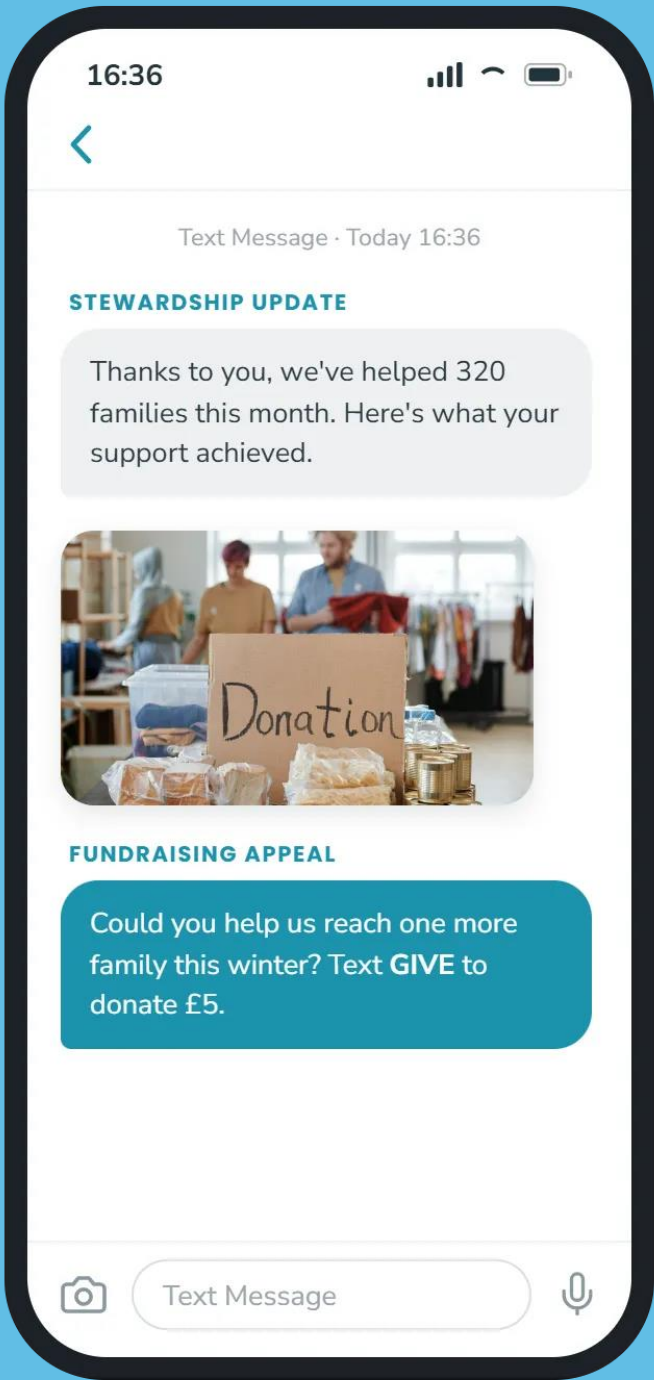
Ready for the moment

Perfect for live events, broadcast appeals, or a sudden surge in support



One channel, every medium

Works across TV, radio, social and print with the same simple shortcode



Proven in the field

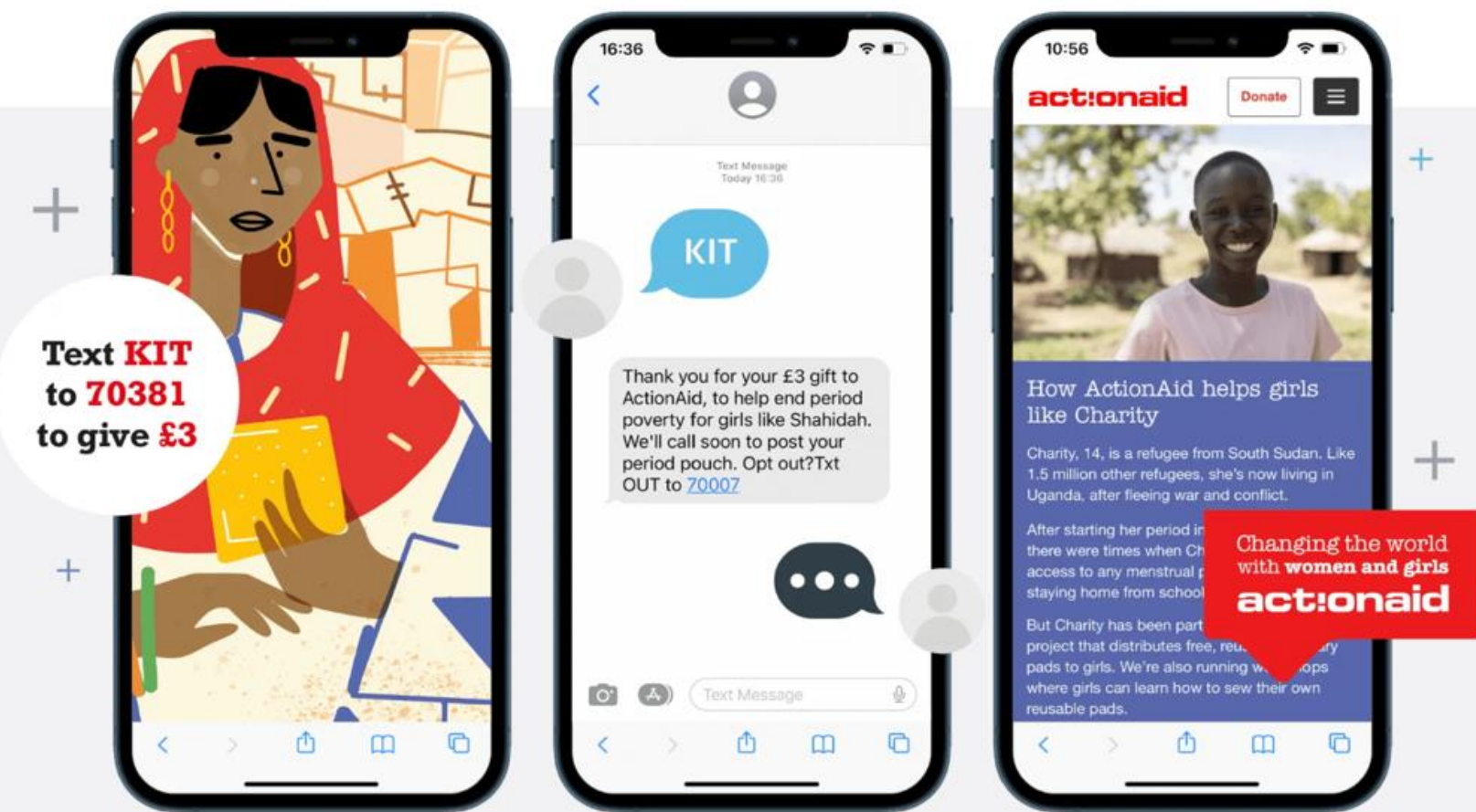
ACTIONAID

A lower cost per acquisition, country-wide

A bespoke SMS journey replaced expensive call-centre calls for capturing donor postal details, cutting acquisition costs while improving campaign ROI.

"Cymba's solution has helped reduce our campaign costs massively, with a positive impact on ROI."

Vicky Hayles, Acquisition Campaign Specialist, ActionAid UK



Proven in the field

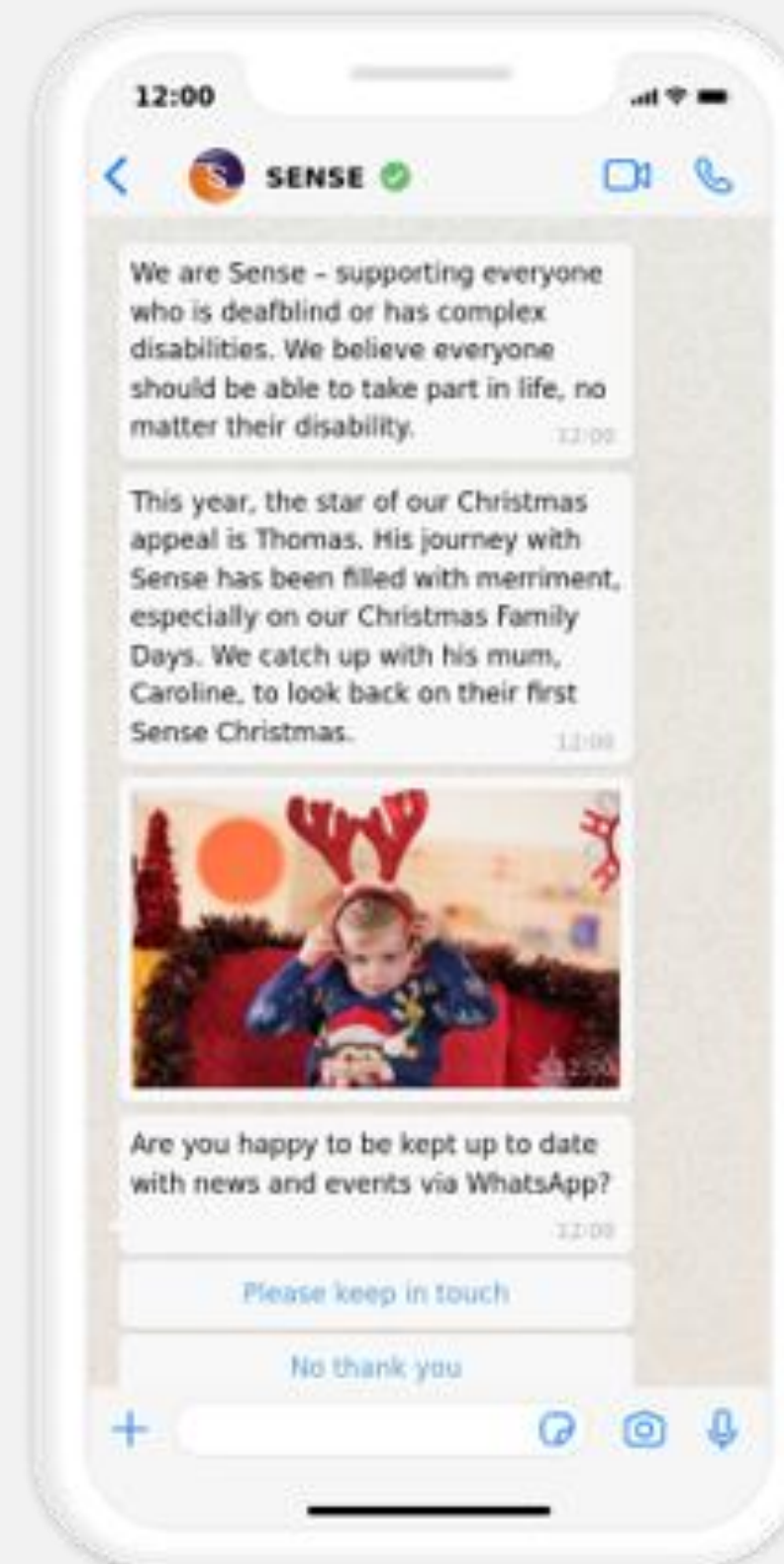
SENSE

£30,195 raised, 200 new regular givers

A Christmas value-exchange campaign, a small item offered in return for a text donation, converted supporters into regular givers, with over 6,000 gifts at £5 each.

"Our Christmas text-to-donate campaign was incredibly successful, one of the best-performing across the sector."

Kristen Long, Supporter Acquisition Manager, Sense



Backed by two decades of experience

Cymba is part of ClearCourse, a UK technology group providing software and payments to many of the country's best-known charities and brands.

2004

founded, over 20 years of mobile giving experience

£100m+

in charity donations processed to date

150,000+

regular giving donations

215

charity partners in 2024



Let's talk about Connected

Happy to walk through a live demo, share pricing, or scope a pilot campaign for your next appeal.

Questions? Get in touch any time.