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Low cost text boost for charities and non-profit organisations

Mobile messaging specialist Piri has slashed its prices for organisations in the third sector and is giving them free campaign management support.

From today Piri is providing its state-of-the-art online mobile messaging platform and short codes free of charge to charities and non-profit organisations. It has also cut its price to charities for sending messages to just 5p per message.

The move coincides with the introduction this week of VAT-free text response numbers by The Mobile Data Association. It also follows a report published by nfpSynergy, the Charities Aid Foundation and the Institute of Fundraising. Entitled 'Sending out an SMS...' the report identifies cost as one of the major barriers preventing charities and non-profits from utilising mobile. Lack of knowledge about mobile technology was another reason why take up was lower than in commercial firms and the public sector.

Lee Bowden Managing Director of Piri said "Our clients in the private and public sectors are using mobile very successfully to generate revenue and build customer relationships. Mobile has fantastic potential for charities and we want to do everything we can to help them take the first steps."

Piri is offering to give charities free support to set up and run communication and fundraising programmes using its online platform. Features include free short codes for integrated response to campaigns, donor profiling; competitions; live chat, RSS feeds, and broadcasts, which can be used to send supporters alerts about campaigns and messages about events.

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Notes to Editors

PIRI LIMITED

Founded in 2006 by media expert Lee Bowden (ex Mirror Group Newspapers and Northern & Shell) and computer software engineer Jay Puddy (ex IBM), Piri is a specialist provider of mobile communications technology.

It established its reputation initially by delivering bespoke mobile messaging solutions to publishers. Building on this success it has now developed its service for a number of sectors including retail, radio, TV, local government, charities and not-for-profit.

Piri is expert at supplying effective mobile messaging solutions to large multi-layered organisations with complex communication needs, as well as to smaller scale operations. It handles traffic volumes of more than 500,000 text messages a day between its clients and their customers.

Piri's clients include:

In publishing: Future Publishing, Dennis, Blue to Green in association with the Daily Telegraph, The BBC, Newsquest, Loot, The Big Issue, Ministry of Sound;

In retail: The Carphone Warehouse, Specsavers, GAME and BetterBet;

In B2B: Opal Telecom, Guardian Financial Services, MediaEdge:CIA;

Global brands: Wembley Arena, Nintendo, Xerox;

In the media: ITV and over 50 radio stations nationwide.