



Stand Up To Cancer

CASE STUDY



Summary



Challenge

Make it easier to donate online, especially via mobile, raising money to help accelerate groundbreaking cancer research across the UK



Results

- ✦ Fully optimised integration
- ✦ Supporters can donate quickly using their mobile, tablet or desktop
- ✦ 47% of online donations made using PayPal, 43% of those on mobile phones



Organisation

A fundraising collaboration between Cancer Research UK and British broadcaster Channel 4



Solution

PayPal Express Checkout enables faster, more secure online donations within the Stand Up To Cancer website

Stand Up To Cancer

Cancer Research UK and Channel 4 joined forces to launch Stand Up To Cancer, the UK's first ever live TV fundraiser for cancer research.

This new fundraising event featured some of the brightest stars in entertainment working together to 'Stand Up To Cancer' and bring forward the day when all cancers are cured.

It was the first time Cancer Research UK had run a fundraising campaign like this. To maximise donations, it wanted to make the online donation process as quick and simple as possible – especially via mobile devices.





The solution

As a Stand Up To Cancer technical partner, PayPal offered a faster, easier and more secure way for people to give money.

Express Checkout was the function of choice, as the donation button sat directly next to the card checkout. In just a few clicks, people could quickly and securely donate without leaving the Stand Up To Cancer website. The ability to donate on mobile, tablet or desktop made things even easier.

PayPal waived fees for all donations made using the fully optimised, integrated system. It meant 19 million active UK PayPal users could donate at any time, on the device of their choice.

The results

With PayPal as a technical partner, Stand Up To Cancer raised a significant amount through online donations during its first live telethon.

Of the hundreds of thousands of pounds raised that night, PayPal transactions totalled 47% of all donations made online, and 43% of PayPal transactions came through mobile devices.

“One of the successes of our live fundraising campaign,” says Claire Rowney, lead for Stand Up To Cancer at Cancer Research UK, “is down to how easy PayPal made it for people to donate

using their mobiles.” Stand Up To Cancer raised a staggering £8,011,722 to help accelerate groundbreaking research and beat cancer sooner.

“Overall, we’re delighted with the success of the campaign and incredibly pleased to have PayPal’s support as a technical partner.” To learn more, call 0800 358 7929 or visit paypal.co.uk/business



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