



WHY BBC CHILDREN IN NEED LOVES PAYPAL

BBC Children in Need is the BBC's Charity, with a mission to make a change to the lives of disadvantaged children and young people right here in the UK.

The annual telethon is one of the highs of the BBC calendar and plenty of activity takes place across the UK around this time to help raise those crucial pennies. However, Pudsey is busy all year round helping to ensure the money raised goes to those who need it most.

“PayPal have helped to significantly increase our online donations by providing a simple, secure and mobile friendly way of donating.”

- David Ramsden, Chief Executive, BBC Children in Need

THE CHALLENGE

BBC Children in Need was looking for a way to increase online donations, both on the night of the annual telethon and to support the charity's fundraising efforts throughout the year.

THE SOLUTION

BBC Children in Need added Express Checkout as an additional payment option on their website, allowing donors to make their contribution in as little as three clicks. PayPal also introduced a mobile optimised checkout, helping offer more ways to donate. As well as providing a new payment method, PayPal supported the appeal with an extensive marketing campaign including banner ads and newsletters encouraging customers to donate.

THE RESULTS

Since adding PayPal as a safer, faster way to donate, BBC Children in Need has raised significantly more in online donations year on year. The amount donated via PayPal in 2011 has increased 69% since 2010. With 29% of PayPal donations made from mobile phones, it's also clear that Mobile Express Checkout adds huge value by allowing supporters to donate from their mobile phones.

“Our partnership with PayPal has helped BBC Children in Need to run our biggest campaign ever and raise a record breaking £26,332,334 on our Appeal night, helping change the lives of disadvantaged children and young people in the UK.”

- David Ramsden, Chief Executive, BBC Children in Need

SUMMARY

ORGANISATION

The BBC's Charity.

CHALLENGE

Make donating online as easy as possible to increase donations for the annual BBC Children in Need appeal, including the live annual telethon event.

SOLUTION

Express Checkout as an additional online payment option.

RESULTS

- Quick and easy integration
- Supporters can donate quickly and safely using a variety of payment methods, both online and from their mobiles
- Significant year on year increase in donations since integrating PayPal in 2010
- 33% of online donations on the night were made with PayPal, with 29% made via mobile phones

SUMMARY

“The partnership with PayPal helped BBC Children in Need achieve a substantial increase in online donations, raising hundreds of thousands of pounds to change the lives of disadvantaged children and young people in the UK. PayPal generated over 33% of online donations on the 2011 Appeal night.”



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