



## WHY COMIC RELIEF LOVES PAYPAL

Comic Relief is a UK based charity which strives to create a just world free from poverty.

Founded in 1985, it is one of the UK's best-know and most popular charities. Red Nose Day is a UK-wide fundraising campaign organised by Comic Relief every two years, which culminates in a whole night of TV on BBC ONE, featuring top comedy performances and moving, real-life stories.

The idea is pretty simple - the nation has lots of fun whilst raising money to help change countless lives across the UK and Africa.

Since it started, Comic Relief has raised over £750 million.

### THE CHALLENGE

Comic Relief was looking for ways to drive more donations on the website. They wanted an additional payment option which could handle the huge spike in donations during the live television event, which also made donating as simple as possible.

### THE SOLUTION

Comic Relief added PayPal's Express Checkout as an additional payment option on its website. This includes the innovative Mobile Express Checkout, which contributed 36% of PayPal volume in 2011 from consumers choosing to donate via their mobile phones.

### THE RESULTS

"PayPal's continual journey of product innovation was most visibly demonstrated with the success of Mobile Express Checkout, which generated 36% of PayPal volume and more than 27,000 donations through our mobile channels during the seven hours of event night TV. This is an enormous capability leap!"

- Tim Savage, Web Technology Manager at Comic Relief

"PayPal has helped Comic Relief achieve constant growth and confidence in online giving since 2009. During the live television show on Red Nose Day 2011, more than 75,000 donations were handled by PayPal, totalling donations worth over £2.8 million made through our website, iPhone app and mobile site."

- Caroline Lien, Strategy Director at Comic Relief

### SUMMARY

#### ORGANISATION

UK-based charity

#### CHALLENGE

Drive more donations and make donating even easier. Find robust payment solution that could handle surge in donations during the Red Nose Day live TV show.

#### SOLUTION

Express Checkout as an additional payment option.

#### RESULTS

- Quick and easy integration
- Over £2.8 million donated via PayPal during 2011 campaign
- At its peak, PayPal captured over 35% share of online turnover during the Telethon
- 36% of PayPal volume through Mobile Express Checkout

#### FEEDBACK

"PayPal has helped Comic Relief achieve constant growth and confidence in online giving since 2009. We are delighted we made the decision to add PayPal."

- Caroline Lien, Strategy Director at Comic Relief



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