



DEC and PayPal – a force for good

The Disasters Emergency Committee (DEC) is an umbrella organisation that represents 14 of the UK's leading aid charities. When disaster strikes, DEC steps in to channel the fundraising efforts during the appeal period – to help the charities combine forces, maximise donations and quickly relieve the suffering of those affected in some of the world's poorer countries.

With the help of a Rapid Response Network – a unique alliance of the UK's corporate and broadcast sectors – DEC can reach the British people and appeal for much-needed donations.

Since its launch in 1963, DEC has run 64 appeals and raised more than £1.1 billion.

The challenge

DEC wanted to add to the ways donations could be made – online and on mobile. They were keen to tap into the growing trend of people donating via their smartphones and laptops, and wanted to create a fast, easy and more secure experience.

The solution

DEC added PayPal's Express Checkout – which includes Mobile Express Checkout – as an additional way to donate. When mobile users arrive on DEC's homepage, they are automatically directed to a donation page that adapts to any device, with PayPal as the preferred donation method.

The results

With PayPal on board, it's now even easier for people to donate to DEC appeals wherever and whenever they want. The numbers speak volumes – within the first 13 days of the DEC Philippines Typhoon Campaign in 2013, PayPal processed £5.8 million in donations.

Summary

Organisation

Disaster Emergency Committee (DEC)

Challenge

Give donors a fast and flexible way to donate from any mobile device.

Solution

Mobile optimised PayPal Express Checkout.

Results

- Quick and easy integration.
- PayPal is the preferred payment option on mobile donation page.
- Over £6 million raised for the Philippines Typhoon Campaign in 2013.
- 26% of PayPal donations came through Mobile Express Checkout.

Feedback

“The process of donating via mobiles, tablets and computers is now much faster and hassle-free.”

Adil Husseini,
Head of Fundraising DEC



“Offering people the choice to give via PayPal has also made the process of donating via mobiles, tablets and computers much faster and hassle free for many.”

Adil Husseini,
Head of Fundraising DEC

To learn more, call us on 0800 358 7929 or visit www.paypal.co.uk/non-profit