



PAYPAL HELPS THE UK STAND UP TO CANCER

In 2012 Cancer Research UK and Channel 4 joined forces to launch Stand Up To Cancer (SU2C), 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.

PayPal was a Stand Up To Cancer technical partner. We waived fees for all donations made through our fully optimised integrated system, enabling 15 million active UK PayPal users to donate to SU2C at any time from their PC, laptop, or smartphone.

THE CHALLENGE

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

THE SOLUTION

PayPal offered SU2C a fast, easy and secure way for people to give money. And being able to donate via PayPal using their mobiles made things even easier – as donations could be made in any way the supporters wanted. Express Checkout proved to be the function of choice – helped by the fact that the donation button sat directly next to the card checkout.

THE RESULTS

Stand Up To Cancer has now raised a staggering £8,011,722. PayPal transactions numbered 47% of the total donations made online – with 43% of PayPal's 'on the night' donations coming through a mobile device (MEC).

“It's safe to say that one of the successes of our live fundraising campaign is down to how easy PayPal made it for people to donate using their mobiles – a huge 43% of PayPal donations. Overall, we're delighted with the success of the campaign and incredibly pleased to have PayPal's support as a Technical Partner.”

Claire Rowney, Lead – Stand Up To Cancer
Cancer Research UK

SUMMARY

ORGANISATION

Organisation – Stand Up To Cancer – a collaboration between CR-UK and Channel 4

CHALLENGE

Make donating online, especially via mobile, as easy as possible to increase donations for a unique new fundraising campaign from Cancer Research UK and Channel 4.

SOLUTION

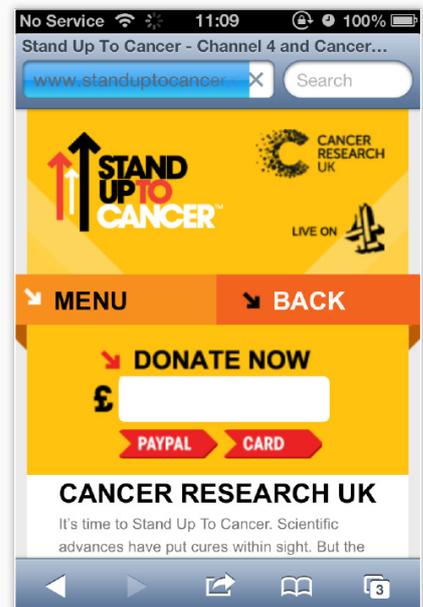
Express Checkout worked well as an additional online payment option.

RESULTS

- Fully optimised integration
- Supporters can donate quickly using their mobile
- 47% of online donations on the night were made with PayPal, with 43% made via mobile phones

SUMMARY

Having PayPal as a technical partner ensured SU2C were able to raise a significant amount of online donations during the live telethon. Out of the hundreds of thousands of pounds raised that night to help accelerate ground breaking cancer research across the UK, 43% of PayPal online donations came through mobile devices.



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