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Amnesty International embraces mobile donations

Posted by Maggie Holland at 5:38PM, Tuesday 27th February 2007



The UK branch of **Amnesty International** is to introduce a mobile payment system called **LUUP** so that users can make donations via their phones.

In doing so, not only will it be easy for people to give to a good cause, it will also enable the charity to receive up to 15 per cent more of the money than via PSMS methods such as text.

The human rights organisation ruled out premium rate text messages for donors as it felt it would be too costly as network operators took a slice of the pie and users were constrained by a maximum donation limit of £4.50.

Using LUUP, however, means donors can give up to £800 to Amnesty International.

"In the past, we avoided PSMS as we felt its value was questionable and that it was too costly for donors," said Katie Hart, new [business](#) development manager for Amnesty International UK.

"But LUUP presents a mobile payments option that is not only easy-to-use and very secure but also ensures the donation ends up with those who need it most. We are very excited about offering our existing members and in the future, the general public, the opportunity to make donations using their mobile handsets. In the past, we've used SMS to create interest in joining our organisation and we believe that the convenience factor associated with being able to make a donation via a mobile phone should make it a very popular payment option."

To begin with, to encourage donations, LUUP has vowed to top up money received by an additional 20 per cent.

Once signed up to a LUUP account, users can also take advantage of the service for other things such as sending money via SMS to friends via their mobiles. If the recipient isn't a LUUP member, they'll be sent a text inviting them to sign up.

Users can they keep the money as part of their LUUP stash or transfer it to their traditional bank account.

Christopher Lovold, UK director at Contopronto, the Norwegian company providing the LUUP service, added: "We are delighted to provide Amnesty International UK with a convenient and secure mobile donation system that is a cost effective alternative to PSMS. Any innovation that makes the donation process easier has been welcomed by those charities with which we are working. Donors also appreciate the simplicity of LUUP."

Launched today, the first campaign that will make use of the new system will be one highlighting the atrocities perpetrated against the people of Darfur, such as the abuse of women's rights.

Money raised will be used to lobby the **United Nations** (UN) and the government of Sudan to bring peace to the region as soon as possible.

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