

For Charities

Millions of charity organisations and foundations around the world are all trying to engage the community for funding, whether it be government, business groups or the general public.

This poses some exciting opportunities for charities and foundations, regardless of broader economic conditions.

Websites, door knocking, fundraising events etc. are tried and true solutions but not enough when people are being marketed to all day and attention spans are at a minimum.

For the last six years mobile apps have gone from being considered a fad through to dominating the mobile space:

- 89% of time on mobile devices is spent using apps¹
- 85% of consumers favour apps over mobile websites²



11%
Web

89%
Apps

Source: Smart Insights

References

- 1 <http://www.smartinsights.com/mobile-marketing/mobile-marketing-analytics/mobile-marketing-statistics>
- 2 <https://econsultancy.com/blog/62326-85-of-consumers-favour-apps-over-mobile-websites/>

Shareable Apps™ are apps done right and a total mobile marketing solution.

Charities can take advantage of the following features and benefits:

Benefits for charities

- Receive donations in-app¹
- Fresh approach to sponsor/donor engagement
- Win and reach more sponsors/donors
- More convenient tool for sponsors/donors
- Extend online presence
- Drive people online, to fundraising events etc.
- Create social awareness
- Promote stickiness and loyalty
- Run VIP programmes
- Incentivise suppliers/partners to reach existing and new audiences by appearing in the app

Shareability

- Share app rapidly and directly to users via SMS, email, social media, QR code, web widget and more

No app stores

- Go live instantly and control your content
- Increase ROI and stop giving away 30% revenue with built-in payment gateway

Cross platform

- Build once and it's compatible with all smartphones and tablets

Prime real estate

- Creates a home screen icon on mobile devices for an instant call to action

Staff training

- Access information, manuals, service codes, promotions etc. while staff are online or offline*, in-store or out of store

Analytics

- Real time analytics show user behaviour incl. number of shares, downloads, pages viewed, location and devices used etc.

Features

- Notifications
- Event and timetable management
- Aggregate all social media in one place
- Instagram feed by user or hashtags
- Contact and customer feedback forms - data collection
- Find my nearest location - directions, opening hours, contact details
- Market research and surveys
- Videos – new product range, TVC etc.
- Image gallery – seasonal products, special offers etc.
- Wrap existing website
- Can include interactive gamification
- Codeless app creation
- Can be extended with custom code
- Accessible offline²

¹ Contact support for more information on this feature

² Some features such as maps and directions require an internet connection



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