

TAAP LAUNCHES NEW FUNDRAISING DATA CAPTURE SOLUTION AT IOF CONVENTION

Submitted by: TAAP Ltd

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TAAP (The Application Airtime Provider) working in conjunction with The League Against Cruel Sports, launched their hand held PDA's* as a fundraising tool at the IoF Convention this week. Paul George, Sales Director and Jo O'Neill, Head of Marketing spoke at the Focus on Face-to-Face Fundraising session.

TAAP have been working with The League to make the process of data capture more time and money efficient. The League realised through their fundraising that each campaign generated a slow trickle of forms that then had to be processed back in the office. Through the technology provided by TAAP, their fundraisers were able to directly input all the required information to the PDA's and send it straight to the office. Most importantly follow up times were greatly improved whilst the interest to support the charity was still fresh.

Paul George commented: "The League needed an affordable means of data-capture that was secure, accurate and would enable a very quick follow-up to replace their costly paper method of collecting supporter data when face to face fundraising. Utilising our OnTAAP Data Capture product we delivered a system that not only met all their requirements but also improved engagement with their cause through the media facility on the PDA. I am pleased to see our product being used to support positive change and look forward to its wider adoption helping charities to turn data into donors."

Jo O'Neill said "We realised that we needed an efficient means of data-capture that was secure, accurate and would enable a very quick follow-up. TAAP are able to supply this portable service, ideal for our fundraisers, and completely within our budget."

Through TAAP software the campaign allowed real-time management reporting, a considerable ROI from reduced processing costs in time and resource, with accurate pre qualified donor information and no chance of missing essential information. The fundraisers found that there was improved engagement through the use of the PDA's integrated video facility allowing the opportunity to promote visually the case for support. With the software producing automated SMS and Email, The League were able to extend their message to supporters preferred method of communication. The TAAP data capture system delivered considerable improvement in conversion of data to donors.

* PDA 'Personal digital assistant' utilised to collect and deliver information.

Media Contacts:

Louise Lawson
TAAP Ltd
0208 387 1764
louise.lawson@ontaap.com
www.ontaap.com