95% of UK households own a mobile phone, or 5 billion people globally (that's two thirds of the world's population)

There were roughly 82 billion SMS messages sent in the UK in 2017

The Rise of Text Giving

While cash remains the biggest proportion of charity donations, giving via text message (SMS) has seen the biggest increase alongside online donations in 2017

People in the UK donated £37.5m via text in 2017/18 - the largest service user category of any paid phone service

Charity donations by text messages are expected to rise by 34% in the next year

Why Give by Text?

'Convenience' is cited as the main driver for charity donations by text, with 37% of donors citing this reason

88.5% of donors say they trust charity donation text services

It takes the average person 30 minutes to respond to email, but only 90 seconds to respond to a text message

Who's Giving This Way?

92% of Millennials (born after 1980) and Gen Z (born after 1995) would be willing to give via a mobile device, compared to 44% of Baby Boomers and 26% of Mature givers

56% saying they would

This group is more likely to give overall - younger donors gave 2.7 billion to charity in 2017 - 30% of the total, making them the largest cohort of donors

Donors aged between 35-54 say they gave an average of £265, £246 from under 25s

Sources:

https://fundraising.co.uk/2016/03/29/19-fundraising-statistics-imperative-understanding-donor-behaviours/#.XFMrU82nyUk
https://www.charitydigitalnews.co.uk/2018/05/01/charitable-donation-trends-survey/