



## **SMS donation campaigns supported by telecom operators**

### **General principles and guidelines**

#### **January 2020**

The telecom operators Orange Belgium, Proximus and Telenet support SMS donation campaigns for recognized charities, and thereby apply a number of clear principles and guidelines.

#### **What are sponsored SMS donation campaigns?**

These are SMS donation campaigns in which the involved telecom operators do not charge any **administrative costs** for the processing of the donations: all amounts collected via the SMS donation campaign are fully transferred by the telecom operators. Return messages that are sent after receiving a gift are not free of charge and are charged according to the standard rates that each telecom operator applies.

The technical facilitators involved (such as CM.com and RingRing) do also not charge any costs for setting up, following up and processing SMS donation campaigns.

#### **Who is eligible to start an SMS donation campaign?**

Only charitable organizations that are **officially recognized by the Federal Public Service for Finance** are eligible.

Individuals who want to start an SMS donation campaign must contact a charitable organization that is already recognized or must first apply for government recognition for their own organization.

- List of institutions recognized by the government:  
<https://financien.belgium.be/nl/particulieren/belastingvoordelen/giften#q2>
- More background information about the government recognition procedure:  
<https://financien.belgium.be/nl/vzws/giften/erkenning-vzws-stap-voor-stap>

#### **What are the conditions?**

- The maximum amount per SMS is **1€**
- The SMS short codes are limited to the **4xxx-number series**.
- The **abbreviated number and the user tariff per SMS** must be clearly stated in every campaign communication
- The duration of the SMS campaign is a **maximum of 1 month per current calendar year**
- All involved intermediate parties such as media or marketing agencies will charge **no costs**
- The SMS donation campaign must be supported by a **national and/or regional media campaign throughout the whole of Flanders and/or the whole of Wallonia**, in which the telecom operators must be clearly mentioned



**How do you submit a valid application for an SMS donation campaign?**

A SMS donation campaign must be requested as follows:

- The organization **contacts a technical facilitator such as CM.com or RingRing** for a smooth technical supervision of the SMS donation campaign
- The organization must submit a formal application to the three participating telecom operators **by completing the official application form (link to web form on the respective websites of the operators), signing it and sending it to [smsdonation@orange.be](mailto:smsdonation@orange.be), [smsdonation@proximus.com](mailto:smsdonation@proximus.com) and [smsdonation@telenetgroup.be](mailto:smsdonation@telenetgroup.be)**. Please do not send a separate e-mail to each of the individual operators but write a single joint e-mail to them.

The telecom operators apply the following deadlines for the approval of an application:

- **For SMS donation campaigns that make use of an existing short code:** the request must be submitted **at least 4 weeks** before the start of the campaign
- **For SMS donation campaigns that make use of a new, not yet configured short code:** the request must be submitted **at least 8 weeks** before the start of the campaign, in order to make a smooth approval and technical implementation possible.

The start of an SMS donation campaign requires the prior approval of all telecom operators.

Read and approved by  
**The telecom operators**

**The technical facilitators**

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Orange Belgium

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CM.com

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Proximus

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RingRing

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Telenet Group

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