



MINERVA | Fundraising & Donor Solutions

Helping fundraisers understand their donors and raise more funds

Minerva Mobile Services

Product Data Sheets

More than just mobile giving

We are Canada's first M-Commerce solution for Canadian fundraisers. Our solution allows charities to receive full donor information including name and address when they make a gift via their mobile phone. We also offer customized smart phone applications and SMS campaigns.



Smart Phone App

We build customized smart phone applications for Canadian fundraisers. Our application or app, is user friendly and an interactive tool to communicate with your donors. Functions include live feeds and updates from your website and social media outlets, donation giving page, videos and news updates. Once setup, our app virtually runs itself.

Our services go beyond building the platforms and technology to fully supporting this newest channel through your existing and new fundraising programs. We recommend marketing programs, ways on how to integrate mobile and how to measure success of the program.

SMS Communications

We help Canadian charities establish keywords to text like HEART or CANCER or BIBLE for exclusive use by that charity in Canada for as long as they subscribe. When combined with our charity-focused SMS Shortcode and a parallel dot MOBI website you can certainly be assured of setting yourself up for current and future success.



This is a communications channel that allows you to:

- Build-up your cause quickly
- Get to the hard to reach youth demographic
- Manage viral campaigns
- Assist event participants to reach pledge goals

Best of all, we are fully compliant with the Canadian Wireless Telecommunications Association.



M-Commerce

It was not that long ago when email marketing and e-commerce were in their infancy and look at how mature this medium is. Now, in its wake we have text messaging and mobile commerce referred to as M-Commerce.

We offer the following solutions

- Cause-Based mobile donations
- Event-Based mobile donations
- Campaign-Based mobile donations

IMS is taking the lead in this emerging channel and are way ahead of the curve when it comes to developing the technology and the marketing communications practices to deliver on the promise of M-Commerce.


About IMS

Established in 1979, Inquiry Management Systems (IMS) is a full-service database management company that helps acquire, maintain, grow and enhance customer relationships. The Minerva Fundraising Services Division provides fundraisers with complete donation processing and database management services including Mobile Donation processing.

Today, with offices in Toronto, New York, London and Goa, India, IMS services over 1400 customers in the publishing, fundraising and business services industries.

Learn More about our Minerva Mobile Services

To get started, please call Patrick Durbano at 1-800-263-0669 ext 178 or by email patrick@ims.ca



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