

SmartInform is the smart way to recover Gift Aid income

Gift Aid allows charities to claim back the basic rate tax (currently 25p per £1) from individual donations enabling them to significantly increase their income.

Charities often miss out on this extra contribution, and millions of pounds are lost due to donors failing to make a Gift Aid declaration.



SmartDesk can help you maximise 'lost' Gift Aid income. What's more, we're able to secure backdated Gift Aid revenue for four years, so the sooner you act, the more you stand to gain since, as of April 2010.

Using SmartInform voice messaging, we can offer a significantly more efficient way to recover lost Gift Aid income than traditional means such as phone calls, emails, SMS and letter.

How does it work?

Using voice broadcasting, we can secure donors' Gift Aid declarations in a matter of seconds.

SmartInform enables this via personalised, interactive voice messaging. The process is fully automated and paperless. Following the importing of donor phone numbers (from a CRM system or spreadsheet), a voice message is recorded - by anyone of your choosing. Donors are able to respond live to this message and make their Gift Aid declaration in seconds, at the touch of a key on their phone.

SmartInform Gift Aid can be rapidly deployed and as it is hosted online, there are no integration issues. The service has been:

- shared with HMRC
"I can confirm that the procedures and systems in place within SmartDeskSystems would produce results that are consistent with the legislation governing charitable tax reliefs" – HMRC Auditor
- shortlisted for innovation by the Institute of Fundraising



Who are we?

Based in Wembley, SmartDesk Systems work with the Post Office, Argos, Eurostar, Virgin Media, Sightsavers and 3663 amongst others to make a difference through intelligent communication solutions.