



# Online Direct Debit donations processing: Worldwide Cancer Research



At CommittedGiving, we understand the need for a totally flexible approach to Direct Debit processing.

Some charities prefer us to manage everything for them; others are happy processing offline Direct Debits themselves inhouse but need the services of a trusted partner when it comes to managing the online side of things.

Whatever a charity needs, we can provide a simple, pain-free solution that fits.

Worldwide Cancer Research is a great example of a charity that came to us seeking that flexible 'mix and match' approach to their donation payment processing.

The charity funds visionary, pioneering researchers to develop ground-breaking treatments that will help end cancer, largely thanks to supporters' donations.

This means that the smooth and efficient processing of Direct Debit payments is critical, and whilst Worldwide Cancer

Research manages the offline side inhouse, they rely on the services of a trusted partner to process their online Direct Debits.

So, when their existing Direct Debit service was ending at short notice, Worldwide Cancer Research needed to find a trusted alternative, and fast.

Looking for a like-for-like service brought them to us at CommittedGiving.

Jumping into action with [CGDonate](#), we implemented an easy online [Direct Debit signup](#) with a dedicated webpage, setting up the accompanying web journey to ensure that the whole process runs smoothly for anyone who visits the site with the intention of signing up to support the charity on a monthly basis.

**worldwide  
cancer  
research**

Accessibility and an easy user experience on mobile and tablet devices was crucial for Worldwide Cancer Research, and this was a key driver of the project.

In addition to a great supporter experience, we've also made sure that Worldwide Cancer Research's CRM and supporter experience teams have easy access to all of their data.

This means they can ensure that if someone signs up for a Direct Debit, they're added into the charity's supporter database, and their supporter journey runs smoothly.

Of course, because the charity was already working with a third party to process its online Direct Debits when they came to us at CommittedGiving, we had to migrate all of this onto our own service seamlessly, carefully managing the transfer to ensure it was a swift, secure and efficient changeover that went unnoticed by the charity's supporters!

**Ricky Kealey, Worldwide Cancer Research's Digital Manager** says:

"Most important for us was avoiding any impact on our supporters. The change was seamless, and anyone coming to our website to sign up for a Direct Debit has a quick, easy and secure experience. And for our internal teams, CommittedGiving has ensured that data extraction and reporting are just as easy, so we can access what we need, precisely when we need it."



**Scott Gray, Chief Commercial Officer (Charity Division)** said:

"Our Direct Debit service is designed to meet the demands and expectations of today's charities and their supporters – through insight, technology, and exceptional service, we aim to provide the very best experience possible for everyone involved. We totally understand that our clients need a flexible Direct Debit service that fits in around their needs and brand not ours; giving them control and visibility, whilst letting them choose the level of service they need. We are delighted to have achieved that for Worldwide Cancer Research."

We would love to hear from you!

Please contact us for a quick quote or to discuss how we can help improve your Online Direct Debit Donations processing

**01795 608174**

**info@committedgiving.com**

**www.committedgiving.com**

