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Charitable acts start with a click

Telco's campaign asked users to pick their cause

ALL it took was a click for the public to donate to their favourite charity during DiGi's *Love to Save* campaign, where the company had pledged to donate RM150,000 to 14 charitable organisations.

The campaign, held in June, saw both DiGi subscribers and non-subscribers visiting the website www.lovetosave.com.my to choose a charity where, with each click or vote, DiGi would donate RM5 to the selected charity.

"We conceptualised the campaign to make it easy for Malaysians to support their charity of choice and have the opportunity to make a difference with just one click," DiGi Telecommunications Sdn Bhd Consumer Marketing - Commercial head of segments CK Koay said.

The 14 charitable organisations

»We let the public decide the amount each charity received«

CK KOAY

are: Borneo Conservation Trust (RM6,280), Global Environment Centre (RM9,625), Malaysian Nature Society (RM11,920), Society for the Prevention of Cruelty to Animals Selangor (RM19,235), Hope Worldwide Kuala Lumpur (RM15,065), National Council for the

Blind Malaysia (RM7,280), National Council of Senior Citizen Organisations (RM5,620), Women's Aid Organisation (RM10,045), Malaysian Council for Child Welfare (RM7,635), National Heart Institute Foundation or IJN Foundation (RM12,540), Hospis Malaysia (RM7,100), Malaysian AIDS Foundation (RM7,620), National Cancer CouncilorMakna (RM19,980), and National Kidney Foundation (RM10,055).

Koay said DiGi came up with the idea of having a project to help charities, particularly during the present economic crisis, when they

launched the DiGi 30 postpaid package.

"Besides saving money, the public can now help and save individuals with disabilities or the environment, depending on their cause," he said.

"We chose to focus on three general causes - nature, which is in line with DiGi's green initiative; health, which affects us in one way or another; and social, which often does not get the necessary attention.

"This campaign is unique because we let the public decide, through clicks, the amount each charity received."

Alex Goh from DiGi Telecommunications Sdn Bhd's Segment Marketing said the votes were tied to the voter's email addresses, and that an estimated 19,000 individuals were registered on the website.

Koay noted that the campaign helped generate greater awareness for the charitable organisations, and the buzz spread by online social networkers was an added boost.

"The online social networkers helped circulate information about *Love to Save* through Facebook, Twitter, blogs and online forums," he said.



Click to donate: Koay (centre, in black) with representatives from the various charities that were recipients of the funds.