



Policies for Charity iOS apps

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Deeds of giving are the very foundations of the world.

The Torah

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DONATIONS

Donations in the past were all about signing across cheque books as a way of “giving money for good causes”.

However, the Internet has changed that concept quite a bit and philanthropy has now gone virtual with a million on-line communities across the globe donating money with a few clicks. **With the smartphone trend taking over, being a social do-good person has become effortless too as there are numerous free apps that have been developed for the sole purpose of just giving.**

APPLE BANS CHARITY DONATIONS ON IPHONE APPS

However, premium electronics giant Apple has been receiving a lot of flak for the same. **Till recently, its rule was to reject non-profits or any other charitable organisation from including any direct donation system in the phone's applications;** instead the solution offered by the iPod maker was to redirect the user to the charity's website and donate which received a lot of negative reviews worldwide as it is an extremely tedious process to fill out charity forms with a phone-size keyboard.

Apple's approach towards philanthropy has always been under the radar due to its controversial nature which has caused many users to switch to phones that run on Android OS as its restrictions on charity-based apps are nil.

But according to Apple, the main reason why it is completely against charitable contributions through apps that run on its devices is because it has no verifiable mode to detect the legitimacy of non-profit organisations or in the words of the brand, “Apple doesn't want to be held responsible for ensuring that the charitable funds make it to the final destination”. [Apple Bans Charity Donations in iPhone Apps.](#)

Another point in Apple's favour would be its profit percentage it gains from its App Store. **30% of all purchases made from the App Store is directly credited to Apple** and accepting a percentage of charitable contributions just wouldn't seem right which is another reason as to why it remains indifferent to in-app donations. [Apple's Disdain for Philanthropy Is Rotten for Charities and Society](#)

A valuable point to be noted is that whilst Apple has crossed Microsoft's market value as 'the most valuable technology company in the world', its stand on charity has earned itself the title of being 'one of America's least philanthropic companies' as it has proven itself to be a company purely in favour of for-profit businesses as they are allowed to promote and sell their products via Apple's iTunes distribution platform.

Even if Apple App developers worked on including a 'Click Payments' link for direct donations it would force users to take the long route by filling out neverending forms on a Safari page or even popping a parallel app like PayPal which would be a major deal-breaker.

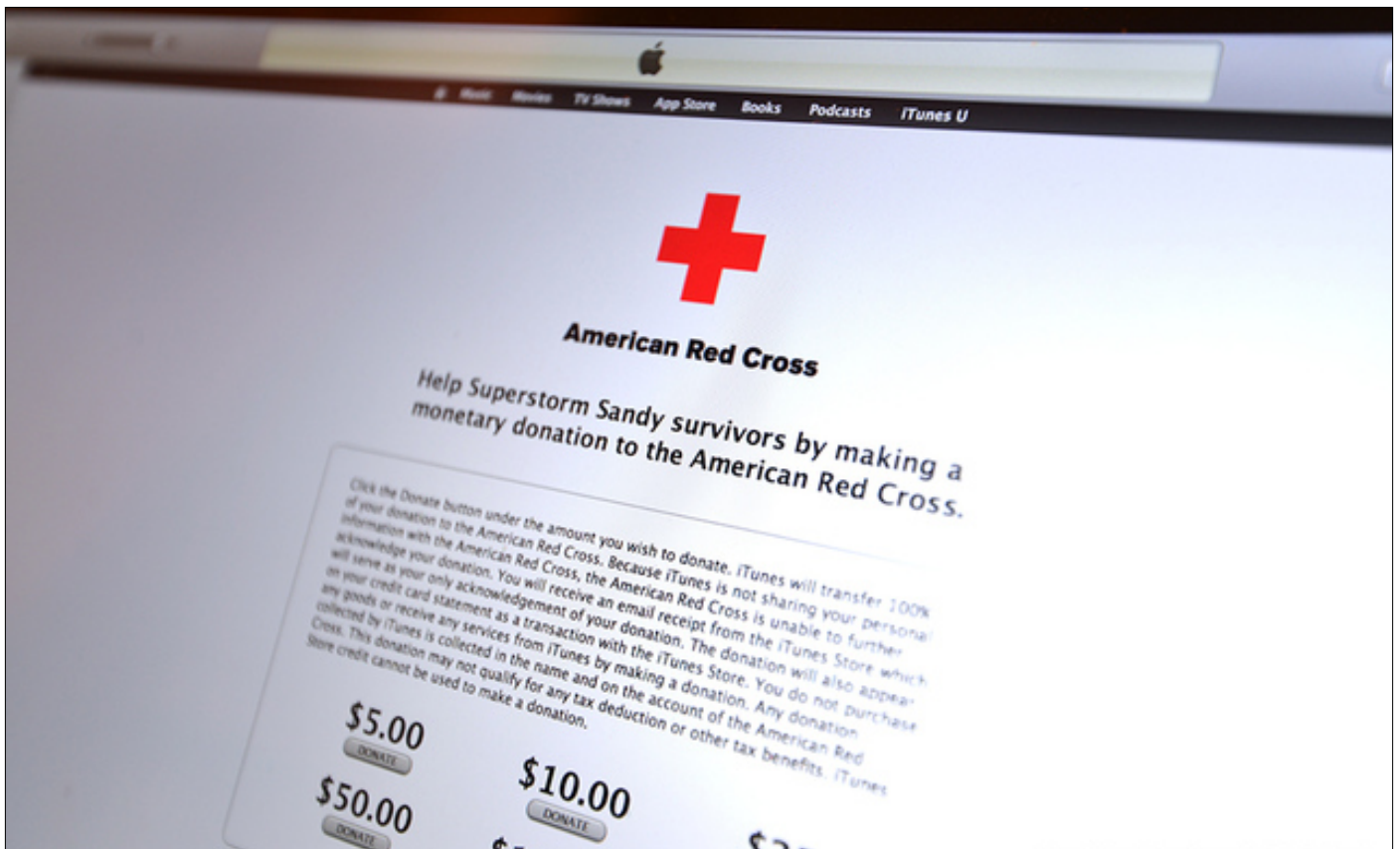
In August 2010, PayPal managed to launch an update to its app for the iPhone, iPad and iPod Touch which allowed users to donate across various local as well as international charities across US, UK and Canada but within the same year by October, Apple made them pull the plug without any warning and hardly any explanation.

RECENT INITIATIVE FROM APPLE

But a recent initiative from Apple which came across as a shock to many was its pro-active contribution towards the Haiti earthquake relief fund. **It set up a special section of its iTunes music store to enable users to directly donate to the American Red Cross which was very positive move as 100 percent of the donations went for charity.**

Under Apple's App Guidelines for App developers, it is clearly mentioned that any App with an in-app donation feature will be rejected at the very onset. **Thus, the only feasible solution which would be available at the moment would be to redirect the user onto a new Safari page which would open work outside the donation application.** The next step would be the Safari webpage having access to a Donate button which would directly route the user to systematic payment gateway integration such as PayPal.

Till Apple does not take responsibility of ensuring that the charitable funds reach their final destination, guiding a user via a Safari page is the only solution as of now.



Currently, there are certain apps available on the App Store which support charitable causes which can be downloaded for free such as **Instead**, **I Can Go Without**, **Charity Miles**, **One Today** and also an app called **Check-In For Good** which uses geo-targeted advertising as a humanitarian tool.

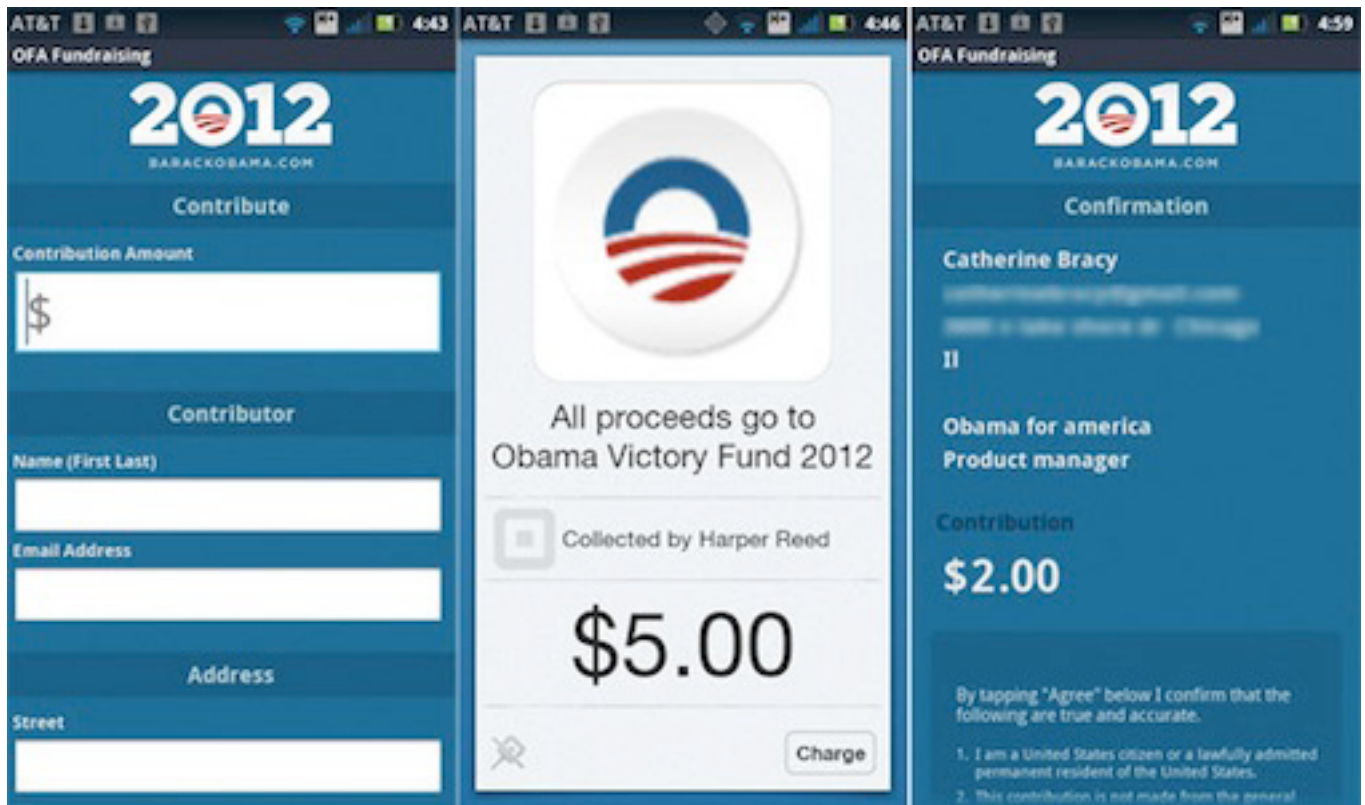
[6 Apps That Fit Charity Into Your Daily Routine](#)

So the only way to have donation feature on iOS application would be to redirect the user on Safari browser which will open outside the iOS application. Safari will load with webpage that will have donate button with integration of payment gateway integration such as paypal. We cannot have donation feature inside the application or we cannot have in-app purchase for donation feature. Apple guidelines mentioned that apple will reject the application even if we have kept the app with donation feature as paid on apple store.

PRESIDENTIAL FUNDRAISING

Online donations have made a significant contribution towards presidential fundraising too. The 2012 Presidential Campaign witnessed a string of non-profit apps that collected funds directly.

[Barack Obama presidential campaign, 2012.](#)



Both the Barack Obama and Mitt Romney camps used the Square apps as a fundraising tool as well as a community engagement app. **The campaign started accepting online donations on April 4, 2011 and within 24 hours of online donations being accepted, over 23,000 online donations of \$200 or less were made!**

During his 21-month campaign for the White House, the Barack Obama campaign managed to usher in half a billion Dollars. Approximately 3 million donors made a total of 6.5 million donations online adding up to more than \$500 million. Of those 6.5 million donations, 6 million were in increments of \$100 or less.

[Presidential Campaigns Seek Fundraising's Holy Grail: Mobile Donation](#)

VOTER PULSE

Popular apps such as VoterPulse which is available across all iOS and Android phones, tablets and Kindle allows election candidates to connect with their fellow voters in real-time. Apart from networking, it also helps in establishing a brand image and aiding all political campaigns within a single app. [Voter Pulse](#)

Donations and the right for citizens to let themselves heard in the form of casting their votes have still remained the same. The only transition that has occurred is in the form of the procedure going digital even though Apple's restrictions are a technological hiccup. With organizations embracing mobile technology in their fundraising efforts, the future of charitable apps still has a long way ahead to go.



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