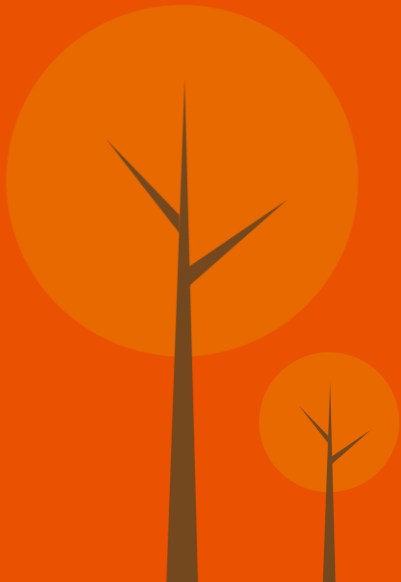


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Tap to Donate
- What you need to know

What is Tap to Donate?



- “Tap to Donate” is simply an stand alone electronic device with a contactless payment point embedded in it.
- Many companies offer this – we have a detailed summary later and in the supporting document,
- The systems can be **portable or static**, with options for additional branding and messaging if desired.
- Static devices differ from common mobile contactless terminals, as they don’t require a **human operator**.
- Payments can be taken via contactless methods, as well as **tracking and analysing** the performance of each device, amounts given, and days and times of donations.

Why is it becoming popular?

- In 2006, 62% of all UK payments were made using cash.
- By 2016, this has plummeted to 40%.
- 2026 is predicted to be around 20%.
- A £1 coin or £5 note devalues each year.
- Mobile payment such as Apple Pay are also becoming more popular.
- Over 95% of millennials own a smart phone.
- How can charities and community groups keep up with these trends?







lifeguards





Pat and Tap





Tap to give £2 and help
unwanted pets find
loving new homes.

#bluecross

req Charity 224192

BLUE
CROSS

TAP THIS WINDOW TO BEAT CANCER SOONER



↑ HOLD YOUR CONTACTLESS
CARD HERE TO DONATE £2.
YOUR DONATION
WILL BE CONFIRMED
ON SCREEN.



Not just charity giving

Did you enjoy this free exhibition, free event, gig etc????

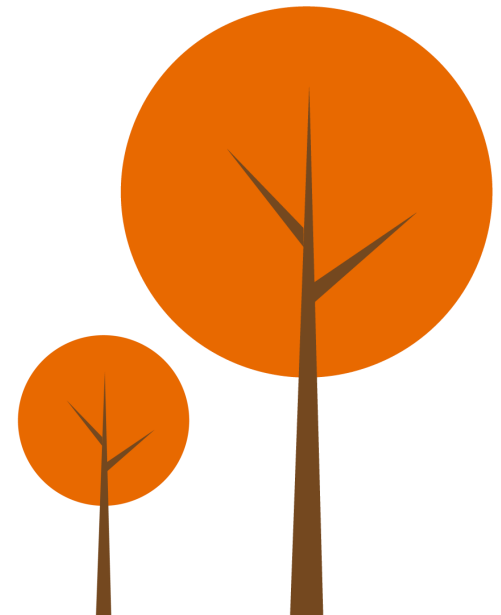
Would you give £3 on way out?





How can Tap to Donate systems be used?

- Tap to Donate has been adopted by many organisations, both large and small.
- Charities such as Cancer Research, the NSPCC and the Blue Cross have all implemented successful campaigns.
- Ty Hafan used a 'contactless' window in Cardiff.
- During the NSPCC's face-to-face contactless fundraising trial, the average donation was **£3.07** – over triple the usual amount of **£1** given via spare change.
- According to the Charities Aid Foundation (CAF), **87%** of charity chief executives now see investing in technology as a key priority.





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Case Study Inspiration

Naomi House and Jacksplace: Homely Giving

“Thinking outside the box”

- Positioning the station in a high footfall area of the hospice, this charity embedded a Tap to Donate device inside a custom-built house.
- Although this creative cottage was clearly professionally made, there is nothing to stop similar constructions on a more home-made basis.
- The campaign conveyed their key aims of providing a welcoming and safe home environment – whilst reminding the public that their work is reliant on donations.



Blue Cross: Pat to Donate



"Four-legged fundraisers"

- The charity affixed Tap to Donate systems to dog jackets, encouraging the public to "Pat to Donate" at a cost of £2 per pet – or speak to a human volunteer if they'd like to give a different amount.
- Tracy Genever, Blue Cross Head of Education Services said:
 - "With today's increasingly "cashless" society, it made sense to introduce a contactless option to those wishing to give to Blue Cross [and]... these wonderful dogs really are the best ambassadors we could possibly ever hope for."

Ty Hafan: Contactless Window Donations

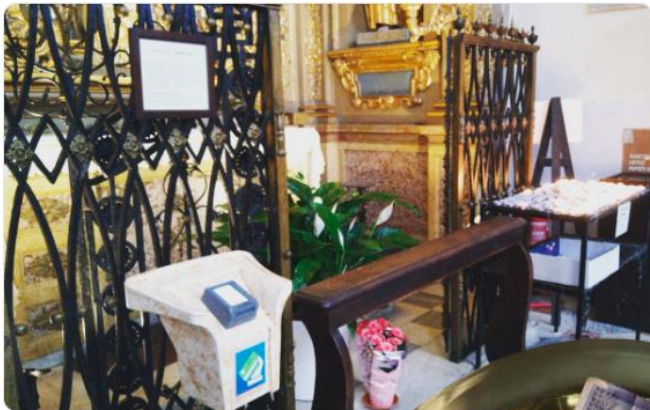
“Always On”

- Ty Hafan (a children’s hospice based in South Wales) introduced a contactless shop window in Cardiff city-centre.
- Just like their nurses, working 24 hours a day, 365 days of the year, the contactless window was “always on”.
- They received hundreds of contactless donations with a fixed giving fee of £3.
- Rhodri Harries, Digital Development Manager: “We recognise the importance in digital innovation to the charity sector and we are striving to push Ty Hafan to the forefront of digital giving in Wales.”



Contactless Churches: Collection Plates and Choirs

Sign of the times... Light a candle, donate by Contactless. Spotted in a church in [#Milan](#). Views? Positive [#digital](#) development or too far? Interesting to see if average donation value or total donations increased?



8:49 PM - 8 Sep 2019

1 Retweet 3 Likes



“Seamless church fundraising?”

- The Church of England has installed contactless terminals for donations of up to £30 in 16,000 churches and cathedrals.
- There have even been “contactless choirs” such as carollers in Chiswick, London who now take contactless payments.
- GoodBox offer a Good Plate advertised as offering “seamless church fundraising”.
- With a hand-spun brass finish for a traditional collection-plate feel, this system offers a hybrid solution for collecting digital donations alongside coins, notes and gift-aid slips.

What are the benefits?

Return on Investment

- High ROIs cited in case studies – improved results as compared with traditional fundraising.

Reputation

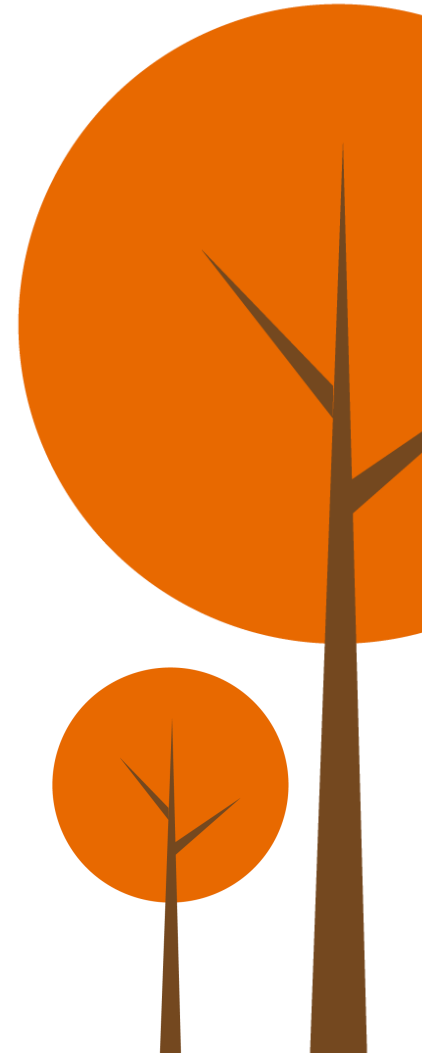
- Lack of traceability of cash donations, and opportunities for branded messaging amongst key audiences.

Reporting

- Automatically track and analyse donations data.

Security

- Limiting opportunity for donations theft and removing the obstacle of people not having any suitable change.



What are the drawbacks?

Costs

- **56%** of charities said they have not adopted contactless technologies because of perceived high up-front costs.

Commission

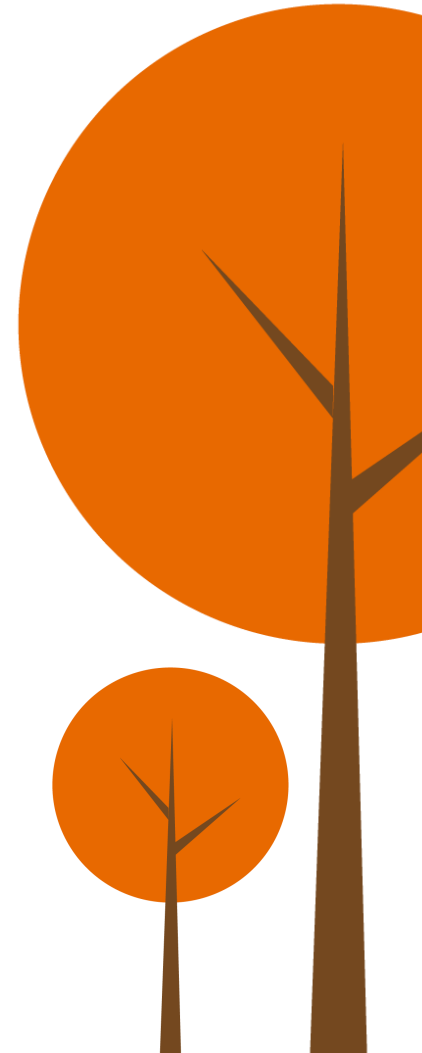
- Transaction fees can range anywhere from **1.75%** to over **5%** per payment made – so make sure you receive a personalised quote!

Charging and Connectivity

- Most require strong internet or 3G network coverage, as well as charging points/power for static devices or batteries for portable systems.

Contracts and Commitment

- Bear in mind the admin costs and time involved setting up contracts.



Have you ever.....



1. Not given a donation or not bought something low value because you don't have any cash on you.
2. Or didn't because 'I only got Notes.. I'm not paying £20 to light a candle !!!
3. Or the worst - lit a candle, passed the donation box on, or taken a book without making a donation and promised yourself you would come back/do it later!!

Another point



Gift Aid Capture

(Currently aimed at regular donors/supporters)

- Donors can register once (either online, app or at a sign up point).
- Then all future donations using same card are automatically tracked as Gift Aid-able. You can then export your Gift Aid log in HMRC ready format, making it easy to manage on your portal.

(Via a Tap to donate/contactless donation specialist – Dona

www.mydona.com

Final point on advantages/disadvantages



Fear of unknown.....

v's Opportunity for promoting your brand, cause, or charging differently





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Getting started

Four key considerations

1. Establish your goals

- First and foremost, have a clear idea of why you are looking to invest in Tap to Donate.
- If you are just looking to launch a **short-term** fundraising campaign (for a special event or specific cause), then opting to rent rather than purchase a Tap to Donate device would be advisable.
- If you are thinking **longer term**, consider how the device will be used. What space and what staff or volunteer capabilities do you have?



2. Do your research



- Once you've established your goals, you will have a better idea of what's important when researching providers.
- If you are just getting started, you may not wish to embark on a **lengthy contract** whilst still testing your ROI.
- Costs vary massively, with transaction fees usually ranging from 1.75% to 2.95% and device purchase costs anywhere from £100 to £1,000 or more. Make sure you understand the details.

3. Consider the practicalities

- If you are operating in a rural area with poor internet or 3/4G connectivity, this may be an issue for contactless technology.
- Battery life for portable devices and proximity to power sources for static terminals will be crucial.
- The number of users is another important aspect. Many companies charge extra for more than one user, so bear this in mind.



4. Track, analyse, improve



- One of the largest benefits of using Tap to Donate is the ability to **track and analyse** your donations data.
- For instance, if you notice that most donations are coming through on a Friday afternoon – could you focus fundraising efforts around this day?
- If the amounts given are greater after a particular speech or interactive event, could you trial similar fundraising methods? What about location of devices? The **testing methods** are endless...



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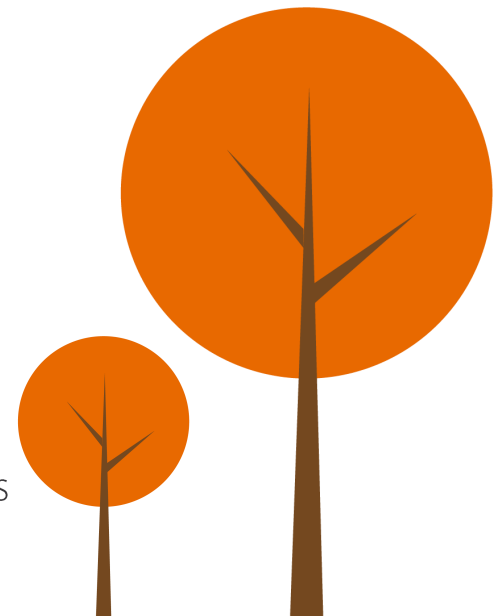
Which provider is right for you?

A quick comparison

	Set-up or Sign-up Fees	Monthly Membership or Support Fees	Transaction Fees	Can donations be made outside of data range?	Device Purchase Cost	Device Rental Costs	Design and Branding Services?
Good Box www.goodbox.com	£25	None – Premium Memberships available, starting at £25 a month.	2.5% + 20p per donation.	Yes – transactions can be taken and authorised next time a connection is made.	Starting from £135 for a portable device.	Starting from £160 per month.	Design services start from £50.
tap+DONATE (National Fundraising Scheme) www.nationalfundingscheme.org	£100	None listed	2.95% for charities. 5% for approved non-charities.	No – Bluetooth and internet connection required.	Starting from £250 for a portable device.	Starting from £45 per month.	£10 for one sheet of branded labels. £85 to print, cut and affix to devices.
Tap for Change / Just Giving (Liberty Pay) www.libertypay.co.uk	None listed	None listed	Information not provided.	Yes – transactions can be taken and authorised next time a connection is made.	Not listed.	Starting from £24.95 per month.	Branded stickers available – cost not specified.
PayaCharity www.payacharity.com	£15	None listed	2.95%	Yes – transactions can be taken and authorised next time a connection is made.	Starting from £395 + £19.95 per month.	Starting from £24.95 per month.	Starting from £40 for artwork preparation and printing.
Donation Station (GW Devices) www.gwd.team	£50	£15 per device, per month.	2.95%	No – WIFI internet connection required.	Starting from £695.	Not available.	Starting from £50 for a branded bezel.
Tap'n'Donate (Grassrootz) www.tapndonate.com	None listed	None listed	1.75% via Square Reader.	No – internet connection required.	Square Reader required, starting at £19.	None – customized app on pre-existing tablet or mobile.	Custom app build process – prices on application.

What about Community Groups?

- All the Tap to Donate suppliers featured today are very happy to work with **community projects**.
- **Dona** - our solutions are applicable to any organisation,, non-charities can also benefit from Dona.
- **National Fundraising Scheme** state that "If you are not a charity but an organisation with a charitable purpose" then your organisation would be qualified to apply.
- Transaction fees can potentially **rise to 5%** for commercial organisations, so make sure to discuss your individual case and **charitable purpose** in detail.
- Whilst primarily focused on the charity market, **PayaCharity**, **Good Box** and **GW Devices** are all open to Community Interest Companies and groups.
- All organisations using Tap to Donate must meet the individual provider's eligibility criteria – so once you have an idea of which suppliers work best for you, it is best to **get in touch directly**.



**16 page
supporting
document to go
with this
webinar**



Getting Started with Tap to Donate



Your Ultimate Guide

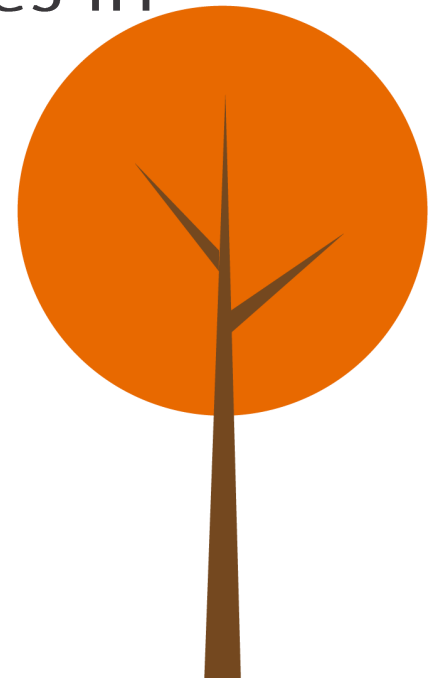
Want to know more

Dona

Benedict Woodward (from Abergavenny)
and works with a number of charities in
particule religious organisations

Email: benedict@mydona.com

Phone: 07958 000046





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Questions?
Comments?
Thoughts?

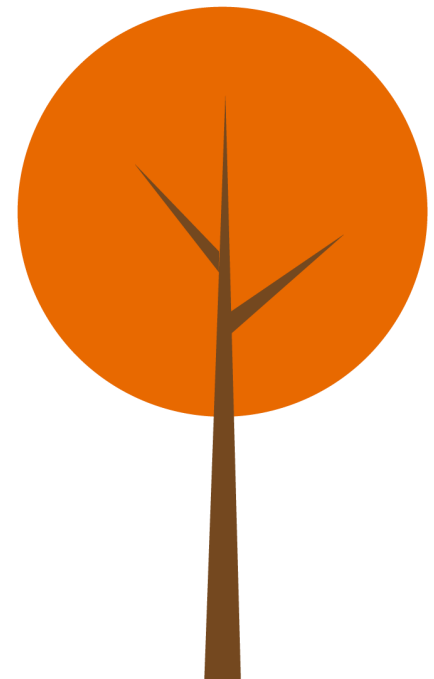
Further reading and resources

Reports and Opinion

- [Institute of Fundraising: *Cash and Digital Payments in the New Economy*](#)
- [Institute of Fundraising and GoodBox: *Contactless Technology: Worth the investment?*](#)
- [Blackbaud Institute: *The Next Generation of UK Giving*](#)
- [Charities Aid Foundation: *Charity Landscape 2019*](#)
- [UK Fundraising: *Investing in contactless fundraising can be expensive, but can you afford not to?*](#)

Case Studies

- [National Fundraising Scheme: *Tap to Donate Case Studies*](#)
- [GoodBox: *Tap to Donate Case Studies*](#)
- [GW Devices: *Tap to Donate Case Studies*](#)



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