



# EASY DIGITAL FUNDRAISING FOR CHARITIES AND RELIGIOUS ORGANISATIONS

## ALLOW YOUR DONORS TO GIVE DIGITALLY

In the wake of the Covid19 pandemic, many Charities are limiting public fundraising activities in their strategies. With fewer fundraising events taking place and caution over the handling of cash, Mobile Giving and Online Fundraising are more important than ever to the landscape of raising money for good causes.

That is why PayaCharity have launched exclusive Digital Fundraising solutions that include all of our dedicated Digital Channel Solutions for only **£29.95** per month.

Get the benefit of our online and remote fundraising services to keep your fundraisers and donors safe. What's more, you can capture Gift Aid on all donations based on donor declarations.



## DIGITAL SOLUTIONS YOU WON'T FIND ANYWHERE ELSE

PayaCharity offers unparalleled features with integrated solutions, including fast Apple Pay and Google Pay mobile donations, email and sms donation requests, bulk requesting, automated website donation button and QR code generation, unlimited cause setup and Gift Aid reporting.

Easy and simple to use, these features are flexible, fully brandable and manageable by the charity, meaning no third parties, additional costs or time is wasted.

## FEATURES & BENEFITS

- Configurable and brandable secure donation page.
- Manage your donors, donations and contacts in one place.
- Turn your emails and sms messages into donation generators.
- Create individual fundraising QR codes for your campaigns.
- Set up and track fundraising contributions to multiple causes.
- Streamline fundraising with time-saving bulk upload tools.
- Increase operational efficiency with fewer resources needed.
- Get insights into how your supporters choose to donate.
- Champion online giving and fundraising during Coronavirus.
- Make giving easier and more convenient for your donors.
- Enable your community to give anytime, anywhere.
- Encourage regular giving.
- Maximise Gift Aid claims.

# OVERVIEW OF DIGITAL SERVICES

## DESIGN A BESPOKE DONATION PAGE

Design your own bespoke donation page for your website which is highly configurable and brandable to your organisation. Donors simply click through and are taken to your secure page to enter their details and the amount of their donation.

Link directly to specific causes, choose specific donation amounts or allow the donor to choose their own. Choose to add Weekly/Monthly Recurring Donations and Gift Aid reclaim options for donors on the page.



Bedford Branch Drive

Donate



Donate To Kitten Vaccinations

Donate



Donate To Senior Cat Care

Donate

## SET UP MULTIPLE CAUSES

Charities can set up multiple causes to request donations to. This is ideal for large Charities and organisations that hold multiple or simultaneous fundraisers throughout the year. You can also separately identify causes which are Gift Aid eligible.

## MAXIMISE YOUR GIFT AID CLAIMS

Our tokenization technology allows you to match online donations to future contactless card donations, which will help you maximise Gift Aid.

## GENERATE QR CODES INSTANTLY FOR YOUR CAMPAIGNS

We offer our charity customers the ability to create unlimited QR codes to expand their fundraising reach. Many mobile phones can automatically read QR codes, all donors need to do is scan the QR code to be directed to your dedicated donation page on their mobile or tablet.

QR codes are fast to generate with the ability to create 100s in an hour. Easy to save and test, QR codes can be used to create simple quick mobile donations on the go, or a more considered regular giving commitment with Gift Aid.

QR codes are ideal to email to your donors, add to your website, print as stickers or placed in a variety of locations for your donors.

## '14 SECOND' MOBILE DONATIONS

Donors can now complete ultra fast mobile donations on their phone triggered by QR Code and NFC Tag technology leveraging Apple Pay and Google Pay.

This functionality is perfect for passer-by ad-hoc fundraising and helps to keep both fundraisers and donors safe whilst maintaining their generosity to giving time and funds to your causes. Ultra fast mobile donations reduce the donation process down to as little as 14 seconds using technology already built into their smartphones, which can read QR Codes and NFC Tags without the need to download or open an additional app.

Donors simply scan the QR Code or NFC Tag which automatically directs them to your donation page where they can complete their ultra fast donation using their Apple Pay Wallet or Google Pay account.



## ULTRA FAST MOBILE DONATION COMPARISON

FEATURES & BENEFITS	QR CODES	NFC TAGS
Donation Time	< 20 Seconds	< 15 Seconds
Donation Process	6 Steps*	4 Steps**
Location Options	Digital & Physical	Physical
Donation Page	Fixed	Flexible
Cost	Free	40p Per Tag

\* 1) Unlock Phone, 2) Open Camera, 3) Scan QR Code, 4) Open Browser, 5) Select Payment Method, 6) Confirm Payment

\*\* 1) Unlock Phone, 2) Scan NFC Tag, 3) Select Payment Method, 4) Confirm Payment

## SEND SINGLE OR BULK EMAILS WITH SECURE PAYMENT LINKS

Email donation links can be sent to your donor base to request donations virtually. Simply use your established email subscriber base to send individual donation request emails or bulk donation request emails. Full instructions on how to create your donor emails is provided and you even have the ability to add your own brochure for the cause if you want to provide more fundraising information to donors.

Your donors simply click on the embedded link in the email they receive and get taken to a secure donation page. Email requests are free to send to multiple donors with the option to resend unpaid donation requests and a generous 90 day expiry time.

## SEND SMS MESSAGES WITH PAYMENT LINKS

If you have the mobile contacts of your donors, SMS links can be sent to them to request donations which can be made from the donor's mobile or tablet. The SMS links take the donor to a payment page when clicked, allowing them to donate at any time, anywhere. This is an easy and quick way to contact your donors en mass and allow them to quickly donate using Apple Pay and Google Pay.

Our SMS donation link facility allows you to manually enter or upload your mobile contacts in bulk, type your personalised message and enter a link to your donation page before sending. SMS donation requests cost 10p per SMS.

We provide full instructions on how to populate your donor's contacts. You have the option to resend unpaid donations requests and there is a generous 90 day expiry time.

## A VIRTUAL TERMINAL TO PROCESS ALL OVER THE PHONE PAYMENTS WITHOUT THE NEED FOR A PHYSICAL DEVICE

The PayaCharity Virtual Terminal makes it possible to accept credit and debit card donations to your charity without a traditional credit card machine. Charities and Fundraisers can take donations over the telephone and manually input all the card information and the amount and submit for authorisation. No additional software is needed, you only need to be able to log into your PayaCharity Portal via your computer, tablet or smartphone.

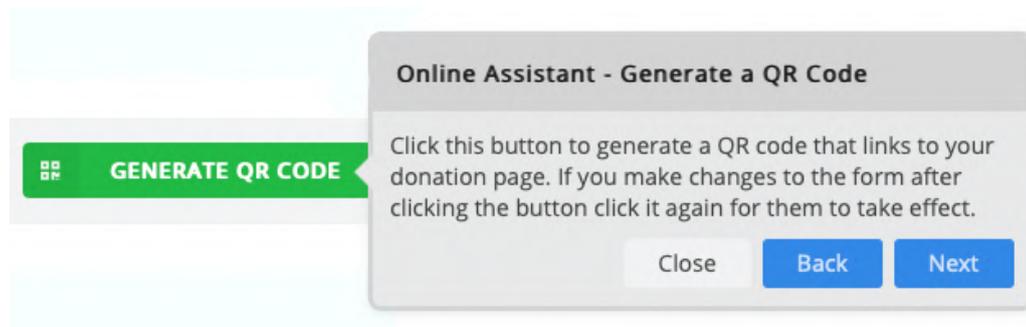
## MONITOR WHO HAS DONATED

The donation request log confirms all donation requests that have been sent and their status. With the ability to resend all unpaid donations, the donation request log makes it easy to keep track of who has donated and who hasn't. This gives you valuable insights into donor behaviour, how they prefer to donate, how often and which causes they choose.

## ONLINE ASSISTANT

The PayaCharity Online Assistant is our step-by-step tool to help you to get the best out of the functionality that the PayaCharity Portal offers. When you visit a page that supports the Online Assistant it will appear automatically and ask if you need help. You will get a step by step guide on how to use the Digital Fundraising features we provide, allowing you to learn to use them as you go.

The Online Assistant will stay active until you choose to turn it off and can be reactivated again at any time.



## GET STARTED WITH DIGITAL FUNDRAISING

### GET ALL THE BENEFITS OF OUR DIGITAL FUNDRAISING SOLUTIONS FOR ONLY £29.95 PER MONTH

Our Digital Solutions have been designed for Charities and organisations looking to expand their digital fundraising campaigns in the new socially distanced world.

Easy and simple to use, these features are flexible and fully manageable by the charity, meaning no third parties, additional costs or time is wasted.

#### DIGITAL SERVICES

Fast Mobile Donations with Apple Pay & Google Pay  
E-Donation Requests  
Bulk Donation Requests  
QR Codes  
NFC Tags  
Website Buttons  
Virtual Terminal Donations

**£29.95 PER MONTH**

## APPLY ONLINE

To get set started with the PayaCharity Digital Fundraising Solutions, simply apply for an account on our website. The application is 100% online and there are no set up fees to pay. Once we've approved your application you will have full access to the PayaCharity Portal and the Digital Donation Services.

[WWW.PAYACHARITY.COM](http://WWW.PAYACHARITY.COM)

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