

# Achieving and measuring success through contactless innovation

Presented by Cameron Bird



[gwd.team](https://www.gwd.team)



0114 553 1399



[connect@gwd.team](mailto:connect@gwd.team)



A hand holding a tablet displaying a fundraising interface. The background is a blurred image of a person's hand holding a tablet. The text is overlaid on the image.

# What does the future of fundraising look like?



[gwd.team](http://gwd.team)



0114 553 1399



[connect@gwd.team](mailto:connect@gwd.team)

# What are we currently facing?

**An increasingly cashless society**

**Stretched budgets and resources**

**A decline in donation income**

**But we are still hopeful!**



[gwd.team](https://www.gwd.team)



0114 553 1399



[connect@gwd.team](mailto:connect@gwd.team)



**Digital**

**Physical**

**One-off  
donation**

**Regular  
Giving**



**It all comes  
down to  
supporter  
engagement**

**Individual  
Giving**

**Major  
Donors**



**Technology = Opportunities**



[gwd.team](https://www.gwd.team)



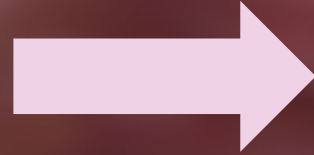
0114 553 1399



[connect@gwd.team](mailto:connect@gwd.team)

# What are the barriers?

Lack of  
knowledge



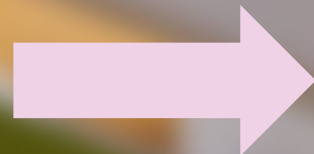
Share knowledge as a sector

Overwhelmed



Don't rush into a decision

The wrong choice



Involve donors in the conversation



[gwd.team](http://gwd.team)



0114 553 1399



[connect@gwd.team](mailto:connect@gwd.team)



# Contactless – what's possible?

What do fundraisers want in a contactless device?

- A return on their investment
- Secure, consistent donations
- Gift Aid integration

**Tip: New to contactless?**

**These primary features should be your first focus!**



[gwd.team](https://www.gwd.team)



0114 553 1399



[connect@gwd.team](mailto:connect@gwd.team)



# 1. Creating Opportunities

Use inclusive tools to create opportunities for supporter engagement.

The solution should be:

- Easy to use
- Reliable
- Secure



[gwd.team](https://www.gwd.team)



0114 553 1399



[connect@gwd.team](mailto:connect@gwd.team)



**This Cathedral  
raised £10,000  
in six months  
with 4 Donation Stations**



**Contactless is just one of many  
donation streams, including:**

- **Cash**
- **Online donations**
- **Cheques**
- **Direct debit**



**Hybrid  
fundraising  
at it's best!**



[gwd.team](https://www.gwd.team)



0114 553 1399



[connect@gwd.team](mailto:connect@gwd.team)



**Donation  
Station**  
BY GWD



## 2. Encouraging Support

Inspire further engagement through the positioning and branding.

- Messaging
- Branding
- Presence



[gwd.team](http://gwd.team)



0114 553 1399



[connect@gwd.team](mailto:connect@gwd.team)

**A community farm  
boosted income  
by 20% in 2022  
through one device**



**Their contactless strategy  
encourages device interaction  
through:**

- Clear signage
- Device branding
- Strong messaging



**Make sure  
your device is  
centre stage!**



[gwd.team](https://www.gwd.team)



0114 553 1399



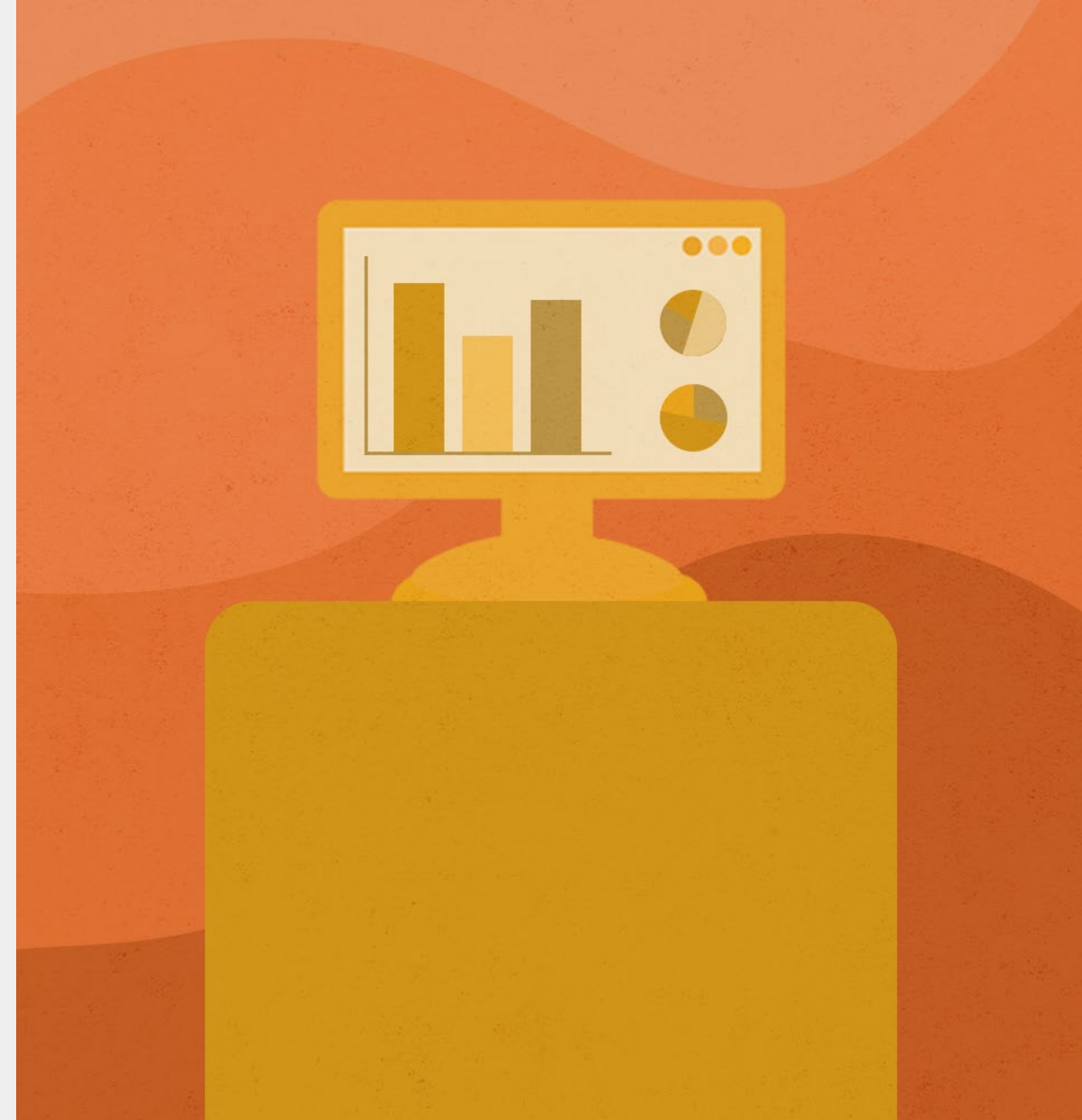
[connect@gwd.team](mailto:connect@gwd.team)



### 3. Making it go further

Get more support from your donors through the use of bonus features and data collection.

- Gift Aid
- Storytelling
- Donor Data



[gwd.team](https://www.gwd.team)



0114 553 1399



[connect@gwd.team](mailto:connect@gwd.team)

**This Museum group  
saw 63% of all  
contactless donations  
were Gift Aided**



**Created lasting supporter  
relationships through device:**

- Gift Aid declarations
- Marketing signups
- Donor data



**Improve conversion  
rates with  
donor data  
& outreach!**



[gwd.team](https://www.gwd.team)



0114 553 1399



[connect@gwd.team](mailto:connect@gwd.team)



**Donation  
Station**  
BY GWD



**Work collaboratively with your provider**

**Use comparative tools where possible**

**Focus on your charity mission**

**If in doubt, try it out!**



[gwd.team](https://www.gwd.team)



0114 553 1399



[connect@gwd.team](mailto:connect@gwd.team)

# Thank You

Any questions?



[gwd.team](http://gwd.team)



0114 553 1399



[connect@gwd.team](mailto:connect@gwd.team)

