

YOUNG LIVES vs CANCER CLIC SARGENT

CLIC Sargent

CLIC Sargent fights tirelessly to stop cancer destroying young lives. With this being a big enough mission on their hands, CLIC Sargent noticed a consistent decline in physical cash when collecting donations – a big problem for a cash-only charity.

CLIC Sargent came to Thyngs for a flexible, cost-effective, and fast-turning solution to resolve the cash-only barriers they were experiencing. Since then, CLIC Sargent have raised over £29,000 in cashless donations using Thyngs for a variety of large fundraising events, Gala dinners, World Cancer Day, and interactive Christmas Cards.



Create

CLIC Sargent actively uses the Thyngs platform confidently to create engaging digital donation experiences that suit the purpose and aesthetic of each fundraising event and campaign across the year.

Enable

Using a variety of Thyngs hardware, CLIC Sargent have transformed their fundraising material into digital donation points suitable for face-to-face charity events and at-home fundraising such as volunteer lanyards, wristbands, and post.

Most recently, CLIC Sargent ordered tap-able NFC and QR wristbands for volunteers to wear and collect donations in Morrison stores across the UK for World Cancer Day 2020.

Scan for the experience



1. Open your iPhone camera or QR app
2. Hover over the QR code
3. Click the pop-up
4. Donate to CLIC Sargent

Donate

Donors were able to make donations direct to CLIC Sargent during fundraising events, and quickly on-the-go whilst shopping at Morrisons.



Apple Pay | G Pay | VISA | mastercard | PayPal

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Measure

CLIC Sargent manage their smart fundraising objects using the platform and are able to establish project, location, time and even each volunteer. This gives CLIC Sargent the ability to set fundraising incentives like competitions, praise their volunteers and tailor future fundraisers. CLIC Sargent based future work with Thyngs on their first trial at a gala event – the

platform was able to measure their success as they raised £3.5K in cashless donations effortlessly. The next event, CLIC Sargent went onto raising £14.5K in cashless donations proving the milestones they can make with a solution they are confident in.

£30,005.85

Total raised using cashless

+2,000% ROI

We needed a solution that was flexible enough to suit all of our income streams and a supplier we could work with closely to make sure our last minute fundraising ideas could be put into practice.

Thyngs has lots of innovative solutions to ensure we stay ahead of the game.”

– Collette Brown CLIC Sargent

58%

QR conversion rate

19%

NFC conversion rate

£34

average donation

40%

Gift Aid attachment