



DKMS: The Big Love Gala

DKMS is the world's largest stem cell donor register and continues to work tirelessly to provide as many blood cancer patients as possible with a second chance at life. In a world where attention spans have been taken

to the internet, DKMS approached Thyngs to increase donor engagement at the biggest DKMS Gala of the year, The Big Love Gala 2019.



Enable

In preparation for the biggest event of the year, DKMS distributed QR codes across the event using multiple materials and assistance.

Donation QR codes with clear 'how to donate' instructions were printed for each table centrepiece for attendees to donate within arms reach.

Digital tablets were also prepared for staff on site to collect donations on-the-go using the unique donation URL.

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 DKMS



Apple Pay G Pay VISA mastercard PayPal

Donate

To inform attendees of a new and easy way of donating, clear instructions and a demonstration was given on stage at the event, with the QR code presented on a projector for attendees to scan if their table pieces were preoccupied.

Attendees were able to interact with memorable QR codes and donate in less than 20 seconds, attaching Gift Aid.

giftaid it ☒

Measure

Using the Thyngs Platform, DKMS were able to view donations and Gift Aid attachments in real-time, providing the charity with valuable insight for future events.

DKMS were able to report a huge £37,183 of cashless donations in mere hours, as well as individual donations - one submission being £10,000 alone!

DKMS are working closely with Thyngs to enable cashless payments and additional donor engagement experiences for future fundraising activities and gala events.

£40,052

Total raised using cashless

+50,000% ROI



It was important for us to provide a seamless cashless donation experience for our guests that was easy to use, hassle-free to access, and both simple and secure for donors to pay by touch.

We simply love Thyngs because of its real-time, unique custom interface and easy to manage reporting platform.

- Stephanie Michaux, Fundraising Officer at DKMS

72%

QR conversion rate

64%

Overall conversion

£865

average donation

51%

Gift Aid attachment