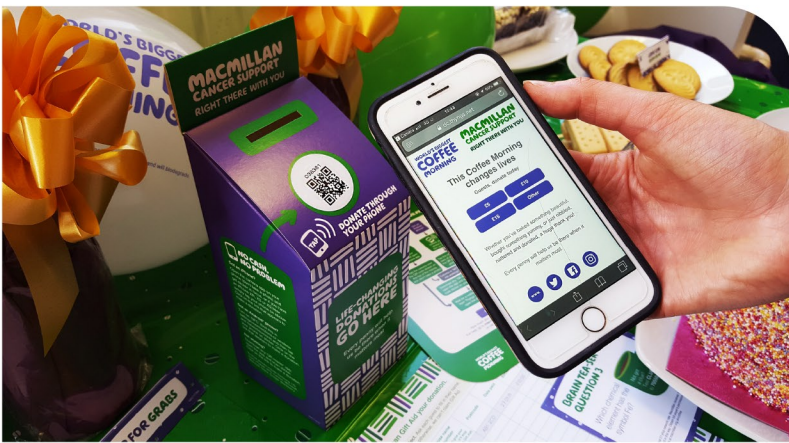




Macmillan's World Biggest Coffee Morning

Since 1990, Macmillan's coffee mornings have raised £200M towards cancer support, taking place each September.

In partnership with The Sourcing Team, Thyngs was asked to amplify donations further for coffee mornings across the UK with their cost-effective solution that requires just a simple fundraising pack upgrade.



Create

Macmillan used the Thyngs platform to create a compelling donation experience with flexible donation amounts, celebratory thank you message, and direct links to social media.

Enable

With a simple print and sticker upgrade to their donation boxes, Macmillan could receive both cash and mobile payment donations in one movement. On the side of each box were clear how to donate instructions to ensure all cashless donors knew what to do.

An instruction one-pager was given as part of the kit to ensure all coffee morning hosts were able to activate the box and help others discover the ease of donating.

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 Macmillan



Donate

Coffee morning attendees across the country were able to donate directly to Macmillan in less than 20 seconds with just one interaction (tap or scan) between their smartphone and the upgraded box.

Attendees were made comfortable with the flexibility to donate any amount using their preferred payment method, without needing a staff member or host present.

Measure

With clear insight into each coffee morning fundraiser, Macmillan were able to send out personalised letters and posters that both congratulated and informed hosts of their contribution. This was a great way to build stronger relationships with their supporters, increase their loyalty, and provide

others with marketing material that would help with the charity's awareness

giftaid it ☒

£199,956.90

Total raised using cashless

+812% ROI

Working with The Sourcing Team and Thyngs, who understand the importance of offering cashless giving and the opportunities this technology presents, will help us reach more people and make this year's World's Biggest Coffee Morning a huge success.

- Abby Solomon, Senior Marketing Manager

62%

QR conversion rate

48%

NFC conversion rate

£10

average donation

53%

Gift Aid attachment