



# DKMS let nothing stop their Annual Fundraising Gala 2020

The Annual Gala is one of DKMS' biggest events of the year that brings together over 500 key supporters who help raise awareness and crucial funds.

This year, the UK and US DKMS charities joined forces for their first ever Virtual Fundraising Gala using Thyngs. The Thyngs platform processed all event tickets and donations on the night.



## Create

Prior to the event, DKMS built an experience on the Thyngs Platform using existing templates. Options to purchase event tickets or make a donation.

To ensure that the virtual event still felt special to supporters, Thyngs helped DKMS make the donation experience bespoke and inline with the aesthetic of the evening.

## Enable

Prior to the event, DKMS sent emails out to their supporters with an easy-to-use Thyngs link that processed and confirmed tickets to the virtual gala.

During the event, an eye-capturing QR code was presented in the corner of the screen during live stream so that donors could scan the screen, or click the provided link, as they watched from home.

The QR code was explained by star speakers across the night so that donors were both reminded and educated on how they can support DKMS during the gala.

## Scan for the experience



1. Open your iPhone camera or QR app
2. Hover over the QR code
3. Click the pop-up
4. Support the charity

## Donate

On the night, the landing page presented a choice between a UK (GBP) or a US (USD) user journey so that Gift Aid could be added for UK (GBP) supporters.

The QR code on screen meant that donors could support the charity at any time during the event, capturing in-the-moment satisfaction. Donors were able to choose suggested donation options or enter a figure of their choice.

## Measure

By creating a new project and QR code, the charity was able to track the results of the virtual gala in real-time. This enabled the opportunity for speakers to announce live results if they wanted to. Real-time analytics has enabled the opportunity to build excitement and interaction with donors this way.

**\$118,102**

Total raised using cashless

**3,100% ROI**

“The Thyngs service is exceptional. The regular methods we employed were suddenly obsolete, after being used for years. Thyngs gave us a pathway to fundraise that was bespoke, easy and in line with the virtual alternative that we had to quickly adopt. We wouldn't do virtual fundraising with anyone else.”

- Heather Lynn, Director of Global Special Events

**38%**

QR conversion rate

**\$823.91**

average donation

