

# 10 CONTACTLESS WAYS CHARITIES CAN GET CREATIVE WITH FUNDRAISING





# ZOOM

## Backgrounds

Take your virtual events, webinars and meetings one step further. Incorporate a QR code into your virtual backgrounds to provide guests with an easy way to engage with you while on camera. Whether you want to drive donations, a patient story, or instant feedback, a QR code is a seamless way to drive instant gratification.



## Social Media

Include your QR code on social media for extra support from online donors. Instant links and eye-capturing QR codes on social media will help you reach far larger audiences, so impress them with the experience. You'll gather in-depth data that social analytics can't give you.

# Interactive Flyers

Raise additional funds with eye-catching interactive flyers and track data in ways you've not been able to do before. The engagement insights can be as granular as location or individual booklet. Readers will be able to act on their in-the-moment impulses, without having to open a computer. By eliminating friction, you'll increase conversions and ROI.



# Tappable Merchandise

Transform your popular merchandise such as cuddly mascots, wristbands and T-shirts to add life-long value to products you sell. Simply update labels with a QR code or embed an invisible NFC chip into your branding. Wherever your merchandise goes, an engagement opportunity will follow.

# Virtual Fundraising Events

Whether it's a concert, coffee morning or auction, your in-person events can still go ahead online. Bring entertainment directly to your donor's homes and deliver links and QR codes to their screen. Use them for viewers to enter a raffle, quiz, or competition. They can even dress-up virtually using a selfie experience.



## Online Virtual Adoptions

Online initiatives that generate additional and long-term revenue streams, without the event planning, are virtual adoptions. Whether you have memorabilia or artefacts you'd like to promote and cherish, virtual adoptions are a great way to give back to your supporters and their families whilst generating long-term support.



## Family Fun Collectible Trails

Trails are a great way for families to get fit, have fun, and for the charity to raise funds. Create a digital scavenger hunt with options to educate, take selfies and collect donor support along the way. Each QR code scanned will be an extra stamp collected.

## Selfie Filters

Encourage supporters to take a unique selfie using your very own branded template. With the opportunity to share selfies on social media, the experience is an effective way to raise money and increase brand awareness online.



## Donations Stickers

QR stickers have the freedom to be placed anywhere believed to be effective. Venue posters, cards, cake stands, takeaway packages and thermos flasks are just a few places where stickers would gain attention. Collect funds wherever and whenever, even when you can't be there in-person.



## Online Coffee Mornings

Engage donors with new activities, video calls and themed challenges. Printed QR codes can transform cake-aways, coffee flasks and posters into outdoor fundraising opportunities. Online, encourage fundraisers to share a warm cuppa and their donation code over video call.