



BEATSON
CANCER
CHARITY

Beatson's 1st Virtual Burns Night

2021 was to be the 5th annual Burns Night fundraiser held by Beatson Cancer Charity. Each Burns Supper celebrates the life of esteemed Scottish poet Robert Burns, and is different every year. Streaming live to ticket holders for the first time, the Beatson team recreated a Burns

supper for hundreds of viewers. Donors enjoyed traditional celebrations such as an auction, raffle, and a Burns-themed quiz in new, innovative and exciting ways.

Cashless Solution

Interactive QR code experiences are an easy and effective way to keep supporters engaged with on-screen events. Beatson presented fun and rewarding experiences for supporters to

access using nothing more than a smartphone.

Multiple QR codes were presented on-screen to scan and engage with throughout the night. There were multiple experiences for supporters to engage with. They could make a quick donation, enter a raffle, and enter a live auction.

Prior to the event, Beatson used the platform to create a bespoke tartan-themed selfie experience. The QR code was shared on social media platforms to promote the event.



"We approached Thyngs as a way to encourage donations through our live events, as well as update our Beatson Buckets and Collection Cans to collect cashless donations during the pandemic. The Thyngs platform enabled us to drive crucial donations as well as be creative with our audience through interactive selfies and campaigns. It's been a challenging time for everyone but with this team guiding you your campaign will be a success."

-Charlene Low, Beatson Corporate Partnerships Fundraiser

beatsoncancercharity.org/donate



Scan me!

£15,985

Total donations raised online

£16.39

Average donation

304

Selfie interactions

Unique Benefits

♥ A virtual event enables the opportunity to reach a larger audience. Beatson Cancer Charity saw supporters tune in from across the globe.

♥ Rewarding incentives such as raffles helped keep supporters engaged throughout the event.

♥ Real-time analytics meant that supporters could be thanked and encouraged both during and after the event.