

Your post-lockdown charity strategy guide for 2021

1

Check your shop collateral is up-to-date

In-store collateral can be transformed overnight with NFC stickers or QR codes. When connected to a web-based fundraising platform you can control content according to branch, location and audience. Link supporters to your website or a donations page, or advertise nearby events. Directing customers to up-to-date charity content as they explore the store will increase satisfaction and expand your reach.



2

Re-engage with your corporate partners

Hospitality: Incorporate a branded QR code or NFC chip into table-top menus and collect support from those dining outside. An incentive alongside the campaign, such as a competition, will help with conversions.

Superstores: If some of your charity buckets can be found in supermarkets, make sure you update them to take contactless donations, too. This is as simple as a bucket wrap update or an interactive poster.



3

Prepare your volunteers

Your volunteers will only encourage the technology and increase cashless support if they're aware of it and understand the value it provides. Arrange a team meeting, send out a group email, or include an instruction page in your fundraising packs.



4

Communicate with your supporters

If you're going to be fundraising at specific venues or switching up the way you're accepting donations, let people know via social media and newsletters. Include mobile-optimised links created on a fundraising platform with data reports. For your printed communications, to change the messaging all you do is edit the digital experience your physical codes link to.



5

Safe fundraising with individual packs

Update individual fundraising packs with your new cashless fundraising strategies. The additions can be as straight-forward as a reel of QR code stickers for hosts to place, anywhere.



6

Make sure you have an online fundraising strategy

Virtual and online fundraising campaigns are here to stay, helping charities to reach at-home audiences far and wide. The good news is, virtual methods are compatible with traditional ones.



To read in more detail, visit thyg.uk/AUU60371