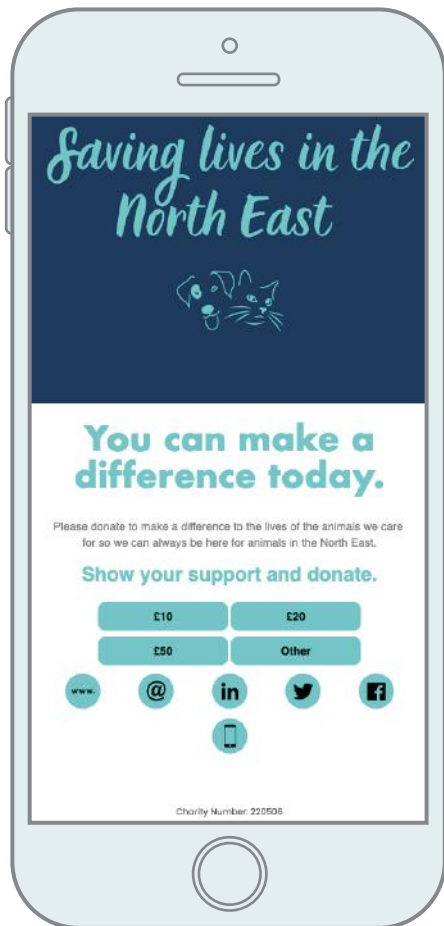


Newcastle Dog & Cat Shelter Sees Website Donations Skyrocket



In March 2021, Newcastle Dog & Cat shelter partnered with Thyngs to optimise the cashless fundraising platform for a multitude of donor acquisition projects, including virtual events and website donations. By increasing their cashless revenue streams using the digital platform, the animal charity surpassed a 1400% ROI in just over one month.



“Before Thyngs, collecting online donations was a manual process and very form-heavy. The Thyngs Platform has dramatically decreased our admin work and we’re seeing donor acquisition surpass our average figures. Our supporters can now donate in seconds, and all donation data and Gift Aid reports are ready to go.”

- Beth Codling, Relationship Manager at Newcastle Dog & Cat shelter

The charity customised the donation template on the platform and enabled a quick, secure and easy payment process that remained on brand. The landing page communicates their mission, presents 4 flexible donation buttons, and provides links to all social media platforms.

The cashless solution

- ◆ Using a secure Thyngs link, the mobile-first donation experience was enabled on the website and now takes one-off donations in 3 simple steps.
- ◆ Gift Aid can be processed at the end of the experience and takes mere seconds to submit.
- ◆ On the platform the charity can track donations, conversions, Gift Aid and more in real-time. This includes ready-made reports for finance teams and HMRC requirements. All fundraising data is automatically allocated on the platform.
- ◆ Alongside the website donations, collection buckets are also re-emerging with a Thyngs makeover. The NFC and QR enabled buckets are also trackable via the platform.

£3067

Donations on the rise

1400%

ROI

52%

giftaid it

£38

Average donation

33%

Conversion rate