

poppy
scotland



Poppyscotland's Dynamic Donation Experience

In October 2020 Poppyscotland distributed 10,000 poppy boxes into 500 locations for the Scottish Poppy Appeal in advance of Remembrance Day. As well as highly traffic areas such as supermarkets and stations, the boxes were also utilised by 56 corporate partners, including NatWest, OpenReach and Barclays.



The Challenge

Protecting volunteers from the risk of infection meant thousands of them were unable to collect as they normally would. Poppyscotland needed a safe, secure cashless donation solution.

The Cashless Solution

Each donation box included NFC and QR technology to engage with all supporters with a smartphone. Instead of layering the hardware into an advanced

touch-point, one side of the cardboard had a QR code, and the other had an NFC-enabled poppy.

£9,000+

Donations via cashless

3000+

Supporters engaged

£7.37

Average donation

60%

opt ins

47%

giftaid it

To make a donation, supporters were able to scan the QR code or hover their phone over the interactive poppy on the box. This triggered a mobile-optimised donation experience that allowed donations of any size.

The charity included a marketing opt-in tick box to grow their email database and keep in contact with donors and, in turn, growing their regular giving support base.

“Operating Scotland’s largest annual cash fundraising appeal in the midst of a global pandemic presented us with considerable challenges, but the Thyngs technology allowed us to add an important new digital channel for our supporters to use. It has also helped us to future proof the Appeal, with the move towards a cashless society accelerating rapidly as a result of the pandemic.”

Gordon Michie – Head of Fundraising and Learning at Poppyscotland