



Rennie Grove Adapts for Easter

Supporters were also given the opportunity to donate once more to the charity, using Good Thyngs quick and on-brand donation process. In addition to the virtual trail, supporters could download more activities and print them at home, like colouring pages

An Easter Event at Home

The hospice charity included simple materials needed for parents and carers to set up a virtual hunt at home. A fundraising pack that included six Easter eggs with QR codes for the campaign were sent once a donation was made at sign up.

“We wanted to raise people’s spirits and ensure the children still had fun this Easter. Once we learnt how to create the collectable trail and use the QR codes it was so easy. We are really excited to grow on this concept and have plans for other trails throughout the year.”

-Gemma Ralph, Senior Community Fundraiser

Scan me!



A Twist to “Egg-cite” Families

Each egg had a unique QR code. The QR code connects supporters to the charity’s experience using their smartphone. When each QR code is scanned using the phone camera, a virtual egg is collected just like a stamp. An egg will pop-up on the phone and present the user with a riddle to the next one.

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At the end of the trail, a virtual certificate congratulated participants for completing the trail.

135

Families took part

79%

Found all 6 eggs

66%

giftaid it

596

Extra donations