

## The 13 Bridges Challenge uses hybrid fundraising to prepare for anything

The 13 Bridges Challenge was a way for the armed forces charity to immerse supporters in the sights and scenery of London. The event involved a ten mile walk from Tower Bridge to Royal Hospital Chelsea, crossing the 13 bridges of London along the way.



## Getting active and staying connected

Participants were sent a physical brochure containing their route map and relevant COVID safety information.

QR #1: To scan at the beginning, starting the collectable trail.

QR #2: To scan when finishing, leading to a selfie banner, a roundup of the event, and additional info.

2112

Connections

457

Users

709

Conversions

“The team have been super helpful and really amazing throughout the whole process, and have guided us the whole way and made it really easy. Anything we’ve asked for or wanted to do or had an idea about, they’ve found a way to accommodate. It’s been a really good journey.” **-Hannah Siddle, Challenge Events Officer at SSAFA**

## The versatility of virtual

SSAFA have introduced cashless fundraising alternatives to their supporters in the last two years using Good Thyngs. The gentle implementation of new digital fundraising tools, together with the touch-free, digital and QR code trends since 2020 has worked in SSAFA’s favour.

SSAFA included a collectable trail for families. The mission was to find all 14 items placed, as posters, around London. Collectable trails are like loyalty stamp cards, but digital.

All 14 QR codes were unique so that stamps could be collected and completed. Each stamp would provide the supporter with a fact or clue. The collectable experience was even compatible with remote participation.

