Agenda

• Introduction to Supported Giving Team
• Company Overview
• Supported Giving Video
• Cashless Fundraising
• Donation Payment Options
• Case Studies
• Q&A
Supported Giving Team

Charlotte joined the team as our Customer Success Executive, her role focuses on working with our clients so they get the most from the platform and ensure they can maximise their fundraising revenues. She has a wealth of customer success experience, building long lasting relationships with clients.

Jonathan has a wide range of experience across Direct Marketing, Tech and the Charity sectors gained over the past 20 years from roles at The Daily Telegraph, marketing agencies and tech start ups.

His role at Supported Giving covers both the operational and strategic sides of the business. Jonathan has a wealth of experience across the Strategy, Design and Build of charity websites having spent the past 7 years as Head of Delivery at charity website provider Raising IT.
Company Overview

- Subsidiary of Supported Business, Technology and Payments supplier founded in 2002
- Founders have over 20 years experience in Telephony, Mobile and Payment industries
- Process over £17m pa in payments over 5 countries
- Profitable and expanding business
- Based in Chelmsford, Essex
To Gift Aid it and opt in for future marketing, follow https://giftaid.supportedgiving.com/rspca
QR2Donate
Branded QR Codes
Donation Payment Options

- Apple Pay
- Google Pay
- Direct Debit
- Open Banking

100% Voluntary. 100% Committed.
Serviced by dedicated unpaid volunteers, we rely on your support all year round.

Donate Today
Tap on an amount below to instantly donate.

£3  £5  £10
Enter an amount...

Donate £5

Registered with The Charity Commission for Northern Ireland NIC100396. HMRC Charities Reference Number: NI00503.
Thank You For Making A Difference

On behalf of the Mourne Mountain Rescue Team we would like to thank you for your donation.

The Mourne MRT relies on the generosity of donors such as yourself and is grateful for your support. If you would like to know more about the team and what we do please visit mourne-mrt.org and please follow us on social media Facebook, Twitter and LinkedIn.

If you are a UK taxpayer, please allow us to boost your donation by Gift Aid for every £1 you donate, at no extra cost to you.

In order to Gift Aid your donations, you must tick the box below, and then click Gift Aid my donation.

Gift Aid at the top of the form
Customer Portal
Case Study: Welsh Air Ambulance (SMS)

- WAA partnered with haulage company to promote SMS keyword
- Promotion on leaflets/posters and at events
Case Study: Chiddingfold Fireworks & Bonfire (Event)

- Annual free event
- Over 9,000 attendees
- Wanted to test cashless donations at the event
- 20% of donations were from QR codes
Case Study: Band of Builders (Auction)

- Casino and auction event
- Contactless devices failed prior to event, used QR as a means to take donations & bids
- Event was a huge success for the charity
Why Supported Giving?

• Unlimited QR codes
• Tracking and reporting on Customer Portal
• Option to update QR codes
• Different landing pages on individual QR codes
• Payment Integration - Apple/Google Pay
• Regular Giving
• Open Banking
• API Integration with Charity CRM
• Custom designs
• Reporting of QR & SMS on one platform
• Gift Aid opt ins
• Work as a partnership rather than a tech provider
Fundraising using QR Codes

- Collection Tins
- Posters/Leaflets
- Mailing & Newsletters
- In Memory Fundraising
- Events
- Merchandise
- Vehicles
- Individual Fundraising
Variety of Customers
Testimonials

“During COVID-19, we needed to set up a Text2Donate service to support our fundraising efforts. This service was set up smoothly and quickly. We were interested in the QR2Donate solution. The Supported Giving team created simple and effective, charity-branded mobile donation pages, as well as a customised QR code for us. Read more...”

Rich Woods,
Director of Fundraising,
Mask Our Heroes

“Working with Supported Giving not only gives us the opportunity to fundraise, but more importantly it has significantly helped raise awareness of the important issue of homelessness in Exeter. This further helps the important work of Exeter Homeless Partnership. Read more...”

Jo Armstrong,
Business Engagement Co-ordinator,
Exeter Homeless Partnership / CoLab Exeter

“Supported Giving have allowed us to reach new audiences and bring in more income through unique fundraising methods. Their reporting helps us analyse what is working for us and what we need to change. Read more...”

Mark Stevens,
Head of Fundraising,
Welsh Air Ambulance

“Supported Giving guided us through the whole process and made it so simple and easy. Read more...”

David Rauch,
Treasurer,
Chiddingfold Bonfire

“The support given to us and advise has been invaluable and has made this a smooth, simple and quick way of us targeting our fundraising. Read more...”

Jane Pearman,
Founder,
Hypo Hounds
Thank you

Any Questions?