DONATE fundraising technology used during charity auction

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Flannels for Heroes is an annual charity cricket match raising funds for Combat Stress and Walking with the Wounded. The fundraising event held on 19th June 2015 offered both DONATE technology for instant mobile-enabled donations and iBid technology for silent auction capability.

Working together, iBid and DONATE developed a technical solution to pass successful bids to DONATE's text messaging system. Successful bidders received a personal text thanking them for their bid and providing a unique web address which took them to a discreet payment page on the DONATE platform. Payments were then made immediately by the bidder from their phone (or at the payment desk iPad).

From a charity perspective this technical solution removed the need for individual PDQ machines and any post event back-office payment follow-up. Additionally, where bids for commercial lots were above the commercial value, Gift Aid was applied thereby increasing the final amount raised. A payment audit trail was immediately available onsite allowing the donor to collect their lot from the charity representative once the payment had gone through.

From the donor's perspective this neat mobile payment solution ensured there were no queues at a payment desk and they were able to leave the event with the winning lot in their hand. The event raised in excess of £28,000 through a combination of tickets, raffle, donations and auction with all donated funds handled by DONATE.

Victoria Nicholson of Walking with the Wounded said:

"As a beneficiary charity we used the DONATE platform to collect donations at the recent Flannels for Heroes cricket match in Chelsea, London. For those donating it was brilliantly simple to use but also has removed all the follow-up payment and Gift Aid admin from our side. As a charity itself, the National Funding Scheme takes its charges from the Gift Aid and so has cost us nothing but massively simplified how we collect donations. We will definitely be using it again."

Mark Worrall, Operations Director at iBid commented:

"Providing a technical solution with the DONATE platform has worked incredibly smoothly for us and our clients. Following up on payment after an event is always tricky and, since the National Funding Scheme is a charity, the addition of Gift Aid increases the amounts our charity clients raise. We will be rolling this solution out to other clients over the coming months."

Olivia Mason, Marketing and Development Director at National Funding Scheme said:

"We are delighted to be working with iBid. As the market leader in instant mobile charity payments we wish to increase the efficiency and effectiveness of mobile giving. iBid were easy to work with and the resulting solution is a win-win for all parties."

To find out more about how your organisation can benefit from DONATE email us at hello@nationalfundingscheme.org

Notes to editors:

The National Funding Scheme is a registered charity set up to support campaigners raise much needed funds through the DONATE platform. As DONATE is a multi-channel platform individuals can make a donation using their mobile device via SMS text, web app, QR codes, Near-Field Communication. Soon DONATE will also provide a route to donate via ApplePay. In addition, NFS provides additional services such as case studies, statistical reports, technology updates, signage templates as well as offline support for free to help organisations raise valuable additional funding. For information on fees please get in touch.

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