

The benefits of DONATE



Raise more funds.

DONATE is a mobile-first platform that simplifies fundraising. DONATE provides a range of services from immediate giving to text raffles and silent auction products. DONATE simplifies giving making the process easier, faster and more convenient for donors.



Data driven.

DONATE provides the data and insights across your campaigns to help you raise more money. DONATE provides you with opted-in data without charge.



Ease of use.

Donors can give immediately by text or app; and all from their phone. With each of us carrying less cash, DONATE is the answer to engaging new donors, collecting Gift Aid and donor data. Register today, create your campaigns and start fundraising.



Resources.

DONATE provides a suite of tools to make your fundraising a success from marketing templates to campaign specific text codes and mobile app pages. DONATE also shares related insights, case studies and advice.

Participating organisations do not need to be registered charities but they must demonstrate their charitable purposes to our Trustees. To find out whether your organisation is eligible read the Government's Guide to Charitable Purposes www.easydonate.org/faqs

DONATE is provided by the National Funding Scheme, a registered charity in England and Wales (1149800) and Scotland (SCO45106)
Registered Office: 10 Queen Street Place, London EC4R 1BE

Our services



Special events

DONATE turns your guests' mobile phones into PDQs enabling them to give instantly via app or text. Use DONATE at fundraising dinners, galas and conferences. Our live totaliser screen displays donations as they are made and encourages further giving.

Silent auctions

DONATE's silent auction platform allows guests to bid and pay for auction items seamlessly, avoiding post-event payment. Set reserves, bid-increments, auction times and much more. Our DONATE Platinum service can also provide hosts at your event.

Text giving and raffles

DONATE's innovative text raffle product does away with paper tickets and cash. Instead, guests send a premium text to enter the raffle and are called by your host if they are the winner.

Payment facility

Donations are processed and administered by the National Funding Scheme, operating as DONATE. We administrate the collection and disbursement of donations plus any associated Gift Aid.

* For charities we charge just 2.5% of the donation to cover payment processing. When donors add Gift Aid we send on 114% of the donation.
See www.easydonate.org/faqs for full terms and fees.

DONATE

better giving.



Doing good is in our basic human nature – it makes us feel good.

DONATE is a tool that simplifies the donation process. It empowers better giving through modern technology to make the process easier, faster and more convenient for donors.

DONATE also simplifies the fundraising process for organisations – with a suite of simple tools and data capture to help maximise fundraising campaigns.

And because **DONATE** is a charity, donors can be sure that administration and processing costs are kept to a minimum.

Together, we can do more good.

DONATE
better giving.

www.nationalfundingscheme.org

hello@nationalfundingscheme.org

020 3174 2274



www.easydonate.org/twitter



www.facebook.com/easydonate

How it works

Who

The National Funding Scheme, the registered charity behind **DONATE** is set up to empower other charities and donors alike to give more effectively, more transparently, and best of all, digitally – across multiple platforms.

What

DONATE provides organisations with a suite of simple digital tools, templates and insights to help maximise their fundraising campaign to help them achieve their fundraising goals more effectively.

Why

Other platforms are commercial, do not provide a single integrated text and web service and can charge high fees for specific products and services. Only **DONATE** provides you with a single platform for text and web giving, does not charge for its products and, at 2.5% per transaction*, is one of the cheapest, most versatile platforms available.



How to?

How to register your organisation?

Registered charities should sign up today

www.easydonate.org/join

Non-charities are asked to check their purpose fits within the Government Guidance before signing up.

www.gov.uk/government/publications/charitable-purposes

How to launch a campaign?

Once registered, organisations can access the self-service portal to upload images and information about their campaign. Set up automated thank you messages and download signage templates and other tools to promote your campaign. Access full reports showing who gave what along with opted-in donor data.

How to make a donation?

WEB: To **DONATE** any amount, add Gift Aid and share donor data go straight to the campaign's app page by entering the unique web address or hovering over the QR code on signage.

SMS: To give £5, £10 or £20 by text use the specific code that appears on signage.



To find out more and register go to:
www.easydonate.org/join
