

DONATE



Case study

National Funding Scheme

How Barclaycard helped the National Funding Scheme adapt to modern consumer payment habits.

A better way to give

DONATE is the National Funding Scheme's digital platform that gives users a quick, modern alternative way to donate money to good causes.

It is designed to be more effective, more transparent and more convenient, as it works across multiple digital platforms. The application enables charities to promote multiple, simultaneous campaigns and provides an immediate mobile route to raise donations, whether by text or mobile web.

Adaptability is key

As the majority of payments move away from cash to card and tablet/mobile payments,* it is vital that charities capitalise on this change in consumer payment habits. Making donations easier and more convenient allows an increasing number of charities to keep raising valuable donations to good causes.

Barclaycard's role

With unique expertise in the ever-changing landscape of payment acceptance, Barclaycard has been working with the National Funding Scheme since the launch of DONATE, providing our SmartPay payment solution. The user-friendly and white labelled SmartPay interface is integrated into DONATE's mobile platform, ensuring anyone with a credit or debit card can make an immediate payment to the charity of their choice while on the move.

DONATE in action

Battersea Evolution event

In December 2015 DONATE was used at a fundraising event for an organisation that works to provide wishes to terminally ill children. DONATE was employed to collect

“DONATE has really boosted fundraising at our events. At our Gala Dinner we raised four times what we expected from one-off donations. DONATE takes care of all payments at the event and collects the Gift Aid – it really is a win-win!”

Sir Bobby Charlton, CBE
Founder of Find a Better Way



Over £525,000
raised through DONATE



£71.33
is the average mobile-web donation

raffle and auction payments as well as donations, with great success. Over £75,000 was raised through the platform on the night, with 44% of raffle tickets bought with credit cards.

Find a Better Way

Sir Bobby Charlton's Find a Better Way charity is dedicated to the elimination of land mines around the world. At a Gala Dinner, DONATE was used for immediate donations and auction payments, raising 17 times the amount raised at the previous year's event.

Battersea Arts Centre

While firefighters were putting out the blaze at Battersea Arts Centre in March 2015, fundraisers were using media coverage of the fire to raise much-needed emergency funds. Over £80,000 was raised in four days from more than 3,000 public donations.

“A traditional emergency fundraising campaign using volunteers with donation buckets might have resulted in £5,000 to £10,000 in donations; at £80,000 in four days, DONATE has moved us to a completely new level.”

Kane Moore
Head of Development, Battersea Arts Centre

Fit for the future

As DONATE continues to support charitable organisations in collecting the funds they need, Barclaycard looks forward to supporting all parties involved – and, ultimately, increasing credit and debit card charity donations.

» If you are an organisation with charitable objectives and wish to learn more about DONATE please go to easydonate.org or register now on our website easydonate.org/signup

*Payments council <http://www.bbc.co.uk/news/business-32778196>

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