



www.nationalfundingscheme.org

# Need to raise charity funds? Select the right DONATE service

|                  |  | Contactless  | SMS text   | Mobile + Web   |
|------------------|--|--|--|--|
| Great for        |  | Passing traffic e.g. outside train station, hospital visitors, festivals, etc. | Large crowds e.g. festivals, conferences, sports stadium                         | Private audiences e.g. sit down fundraising events, auctions       |
| Product          |  | Contactless credit card, Apple and Android pay                                 | Text donations and text raffles  | Donations, auction bidding + payments                              |
| Donation level   |  | £1-£30   | £3, £5, £10, £20   | £ any amount   |
| Flexibility      |  | Yes incl. Chip and PIN   | No   | Yes  |
| Branding         |  |  | -  |  |
| Gift Aid         |  | -  |  |  |
| Donor data       |  | -  |  |  |
| Regular giving   |  | -  |  |  |
| More information |  | <a href="#">Click Here</a>   | <a href="#">Click Here</a>   | <a href="#">Click Here</a>   |
| Best practice    |  | Volunteers to hold contactless units. Do not rely on signs and notices.        | Announce audibly and project codes on screens. Do not rely on signs and notices. | Print in brochures, train host staff and use screens to advertise. |