

# The New Approach to Donating: Cashless Giving


The public is carrying less cash than ever. According to the [Bank of England](#), debit cards overtook cash as the most frequently used payment method back in 2017. The pandemic has only accelerated this trend and, with fewer people carrying cash, charities are rethinking their strategy for collecting donations - with a greater emphasis on cashless fundraising.

Working in collaboration with TapSimple, Ecclesiastical are pleased to introduce a feel-good-fundraising platform that combines innovative fundraising technology with easy-to-use reporting, allowing your charity to get the most out of the new normal in cashless giving.

## Who are TapSimple?


TapSimple is a one-stop-shop platform for cashless fundraising. Their partners include some of the UK's largest charities: Cancer Research UK, Christian Aid, NSPCC, GOSH, and more.

The platform offers a suite of fundraising solutions to let charities of all sizes get the most out of cashless giving:



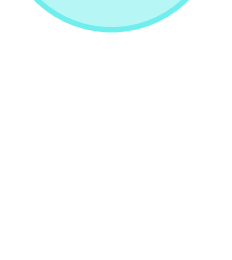
### Contactless and Chip & Pin Donations

Boost your in-person fundraising by using contactless devices to take donations via card, apply gift aid and collect contact details.



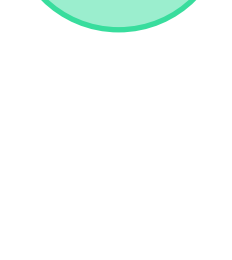
### Virtual Event

Create a Live Stream or Video Conference, complete with built-in donation features, to raise awareness and funds from the comfort of your own home. Like Zoom and JustGiving combined!



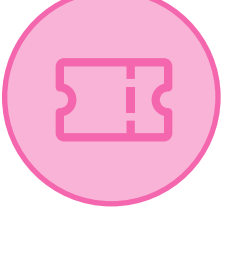
### Online Giving

Create a branded Online Giving Page - perfect for launching appeals, sponsorships, challenges, raffles and more!




### QR Codes

Each Virtual Event and Online Giving page comes with a QR code which can be shared digitally or printed out onto stickers, posters, mailers, donation buckets and more!



### Ticketing

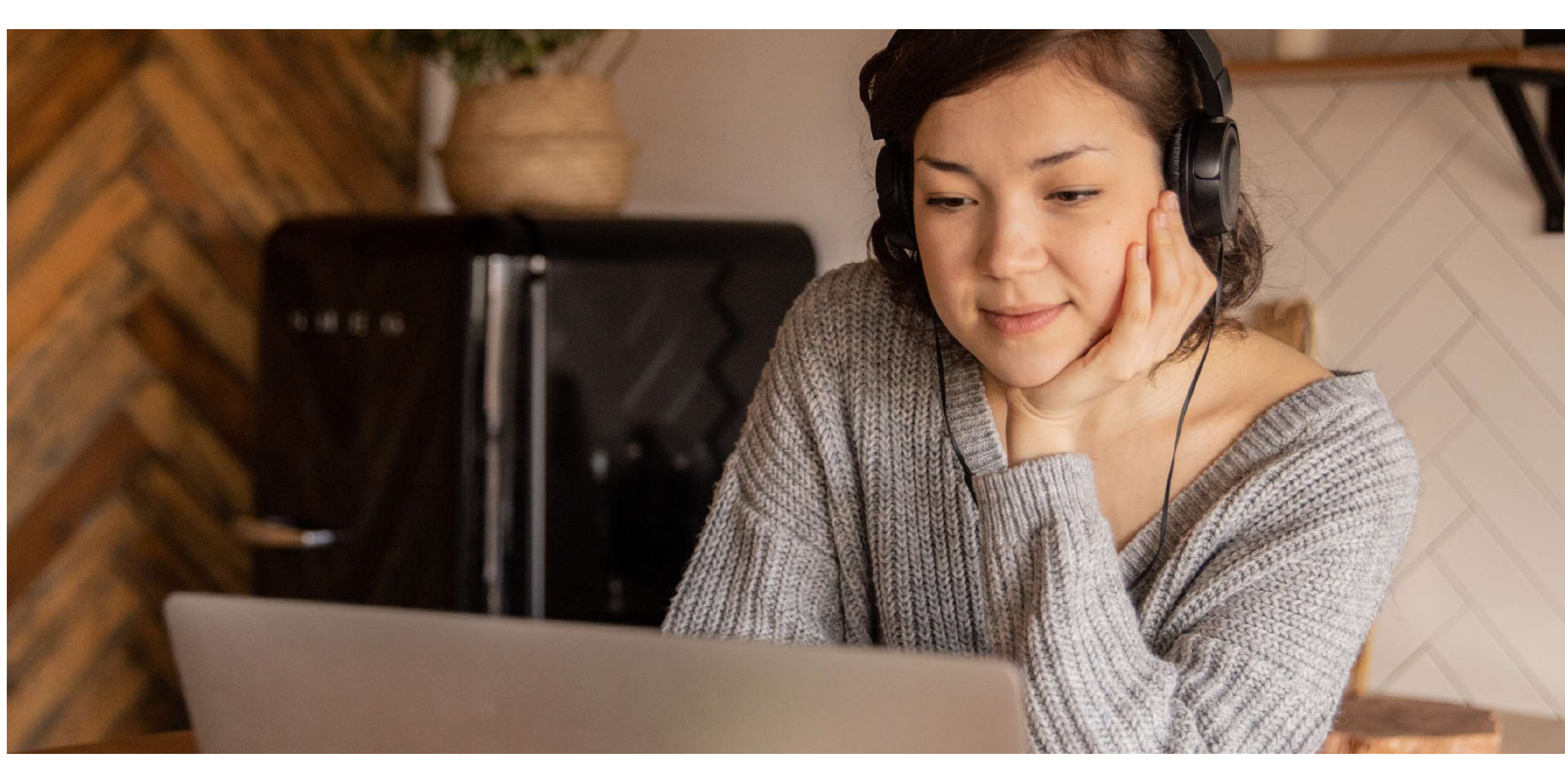
We aim to make ticketing simple. From one platform, your charity can create and manage tickets for in-person and virtual events.



### Dashboard

The TapSimple Dashboard sits at the heart of your fundraising, allowing your charity to access the full suite of fundraising solutions, download reports and optimise campaigns.

## Virtual Events: Top Tips

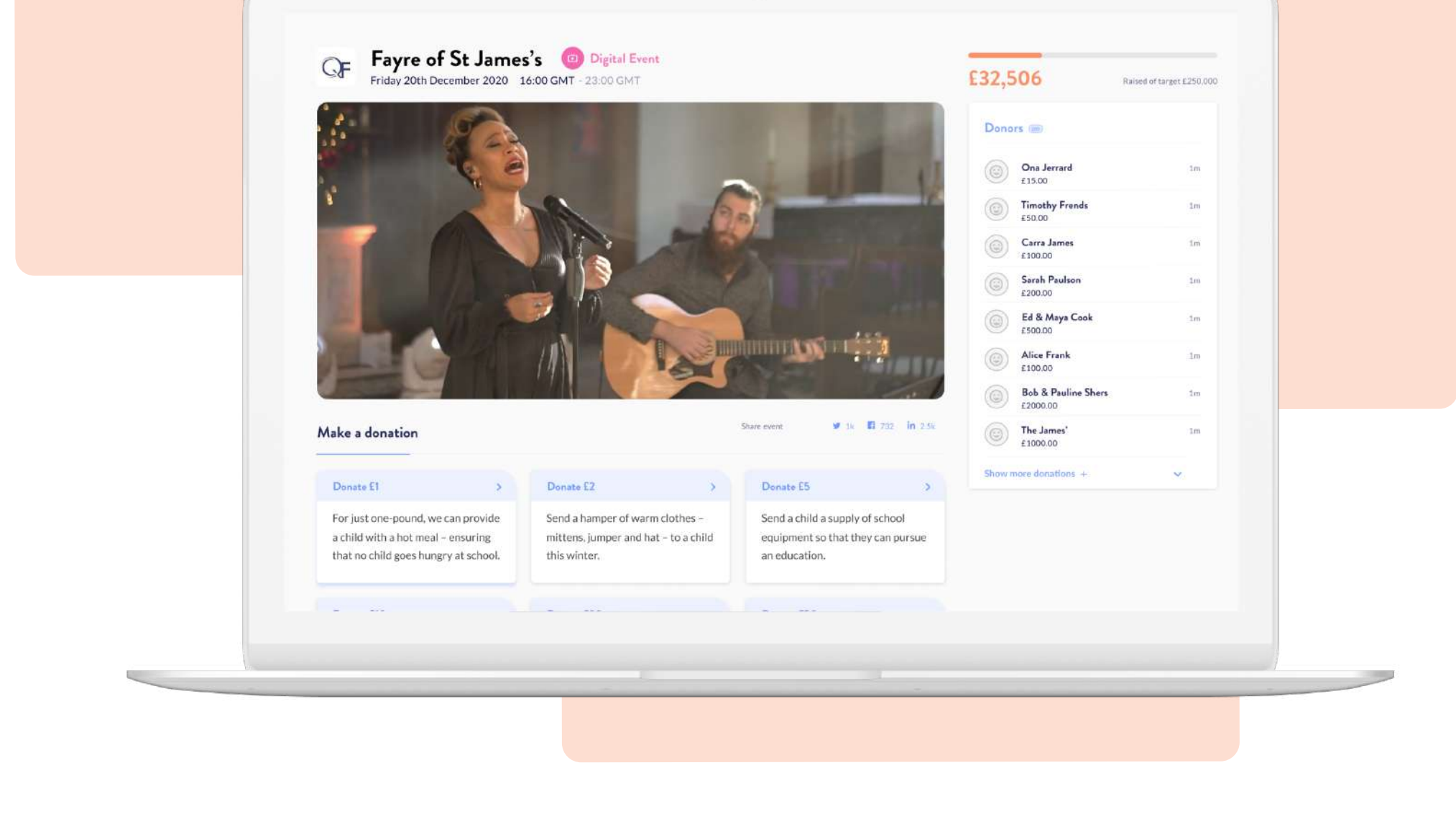


Virtual Events don't have to be daunting. TapSimple's team of charity experts are on hand to provide support and advice to charities of all sizes.

From TapSimple's experience helping charities fundraise, we have compiled a list of top tips for running a successful virtual event:

### Video Conferencing or Live Stream?

- For smaller groups, Video Conferencing is a fantastic way of hosting a really engaging event where audience members see and interact with one another on screen.
- Live Streaming allows your charity to reach an unlimited audience across the country - perfect for larger events.



### Set-Up in Advance:

- The TapSimple platform lets you set-up an event page and sell tickets in advance of the big night!
- This is a great opportunity to get the ball rolling for your virtual event even if you haven't finalised all your content
- Importantly, you can easily run a dress rehearsal!

### Consider Using Pre-Recorded Content

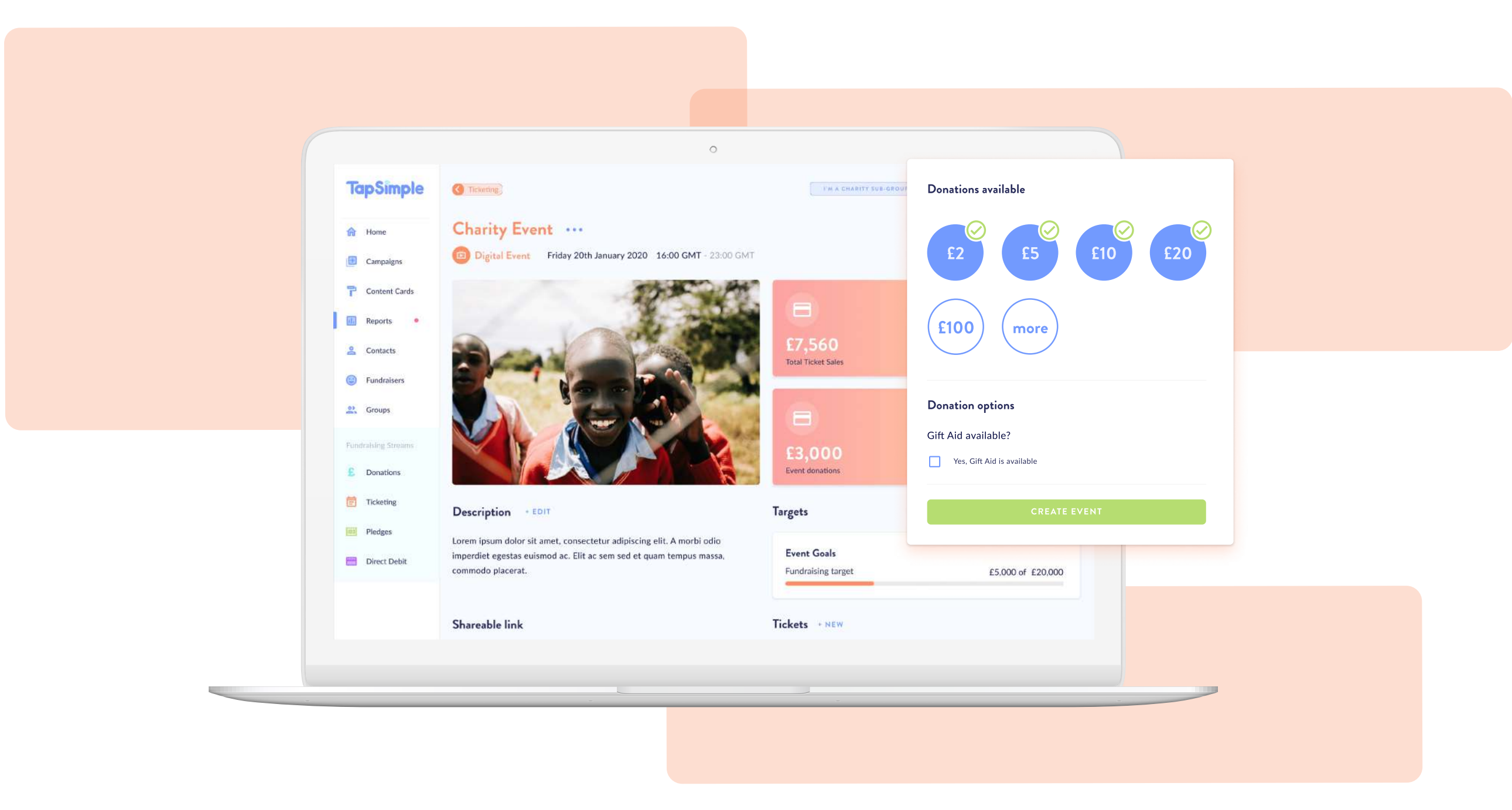
- Using pre-recorded content - for example, a video outlining the fantastic work your charity does - is great for engagement, and can take the stress out of a fully live event.

### Remind your audience to donate!

- This is an important one! During your event, schedule points where your charity appeals to the audience to contribute - reminding them that there are donation buttons below the screen.

### Label Your Donation Amounts

- Adding a description and title to the donation buttons allows your audience to know exactly where their contribution is going.



### Add a Fundraising Thermometer:

- Your charity can choose to place a fundraising thermometer above your event - this can act as an incentive for donors to make sure you reach your fundraising target.

### Don't Forget Gift Aid!

- Let your audience know that they can add Gift Aid to their donations so your charity can benefit from an extra 25% on every contribution.

For more information,  
please contact TapSimple

## The Prince's Foundation: Case Study



Ecclesiastical was a proud supporter of The Prince's Foundation's Christmas Carol Concert in December 2020.

Launched as a live stream on the TapSimple platform, this festive evening of carols and performances had a strong fundraising message, with regular appeals for the audience to donate - helping the Prince's Foundation beat their fundraising target!

### The highlights:

**£5,300+**

Was raised by Ecclesiastical on the night

Carols by St Paul's Knightbridge choir

Special Message HRH The Prince of Wales

**700+**

Tickets Sold

**“We would highly recommend this platform for those who want a seamless process for their virtual event from start to finish.”**

Rachel Simpson,  
Events and Fundraising Officer, The Prince's Foundation

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