



Saw an increase in device engagement after consulting with GWD



Customisation

Digital and physical branding for a bigger impact



Attract Loop

Purpose-built screensavers that attract donor's attention



Secure Device

Peace of mind for both the organisation and it's supporters

- Saw an opportunity to optimise their devices for a better ROI
- We provided guidance on device location, campaign messaging, staff involvement and the donation journey itself
- Collaboratively worked with GWD to train museum staff
- Improvements included increased donation amounts and the promotion of Gift Aid integration
- Now see a boost in donation income through Donation Stations

**OVER £100,000
RAISED AT
ASHMOLEAN MUSEUM**
.....
**£340,000
RAISED ACROSS
ALL GLAM SITES**

"Thank you for all your time and support - you've been an absolute pleasure to work with and the contactless donation terminals look fantastic. This really has the potential to change fundraising across GLAM."

- GLAM, University of Oxford

