



Local museum group increases income and supporter engagement with GWD



Customisation

Digital and physical branding for a bigger impact



Gift Aid Integration

High conversion rates to Gift Aid on donations



Donor Data

Gain insights into supporter trends for an informed approach

- Interested in customisable and accessible on-screen journey
- Chose device models based on site location and donor needs
- Consulted with GWD to optimise their donation income
- Previous connection issues had been raised and a 4G router was installed as a result, creating a more reliable solution
- Installed a Midi Cashbox at their gallery site, that sees cash and card donations given regularly

**£95,000
RAISED**
BY SHEFFIELD MUSEUMS
ACROSS 4 SITES SINCE 2020

