

# Taking Donations in a Cashless Society ■

By Lisa Evans, Head of Charity at PAYA Group.



# Overview

- Welcome & Introduction
- Who am I?
- The challenges faced by Charities as societal spending habits change.
- The importance of modernising
- Benefits to making data led decisions
- Reinvesting in your success
- Q&A

# Welcome & Introduction

**Presented by:** Lisa Evans, Head of Charity, PAYA Group

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## About Lisa:

Lisa brings over a decade of hands-on experience in community and digital fundraising. From running local Poppy Appeal drives to leading the rollout of cashless giving that raised £27 million for the Armed Forces community, Lisa has lived and led the challenges fundraisers face. Her perspective combines deep grassroots knowledge with a national campaign lens — making her uniquely placed to guide today's fundraisers on what works and what's next.



# The challenges faced by Charities



**Declining Cash Donations**



**Cultural Shift**



**Increased Competition**



**Decline In Banking Infrastructure**



**Economic Uncertainty**



**Regulatory Compliance**

## What do these challenges mean?



### Modenisation is Key

Charities need to be innovative in their digital and cashless strategies, whilst ensuring that giving is made easy or they will struggle to maintain donation volumes.

Connection to the cause and case for support has never been so fundamental.

# Why are Contactless Donations so important?



Convenience



Broader Reach



Increased Engagement



Encourages Larger Donations



Speed of Transaction



Real-Time Data

## Data Analytics is KEY!



### The Power of Data Analytics

Data analytics plays a key role in successful contactless donations. By understanding donor behavior, analysing average transaction values and evaluating donor preferences, charities can make informed decisions for future campaigns.

The benefit of adopting digital payment methods is the data insight it can provide. Real-time updates, rich reporting available to download, Gift Aid capture and more!



# Benefits to contactless donations

## Direct benefits:

- Increase overall income
- Increase ATV
- Allows for Gift Aid capture
- Captures marketing preferences: benefits supporter database and potential conversion to IG or Legacy pledgers
- Mitigates risk around societal cash decline

## Indirect benefits:

- Lowers risk of theft or loss to donations
- Compliant
- Donations move from the donor to the charity more quickly – allowing for better forecasting.
- Management Information
- Expanding reach
- Automated income reconciliation



# What prevents charities from modernising?



Budget limitations



Hierarchy / governance complications



Fear of investment



Internal staffing skills and capacity

## Reinvest in your success!



Reinvesting in technology is a smart way to expand your fundraising capabilities. The better equipped your team is, the more effectively you can raise funds.

Consider combining physical donation devices with 'Tap-On-Phone' technology.

This allows charities to extend their reach without incurring high costs for additional hardware or rentals.

Take advantage of Short-Term Hire rentals during peak times throughout the year.

Additionally, consider adding donation buttons to your emails, websites, and literature, or place QR codes on your physical cash collection tins. With these simple changes, you can enhance your fundraising potential and connect with donors in more ways than ever before.

# Who We Are

We're **PayaCharity**, a payment technology provider with charities at the heart of everything we do. Over the years, we've supported thousands of organisations—from local schools and community groups to places of worship and national charities like Great Ormond Street Hospital, The Royal British Legion, and the RNLI—helping them raise over £100 million through our contactless fundraising solutions.

**But we don't just provide tools, we build partnerships.**

Our solutions are purposely designed to simplify contactless fundraising for charities without breaking the bank!

- Cost Effective Solutions for Community Fundraising
- Data Rich Charity Dashboard
- Simplified Onboarding
- Dedicated Support and Guidance



Whilst today is not the forum to go into our solutions in detail, I would love the opportunity to speak to you all to understand where you are in your personal digital transformation journeys and talk to you about a couple of our tools that are perfect for community fundraising.



**Thank You**

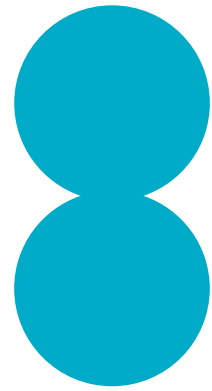
## Let's Empower More Fundraisers Together!

Lisa Evans, Head of Charity, Toucan Giving

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**ANY  
QUESTIONS?**

