



Fundraising Everywhere IG conference

Agenda

- Who am I and what am I here to talk about today
- The contactless journey
- What the evidence tells us
- Utilising contactless terminals or online donations as your 'way in'
- Important considerations



Presented by: Lisa Evans - Head of Charity, Toucan Giving

Event: Fundraising Everywhere – IG Conference 2025

Date: Thursday 16th October 2025

About Me:

I served in the British Army for 10 years before leaving to embark on a career in the charity sector. The highlight of my career to date is my achievements as the contactless planning lead for the Poppy Appeal at the Royal British Legion. During my time in that role, I drove an increase in contactless giving from £3 million to £11.5 million and shifted the focus of contactless deployment to ensure every asset invested in was working as hard as it could for the charity. I am now able to help others learn from that journey and hopefully replicate the successes.



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How is contactless relevant to IG?

Contactless terminals and QR donation platforms are **no longer just about capturing card payments** and if that is all they are considered for, charities will be missing out on a massive opportunity!



Contactless journey: The beginning

**When thinking about the deployment of contactless terminals,
most charities begin here!**

Addressing issues such as the decline in societal cash, growing lack of banking infrastructure and the risks involved with volunteers counting, transporting and banking donations



Contactless journey: The middle (also known as the fun bit)

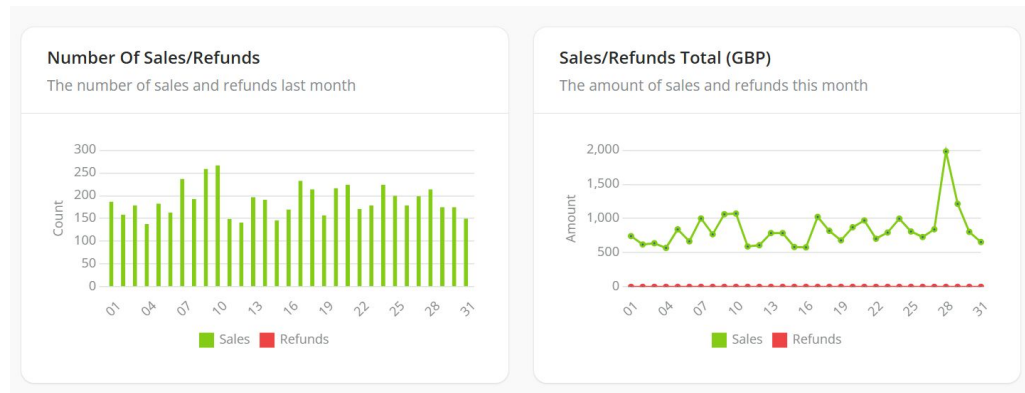
Once cash donations are protected and volunteers are confident with the use of technology, it's time to start optimising!

How are you using the data you have access to? Are you tapping into high value areas of the country or region?

Can you start to test the implementation of an integrated Gift Aid declaration?

What advertising materials work?

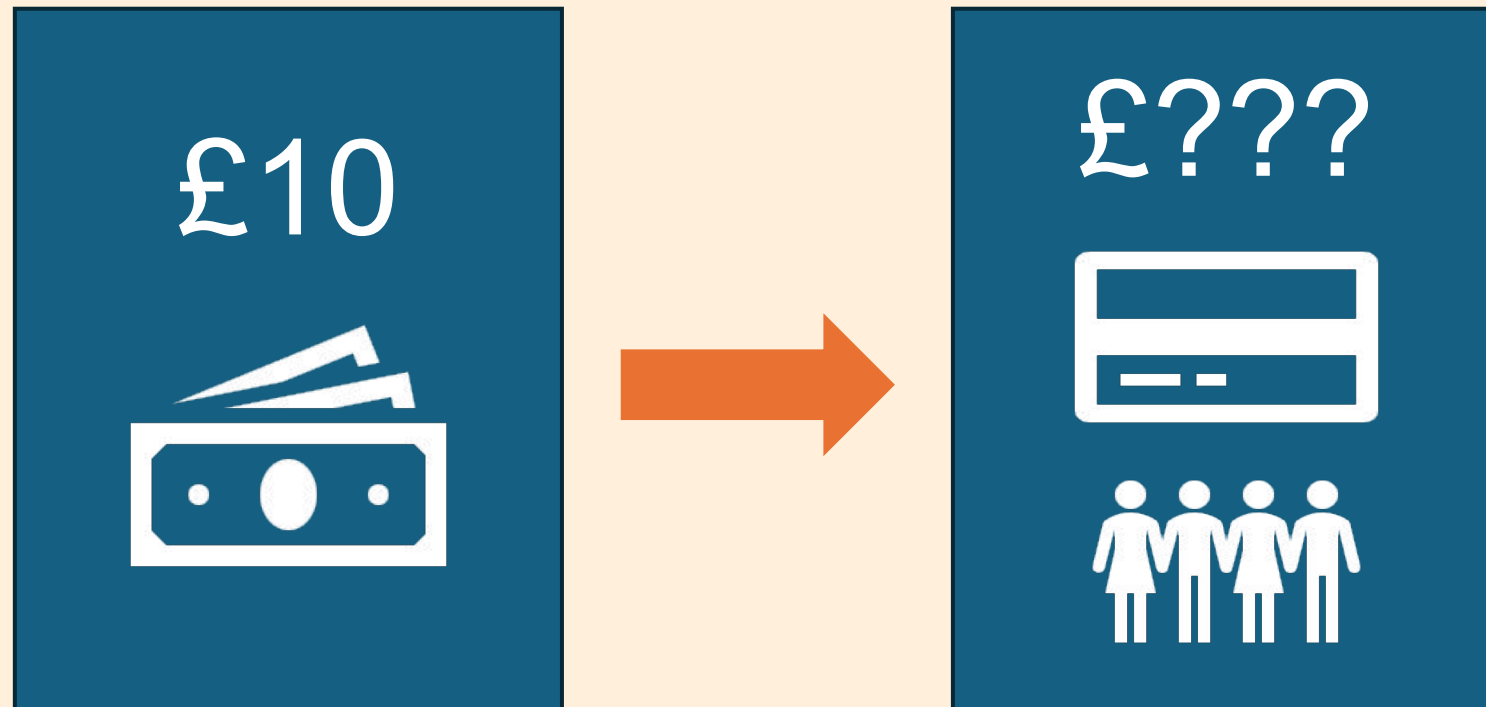
What model of educating volunteers or collectors is working?



Contactless journey: The end

Thinking strategically will transform a £10 contactless donation into potentially an uncalculated amount!

Never before when collecting adhoc cash donations have charities had access to the donor information. Well now you do, what are you going to do with it?



What the evidence tells us?

94% of eligible retail payments made in 2024 were contactless

Up to 80% of donors opt to **Gift Aid** when the option is incorporated in the donor journey – higher values through QR code donations.

Up to 60% of donors opt into **marketing preferences** when the option is incorporated in the Gift Aid journey regardless of whether it is contactless or QR code

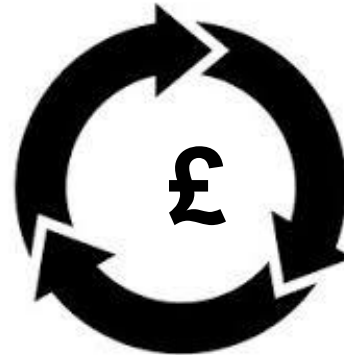
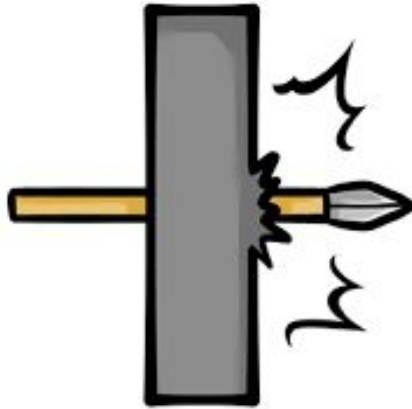


Your 'way in'

Contactless terminals are quite often the **first donation interaction** a potential new regular giver will experience.

The visuals matter: screen branding and donor journey are vital.

No contactless donation opportunity should be without the option to **Gift Aid or opt into marketing preferences.**



External considerations

Reoccurring donations

Currently the ability to set up a **reoccurring donation from a single donation made on a contactless terminal does not exist** as there is a requirement for the card holder to explicitly give consent and limitations around PCI-DSS rules in the UK.

The way to get around this is to utilise an eCommerce URL via a QR code where the relevant questions can be asked and compliance regulations met.



Internal considerations

Collaboration

IG teams should be collaborating with other departments in fundraising, especially community fundraising to align objectives and marketing teams to ensure donors know they have the option to donate by card and hear more about your cause.

Data

Data import files are important to ensure the right information is being captured and integrated into existing systems.



Summary

It doesn't matter what type of fundraising activity is being conducted, a face-to-face event with collectors representing your cause, or an unattended location, **EVERY** donation opportunity should come with associated opt ins.

The type of data captured and how it is presented is vital to decision making and a smooth integration into your CRM.

Understanding where your high value opportunities are and doubling down on them will be beneficial in the long term.

