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# YOUR GUIDE TO DONATE

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## What is the National Funding Scheme (NFS)?

The National Funding Scheme is a registered charity (charity no: 1149800 and SC045106) set up in March 2013 with a clear objective - to enable arts and heritage charities to fundraise using digital technology. The NFS has developed a tool of mobile giving - **DONATE** - which it provides for free to the arts and heritage sector, thereby totally transforming the way the public can give to cultural and heritage organisations.

## What is DONATE?

**DONATE** is the mobile platform and the public-facing brand of the NFS. Wherever people see the **DONATE** sign, asking them to support a particular campaign, they can easily make a donation through digital channels using their mobile device (phone or tablet). **DONATE** combines SMS texting, Near Field Communication, QR code and web apps into one simple platform meaning people can donate through one recognised brand via multiple channels.

## Why is mobile giving so important?

**DONATE** was set up in response to the technology driven world which we live in today, and the fact that technology is developing FAST. Here are a few facts to share with you:

- 92% of us have a mobile phone and 32.6million of us access the internet via a mobile phone; as you can imagine these numbers are multiplying daily.
- Using payment technology is a part of our everyday lives – whether you're paying for a coffee in Starbucks with contactless payment, using a bus pass, or ordering your Christmas gifts online.
- 81% of people over 55 say being online makes them feel part of modern society.\*

\*<https://www.gov.uk/government/publications/government-digital-inclusion-strategy/government-digital-inclusion-strategy>

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## What are the benefits of DONATE?

- **DONATE** is specific to the cultural sector and it can be used to bridge the gap that exists between dropping change into a Perspex donation box, and signing up to a membership scheme.
- **DONATE** provides specific signage tools and materials for each organisation – tailored to their venue and cause – the institution displays it.
- **DONATE** has bundled the best technology into a simple platform to capture mass giving - so as an organisation, you don't have to research the market and contract with payment providers because we have done that for you.
- **DONATE** can be used by international tourists who can give online using their mobile phone, unlike Just Giving or Virgin Giving.
- **DONATE** offers free donor data exchange with our partner organisations.
- **DONATE** allows for easy Gift Aid management & claims, and the money is transferred electronically.
- **DONATE** offers access to Culture Juice; our open and shared knowledge bank for participating institutions, giving access to insights and learning related to the cultural sector.

## How does it work?

There are 3 simple steps: **Sign up, Set up your campaign, Start promoting.**

Cultural organisations that are registered charities or CICs, and have a fundraising campaign already in mind, need to sign up on the NFS website. They will be asked to provide a signed bank statement, annual reports, charity number and name of a person authorised to sign legal documents within the organisation, e.g. the CEO or a trustee. Once registered organisations can access the self-service portal where they can upload images and text about their campaign. Here they will also be able to set up automated thank you messages, manage donations and download templates for signage in order to promote the campaign through marketing and with both new & existing support networks.

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## How can individuals make a mobile donation?

- Sending a **text message** via their mobile phone using the specific code that appears on signage
- Accessing the **DONATE** website by entering a web address or hovering over the **QR code** on signage (they need to have downloaded a QR scanner app to do this)
- Holding a mobile device over the 'Touch' symbol on signage if their device supports contactless **Near-Field Communication (NFC)**

## How can I make my campaign a success?

Don't forget that DONATE is a tool and your organisations needs to market and communicate the campaign effectively. We have found that four factors are really key to a successful organisation appeal:

- The selection of the campaign itself. It should be specific, attainable and tangible.
- The promotion of the campaign. Physical signage, emails, mailshots, auto-signatures, newsletters and print product should all reinforce the fundraising message.
- The location of signage is important. It needs to be placed in areas where potential donors are congregating, contemplating and are likely to be emotionally engaged with the 'ask'.
- The 'human marketing' around the campaign. Ensure front-of-house, volunteers, marketing, trustees and patrons etc are briefed to be proactive in letting audiences know how DONATE works.

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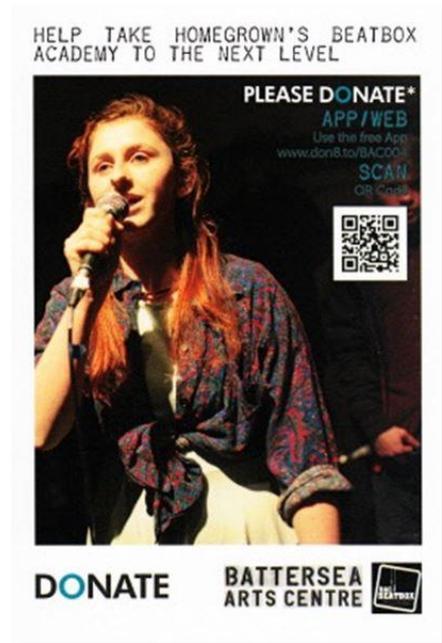
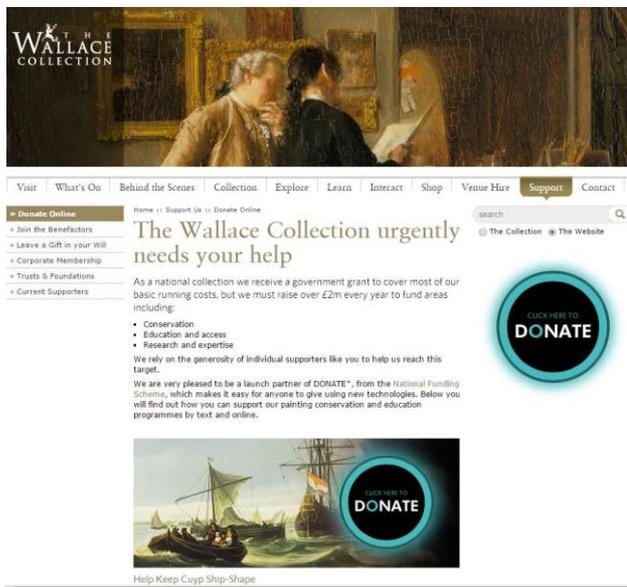
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# What does signage look like?

The NFS provides templates as well as our brand guidelines for you to create signage. The templates are easy to download from the self-service portal and we encourage you to get creative! Signage can be added to, exhibition guides, T-shirts, newsletters, tickets, auto-signatures, videos etc. Below you'll find examples of **DONATE** signage being used on a website, event programme, social media and flyers:



## Text on the Beach!

THE ROUNDHOUSE IS A CHARITY.  
TEXT ROH0555 TO 70970  
TO DONATE £5 AND SUPPORT EMERGING ARTISTS

TXT 2 OLD SCHOOL 4 U? SCAN THIS: OR VISIT DON8.TO/ROH0555

**DONATE**

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### How can DONATE be used during an event?

**DONATE** provides an easy and visual way for individuals to make donations to arts, heritage and cultural organisations at live events such as dinners, auctions and galas. Using digital technology, anyone with a mobile phone can make an immediate donation of any amount. During the event donations are displayed on screens around the venue as they are made. This works best with a master of ceremonies who speaks directly to the audience about the campaign and encourages donations to be made.



### What does it cost?

It costs nothing to join **DONATE** nor are there any monthly fees or charges instead NFS takes a minor share of any eligible Gift Aid (45%). Where no Gift Aid has been added, NFS will charge 2.5%. These charges enable the NFS to cover marketing, related administration costs and credit/debit card transaction charges as well as to continue to roll out the technology to other arts and heritage organisations free of charge.

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## The National Funding Scheme

### Gift Aid and DONATE

Gift Aid increases the value of a donation to charities by allowing UK taxpayers to reclaim basic rate tax on their gift. Basic rate tax is 20 per cent, so this means if someone donates £10 and adds Gift Aid, their donation is worth £12.50 to the receiving charity. If the donor is a UK higher-rate taxpayer, they can also receive back up to 31.5% of their gift through a tax reclaim if they have registered for Gift Aid.

**DONATE** provides a means for NFS to reclaim any Gift Aid on behalf of the recipient organisation. In order for this to happen, the donor must register for Gift Aid when giving through **DONATE**, but they only need to do this once for all future transactions on **DONATE** to be Gift Aided automatically. They can then monitor all of their donations on the platform and submit an easy personal Gift Aid reclaim at the end of the year to HMRC.

### Where does a donation go?

All donations are made for the specific campaign but go via the NFS. Once we have taken our minority share of eligible Gift Aid or commission from a non-Gift Aided donation, the full remainder of the donation goes to you as the partner organisation. Partner organisations need to raise a minimum of £100 after 3 months before they can draw down funds. The NFS does not store personal credit or debit card information on our systems, working instead with world leaders in digital payments.

### How secure is the payment?

Completely secure. All donations via text on a phone are added to the donor's phone-bill, meaning no credit or debit card details are required for this payment method. For payments made via app or by using contactless NFC all credit/debit card details are held by one of two world leaders in digital payments – either Barclaycard SmartPay or PayPal. Both are PCI compliant ([www.pcisecuritystandards.org](http://www.pcisecuritystandards.org)) and no credit/debit card details are ever held by the NFS.

### Can someone give any amount via DONATE?

If a donation is made by the web app, QR or NFS they can choose any amount from a minimum £5. In fact there is no upper limit to giving on **DONATE** online. If people are donating by text they can give £5, per donation.

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### What do others have to say?

“Part of my mission at the National Trust was to create an arms open organisation- to make our visitors and our members feel that they had a direct connection with their heritage. Likewise, DONATE is about all of us being able to give to the things that we care about and I greatly support this next phase of the organisation’s future.”

**Dame Fiona Reynolds, DBE, Master of Emmanuel College, Cambridge; former Director-General, National Trust and DONATE patron.**

“DONATE will revolutionise fundraising practice and create a vital new donor pool. The continuation of DONATE is important for the health of the cultural sector and I heartily endorse it.”

**Sandy Nairne, Director, National Portrait Gallery.**

“The idea of a National Funding Scheme, expedited by cutting-edge, mobile technology, to reinforce our cultural institutions is ‘of the moment’. As a Foundation that supports both cultural and innovative thinking, we were delighted to fund this exciting initiative.”

**Lord Rothschild, The Rothschild Foundation.**

“I am delighted to see the NFS develop and move from launch to a national, scalable solution so that all cultural organisations can benefit from its development and learning to this point. The launch of the self-serve functionality is a key step in its journey and one to be welcomed by everyone working to support our vibrant cultural sector.”

**Chris Smith, Lord Smith of Finsbury PC; Chair, The Art Fund and DONATE patron.**

“Mobile giving could be the best thing that has happened to spread philanthropy throughout the UK, relying on the power of the many to give small amounts to their favourite organisations.”

**Diane Lees, Director General, Imperial War Museums.**

“DONATE has provided the Watts Gallery with the perfect platform to sponsor and support our efforts to raise money through our recent triathlon event in which we successfully reached our target of £10,000. As a charity the National Funding Scheme offers a welcome alternative to Just Giving and other commercial providers. We look forward to working with them more in the coming months.”

**Perdita Hunt, Director of Watts Gallery**

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## Can I find out more?

You can go to the NFS website – [www.don8.to](http://www.don8.to) - to discover more and help support the causes we're already promoting.

If you have any questions, you can contact: [hello@nationalfundingscheme.org](mailto:hello@nationalfundingscheme.org) with any general enquiries or call: 020 3174 2276.

 Follow us on Twitter @NFSUK

## Ready to sign up today?

Please visit [www.nationalfundingscheme.org/portal/register](http://www.nationalfundingscheme.org/portal/register)

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