

Powered by

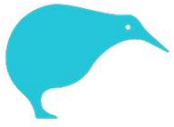


the 3 click donation system

Kiwi QR Code Donation System

Information Pack





Kiwis want to support local charities. . .



but most don't carry cash. . .

. . . and say: “online donation forms take too long.”



Donations in just 3 clicks

1. Scan the Giv2-QR code
2. Choose a dollar amount
3. Click “Give”

Donation Done

Get the
phone-in-hand
generation involved



We're powered by

believing people want their actions to make a difference to others

so we'll champion ways that makes it easy for anyone to do something, that will help someone else

and if donating could be simple and easy, wouldn't you do it?

Why use Giv2

Giv2 is the one platform that all kiwis can use to make a cashless **gold-coin-in-the-bucket** donation to any charity

Giv2 will activate the **phone-in-hand** generation to support your cause

Giv2 will let donors, who are moved by your message, donate **instantly**

What is Giv2

The Kiwi QR donation system

Anyone to scan your Giv2-QR code from their phone and instantly support your cause.

First time Giv2 user

- New users can sign up and make their first donation to you in under 1 minute.

Existing Giv2 user

- With an existing Giv2 Donor account they can **donate in just 3 clicks**.
- Their donor profile means they can make an **instant donation TO YOU**.

Instant Cashless Donations

First time Giv2 user -
register account and give
in less than 2 min



1 Scan from
phone camera

2 Follow the
web link

3 Choose
amount

4 Sign in with
email

5 Add credit
card

Done

Powered by **Giv2**

Next time give in
3 clicks

Think: What do donors want?

“ Online forms take too long.
I don't want to fill in a form
for each donation. ”

“ I just want
quick and easy ”

Donors want: Simple, Easy & Quick

They get

One secure account with Giv2:

- never have to fill in online forms again.
- donate anywhere in just 3 clicks.
- all their transactions are in one place for easy tax rebate.

You want: Donations & Analytics

Your organisation gets

- multiple Giv2 QR codes – let's you see exactly which bit of marketing converted a donation-decision.
- the donors' Decision-to-Action gap is just 3 clicks.
- Bridging the cashless society gap – receive instant donations.

A generic QR code pointed at your website's donation page gives you no analytics, and online forms need all their details (each time) - so people drop off or simply don't start.



Try our Demo

| or Watch it in action

To see the donor experience:

Open you phone camera and point it at the Giv2 QR code*.

- First time: you'll be taken through setting up a profile, registering a credit card (use the below demo card details), and making a donation.
- Second and future times: donate in 3 clicks.
 - 1) Open your phone camera (and scan)
 - 2) Choose \$-amount
 - 3) Click Give

Use this Demo Card details:

Number: 4242 4242 4242 4242
Exp: 12/23 (any future date)
cvv: 530 (any 3 digits)



<https://www.youtube.com/watch?v=KLzCP4sn0Yc>

It's all about your donor – make it easy for them to donate

* If your camera can't automatically scan QR codes, go to www.giv2.info (our demo site) to sign in and scan

Some stats

This means

75% of young donors are turned off by out-of-date websites

47% of donors over the age of 60 give online

26% (approximately) of all online giving was processed on mobile devices

38% larger on branded forms/screens compared to a generic (PayPal like) page

70% more likely to give a second donation if they used a branded page the first time they made a contribution



Young and mature donors want:

easy to use mobile phone donation options

A branded donation experience drives

larger donations
and increased
follow on donations

Source: <https://www.qgiv.com/blog/fundraising-statistics/>
Based on US research

More reasons to use Giv2

- Induct a younger demographic (the phone-in-hand generation) into being Donors.
- Giv2 may not change the donating behaviours of your existing donors, but will capture a new generation of donors.
- Giv2 is a new channel – capture those that would otherwise have by-passed you. Giv2 will complement, not compete with your existing efforts.
- Every item of marketing material you can put a Giv2-QR code on can now earn you donations.
- A donor's phone becomes the giving device (no need for an EFTPOS device).
- It's Cashless & Contactless.
- “Online forms take too long and I don't want to fill one in on each charities website” : the phone-in-hand generation wants a simple and easy way to donate.
- Don't be restricted to your annual appeal – let your email signatures and other persisting marketing materials collect donation year-round.
- No more “I don't have any cash”.
- Don't be limited by cash (most people don't carry it).
- Don't be limited to a few EFTPOS terminals – any of your posters or carry-away materials can have a Giv2-QR and activate a donation.

How can we make it simple and easy for people to donate?

Think:

Giv2 = donations in just 3 clicks.

Digital gold coin



Answers to your questions

Fees:

- Giv2 delivers mainly NEW donations, that you would otherwise not have received, so regardless of the fees it is still 100% more than you would have received.
- It's a volume game – make it easy (especially for the phone-in-hand generation) and more people will follow through on making a donation.

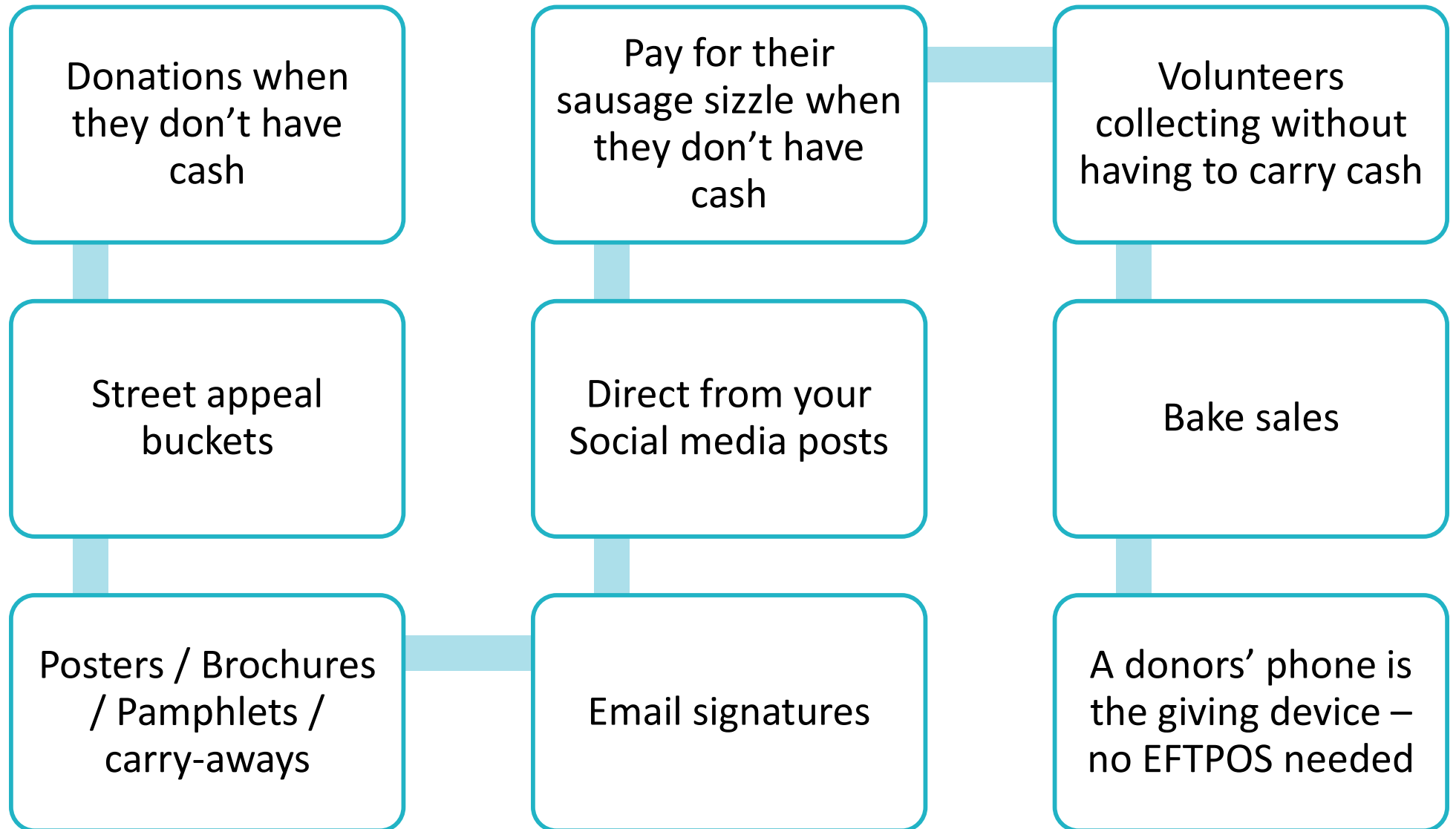
We don't get donor details:

- with cash in a bucket you didn't used to either – but with Giv2 you get the donation.
- People are more likely to donate to you next time they see your campaign / QR code.

Other features

- Multiple QR codes = analytics on how your different channels/messages convert donations.
- Instant receipt sent to you donor.
- **We also have a “replacement for cheques” feature coming soon which will let you link donations to the individuals on your CRM/database.**
- Giv2 is building additional feature that will over time help identify and engage your regular donors through Giv2. (see www.giv2.co.nz)

A Giv2-QR code can go anywhere - and receive donations anytime



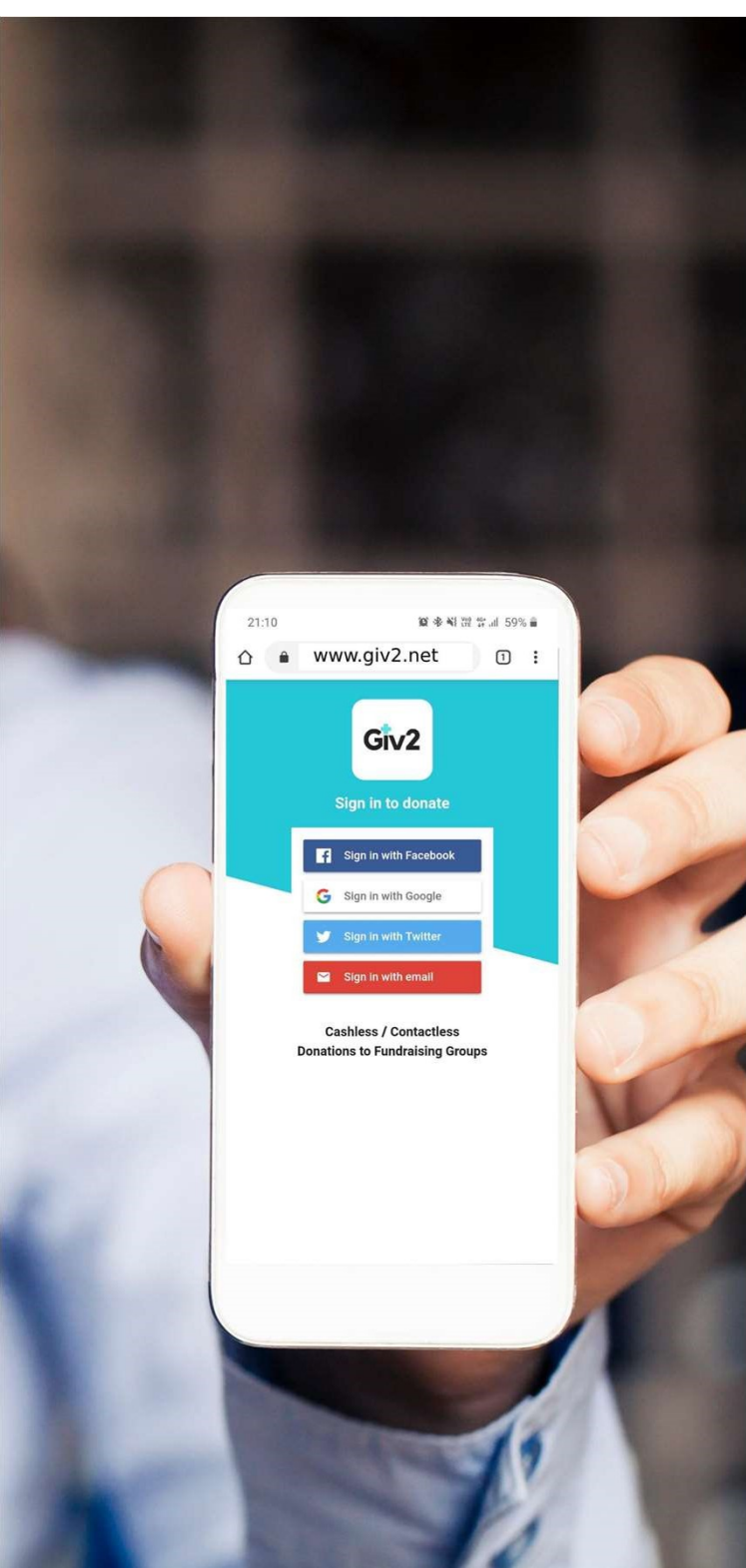
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the 3 click donation system

The Kiwi donation platform

The more kiwis use it to donate, the easier it will be to receive instant donations during your next campaign



Get in Touch



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