



Digital Donations

Onboarding Guide

November 2020 (1.4)



Introduction

What are Digital Donations?

Digital Donations enables simple cashless donations to Relief Chests. Members can use their own smartphones or computers to make a donation direct to their Relief Chest as part of any Masonic and non-Masonic events.

All Digital Donations are tracked to the Relief Chest where they are raised and gift aid can be collected.

How it works

- Receive QR code & URL of specific Relief Chest
- Scan QR code or click the unique donation URL
- Device opens the unique donation page, assigned to a specific Relief Chest
- Select or enter donation amount
- Enter donor details
- Pay by card or mobile pay
- Confirm gift aid and done!

The benefits of Digital Donations

Donor benefits

- No need to hold cash or have unnecessary physical contact
- Fast and simple donation process
- Donate before, during or after Masonic and non-Masonic events as and when convenient
- Keep record of all your donations by requesting email receipt

Relief Chest holder benefits

- No distribution, collection of gift aid envelopes and cash
- Opportunity for receiving more donations
- Encouraging the average donation value to increase
- Donations are trackable
- “Always on” and more convenient for donors
- Allows collections during meetings – anytime and anywhere – both in a physical or virtual environment
- No administration work for the Charity Steward
- All donations are credited to the relevant Relief Chest with gift aid
- Dedicated support from MCF
- Fast sign up process

Who are Digital Donations available to?

All members and visitors able to access the QR code and URL from a participating Relief Chest can make a donation.

Guide for Relief Chest holders

Setting up Digital Donations

It is very simple for the Relief Chest holder to setup their own Digital Donations.

The Relief Chest representative must get in touch with the GiveTap team to receive the onboarding information and the digital assets.

Please contact: reliefchestsupport-digitaldonations@givetap.co.uk

Once the assets are received via email, the Relief Chest holder will be able to add the assets into existing and new document templates.

CAUTION

Relief Chests must use their own designated QR code and URL in order to receive donations

How the assets will look

The Relief Chest will receive two assets:

1. The donation card image

The card incorporates all that's needed for a member to make a donation. It includes the QR code and URL, instructions to the user for how to interact with the asset and the details of the specific Relief Chest that donations will be sent to.

The card is designed as an image to be embedded to any virtual or physical content. Such as:

- in emails
- on meeting summons'
- on other documents, posters, leaflets etc.

Tip: Make sure that when the image has been used within a document that you are still able to scan the QR code. Images that are too small will not work.



2. Standalone donation PDF

The PDF contains the Donation Card (as shown above) with an additional clickable URL for better convenience to the donor.

The PDF is designed to be used as a standalone document and to be shared via email or other forms to enable donations.

Deploying QR code enabled assets

As QR codes are machine readable, they are required to be in a common format.

1. They must be visible to a camera and not too small
2. They must be clear to see and not blurred (this typically happens when they are enlarged too much)
3. They must contrast from their backgrounds, typically, black code on white background

Important elements of the donor journey

- All donations are tracked. Although the donation page looks the same for every Relief Chest, each one is appended with a unique ID relating to the Relief Chest holder who owns it.
- During the donation flow the donor must enter their name, address and lodge/chapter details. These are mandatory fields and ensure that the correct lodge/chapter Relief Chest is credited with the donation income.
- For Festivals and Appeals it is possible to enter the relevant name on the field 'Appeal name'. This additional field can also be used to mention any other references against the donation, eg. A tea party or other event.

How the donation income gets to the Relief Chest Scheme

The Masonic Charitable Foundation (MCF) receives all donation income directly into the central bank account.

Donation income is then processed and allocated to the relevant Relief Chests. Typically, donation income is received with 2-5 days of the donations being made.



Frequently Asked Questions

- **What is GiveTap?**
GiveTap is a cashless donations platform that utilises the latest in web technologies to provide fast donation services to charities.

GiveTap utilises QR technology to turn any offline assets into active donation interactions and also provides the ability to track the performance of any assets.

The MCF has partnered with GiveTap to facilitate the giving of Digital Donations.

GiveTap will also be providing onboarding services to assist Relief Chest holders in using the service.

- **Who should I contact if I would like to sign up with my Relief Chest?**
You can request your free Digital Donations assets only if you are an RC holder or Representative through GiveTap via this email:
reliefchestsupport-digitaldonations@givetap.co.uk
- **What if a donation is made to the wrong Relief Chest?**
You must always use the QR code/URL that is specifically issued to a Relief Chest. Each QR code/URL is identifiable within the electronic card asset.

In the event a donation is made to the wrong Relief Chest, a support enquiry must be made to the Relief Chest Scheme office who will then handle the correction:
reliefchest@mcf.org.uk

- **Is the gtap.uk link secure?**
GiveTap is a secure platform using the latest in web security. All communication between GiveTap and its associated charity donation pages are encrypted by TLS, a cryptographic protocol that provides end-to-end security of data sent between applications over the internet.

This is indicated by the https in the URL and the padlock visible in most browser address bars when on the donation page.

General queries about Digital Donations

Contact the email address below for all general queries regarding this service. **You must be a Relief Chest holder or Representative.**

reliefchest@mcf.org.uk

Requesting your Relief Chest assets & technical issues

Contact GiveTap on the email address below to request your Relief Chest's assets or raise a technical issue with the service. **You must be a Relief Chest holder or Representative**

reliefchestsupport-digitaldonations@givetap.co.uk

Support hours: Monday – Friday (9am – 5pm)

Our Values



Making a difference

We are compassionate and dedicated to changing people's lives in ways that are shown to have a positive impact.



Striving for excellence

We work in a professional, collaborative and innovative way to provide the best service to our supporters, our beneficiaries and one another.



Responsive to need

We are a listening and inclusive organisation which identifies need and provides essential support to the communities with which we work.