Cybertill

Electronic Gift Aid Sign-up

Get more Gift Aid!

7 ways CharityStore can help

Perfecting the process with CharityStore

At Cybertill we have been reviewing the process of Gift Aid for many years, updating our product along with discussing guidelines with HMRC and we believe we have the best solution. It simplifies the till operation, guarantees accuracy on Gift Aid, category and price and most importantly the volunteers love it; BUT, it's still a process that involves managing data which has to be accurate or your claim will be refused.

We looked and with modern technology came the answer, Electronic Gift Aid Sign-up on a tablet, so we did it, we have tested it (and will continue to do so) and its now here for you to use.
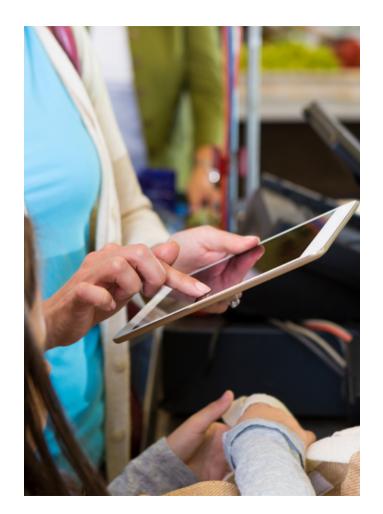
1. Guaranteed accurate donor information

Simply increases claim revenues

By signing up donors electronically via a tablet, you can be sure that the donor information you're getting is valid. Cybertill's CharityStore donor sign-up module has in-built functionality such as postcode lookup, and real-time supporter validation to prevent duplicate records across your entire database.

Now, volunteers can check the validity of the data through the various fields which charities can personalise and select which fields are compulsory. The postcode can even be entered in any way, for example any combination of capital or lowercase letters, with or without spaces.

With the CharityStore donor sign-up module, you can be confident that the data your staff is capturing is correct at time of capture. The process is also HMRC compliant, as the electronic signature is captured and is date and time stamped.

2. Privacy & compliance

Its personable so you get more capture

Customers are wary enough of giving over personal data, let alone giving it out loud in front of everybody at the till point. By putting a tablet in the hands of the volunteers that can be moved to anywhere in the store, it makes this process more personable and allows you to complete the sign-up process quickly, efficiently and privately.

With the CharityStore donor sign-up module you can rest assured that your data collection process is GDPR compliant as you can customise the form based on your business and marketing processes.

3. Environmentally friendly

Saves paper & storage issues

Digital is seen as faster, nobody wants to see a stack of paperwork in a shop, so offering Gift Aid sign-up digitally can encourage more donors to sign-up. Donors can sign on the tablet, so there is no longer the need to store paper documentation; saving space, and paper, it really is eco-friendly! What's more, charities can even scan in old donor sign-up documents and attach them to customer accounts in Cybertill.

4. Gift Aid process

So you've asked the question, got the agreement, filled in the data accurately and got an electronic signature, fantastic! But then charities forget to mark the bags and the goods so the Gift Aid is missed again. Not with us, we can print a sticky bag label to go on each bag recording the donor ID and the date it was donated, ensuring again you don't miss that Gift Aid.
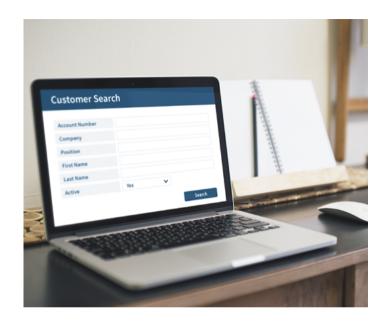
We also send an email to the supporter thanking them for signing up to Gift Aid and their donation.

5. Centralised supporter management

With CharityStore, you have a single view of donors in your database across all stores in real-time. You can see how many times the donor has donated and supported the charity, allowing you to identify your repeat supporters and give them the recognition they deserve. This data can also be shared with your current Donor Management or Supporter Management solution electronically again increasing donations.

The CharityStore donor sign-up module can check for duplications in real-time. As you create a new donor, you can be confident that the electronic Gift Aid donor sign-up module validates their postcode and address automatically, and immediately alerts you whether or not they already exist in the system.

6. Supporter cards & loyalty

We use them for Gift Aid, loyalty, gift cards even credit notes and lottery.

Sometimes a donor may not be a UK tax payer, making Gift Aid sign-up not possible and many charities simply thank the donor and move on, missing out on valuable data and also not thanking and making that supporter feel valued. But with CharityStore, you can offer any donor a supporter card, regardless of tax status. By doing this, you can recognise your 'Super Supporters' who have helped towards the charity's causes in terms of volunteering and donating but may not be a tax player and so are often ignored as a valued supporter.

One National charity customer using our loyalty scheme found that 44% of new sign-ups agreed to loyalty and they spend £1.32 per transaction more on average than non-loyalty customers per, so getting supporters signed up has the potential to really make a difference to your profits.

"Remember if you are capturing 40% of your sales as Gift Aid you are doing well but you are ignoring 60% of your donors, not great for customer service"

Rob Finley, Business Development Director at Cybertill

7. Integrate your data to fundraising

It does increase loyalty & donations

It is not uncommon for the value of each supporter to be equivalent to £20 each year for your charity and yet many charities ignore these warm supporters who have crossed the threshold into a store and have an awareness of what your charity does. If each store got 10 new supporters per week, and they were worth £20 in fundraising revenue that's £10,400 per year, per store.

This is why the CharityStore supporter management and loyalty is so valuable to charities, as it can make fundraising initiatives potentially much more profitable.

Benefits of donor sign-up via tablet

✓ Takes the process away from the till, queue-busting tech!

✓ E-receipts and electronic forms make this process paperless!

✓ Use it for collections, encourage donors to sign-up to Gift Aid at their front door

✓ Full back office, its not just your till its your portable business management system!

✓ Turn any part of your shop into your sorting office and price on-the-go!

✓ Pop-Up stores & events, sign-up Gift Aid, take donations, make sales, and sell event tickets anytime in anyplace

A tablet isn't simply just a techy-gizmo, it really is part of the future of charity retail and anyone can use it. It helps position your charity as an eco-friendly retailer, increases store efficiency, eases the pressure on the sorting and sign-up process, and be used outside the shop for donation collections.

Wherever you are on your technological journey, Cybertill can help. We have helped over 4000 charity and hospice retailers comply, grow and most importantly raise more funds for their causes.

Cybertill

Find out how **Charity**Store can get you more Gift Aid...

Call: 0800 030 4459

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