PAYA Group

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enquiries@payagroup.co.uk

Digital Fundraising Solutions

Digital donations now with Gift Aid

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Digital Fundraising Solutions

Easy Digital Fundraising for Charities and Religious organisations

Allow Your Donors To Give Digitally

In the wake of the Covid19 pandemic, many Charities were limiting public fundraising activities in their strategies.

With fewer fundraising events taking place and caution over the handling of cash, Mobile Giving and Online Fundraising were more important than ever to the landscape of raising money for good causes.

Digital giving is here to stay and we're able to offer an expansive service that includes the ability to capture Gift Aid on all donations processed through our digital channels or on any of our contactless donation devices.

Digital Solutions You Won't Find Anywhere Else

Apple Pay and Google Pay mobile donations, email and sms donation requests, bulk requesting, automated website donation button and QR code generation, unlimited cause setup and Gift Aid reporting.
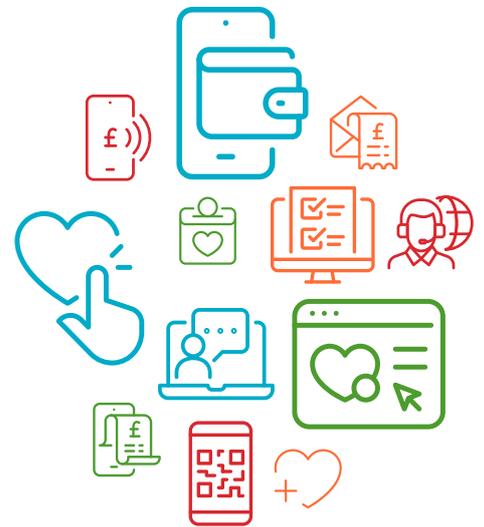
Easy and simple to use, these features are flexible, fully brandable and manageable by the charity, meaning no third parties, additional costs or time is wasted.

Exclusive Digital Fundraising Services Including:

- Configurable & Brandable Secure Donation Page
- '14 Second' Mobile Donations With QR Codes & NFC Tags
- E-Donation Links
- Bulk Email/SMS Donation Links
- Website Buttons
- Virtual Terminal Donations
- Apple Pay & Google Pay Enabled
- Gift Aid Reclaim
- Online Assistant

Features & Benefits

- Configurable and brandable secure donation page.
- Manage your donors, donations and contacts in one place.
- Turn your emails and sms messages into donation generators.
- Create individual fundraising QR codes for your campaigns.
- Set up and track fundraising contributions to multiple causes.
- Streamline fundraising with time-saving bulk upload tools.
- Increase operational efficiency

with fewer resources needed.
- Get insights into how your supporters choose to donate.
- Champion online giving and fundraising during Coronavirus.
- Make giving easier and more convenient for your donors.
- Enable your community to give anytime, anywhere.
- Encourage regular giving.
- Maximise Gift Aid claims.

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Overview of Digital Services

Design a Bespoke Donation Page

Design your own bespoke donation page for your website which is highly configurable and brandable to your organisation. Donors simply click through and are taken to your secure page to enter their details and the amount of their donation.

Link directly to specific causes, choose specific donation amounts or allow the donor to choose their own. Choose to add Weekly/Monthly Recurring Donations and Gift Aid reclaim options for donors on the page.

Set Up Multiple Causes

Charities can set up multiple causes to request donations to. This is ideal for large Charities and organisations that hold multiple or simultaneous fundraisers throughout the year. You can also separately identify causes which are Gift Aid eligible.
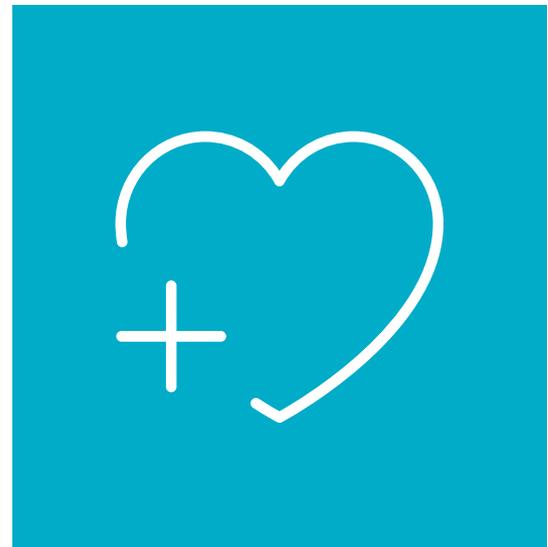
Maximise Your Gift Aid Claims

Our tokenization technology allows you to match online donations to future contactless card donations, which will help you maximise Gift Aid.

Generate QR Codes Instantly for Your Campaigns

We offer our charity customers the ability to create unlimited QR codes to expand their fundraising reach. Many mobile phones can automatically read QR codes, all donors need to do is scan the QR code to be directed to your dedicated donation page on their mobile or tablet.

QR codes are fast to generate with the ability to create 100s in an hour. Easy to save and test, QR codes can be used to create simple quick mobile donations on the go, or a more considered regular giving commitment with Gift Aid.

QR codes are ideal to email to your donors, add to your website, print as stickers or placed in a variety of locations for your donors.

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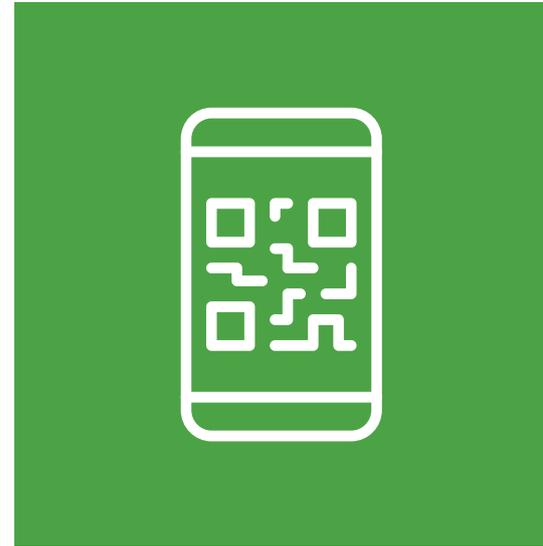
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'14 Second' Mobile Donations

Donors can now complete ultra fast mobile donations on their phone triggered by QR Code and NFC Tag technology leveraging Apple Pay and Google Pay.

This functionality is perfect for passer-by ad-hoc fundraising and helps to keep both fundraisers and donors safe whilst maintaining their generosity to giving time and funds to your causes.

Ultra fast mobile donations reduce the donation process down to as little as 14 seconds using technology already built into their smartphones, which can read QR Codes and NFC Tags without the need to download or open an additional app.

Donors simply scan the QR Code or NFC Tag which automatically directs them to your donation page where they can complete their ultra fast donation using their Apple Pay Wallet or Google Pay account.

FEATURES	QR CODES	NFC TAG
Dontation Time	< 20 seconds	< 15 seconds
Donation Process	6 Steps*	4 Steps**
Location Options	Digital & Physical	Physical
Donation Page	Fixed	Flexible
Cost	Free	40p/tag

Donation Process

QR Codes
1. Unlock Phone
2. Open Camera
3. Scan QR Code
4. Open Browser
5. Select Payment Method
6. Confirm Payment

NFC Tag
1. Unlock Phone
2. Scan NFC Tag
3. Select Payment Method
4. Confirm Payment

Send Single or Bulk Emails with Secure Payment Links

Email donation links can be sent to your donor base to request donations virtually. Simply use your established email subscriber base to send individual donation request emails or bulk donation request emails. Full instructions on how to create your donor emails is provided and you even have the ability to add your own brochure for the cause if you want to provide more fundraising information to donors.

Your donors simply click on the embedded link in the email they receive and get taken to a secure donation page. Email requests are free to send to multiple donors with the option to resend unpaid donation requests and a generous 90 day expiry time.

Send SMS Messages with Payment Links

If you have the mobile contacts of your donors, SMS links can be sent to them to request donations which can be made from the donor's mobile or tablet. The SMS links take the donor to a payment page when clicked, allowing them to donate at any time, anywhere. This is an easy and quick way to contact your donors en mass and allow them to quickly donate using Apple Pay and Google Pay.

Our SMS donation link facility allows you to manually enter or upload your mobile contacts in bulk, type your personalised message and enter a link to your donation page before sending. SMS donation requests cost 10p per SMS.

We provide full instructions on how to populate your donor's contacts. You have the option to resend unpaid donations requests and there is a generous 90 day expiry time.

A Virtual Terminal to Process all Over the Phone Payments Without the Need for a Physical Device

The PAYA Group Virtual Terminal makes it possible to accept credit and debit card donations to your charity without a traditional credit card machine.

Charities and Fundraisers can take donations over the telephone and manually input all the card information and the amount and submit for authorisation.

No additional software is needed, you only need to be able to log into your Merchant Portal via your computer, tablet or smartphone.

Monitor Who Has Donated

The donation request log confirms all donation requests that have been sent and their status. With the ability to resend all unpaid donations, the donation request log makes it easy to keep track of who has donated and who hasn't.
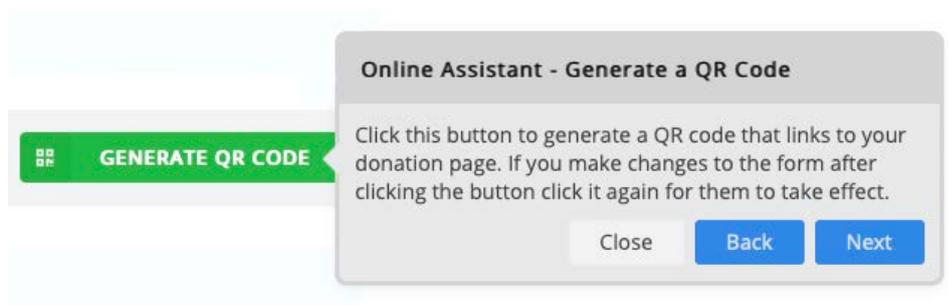
This gives you valuable insights into donor behaviour, how they prefer to donate, how often and which causes they choose.

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Online Assistant

The PAYA Group Online Assistant is our step-by-step tool to help you to get the best out of the functionality that the Merchant Portal offers.

When you visit a page that supports the Online Assistant it will appear automatically and ask if you need help. You will get a step by step guide on how to use the Digital Fundraising features we provide, allowing you to learn to use them as you go.

The Online Assistant will stay active until you choose to turn it off and can be reactivated again at any time.

Online Assistant - Generate a QR Code

Click this button to generate a QR code that links to your donation page. If you make changes to the form after clicking the button click it again for them to take effect.

Close   Back   Next

Get Started with Digital Fundraising

Our Digital Solutions have been designed for Charities and organisations looking to expand their digital fundraising campaigns in the new socially distanced world.

Easy and simple to use, these features are flexible and fully manageable by the charity, meaning no third parties, additional costs or time is wasted.
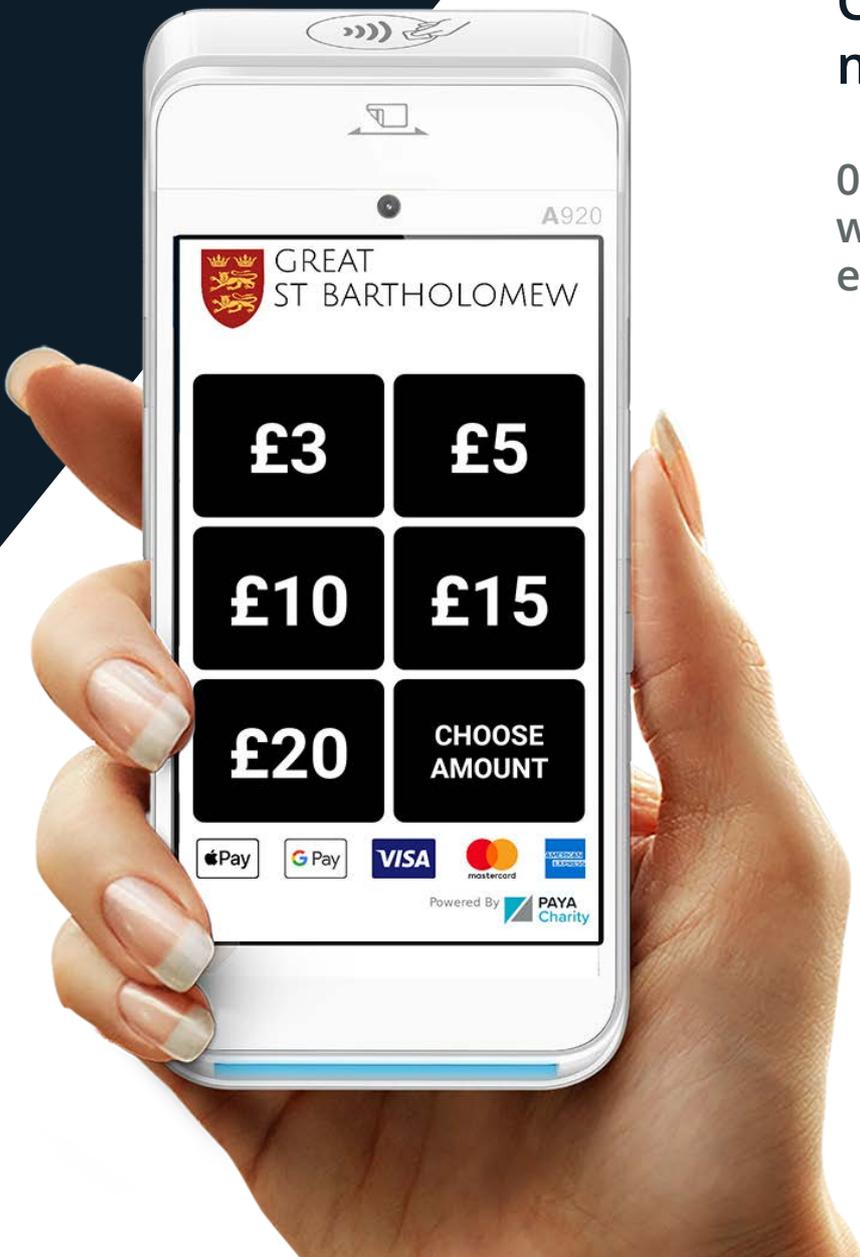
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