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.
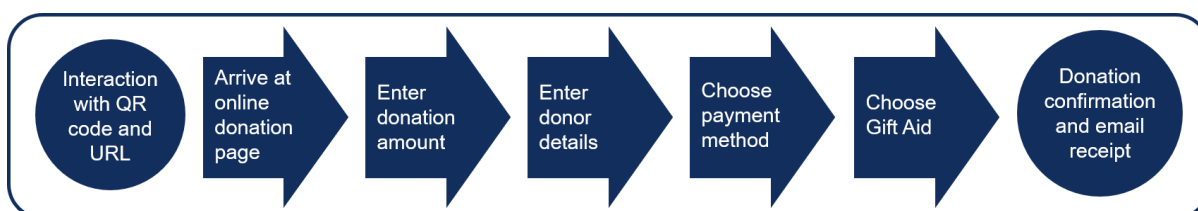
Guide for Donors

Digital Donations will enable any lodge/chapter Relief Chest holder to facilitate cashless donations from members.

Donations are made through members' own device (by any modern browser on smartphones or desktop computers), connected to the internet. There is no app required to make a donation.

Each Relief Chest has their own unique identifier included in a QR code and URL that they are issued with. This enables the donated funds to be received by the specific Relief Chest.

Donor Journey

The donor journey is designed to be fast and straightforward.

Interacting with the QR code and URL (assets)

The image to the right is the primary asset that a Relief Chest will distribute to their members. The asset can be distributed by itself or added to other virtual or physical material such as, summons, emails etc. Note. A PDF will also be available which will make this a standalone attachment for sharing.

Each of these assets will clearly state the name of the recipient Relief Chest whom will receive the donation. The chest name and number is displayed.

Donors can interact in two ways to make a donation:

1. **Scan the QR code with a mobile smartphone camera**
2. **Click or enter the unique URL in a browser**

Interacting with either of these methods will lead to the same online donation journey.

Masonic Charitable Foundation
General Fund (MCF)

To make a donation
scan with phone camera
to open or visit URL

https://gtap.uk/mcf

Example of Digital Alms QR code and URL for donations to the **Masonic Charitable Foundation's General Fund**.

Where will donors find these assets (QR code and URL)?

The assets come in two forms:

1. A donation card which includes the QR code and URL. Which is designed to be placed within material, such as summons, and other physical and virtual content.

2. A PDF document which includes the QR code and URL. Which is designed to be attached as a standalone document to emails for distribution.

The Relief chest itself can decide how to distribute the assets. They may be found:

- Before a Masonic meeting within emails and meeting summons.
- During a meeting within the lodge/chapter on printed summons, cards, and within the virtual meeting.
- Post-meeting on any electronic communication and printed material collected or visible by the donor.
- Fundraising materials for appeals and other events.

The QR code

What is a QR code?

A QR (Quick Response) code is a machine-readable code consisting of an array of black and white squares, typically used for storing data for reading by a camera.

Why QR?

QR codes are primarily useful for turning a relatively complex or slow process into a simple interaction. In the example of Digital Donations, the Relief Chest's unique online donation URL is stored within the QR code. When the code is scanned with a smartphone device, it will automatically open the donation page on the browser, with no need to enter the URL address.
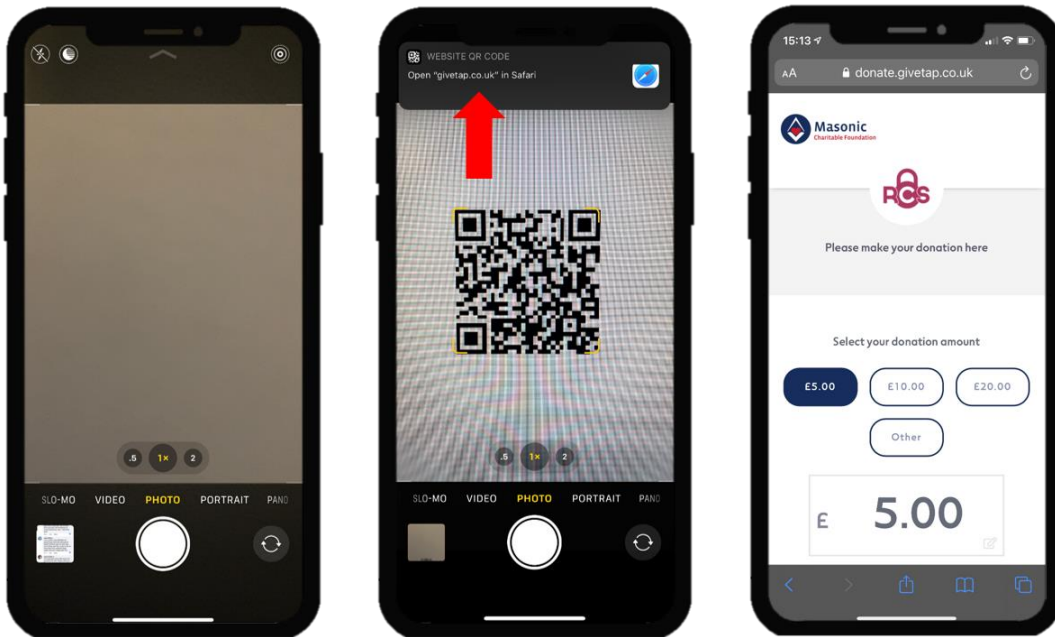
How to scan a QR code

Most smartphones today are able to scan a QR code with its own camera app.

1. Simply open the camera.
2. Point the camera at the QR code at a distance where it is clearly visible on the screen.
3. Click the QR alert action on screen to open the Digital Donations link on the browser.

What if the QR code is not being read by the smartphone camera?

Firstly ensure that the QR is visible within the screen and in focus. It will only take a second for the camera to identify the code and prompt the user to be taken to the linked donation page.

Also ensure that the QR code is contrasted from its background. The industry standard is that QR codes must be printed in black on a white background.

What if the donor's smartphone cannot scan the QR code natively?

In some earlier Android devices, it is not possible to scan a QR code with the smartphone's camera.

At this point there are two options for the donor:

- Enter the URL displayed in the asset such as: https://gtap.uk/mcf

- Download a third party QR scanning app from the device's app store. This will enable the donor to scan the QR code on their smartphone device. This is useful for regular use and the app remains on the device for when it is needed.

Third party smartphone applications for scanning QR codes

Free QR scanning apps available on Apple iPhone:

1. 'QR Code Reader' by TinyLab
2. 'QR Code Reader & QR Scanner' by MixerBox Inc
3. 'QR Code Reader for iPhone' by Crypto Inc

Free QR scanning apps available on Android phones:

1. 'Free QR Scanner' by Simple Design Ltd
2. 'Free QR code Scanner App' by Application4u
3. 'Free QR Barcode Scanner' by EZ to use

The donation URL

The URL is a unique website link to the **specific Relief Chest's** donation page hosted within the GiveTap platform.

The short URL enables the donor to enter into their mobile smartphone browser, in order to visit the online donation page.

https://gtap.uk/mcf ⟵ To make it easier to enter and remember, each URL will be identified by the Relief Chest's **Chest number**

Bookmarking the URL

Donors can bookmark their Relief Chest's URL for quicker future use. However, it is important to consider that the URL is specific to a Relief Chest. Therefore, interacting with another Relief Chest which enables Digital Donations will have a different URL.

Attention!
The URLs are designed to be very short and clearly state the chest number of the recipient Relief Chest. Donations made with the wrong URL may result in the misallocation of the donation to the wrong Relief Chest.
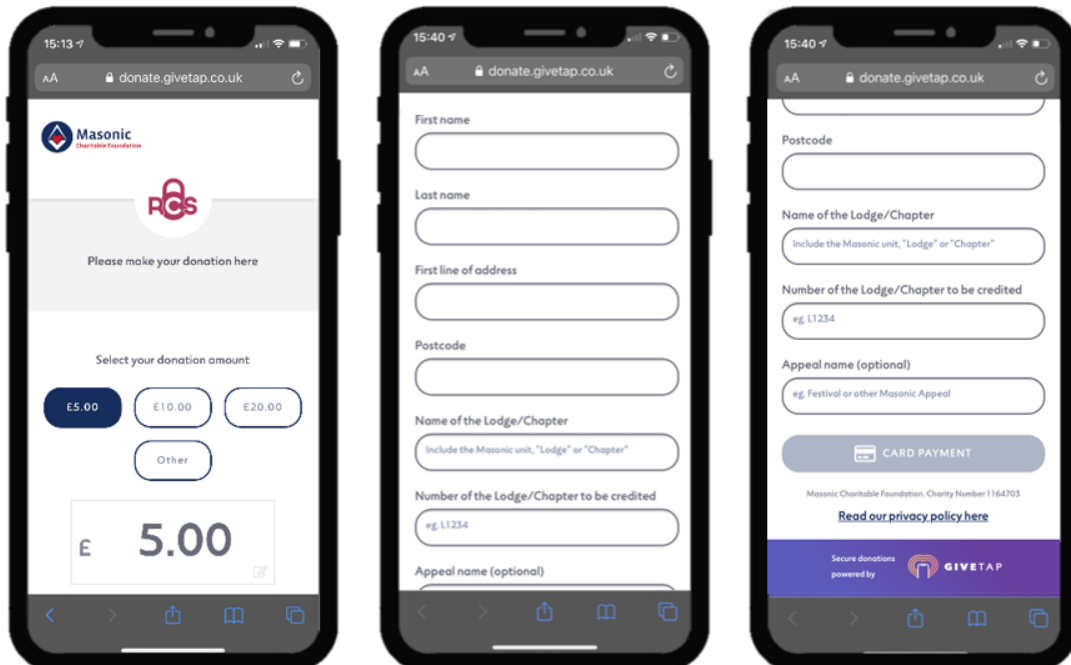
Entering Donor Details

When the member arrives at the donation page, they are presented with a choice of what amount they would like to donate. They are able to select a pre-configured amount or enter their own by tapping within the number field.

In order to ensure that the donation is tracked correctly, the donor is required to enter their details in the form. These details are:

First name	Mandatory
Last name	Mandatory
First line of address	Mandatory
Postcode	Mandatory
Lodge/Chapter name	Mandatory
Lodge/Chapter number	Mandatory
Appeal name, eg; festival, Masonic and non-Masonic events	Non-mandatory

Donors will always be required to enter their lodge/chapter name and number. This is particularly important when donations are for a festival and Masonic Appeal Relief Chest, as this will allow for the donation to be credited to the named lodge/chapter for honorific purposes.
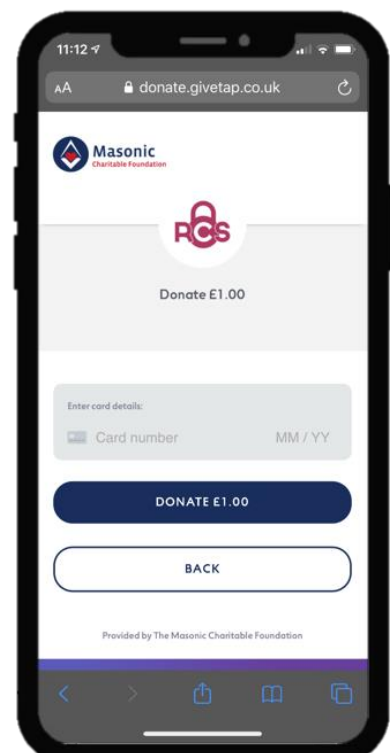

Making the donation

Once the donation amount and donor specific data has been entered, the donor is able to choose their payment method.

There are two payment methods available:

- **Payment card**
  The donor enters their payment card details as they would for any online payment.

- **Mobile pay**
  The page is Apple Pay and Google Pay enabled. For donors who have these setup on their smartphones, they can pay with a single click.

Both payment methods are highly secure and are provided by GiveTap's payment partner, Stripe UK. Stripe is an FCA regulated payment facilitator. As such, GiveTap nor the Relief Chest Scheme has any access to the donor's payment information. Fully GDPR compliant.
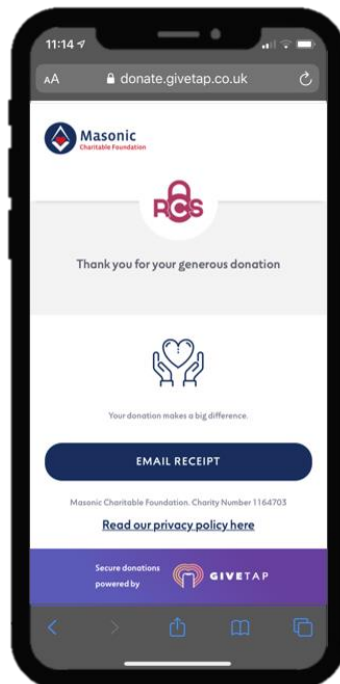
Gift Aid Declaration

The donation process allows the donor to make a gift aid declaration. Should you wish to revoke your declaration or your tax situation changes, please get in touch with the Relief Chest Scheme office.

Receive donation receipt

When a donation is made, the transaction will appear in the donor's bank account as 'Mcf Rcs'.

In addition, the donor can also receive a receipt of the donation by entering their email address. They will receive an automated email from GiveTap displaying the amount donated and the transaction ID for any queries about the payment.

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?**
  Donors 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

1

Making a difference

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

2

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.

3

Responsive to need

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