

Give Pls - Video Script (V2)

Technology has already transformed many industries.

Uber, Grab, Netflix, and Airbnb are all companies using technology to digitally revolutionize their industries and create better customer experiences.

One industry that has been left behind, is the charitable sector.

Many charities still rely upon outdated and ineffective methods to collect donations such as mail-outs, cold calling, and even pushy, third-party sales agencies.

Using paper forms to collect credit card information is archaic and shunned by donors. Charities end up spending immense amounts of administration time processing such forms, and often lose donations due to human error.

The need for charitable causes continues to rise globally. Additionally the fundraising challenges of Charities are ever-increasing. This is expected to intensify further as millennials and gen X donors start to form almost 50% of the donor population. These donors inherently expect ease of donation through their daily lives.

At GivePlease, we've created a revolutionary digital donation platform that solves these problems and creates a frictionless donation experience between charity organisations and their donors.

Let me share with you how some charities are using GivePlease to seamlessly increase donations while reducing friction.

Red Cross, is one of the most recognised charities in the world. They are excited with their move to utilise GivePlease's Event & Field Giving product. This switch will enable them to easily collect donations at events such as flag days, corporate drives, gala dinners, and street campaigns.

The Red Cross can now accept one-off card payments or set up recurring scheduled donations seamlessly, utilising our versatile GivePlease POS terminal. Once payment is made, the system allows for instant donor onboarding with registration for a tax deduction either by SMS, email or SingPass by simply scanning a QR code.

Tap, Scan and Go. It's really that simple. Without spending hours of manual data entry or compromising any personal information or credit card data.

Next, let us introduce to you another charity, Lions Befrienders, part of the Global Lions Club.

Like many Charities, Lion Befrienders have relied upon a well-known method of fundraising - coin donation boxes, typically placed at schools and shopping centres.

Coin-based giving has always been an effective strategy. However, as the world moves towards cashless economies, it was time for them to change.

Lions Befrienders have started using GivePlease's Kiosk Touchless product, enabling them to collect donations through unattended Give Please kiosk Terminals, placed in high foot traffic locations.

They can now accept one-off cards payments without the need for staff or volunteers. All the donor needs to do is choose an amount and tap their card.

If a donor has previously donated using the GivePlease platform, the donor is instantly recognised and provided with an autonomous tax deduction and electronic receipt. All thanks to our unique digital fingerprint technology.

Finally, let us introduce you to another Charity, Sian Chay Medical Institution.

Sian Chay wanted a way to collect donations when their customers were purchasing products and services such as merchandise and medical services.

GivePlease's Purchase product enables donor to seamlessly round up their purchase amount by an additional \$1, \$5, \$10 or any custom amount using the versatile GivePlease POS terminal.

With its multilingual features, this product allows Charities to connect with its ethnic contributors.

Once payment is made with a simple tap, the donor can easily and instantly register for a tax deduction either by SingPass, SMS or email.

Furthermore, GivePlease provides its Charity partners with a secure and intuitive Web-based CRM Platform, where they can easily manage their donations and donors, view real-time data insights including on-demand reports, and access donor engagement features.

GivePlease is committed to creating a giving landscape, where donating becomes part of everyday life. Some of our upcoming exciting products include personalised mobile giving apps, and merchant rounding up features, whereby people can donate to a charity of their choice after a meal at a restaurant, bar or cafe.

At GivePlease, we believe when you make donating as easy and reliable as ordering a meal or coffee, the world benefits and change is created.

Please contact us now to arrange a demo.