



Charities
fundraise more with

Dona





Why Dona?

Higher average donations

£12 average donation
made using Dona

Optimised for Gift Aid

40% of Dona donations
given with Gift Aid

Pays for itself in a month

20000% average return
on investment

Our Mission

We empower charitable organisations to maximise donation income through technology. We make tech for good.

Our Vision

Powered by accessible technology, Dona's vision is a world where charities thrive and every donation counts.

Digital Collection Plate (DCP) Version 3



One donation device, with all the benefits.

- Easy-to-use, **self-service** digital donation terminals
- Collect donations with contactless, Chip and PIN, digital wallets, via QR code and webpage
- Collect for up to **20 different campaigns**
- Free online **donation webpage**
- Easy **Gift Aid** declarations & **HMRC reporting**
- **Offline mode** to capture all payments
- Average transaction speed of 8 seconds
- **Tap & Go** mode for even faster set-amount donations
- **Portable, 10-hour battery life** or mains powered
- **Keep in Touch** feature for post-donation marketing
- **UK support, free 12-month warranty, AI insights & advice**

Dimensions of DCP excluding stand:

- Height: 250mm x Width: 210mm x Depth: 23mm
- Screen: 8-inch
- Weight: 700g

Designed to give you more...

Offline Mode



No need to worry about losing WiFi or 4G connection, Dona's new offline mode captures and stores donations, processing each transaction when the machine reconnects.

+11%

increase in donation income with Offline Mode

Tap & Go



Perfect as a ticketing tool at community or fundraising events or for keeping donations flowing during busy periods.

Tap & Go mode lets you set a single suggested donation amount to collect funds with a quick contactless tap.

20 Campaigns



Programme your donation terminal with up to 20 different campaigns, so donors can choose where their donations will go.

Proven to inspire generosity in donors who love to support causes they care about.

Gift Aid can be turned on or off on individual campaigns.

Keep in Touch



A great way to build loyalty with donors, keeping them informed about how their contributions have helped, and encouraging fundraising during future campaigns.

Our Keep in Touch feature lets donors opt in to receive communications from your charity.



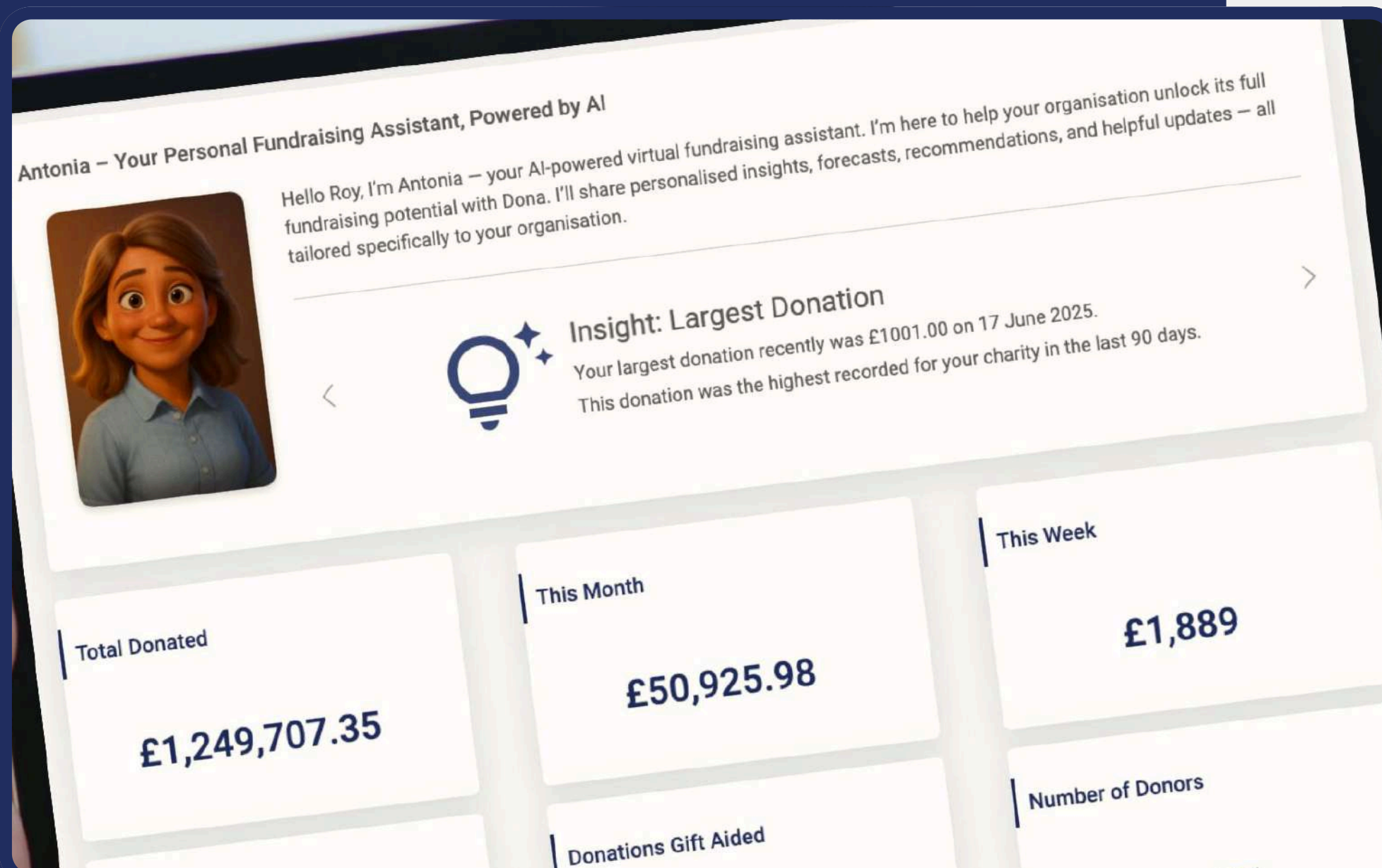
Dona AI

Antonia: Virtual Fundraising Assistant

Antonia helps you **unlock your full fundraising potential** through tailored insights, actionable recommendations, and real-time support.

Antonia provides charities with personalised, AI-generated:

- **Insights** – Real-time highlights such as donation trends, peak giving days, first-time donor stats, and more.
- **Fundraising Recommendations** – Smart suggestions to increase giving, such as recommended donation terminal configuration.
- **Encouragement & Recognition** – Celebrating milestones like a charity's 100th donation or largest fundraising month.
- **Supportive Nudges** – Timely prompts like preparing for high-traffic giving seasons or reconnecting with lapsed donors.
- **Product Engagement** – Updates on new features and invitations to engage with Dona's community.



Learn more about Antonia
on our YouTube channel:



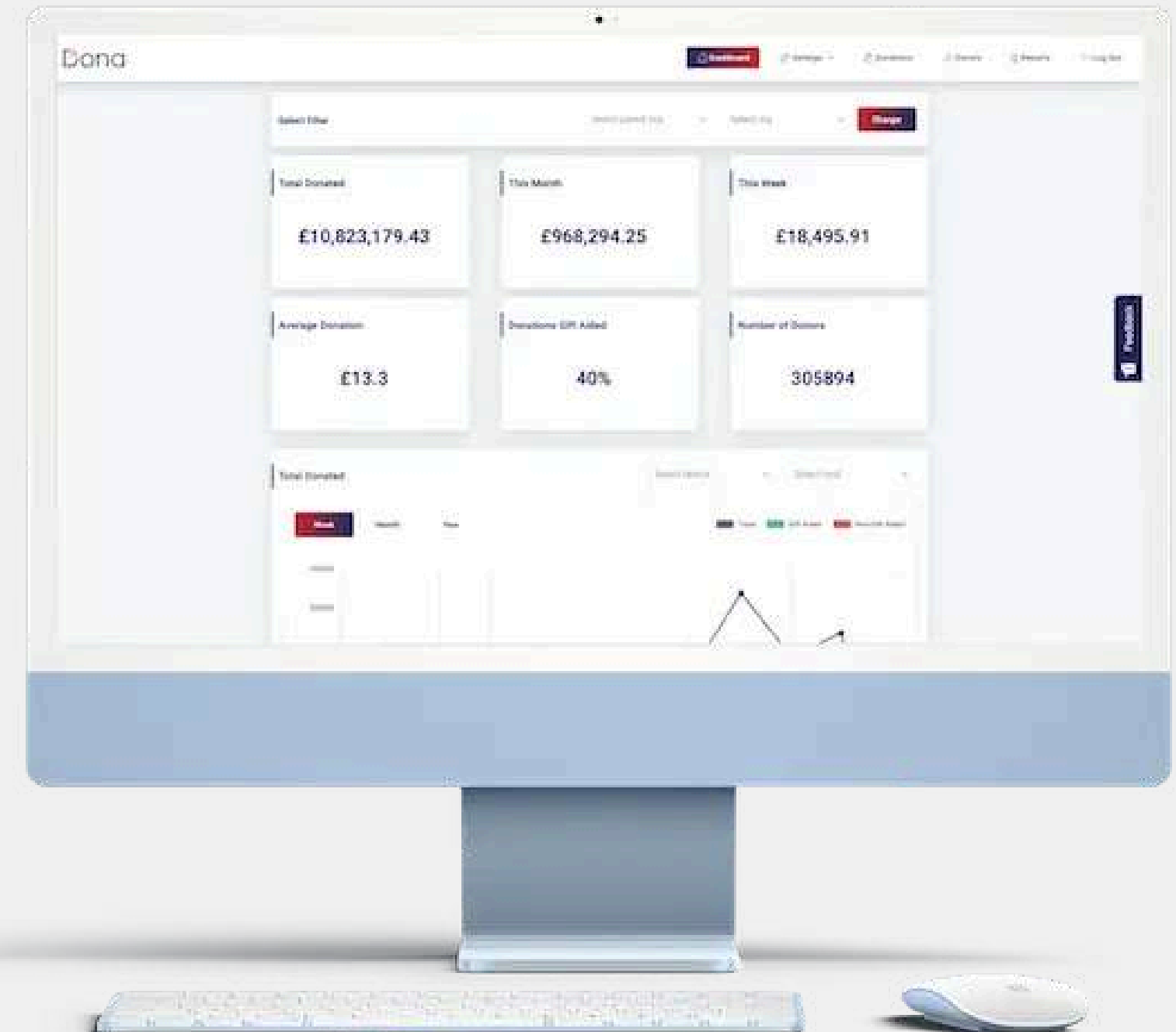
Data, reports, updates customisation & support

Dona Management Portal

Dona Digital Collection Plates are powered by Dona Donation software.

With end-to-end support from our dedicated UK team, we make it easy for you to maximise and manage your fundraising.

- **Customise** your donation terminal screensavers and donation amounts
- Add up to **20 separate campaigns**
- **View all donations** as they come in
- Gain **insights and recommendations** based on your historic data with **Dona AI**
- **Compare success** of different donation devices and campaigns
- Download **HMRC-friendly reports** and **Gift Aid declarations**
- Download donation, donor and payout reports
- **Toggle Gift Aid** on or off for each campaign and collect **historic Gift Aid**
- Customise **thank you messages** and **Keep in Touch** options
- Manage your donation webpage
- **UK customer support** via email, phone and searchable Support Portal



Every customer has equal access to their Dona data;
we don't tier our service to reward bigger charities.

Free donation webpage for every customer

£41.40

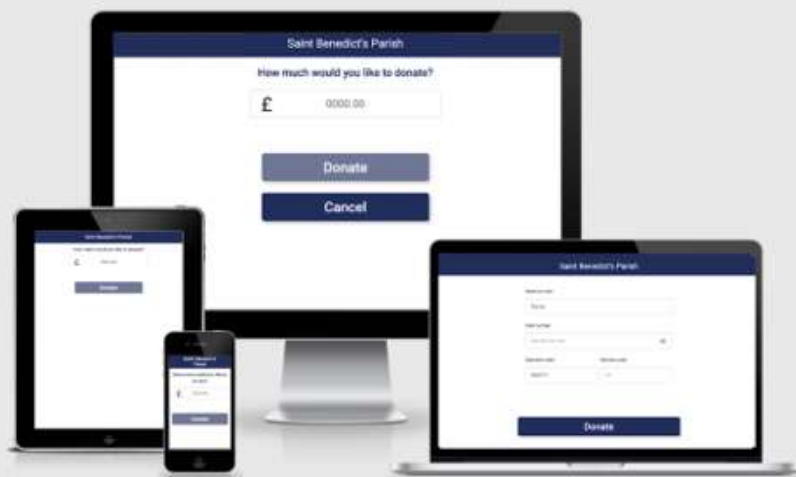
average donation amount gifted on Dona donation webpages in 2024.



Perfect for events:
Choose WiFi + 4G

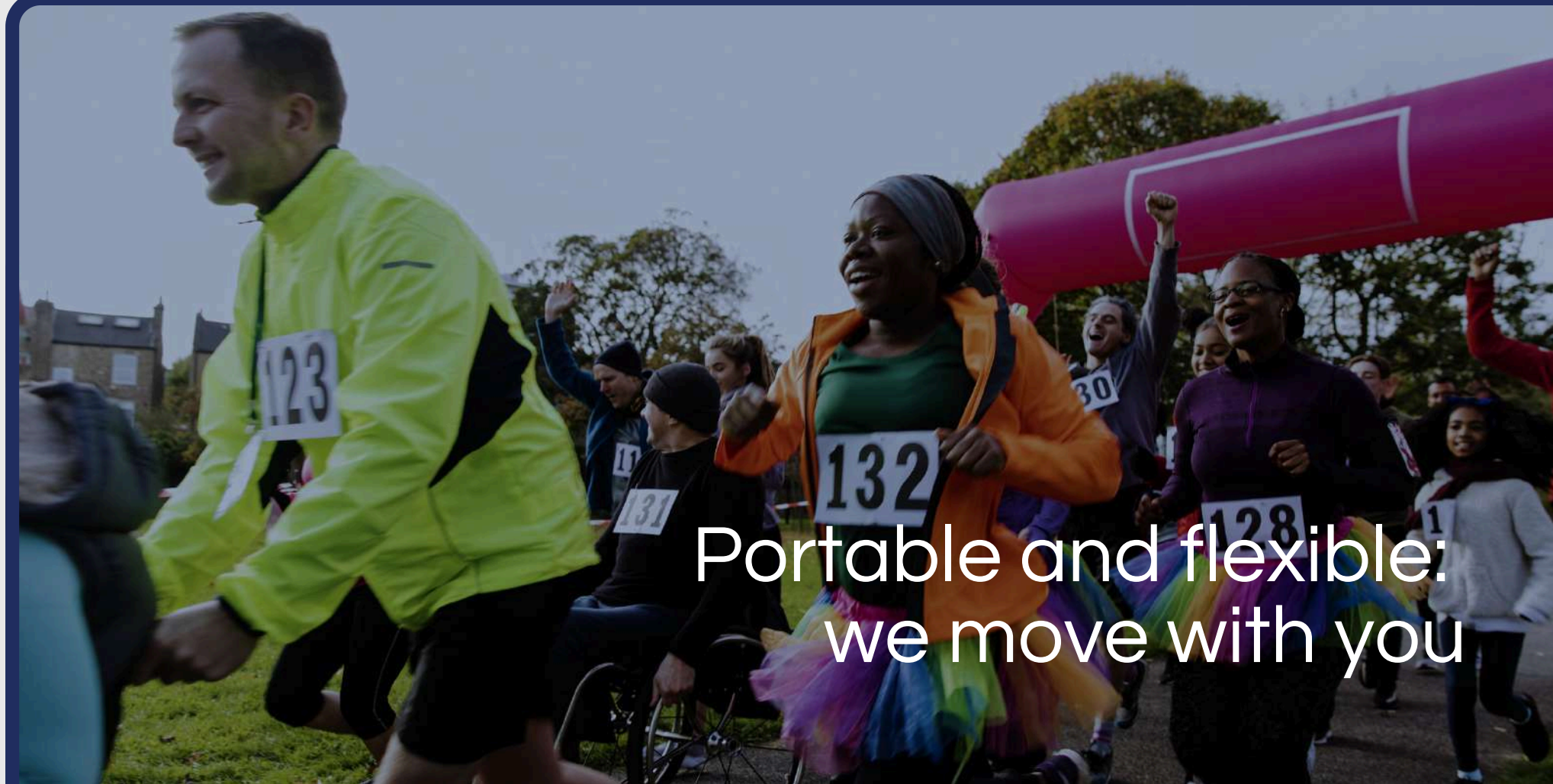
With a 10-hr battery life, Dona's WiFi + 4G donation terminals can be used both in and out of our flexible stands, giving you more ways to fundraise.

Dona donation webpages are a valuable tool in your fundraising system. Supporters can make remote donations quickly and easily via a QR code, NFT tag, 'Donate' button or custom code embedded into your website, all linking to your unique webpage URL.



Popular Dona webpage features:

- Gift Aid declarations
- Collect for different campaigns
- Leave a message with donation
- Customisable screen text



Portable and flexible:
we move with you

Pricing

1. Choose Your Digital Collection Plates

DCP V3 WiFi Only: £490*

DCP V3 WiFi + 4G: £560*

DCPs are purchased outright, so they're yours to own forever.



- For 4G use, a data SIM is required. Data SIMs can be purchased directly from mobile networks, the monthly operating cost of a data SIM is approx £3 - £5 (inc VAT) per month. We can recommend good 4G coverage network options once an address is known.

*Hardware prices exclude VAT as these are zero rated products for registered charities.

Free Delivery in Great Britain

Delivery within 7-10 days. Express shipping available. Machines are ready to use straight out of the box, with full instructions provided. Free welcome webinars available to help you get started.

2. Choose Your Stands

- Organisations typically order 1 stand per DCP.
- All stands come with an integrated security lock.
- Custom and branded stand manufacturers can also be recommended.



Countertop: £55*

- Designed to be drilled onto a horizontal surface such as a countertop or shelf at a fixed height



Wall Mount: £55*

- Designed to be drilled onto a vertical surface, ideal for entrances or near an attraction
- For any wall that can be drilled into



Floor Stand: £90*

- Adjustable height up to 1.2m
- Freestanding and can be moved around
- Can also be drilled into the floor

3. Monthly Service and Stripe Transaction Fees

£15/month

- We charge a monthly service fee of £15 per DCP (inc. VAT). There is no contract; you can pause or stop any time. We simply require one calendar month's notice.

1.58%/transaction

- Our payment processor, Stripe, charges a card processing fee of 1.58% per transaction. This works out at approximately £0.16p per £10 donation.

Average time to recoup
hardware investment

3 - 4
weeks

Average number of donations
to cover monthly service fee

1.25
donations

Return on Investment Data

- On average, organisations cover their upfront hardware costs within the first 3-4 weeks of using Dona, due to the increase in donations.
- With an average donation value of £12, the Monthly Service Fee of £15 is typically covered by the first 1.25 donations transacted on each terminal.
- Organisations make, on average, £20 for every £1 they invest in Dona within the first year of joining: a 2000% return on investment!

Where to position DCPs?

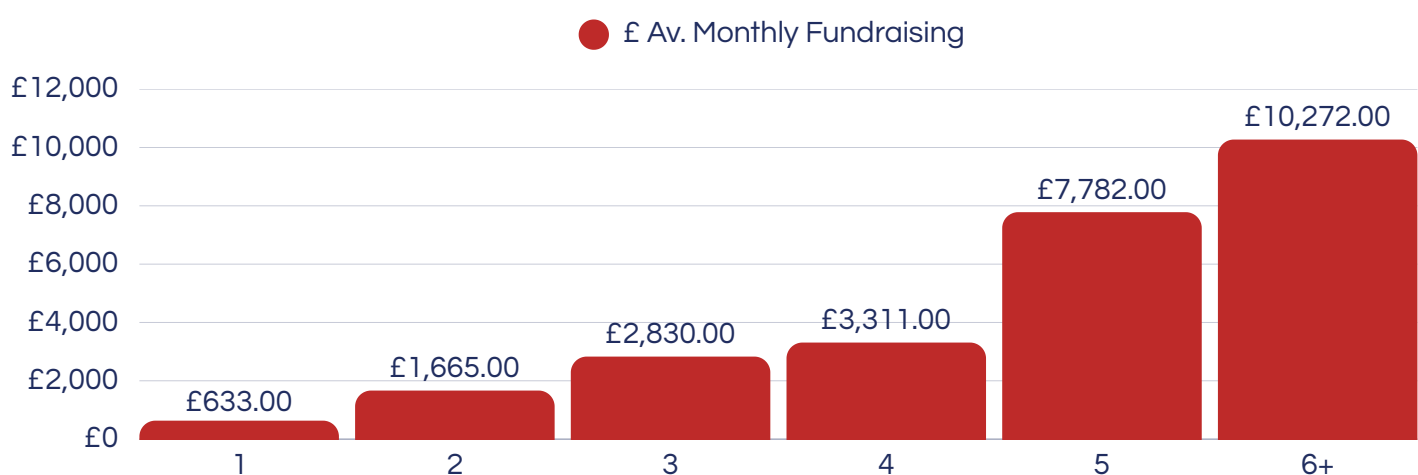
- At entrances and exits
- Near key attractions or objects of interest
- Near clear messaging about a special campaign
- By a shop, information area or community space

Portable Donations

- DCPs can be taken in and out of Dona stands for portable use at events, for street fundraising or to be handed round alongside cash collections.

How many DCP machines do you need?

- To avoid queues, we recommend 1 DCP per 50 donors present, with an accompanying stand. More terminals = more donations.
- The data below shows average monthly fundraising by Dona organisations, in relation to how many DCPs they have installed.



| DCPs | £ Av. Monthly Fundraising | Percentage Increase |
|------|---------------------------|---------------------|
| 1 | £633.00 | 0% |
| 2 | £1,665.00 | 263% |
| 3 | £2,830.00 | 170% |
| 4 | £3,311.00 | 117% |
| 5 | £7,782.00 | 235% |
| 6+ | £10,272.00 | 132% |

We've helped over 2000 UK organisations raise **£50 million** since 2020



Museums & Attractions



Charities & Charitable Events



Councils & Community Groups



Places of Worship

"Using Dona's donation terminals has helped us raise over £200,000 in the last four years! The Management Portal is easy to use and allows us to download reports of Gift Aided donations and track what our parishioners are giving towards. Dona also provides a Donation Webpage, making it simple to manage all donations in one place. This system has completely transformed the way we collect donations, making the process smoother and more efficient than ever."

Sacred Heart, Wimbledon

"Significantly boosted our fundraising efforts... Unlike our previous provider, Dona's machines also allow us to accept offline donations. Overall the service from Dona has been friendly, fast, and reliable from start to finish. We're incredibly pleased with the machines and the positive difference they've made for our museum."

The Gurkha Museum, Winchester

"Not only can our supporters choose what they want the donation to be for, but they can also declare their Gift Aid status all in the same process. This saves us lots of chasing and paperwork and of course increases the value of the donation. The functionality is effective, the user experience is good, even for those less used to using technology."

Lantern Arts Centre, Wimbledon

"We shopped around with loads and loads of different providers, tried a couple out and decided that actually Dona was a really, really excellent solution."

Guild Care, East Sussex

"Although we have used standard card readers in the past, none of them allowed us to collect Gift Aid. This is why we chose to move forward with Dona. The Gift Aid feature is easy to use, and the Management Portal lets us track all Gift Aid related information in one place, reducing time spent on admin so that we can focus on the centre's other needs."

West London Islamic Centre



Ready to maximise fundraising?

Talk to our team...

donadonations.com

sales@donadonations.com

0203 488 5038



facebook.com/donadonationsuk



linkedin.com/company/donadonations



instagram.com/donadonations

Charities
fundraise more
with **Dona**