



DKMS Fundraising Gala 2020

In 2020 the UK and US DKMS charities joined forces for their first ever Virtual Fundraising Gala using Good Thyngs. The Good Thyngs platform processed all event tickets and donations on the night.

Cashless Solution

To ensure that the virtual event still felt special to supporters, Good Thyngs helped DKMS make the donation experience bespoke and in line with the aesthetic of the evening.



THERE IS STILL TIME TO DONATE
CLICK ON THE QR CODE ABOVE

Scan me!

Prior to the event, DKMS sent emails out to their supporters with an easy-to-use Thyngs link that processed and confirmed tickets to the virtual gala.

During the event, an eye-capturing QR code was presented in the corner of the screen during live stream so that donors could scan the screen, or click the provided link, as they watched from home.

The QR code was explained by star speakers across the night so that donors were both reminded and educated on how they can support DKMS during the gala.

“The Good Thyngs service is exceptional. The regular methods we employed were suddenly obsolete, after being used for years. Thyngs gave us a pathway to fundraise that was bespoke, easy and in line with the virtual alternative that we had to quickly adopt. We wouldn’t do virtual fundraising with anyone else.”

- Heather Lynn,
DKMS Director of Global Special Events

\$118,102

Total raised using cashless

38%

QR conversion rate

3,100% ROI

\$823.91

average donation



By creating a new project and QR code, DKMS was able to track the results of the virtual gala in real-time. Real-time analytics could build excitement and interaction with donors.

