

RAF Museum Adopt an Artefact

Since July 2020, members of the public have been given the unique opportunity to Adopt an Artefact from the Museum's unique collection online. The entire collection consists of more than 1.3 million items, spanning more than a century of RAF history. 'Adopt an Artefact' is a unique opportunity

for everyone to be part of the RAF's story, while raising contact-free funds for the RAF Museum. Using Good Thyngs, the adoptee is able to process a quick and secure donation with the option of Gift Aid.



CHOOSE YOUR
ARTEFACT



MAKE YOUR
DONATION



ADOPTION
PACKAGES

“Due to the ongoing pandemic we needed to adapt our fundraising strategy and started working with Good Thyngs in April last year on a number of projects to help increase our digital visitor giving. Whilst the Museum remains closed, Adopt an Artefact has given us the opportunity to continue our fundraising and also allows us to continue to share the RAF Story.”

Abi Betteridge, Individual Giving Manager

The RAF Museum worked with Good Thyngs to upload **over 50 unique artefacts** onto the system as **individual objects**. This enabled the ability to track individual purchases and conversions.

Scan me!



Using the 3-step payment template, 'Adopt an Artefact' is easy for donors to use. The payment is processed as a donation, supporting the charity instantly.

The simple process:

- 1) Choose an artefact to adopt online
- 2) Make a quick and secure donation
- 3) Receive a digital image of the artefact, plus a certificate.

8,784

Unique users

35%

Conversion

£9,500+

In less than 6 months

£56

Average donation

- The charity can update the experience at any time to drive further engagement and align seasonal fundraising themes. For example, the incentive was updated for Christmas 2020 with new festive theme adoptions.
- The analytic data allows the charity to personally dedicate the adoptees on 'Collections Online'. The Museum's new digital collections system.
- Multiple goals are available in one solution. For example, raising awareness, preserving history, and raising crucial funds.