



**Dorothy
House**
HOSPICE CARE

Get Elfie with Dorothy House Hospice

Harnessing the pre-Christmas desire to 'get fit and elfie', the charity engaged supporters in new ways that worked in-distance. Those in Bath dug out their jingle bells, strapped on their trainers and got "Elfie."

After donating and obtaining a virtual map during sign-up, participants raced around Bath on a 10K adventure to collect characters and earn points. For the incentive to work safely, participants were able to start the trail at any time and each character was placed 1K apart from one another. All a participant needed was a map, suitable shoes and a phone to scan QR codes.



Unique Benefits

- ◆ A mobile-optimised collectable trail enabled the opportunity for the charity to engage donors whilst taking advantage of the exercise guidelines.
- ◆ Compared to a standard virtual run campaign, the collectable trail experience allowed donors to better engage with the charity. The solution was memorable, fun, and its reward encouraged participants to complete the 10K distance.

100%

QR conversion rate

330

Unique users

Cashless Solution

The digital trail was brought to life in Bath's physical world. QR enabled stickers were placed on storefront windows every 1K. These were recognised as Dorothy's friends. Without an app, donors were able to scan the stickers at distance using nothing more than their smartphone.

Each QR code was unique. This meant that 10 individual stamps could be collected on the same smartphone.

"We were delighted with the help we received from Good Thyngs, the use of QR codes as interaction points enabled us to deliver a safe and very well received activity this Christmas that would otherwise have had to be cancelled. We will be exploring how to continue to use this technology into the future for other activities and I encourage others to do the same."

Don Kennedy, Dorothy House Head of Corporate, Community and Events

