

Bears at the Battle Proms

SSAFA's Battle Proms are a series of events that take place outside various stately homes around the UK. It's a chance to raise funds as well as promote the armed forces charity.

SSAFA's bear, James, accompanied volunteers and cash buckets with an important mission to process mobile donations and raffle entries. He had a QR code and NFC sticker so that volunteers could collect secure donations in a distanced and touch-free way.

The Results

- Raised over £6000 additional funds.
- Survived wet weather by being waterproof!
- Real-time data meant SSAFA could say thank you live on stage
- Positive feedback from volunteers and families with children

Advice from SSAFA

1. Don't be afraid to use QR codes
2. Diversify your offering in the ways supporters can donate and learn more about you
3. Make events as interactive as you can by linking supporters to exciting digital experiences that are easy to access
4. Go hybrid and have digital tools ready for all your fundraising events so that you reach supporters who can't be there in-person
5. Use QR codes everywhere to maximise your data and campaign insights



Speaking Good Things

“As we move into hybrid events more and more, I think it's just really important to have that really strong digital element to all your events, and Good Things definitely have just helped us do that across the whole events portfolio.”

–Lizzie Rossiter, senior events officer at SSAFA The Armed Forces Charity