



Request to Pay for charities

A new flexible way to receive donations



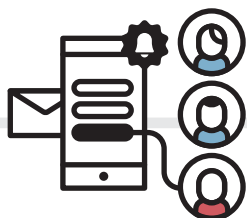
Request to Pay is a new way for charity organisations to discuss money with donors, set for launch in 2020.

It is a communication tool, to be overlaid on top of existing payments infrastructure, as a new flexible way to settle donations between charities and their donors. It will help people who need more flexibility in making donations and improve charities' digital strategy.



SEND REQUESTS

Set an amount, due date, reference and add attachments.



RECEIVE REQUESTS

Manage requests from charities, friends or businesses in one place.



INITIATE A DIALOGUE

Maintain relationships as donors can discuss a donation with you or ask for more time.



PAY A REQUEST

Allow donors to donate as much as they want, when they want, however they want.

Why Request to Pay?

Request to Pay offers a solution to many of the key challenges facing the charity sector.

Financial challenges

44

percent



of donors say they have previously **cancelled a Direct Debit to reduce** their monthly **outgoings**.¹

Adapting to online

63

percent



of charities report that they **don't** have a **digital strategy**.²

Consumer trust

45

percent



of people say they now have **trust issues** with charities.³

Request to Pay would introduce another payment option to complement Direct Debit, offering flexibility while avoiding methods with high processing costs.

To future proof the viability of many charities, it is vital that digital channels are utilised to spread awareness and increase the size of the donor population.

The UK public are discerning and following recent scandals, the UK public need reasons before putting their hands in their pockets. Transparency of where the money goes is key to ensuring charities are trusted.

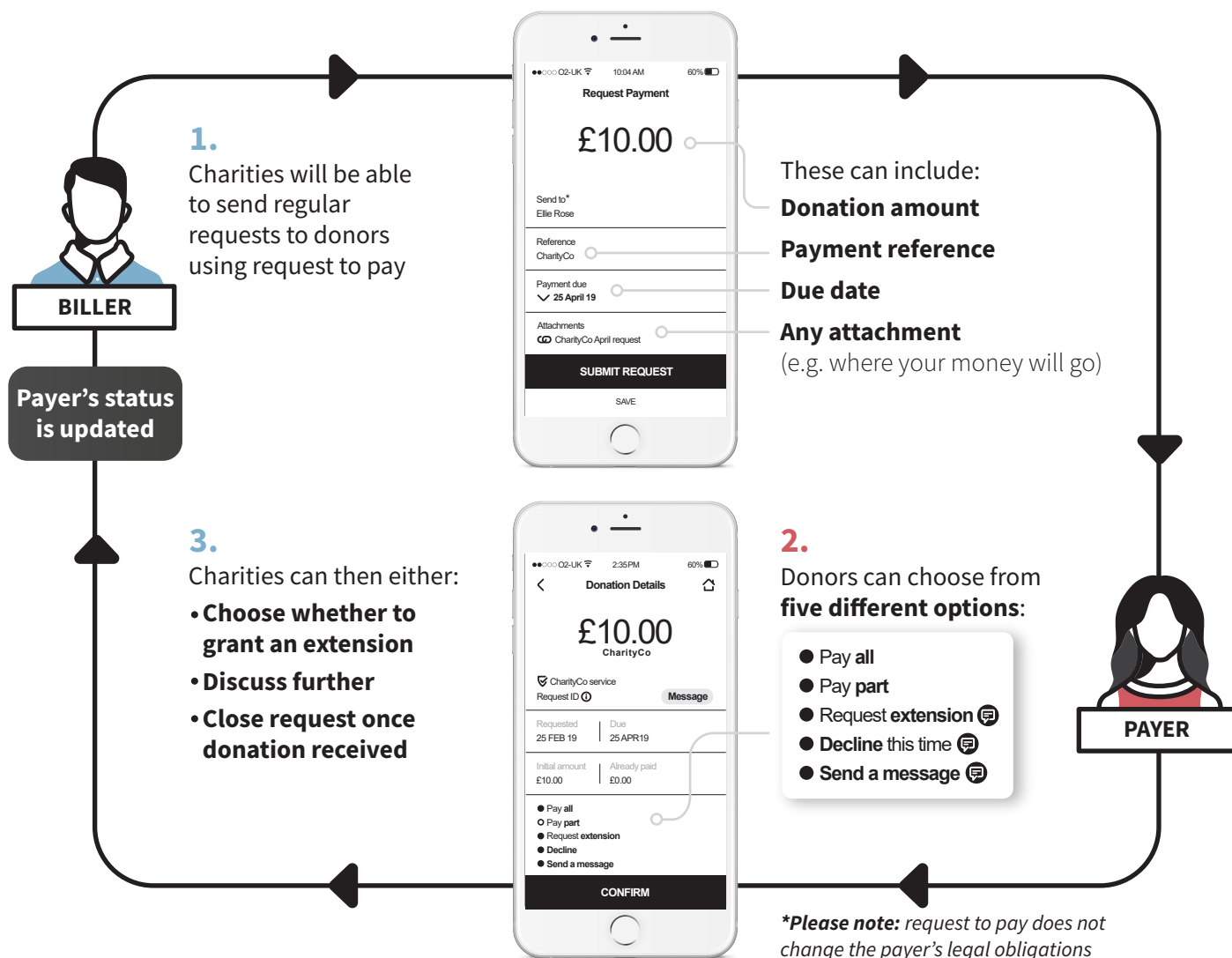
¹The changing face of payments. Rapidata, 2018.

²The Charity Digital Code Benchmark Report. Jan 2019.

³Trust in Charities Report. Charity Commission 2018.

How does Request to Pay work?

Once charities have signed up to the service, in accordance with Pay.UK's framework and accreditation, they will be able to offer Request to Pay to their donors, providing greater control, transparency and flexibility. To respond, donors would then sign-up to a request to pay app through their bank, building society, or other provider. It's like an email address that lets them manage their donations along with other bills, all in one place.



What are charities saying?

Interviews by Ipsos MORI with major charity organisations have identified multiple advantages to request to pay.

- An obvious opportunity for charities with donors that don't want to commit to pay all the time, but like to give every once in a while.
- Allows charities to maintain ongoing engagement. By adding attachments, donors will be able to see exactly where their money is going.
- Comfort levels are increased when people can access more payment options. There is assurance that their payments will be secure and efficient.

Find out more

Please visit <https://www.wearepay.uk/what-we-do/overlay-services/request-to-pay/> or www.requesttopay.co.uk. If you would like further information, or a demonstration of how the service could work for you, please contact requesttopay@wearepay.uk.