

# How charities can harness the power of the crowd at live events

Charities, faced with donor fatigue and increasing restrictions on database marketing (driven by GDPR), continue to value live events as a key part of their marketing mix. However, they face a couple of serious issues:

- Few attendees donate, particularly during higher-value events such as charity auctions, meaning just a small percentage of delegates are actually 'effective' attendees
- Reduction in cash usage will dramatically erode this source of micro-revenue at live events, so collection buckets will get less and less full

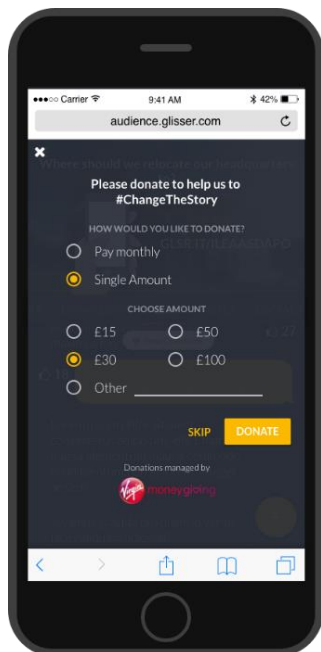
## So what's the solution?

Charity event organisers should harness the 'the moment' and 'the power of the crowd' to increase giving rates and overcome the lack of cash.

## How Glisser helps

Glisser is a software platform that connects audience mobile devices with 'the big screen' without the need for an app download (people simply don't download apps any more).

Our technology can increase the number of people donating to charities at live events, by creating a sense of group responsibility to hit a fundraising goal, and provide a mobile optimised way to pledge a donation, and contribute.



Using unique URLs, audiences can access content (images, text, video, etc.) and interact (comment, vote, pledge)

This can be visualised in front of the whole room, using 'thermometers' that [incentivise groups to contribute](#) to the effort to hit the target.