

Thank you for purchasing **CARDonate**, the first iOS credit card payment system designed exclusively for donation rather than product purchase. Instead of struggling to make a Point of Sale system behave like a donation platform, you can now use a very customisable, dedicated donation app, programmable with 8 different look and feel settings to match your campaigns or locations.

Whether you are a church, a museum, a visitor centre, a school or even a street musician, if you rely on cash donations you can now use **CARDonate** to transition seamlessly to credit cards, via Chip & PIN and contactless payment, and you can also accept Apple Pay*.

Prerequisites

Before you can accept credit card or Apple Pay donations, you will need to buy an iZettle Card Reader 2, and will need to have an active iZettle account. The iZettle account is the place where your donations are deposited, before they are transferred into your nominated bank account - so you will also need a bank account into which your funds will be transferred by iZettle. See <https://www.izettle.com> for details.

Network connection

To accept donations, your iPad will need an internet connection. If your iPad is offline, you simply cannot process card payments, as the iZettle SDK needs to communicate with iZettle's servers to process transactions.

Security and Privacy

The iZettle Software Development Kit (SDK) for iOS powers this app. The internals of the SDK are a black box from our perspective, it is completely inaccessible to us. We store the email address of your iZettle account to allow the app to use the SDK, but we never see your iZettle password. We do not have access to your iZettle account or your funds. 100% of donations are passed to your iZettle account (minus iZettle's transaction fees). We do not profit from your donations. We never see your bank account number, and we have no way of accessing your bank account. We do not see, and therefore cannot store details of, any credit cards that are used to donate to you.

Our role is this - to make the act of donation simple, compelling and entertaining, and to encourage generous donation to allow you to thrive in an increasingly cashless economy.

*Google Pay and Samsung Pay are also accepted - whenever this document mentions Apple Pay, read this as "Apple Pay, Google Pay or Samsung Pay"

A walk through of the donation process

Before anything else, let us walk through what your donors will see as they interact with the system to make a donation. This is the **Donation Screen**, one of only two screens in the app - the other is the **Configuration Screen**. Depending on how you have set up the currently active **Preset**, the background of the donation screen may be black or white. Here we are illustrating a white background.

A donor will interact with the iPad by spinning the on-screen wheel to select a donation amount. The minimum and maximum amounts are configured within the currently active Preset, as is the amount by which the donation changes (the "Donation Increment"). A "Default Donation" is also set up within each preset, and the donation amount and wheel rotation are reset to the default amount after every successful donation transaction, and after the system exits "**Attract Mode**".

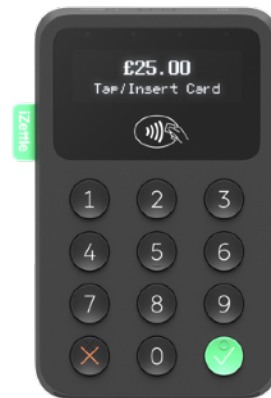
Having selected a donation amount, the donor touches the flashing "**CARDonate**" button at the bottom right of the screen. Depending on the preset configuration, this may be shown as a "Paper money and coins" symbol, which can be useful if you are in a non-English speaking region.

After touching the button, control passes to the iZettle SDK, which presents you with a prompt to "Tap/Insert Card". There are then 3 options -

- 1) insert a credit card into the iZettle Reader; then type your PIN into the iZettle's keypad.
- 2) tap a credit card against a reader for a contactless card transaction, or
- 3) use a smartphone to execute on an Apple Pay transaction in the usual way

It is that simple! And quick - a donation can be processed in well under 10 seconds.

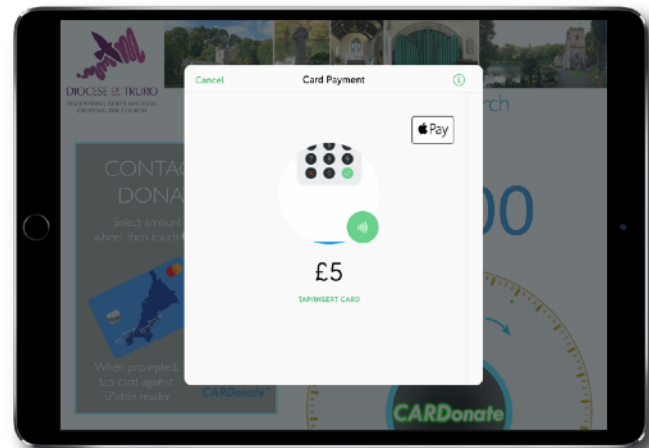
The Donation Screen is designed for swift interaction, but in a large building - a church or a museum - it may not be apparent from a distance that the iPad is in fact a donation system. That is where "**Attract Mode**" comes in, taking over the whole display with eye-catching imagery to attract people from a distance, pull them in close, and get them to donate to your cause, organisation or campaign. More on **Attract Mode** later.



iZettle Card Reader 2
Shown in black. white versions are also available.



Donation screen



"Tap / Insert Card" prompt

Configuration Screen and the use of Presets

CARDonate launches into the **Configuration Screen**, and to get into the **Donation Screen** you simply press on the flashing green **CARDonate** button at the bottom right. But - **how do you get back to the Configuration Screen?!** This is deliberately made impossible from the Donation Screen - if you run the app in **Guided Access Mode** (STRONGLY recommended) then users cannot just jump out of the app, or access Configuration.

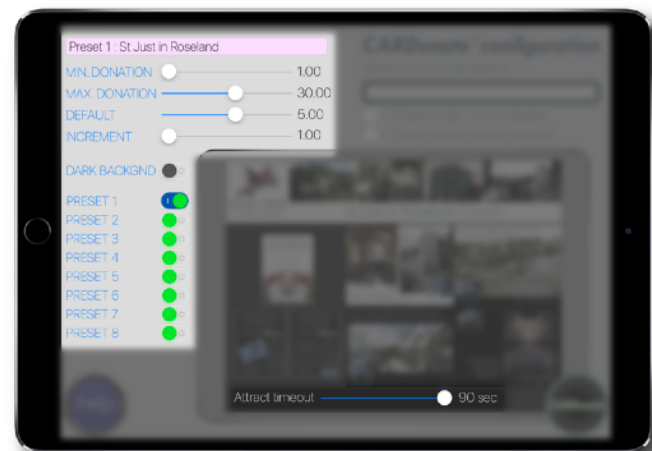
Here's how you do it - hit the Home button (or the equivalent if you are on a large iPad) then relaunch **CARDonate**. This has the effect of re-foregrounding the app - it is this re-foregrounding that takes you into the Configuration Screen.

The Configuration Screen is where you set up the **Presets** that correspond to your fundraising campaigns, and where the small number of global settings are configured -



Configuration Screen

- **Use Symbols**
 - This removes the only pieces of text from the built-in parts of the Donation Screen, allowing the system to be deployed in non-English countries. Try it!
- **iZettle email account**
 - ***This field must be filled in before the system can take donations.*** A flashing green box around this field is a hint to fill it in! The first time a donation is attempted the iZettle SDK will prompt you to enter your account password, Once that is done the system is ready to run with no further requirement to input account details
- **Attract Mode - no cross-fades**
 - When this is off, **Attract Mode** fades between all 4 images in succession before returning to the Donation Screen. Otherwise each Attract Mode cycle displays just one of the Attract Mode images, which extends the duration of an Attract cycle somewhat - pick what feels right for you
- **Attract Timeout** (slider below images)
 - Sets the time before an Attract Mode cycle starts



Preset controls

The left side of the Configuration Screen is dedicated to setting up the 8 Presets. The preset currently being used and edited is selected by the 8 switches at the bottom left. "DARK BACKGND" selects whether the preset runs on black or on white when in Donation mode. The sliders at the top allow the donation amounts to be set up, minimum, maximum, default amount, and Increment, allowing the amount to jump up in intervals of 1, 2, 2.5 or 5 units. The currency is automatically set to the locally appropriate currency, but is most likely Pounds Sterling or Euros

CARDonate™

Each preset has up to 8 images that can be customised - four Attract Screens, the Top Banner, two Information / Instruction Screens, and a *Thank You for your Donation* screen that appears after a successful donation transaction.

Changing the images for a Preset

The images for a Preset are a critically important part of your fundraising campaigns. By integrating imagery and text you can spin a compelling story about your campaign, explain how much money you need, where it will be spent, the good it can do in your local community. Or if you are a street musician, you can let people know how cool you are, and where to find your SoundCloud.

Firstly, to get images into **CARDonate**, the images need to be on your iPad, and need to be in your Photos. So, having got a set of images onto your device, you can begin to import them into the app.

Firstly select the Preset you want to edit. Here we are editing Preset 1. Now pick which image you want to import / replace - let's first pick the Top Banner image by touching on it. This brings up a photo picker that lets you select any image from your device to replace Preset 1's Top Banner image. Even if the image you select is not of the correct aspect ratio, it will be cropped intelligently to fit. Here we are selecting an image more suitable for a Cornish Victorian Cathedral than a 12th century parish church.



With the banner in place we can now import our images for the 4 attract screen. Since we are still raising funds for a church, the "Communion" *Thank You* image works fine, so we need only replace the 4 Attract Screens and the Top Banner.

And here we are, done. This preset is ready to deploy, and raise some donations for your church!



Select image with Photo Picker



All done, ready to raise funds

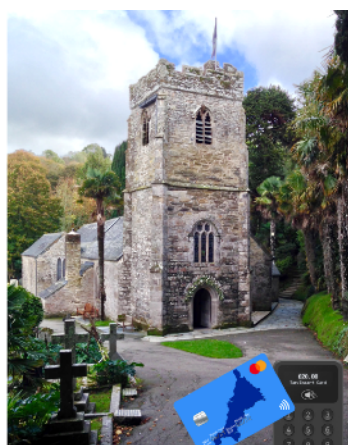
Attract Mode - pulling people to the iPad to encourage donation

When **CARDonate** enters Attract Mode (when the Attract Timeout period passes with no user interaction), it temporarily hides the Donation Screen with full-screen images that you provide, and that can be unique for each of the 8 Presets. By utilising eye-catching design and colours, and embedding text within the images, you can explain why you need funds, and personalise the look and feel of your donation system appropriate to the audience. For example, if you are a church you may wish to present a different set of images at a candlelit Evensong service - quiet, subdued and subtle - compared to an “all ages” or “messy church” service, where primary colours and images of children are likely to be a better fit to the audience. 8 Presets is plenty to cover any organisation's needs.

Here are the images provided with the “St Just in Roseland Church” preset which ships with **CARDonate**, to give you an idea. St Just in Roseland is an exquisitely beautiful church with quite amazing sub-tropical gardens in Cornwall, just to the South West of England - do visit!



St Just in Roseland Church
The Jewel of the Roseland Peninsula

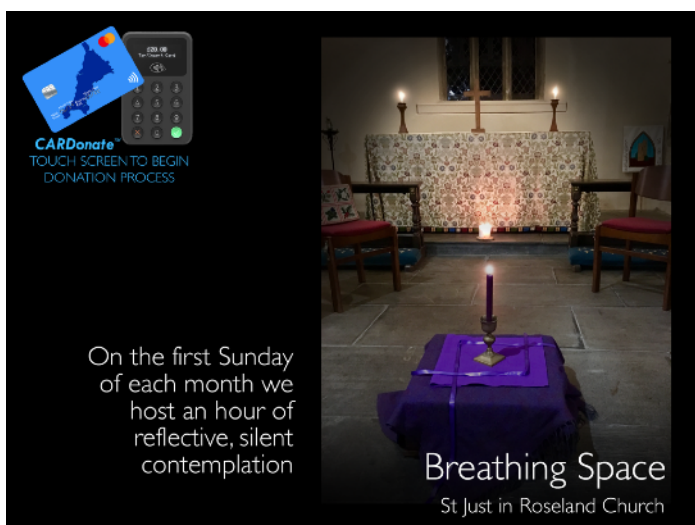


CARDonate™
TOUCH SCREEN TO BEGIN
DONATION PROCESS

Our sister “Church on the Hill” in St Mawes is not an easy climb, but provides breathtaking views over the water to St Anthony in Roseland, and in Summer hosts a pop-up café



CARDonate™
TOUCH SCREEN TO BEGIN
DONATION PROCESS



On the first Sunday
of each month we
host an hour of
reflective, silent
contemplation

Breathing Space
St Just in Roseland Church

It costs over £25,000 every year to maintain
our beautiful sub-tropical gardens



CARDonate™
TOUCH SCREEN TO BEGIN
DONATION PROCESS

St Just in Roseland Church

Great imagery can be created with an inexpensive photo editing application, but we also find that presentation applications, such as Keynote for Mac and iPad, can generate excellent results. The website <http://www.omenie.com/CARDonate.html> has an instructional video showing the use of Keynote to design Attract Mode images.

Resources

There are additional resources you can access at our website - <https://www.omenie.com/CARDonate.html> - you will find a downloadable image template pack that contains correctly-sized placeholders for all the image types needed (banners, attract screens, information and 'Thank You' images) both as Photoshop PSD files and as transparent PNGs. These can help you get started creating great Attract Mode screens., and in particular the transparent PNGs are designed for layering, to let you create compelling imagery with legible text using nothing more than Keynote for iPad (or of course Keynote for Mac, PowerPoint for Mac or PC or their free / open source equivalent, Apache OpenOffice Impress)

The recommended resolutions for images in the app are

Attract Screens - 2048x1536

Top Banner - 2048x384

Instruction and Thank You images - 786x1024

Images you design do not need to be exactly this resolution, they will be cropped and resized as they are imported into **CARDonate**.

You will also find on the website a selection of tutorial videos, which work you through how to use **CARDonate** in great detail, including how to pair a card reader to your iPad., how to use Keynote and our downloadable templates to design Attract Mode screens and other great learning resources.

That should be all you need to know to start collecting donations by credit card and Apple Pay. We recognise how extremely difficult it is for organisations and individuals to survive in this increasingly cashless society when they rely on cash donation. We do hope that our app - which we have deliberately kept very inexpensive - can help you continue doing good works within your community, by transitioning you into an organisation that is much less reliant on cash.

Good luck with your fundraising. If you enjoy the app and it works well for you, please leave a positive review on the App Store.

Phil Atkin

Omenie Ltd.

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