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Revolutionising Fundraising

With The Interactive Vending Kiosk

Empowering Charities, Businesses,
and Communities to Make a Difference.



BrandStand
YOUR COMPLETE DISPLAY & EXHIBITION SPECIALIST

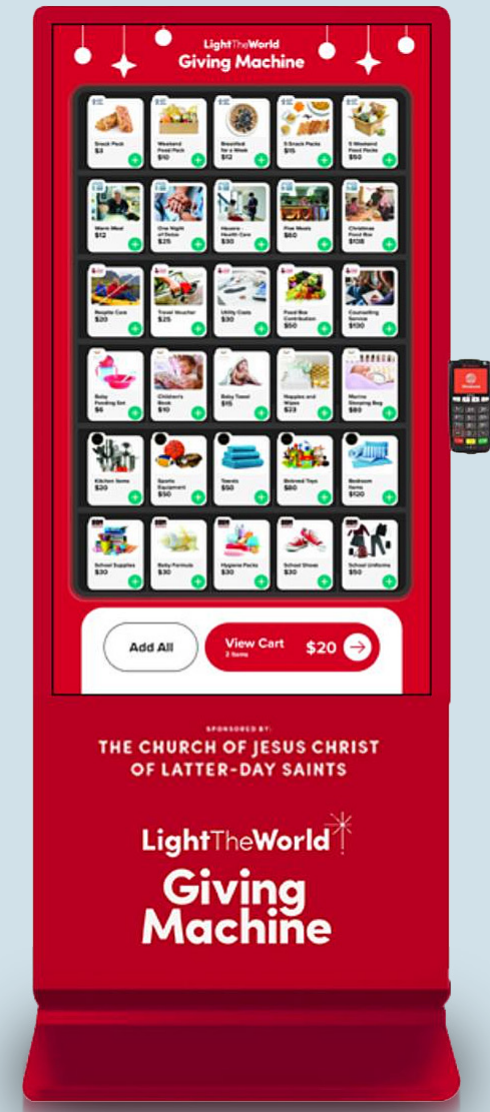
Introduction

What is the Interactive Vending Kiosk (IVK)?

The Interactive Vending Kiosk (IVK) is a cutting-edge, floor-standing, and portable fundraising solution designed to inspire generosity and streamline the process of giving. Its proven success with the Church of Jesus Christ of Latter-day Saints' 'LightTheWorld Giving Machine' highlights its ability to foster meaningful connections between donors and causes.

This innovative kiosk allows individuals to make a difference by selecting from a variety of impactful options, such as funding meals for families or providing school supplies for children. By simplifying the donation process and offering a tangible way to give, it addresses both donor needs and organisational goals effectively.

The kiosk is specifically tailored for charities, businesses, sports clubs, and community initiatives, providing a versatile and sophisticated tool to engage new audiences and foster lasting connections.





Non-Interactive Model



Interactive Model

The Technology Behind the IVK

User-Focused Experience and Accessibility

The IVK has been meticulously engineered to ensure a seamless and accessible experience for all users. Its intuitive touchscreen interface guides donors through the process, enabling them to easily browse causes, select donation options, and confirm transactions. The interface is designed to reduce friction and eliminate confusion, encouraging engagement at every step.

Versatile Payment Integration

Each IVK is outfitted with an integrated EFTPOS terminal, supporting a comprehensive range of payment methods—contactless cards, mobile wallets such as Apple Pay, and conventional credit or debit cards. The robust security protocols underpinning each transaction ensure donors' peace of mind and foster confidence in the giving process.



Customisable Branding and Messaging

Organisations benefit from a highly configurable digital and physical presence with the IVK.

The exterior and touchscreen display can be tailored to include logos, campaign messaging, and imagery, providing a cohesive brand experience.

On-screen content can be updated to match new events or campaign objectives, ensuring relevance across diverse settings.

Real-Time Content and Reporting

The IVK's remote management system allows real-time updates and content scheduling, ensuring campaigns remain agile and relevant. Organisers have access to transparent analytics dashboards, delivering insights into donor behaviour, transaction volumes, and campaign effectiveness.

Inclusive and Accessible Design

Thoughtful design considerations ensure the IVK is accessible to all users, including those with mobility limitations. Its interface, display height, and navigational features comply with accessibility standards, supporting universal participation.

Portability, Durability, and Impactful Presence

A key distinguishing feature of the IVK is its freestanding and highly portable design. The kiosk is constructed with durable materials, engineered to withstand the rigours of frequent relocation and high-traffic environments. Portable wheels and locking mechanisms allow effortless movement from venue to venue, supporting roving campaigns and maximising exposure.

The impactful floor-standing appearance commands attention in any setting—be it a shopping centre, stadium, or community event. Strategic placement amplifies both the visual presence and the opportunity to reach new audiences.

Real-World Applications

Charities

The IVK empowers charities to raise funds effectively and engage new audiences with ease.

Example:

- A charity hosting a seasonal campaign uses the IVK in popular shopping centres to fund Christmas meals for underprivileged families.





Business

Corporate organisations can utilise the IVK to align with corporate social responsibility objectives and enhance community engagement.

Example:

- A local coffee chain places the IVK in stores to raise funds for providing free coffees at homeless shelters, while also showcasing their support for local causes.
- Shopping mall owners deploy IVKs in central, high-traffic locations not only to sell gift vouchers redeemable at a variety of stores within the mall, but also to offer vouchers for community-supported experiences such as theatre performances, cinema tickets, and entry to local attractions. By curating these options, malls actively foster connections with their wider community, championing both local businesses and non-competitive enterprises. This approach positions the mall as a hub for shared experiences and regional support, reinforcing its role beyond retail and encouraging enduring relationships among shoppers, local service providers, and cultural venues.

Sports Clubs

Sports teams and clubs can leverage the IVK to support their programmes.

Example include:

- A rugby club uses the IVK at matches and community events to raise funds for youth training camps and outreach efforts.
- A football club enables fans to purchase branded merchandise, tickets to special events, player meet-and-greets, signed footballs, and memorabilia directly through the IVK.





Tourism and Visitor Experience

The IVK serves as a valuable asset in the tourism sector, facilitating direct access to the rich array of activities and attractions a region offers.

Tourism associations and destination marketing bodies—such as the Queenstown Tourism Association—regularly collaborate with groups of local operators to promote regional experiences, events, and venues.

By partnering with the IVK, these associations can streamline the distribution of vouchers for local tours, adventure activities, and cultural events, supporting a unified platform for discovery and purchase.

For example:

- Regional tourism associations partner with the IVK to provide one-stop access to vouchers for scenic cruises, guided hikes, winery tours, and entry to cultural festivals, connecting visitors with both well-known and emerging operators.

- Local adventure providers and event organisers can list their offerings, allowing tourists and residents to purchase experiences on the spot, supporting local economies and enhancing regional visibility.

This collaborative approach not only amplifies the reach of individual operators but also enables tourism bodies to present a curated selection of authentic local experiences, further strengthening the region's appeal.

The IVK can play a vital role in the tourism sector by making local experiences and attractions more accessible.

Example:

- Tourism operators and visitor centres use the IVK to offer vouchers for tours, adventure experiences, and cultural attractions, allowing tourists to purchase gifts or experiences on the spot for themselves or others, rather than simply collecting brochures.

Roadshow Campaigns

The IVK's portability allows it to travel between locations, reaching fresh audiences and maximising impact. For instance, a charity can plan a month-long roadshow, setting up the IVK at schools, events, and community hubs.



Seasonal Giving and Special Promotions

During peak seasons like Christmas or back-to-school drives, the IVK can magnify fundraising or promotional success by encouraging donations for timely causes or offering seasonal gift vouchers, such as winter gear for disadvantaged families or special event tickets for the local community.

The Psychology of Giving

Empathy and Visual Storytelling

Donors respond strongly to seeing the tangible impact of their contributions, such as meals provided or books purchased for a child in need. The IVK harnesses visual storytelling to facilitate emotional engagement and foster generosity.



Convenience and Transparency

The kiosk simplifies giving and ensures that 100% of donations go directly to the chosen cause, creating trust and removing common barriers to charitable action.

Educational Benefits and Awareness Building

✓ Increasing Awareness

The IVK serves not only as a conduit for donations but also as a robust educational platform. Charities can share in-depth information about their missions, objectives, and the communities they serve directly through the kiosk interface. Donors are presented with thoughtfully curated narratives, impact statements, and specific stories that illustrate why their support is vital.

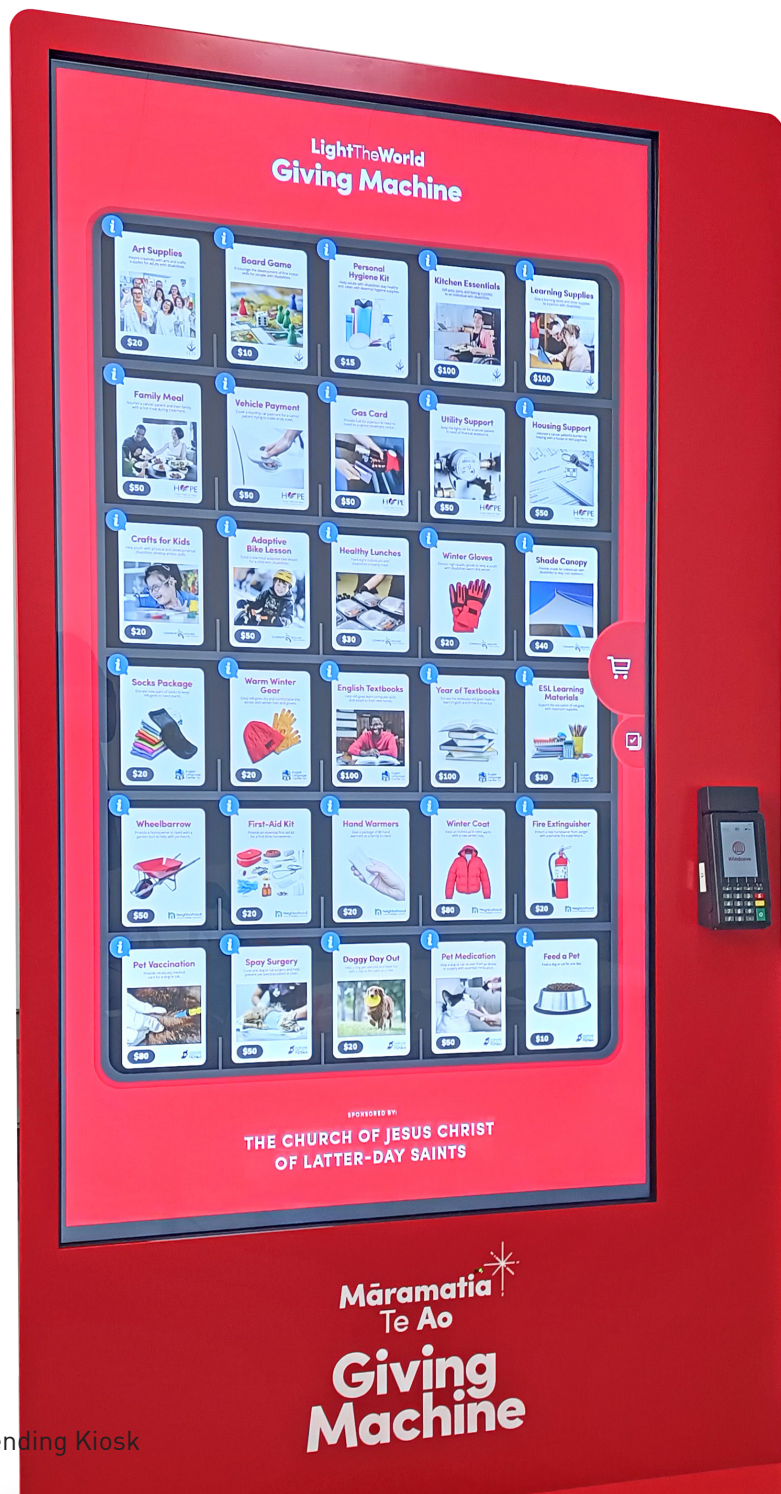
✓ Empowering Informed Giving

By providing access to detailed profiles for each participating charity—including background, current initiatives, and measurable outcomes—the IVK encourages donors to make well-informed decisions. This transparency not only builds trust but also raises public consciousness around pressing societal issues.

✓ Supporting Advocacy

For organisations focused on advocacy or raising awareness for niche or emerging causes, the IVK becomes an indispensable educational tool. Interactive screens can display multimedia content, FAQs, and real-time updates, helping charities reach broader audiences and foster lasting understanding and advocacy well beyond the initial act of giving.





Local Insights

✓ Transparency Preferences

A study revealed that 50% of New Zealanders prefer detailed information about charities' effectiveness to guide their decisions.

✓ Effective Giving Norms

21.8% of New Zealanders believe effective giving should be prioritised, and 20–45% are willing to switch to highly impactful causes.

Convenience

Donors appreciate a seamless transaction process via touchscreens and multiple payment methods. The kiosk offers an efficient, effortless experience.

Transparency and Trust

With clear information about where their donations go, donors feel confident in their contributions.

Tangible Impacts

From sponsoring meals to funding youth programmes, donors can see real-world results from their generosity.



Benefits for Organisations



Enhanced Visibility

The kiosks act as a physical focal point, attracting attention and raising interest in campaigns.



Streamlined Fundraising

Automation reduces administrative tasks, enabling organisations to focus on relationships rather than logistics.



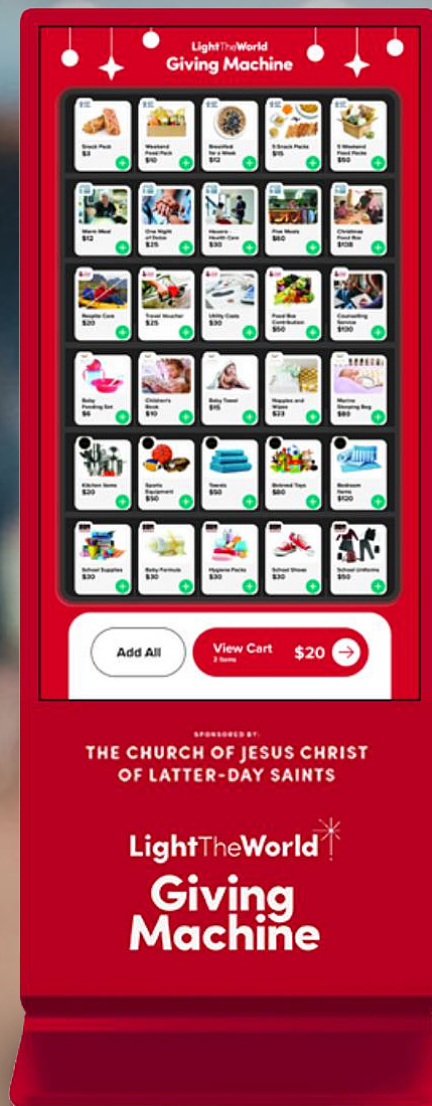
Data Insights

Organisations can access data on donor behaviour, preferences, and activity, enabling better strategy planning.



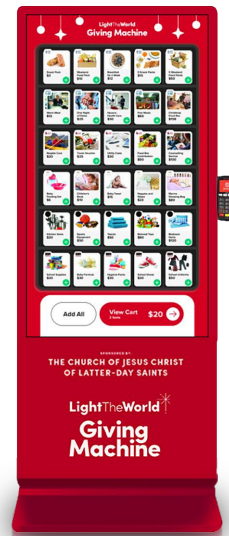
Corporate Giving Trends

Corporate social responsibility is growing in New Zealand and Australia, with businesses seeing the kiosks as an efficient way to contribute and engage both staff and customers.





Visual Appeal



Customised Design

Kiosks can feature tailored branding, messaging, and cause-specific layouts suited to any event or location.

Versatility

Whether stationed in shopping malls, festival grounds, or at corporate offices, the kiosk stands out as an impactful, eye-catching installation.

Examples of Placement



Christmas pop-ups in high-traffic retail areas.



Sports stadium entrances.



Community halls during fundraising campaigns.

Logistics and Campaign Management

End-to-End Support from Brandstand

Brandstand offers comprehensive management for the kiosk, ensuring a seamless experience for organisations.

Key Services Include:

✓ Design

Customising physical and digital aspects of the kiosk to reflect the organisation's goals.

✓ Development

Creating and testing an intuitive, on-screen user experience.

✓ Delivery and Setup

Transporting and installing the kiosk at designated locations, ready for immediate use.

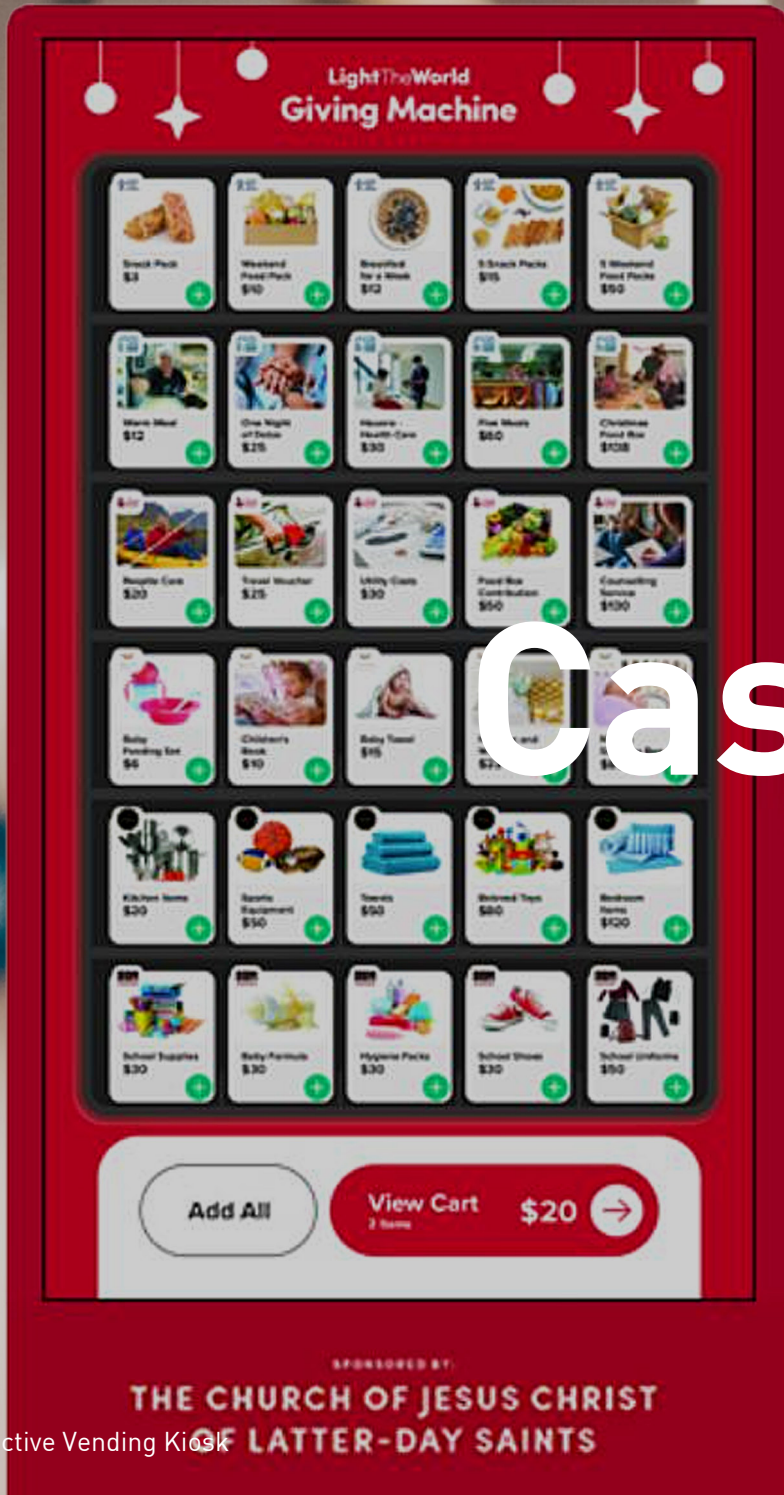
✓ Ongoing Support

Troubleshooting, performance monitoring, and campaign adjustments as needed.

This approach allows organisations to focus on engagement while Brandstand manages the details.



Case Study



The Light The World Giving Machine: New Zealand as a Pioneer

New Zealand was selected as a trial nation for a global giving initiative, positioning the Interactive Vending Kiosk (IVK) at the forefront of innovative fundraising. The campaign was launched to enable individuals to make digital donations to local charities over the Christmas period.



Localisation and Custom Software

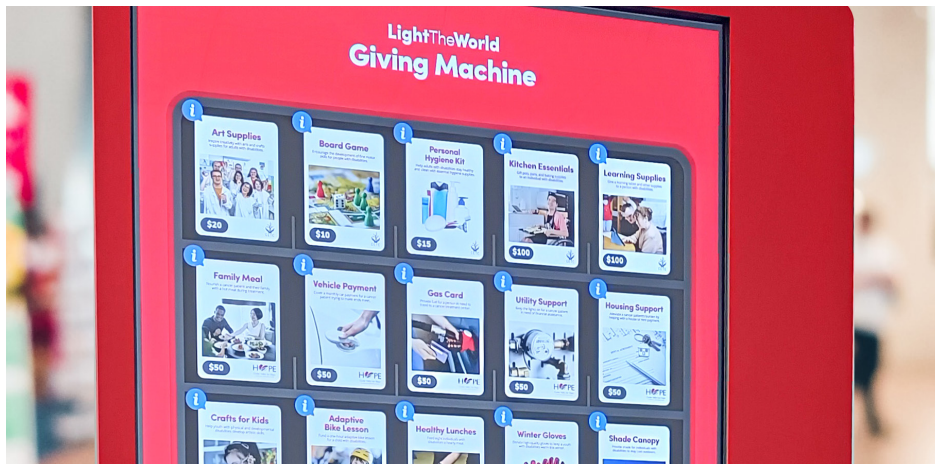
The software powering the Giving Machine was designed with full flexibility, enabling each kiosk to display charities specific to its location. Charities were able to provide tailored descriptions, ensuring donors understood the unique work being supported. This custom approach resulted in a more meaningful connection between donor and recipient.





Seamless Payment Integration and Design Innovations

In terms of hardware, the machines feature an integrated EFTPOS facility on the right-hand side, fully compatible with Windcave for secure, reliable transactions. The IVK stands out from standard interactive kiosks with its wider side profile—this design elegantly conceals essential components such as the WiFi modem, facilitating robust performance in any setting.



Flexibility Across Causes, Products, and Experiences

The software's adaptability extends well beyond physical gifts. The IVK platform can support any type of product or experience, including digital gift cards, experiential offers, direct donations to churches or sports clubs, and more. During the LightTheWorld campaign, donors could choose from a diverse array of impactful gifts and targeted donations, including:

- School Shoes
- Dinner for a Single Mum
- Teen Gift Card
- School stationery essentials
- Respite care
- Utilities costs
- Travel voucher
- Ready-to-use food packs
- Rugby ball
- Mouth guard
- Football
- Kids toy

Local Context

Philanthropic initiatives in New Zealand contribute an estimated \$3.8 billion annually, with an additional \$2 billion attributed to volunteering value.

This case study underscores both the technical sophistication and community focus of the IVK, demonstrating how thoughtful design, local relevance, and digital agility can transform charitable giving at scale.



Achievements and Community Impact

- Broad engagement across all age groups and backgrounds.
- Enhanced visibility and engagement for community organisations.



Join the Movement

Discover how your organisation can benefit from the Interactive Vending Kiosk (IVK).

Next Steps

- ✓ Envision how the kiosk can align with your goals.
- ✓ Contact Brandstand for a consultation and demonstration.

Get in Touch

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🖱 www.brandstand.co.nz

Start revolutionising your fundraising today with a solution that is impactful, transparent, and easily accessible.

This presentation provides a comprehensive overview for organisations keen to explore a portable, innovative, and user-friendly approach to modern fundraising.





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