

USING CASHLESS AND CONTACTLESS PAYMENTS

While most people still turn up to an open day with cash in their pockets, as we all know, we tend to carry less cash around in general. We have a couple of solutions available to deal with cashless payments, should you feel these will be helpful for your open day. Always discuss with your District Organiser in the first instance and Head Office is always happy to advise too. If you wish to stick to 'cash only', that is fine!

CARD READERS

Some of our Districts now have card readers which can be used on open days. Do ask your District Organiser if one is available for your open day. Do remember that while these can be helpful when people are buying plants or teas, using the card reader also comes with a fee, so funds raised will be reduced accordingly.

Card readers are simple to use but will require an internet connection – some card readers have built-in 3G so can be used where there is a mobile signal but it's a good idea to check this before your open day to make sure that it works in your location.

ONLINE TICKET OPTIONS:

AT THE GARDEN GATE

It may not be practical to have a card reader at your Open Day but we are now able to provide a poster with a QR code linking to an online booking for your opening if you feel a cashless option is necessary. This works as follows:

- The QR code can be scanned by a visitor's smart phone and they can then buy their ticket using the online platform.
- The visitor will be sent a ticket to their phone which they can show you on entry.
- Remember, this is subject to fees; a standard 15p ticket fee plus 5% processing fee. At present, we are testing the approach that Scotland's Gardens Scheme pays these fees but asks visitors for a voluntary donation to help cover these fees (minimum £1).
- We can ask the visitor some simple marketing questions so we can find out a little more about them.
- We can also ask them if they would like to join our mailing list to find out about future events.
- Visitors can pay using their card details as normal or if their phones are already set up to do so, they can also use ApplePay or PayPal.
- We are currently testing Trybooking for this solution. While there may be other solutions with smaller fees, the advantage with this provider is that their systems for reporting and drawing down funds raised are much more sophisticated than others, meaning that we can identify and report on funds specific to a particular garden opening, important to make sure funds are reported correctly to specific gardens.

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Here is an example of the system we are currently trialling:

<https://www.trybooking.co.uk/37208>

Or try using your smartphone to scan the QR code:



The screenshot shows the Scotland's Gardens Scheme website interface. At the top, there's the logo and navigation buttons: 'FIND A GARDEN', 'WHAT'S NEW', 'OUR IMPACT', and 'JOIN IN'. Below the logo is the tagline: 'Opening a fantastic selection of gardens across Scotland to raise money for hundreds of charities'. The main content area features a large image of a Japanese garden with a pond and a traditional building. To the right of the image is a text box: 'If you can't attend the opening but still want to support our charity, we welcome donations [HERE](#).' Below the image is a map showing the location of the garden near Perth. To the right of the map is a text box with the garden's name 'THE JAPANESE GARDEN AT COWDEN', address 'Dollar, Clackmannanshire FK14 7PL', contact information 'E: info@cowdengarden.com' and 'W: www.cowdengarden.com', and 'Current Openings: Summer (closed Tuesdays) 10.30am-5pm and Winter (closed Mondays and Tuesdays) 10.30am - 4pm. Visit the Garden website for up to date details. (2023) Admission details can be found on the garden's website.' Below this is a 'Nominated charity: Donation to SGS Beneficiaries.' and a 'Book Here' button. At the bottom, there's a 'Description: Created in 1908, The Japanese Garden at...'.

ADVANCE BOOKING LINKS

We can also add an advance booking link on a garden's listing page, either using the system above or using gardens own booking link if they have one. Please do ask us about this and we will be happy to help.

