

EVERY FAN IS A DONOR. HOW THE ROYALS TURNED TAPS INTO \$163K.

30K+ FANS. 5 EVENTS. ONE TAP TO GIVE.

1,500+
donations

\$163.9k+
raised

5
events



About The KC Royals Foundation

Founded in 2001, the Kansas City Royals Foundation uses the power of sport to improve lives across the KC metro area. With more than \$28 million granted to hundreds of local nonprofits, the Foundation champions literacy, healthy communities, and military family support.

The Challenge: Create giving opportunities for fans

Capturing donations at live events meant cash boxes, manual processing, and missed opportunities from fans who wanted to give but didn't have cash on hand. With events ranging from Opening Day's bobblehead giveaway to golf outings, the Foundation needed a way to accept quick, contactless donations without causing long lines.

The Solution: deploy Kiosks across five events throughout the year, from a 30,000-fan giveaway night to fantasy camp.

The Foundation deployed a mix of Full Size and Tabletop Kiosks, placing them where fans were already gathered – so giving never interrupted the experience. After a successful Kiosk kick-off on Opening Day for the highly anticipated bobblehead giveaway, The Foundation used the Kiosks at the Celebrity Golf Outing, Royals Rally, Fantasy Camp, and Queens of the Diamond events.

The Results: what happens when every fan can give in seconds

30k+

fans in attendance, ready to support the Foundation. Built-in LTE means Kiosks work even when fans are crushing the venue Wi-Fi. No lost donations. No IT tickets.

90%

of donors chose to cover transaction fees. When fans feel connected to the cause, they don't just give - they give more.

\$127k+

raised on Opening Day. Thousands of fans gave with a quick tap. With Apple Pay, Google Pay, credit card, QR code, or even a Donor Advised Fund, every fan can give in seconds.

\$100

average donation. Every dollar raised goes toward the Foundation's literacy programs, healthy community initiatives, and military family services across the KC metro area.

“I didn’t realize how many features we were leaving on the table. Kind Kiosk gives a lot more functionality and access to data.”

Working with Chris and the Kind Kiosk team has been an outstanding experience from day one. The Kind Kiosk platform has given us **the flexibility and tools to do more** than we were able to with our previous company. Anytime we've had a question or needed support, Chris and his team have responded almost immediately with **thoughtful, helpful solutions**. What truly sets them apart is how much they value our feedback – actively listening and continuously improving the platform based on our input.

Jonathan Rosa

Manager, Community Impact for the Kansas City Royals Foundation



See what Kind Kiosk could raise at your next event.

Book a 15-minute call with our team to learn what a pilot looks like for your organization.



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