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Gift-Aiding Online Tickets

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Creating Gift Aid tickets online is very simple. The process is exactly the same as creating tickets and events. Merlin calculates the gift aid price automatically and therefore it's hassle free. When your customers go online to buy these tickets, the information is clearly stated and they can choose whether they wish to donate.

After you have created your template or have used a pre-existing one, you need to edit the variants (i.e. Adult, Child, Student Tickets). When you edit the tickets there will be a tick box for Gift Aid. See below:

Event Ticket Edit

Ticket Code	Ticket Description		
SPT000022	Child		
<input type="button" value="Main"/> <input type="button" value="Tickets"/> <input type="button" value="Visitors"/>			
EPOS Description <input type="text"/>			
Stock Cat. 1	Admissions <input type="button" value="..."/>	Stock Cat. 2	<input type="button" value="..."/>
VAT Code	1) 20.00 - Standard <input type="button" value="..."/>	GiftAid	<input checked="" type="checkbox"/>
Price	£ 4.50 <input type="text"/>	Gift Aid Price	£ 0.00 <input type="text"/>
Online Price	£ 0.00 <input type="text"/>	Online Gift Aid	£ 0.00 <input type="text"/>
Redeem Code	SPR000022 <input type="button" value="..."/>	Gift Redeem Code	SPR000022 <input type="button" value="..."/>
Shipping weight	<input type="text"/>	Head Count	<input type="text"/> 1 <input type="button" value="..."/>
<input type="button" value="Cancel"/> <input type="button" value="Save"/>			

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When creating Gift Aid tickets, you need to tick the Gift Aid box. All other details below do not need to be filled in. If you leave the price as it is, then Merlin will automatically add 10% to the Gift Aid price both sold on EPOS and online. If the

online price is different to the price sold on EPOS, again the Gift Aid price will automatically add 10% and therefore does not need to be edited. The Gift Aid Redemption code will also be the same as the one on the left.

Do this for all the variants, and make sure the 'Event Available Online' box is ticked on the main event.

Once the machine has polled this will all be online and ready!

When your customers go to buy online this is what they will see:

Gift Aid Entry

Select the date of the booking:

Item	Price	Quantity
Child	£5.00	<input type="text" value="3"/>
Student	£7.00	<input type="text" value="0"/>
Adult	£10.00	<input type="text" value="0"/>

UK Tax Payer
By generously choosing to pay this higher price, your entire ticket price can be treated as a donation and COMPANY NAME will be able to reclaim 25% from HM Revenue and Customs. You are confirming that you will pay sufficient UK income/capital gains tax to cover this and all other gift-aided donations made in this tax year.

Non UK Taxpayer but would like to donate
If you generously pay the higher price but do not pay sufficient UK income/capital gains tax to cover this and all other gift-aided donations made in this tax year then COMPANY NAME will still benefit from the additional payment.

UK Taxpayer/non UK taxpayer, no Gift Aid
You are choosing to pay the standard admission charge only.

Add to Basket

The prices will automatically change whether they wish to donate or not and add the relevant amount on. Merlin does all the explanations for you with multiple options. This has to be an "opt-in" selection due to HMRC terms for asking for gift aid. This cannot be set to gift aid by default.

Declarations must be checked if gift aid is selected to confirm the user is eligible for gift aid. All information is collected at the point of sale with everything required to then claim this back from the HMRC.

All customer information is downloaded to back office ready to claim.

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