



THE CHURCH
OF ENGLAND

DIOCESE OF SALISBURY

DONATE



**Digital Giving
How-to Guide**

Intro

Online giving has been growing in importance for the financial sustainability of churches over the last decade and in the last six months it has become critical. This guidance will equip your church to ensure you have the right things in place.

As social distancing makes traditional means of giving more problematic, church members will be looking for alternative ways of supporting their church at this time. Giving and generosity are out-workings of our faith and - just as a building being shut doesn't mean the church is closed - the collection plate being out of circulation doesn't mean that people won't be able and willing to give.

Of course, many in our church families will be experiencing financial uncertainty during this challenging period. However, [recent research suggests](#) that people in that situation know that a charitable ask is not for them; they do not feel upset about being asked or guilty about not being able to support right now.

You can use the advice and resources which are linked to in this document to make it easier for people to give to your church during this period. Ask authentically and acknowledge that not everyone will be able to give. Make it clear why giving is required to sustain your shared ministry as a church and allow people to respond how they feel called to do so.

Top tips

Make it clear

When you share a way to give, make it as simple as possible. Make web addresses as short as possible, display donation links prominently and be careful not to overwhelm people with too many different options.

Reduce friction

Even if they are keen to do something, people are busy and easily distracted. Don't bury links in the depths of your website, don't make people click through lots of content before they can enter their card details. Keep the steps between someone deciding to give and completing the transaction as few as possible.

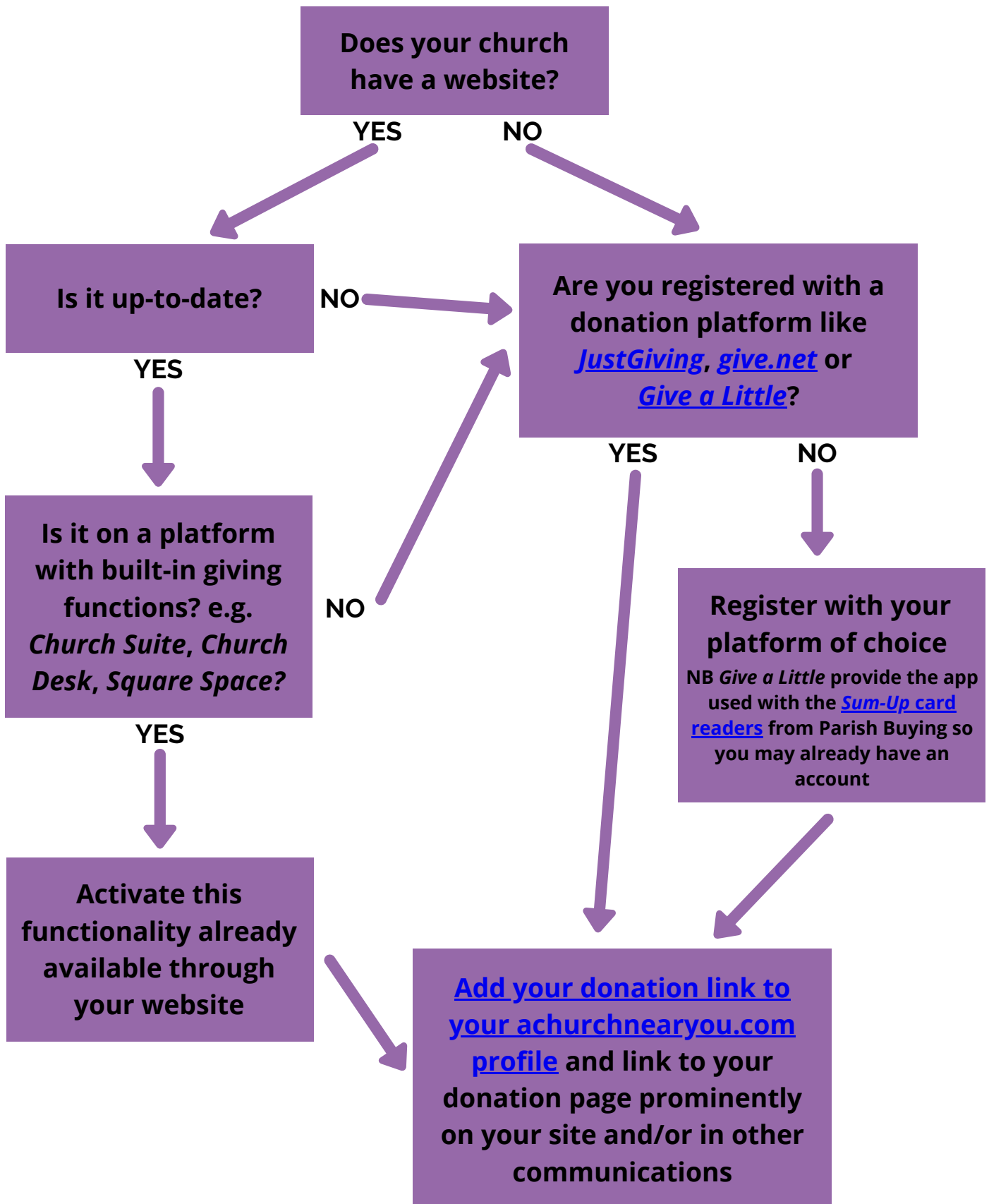
Tell people multiple times

Don't presume that just because you've shared how to give online once that everyone took it in or was able to give at that point, even if they wanted to. People need regular reminders to nudge them towards action. If you speak about giving in church, share the link or a QR code on printed materials. If you have a giving service online, follow up with an email with the relevant links. Remind people a week or two later, especially in case anyone missed it the first time.

Show gratitude

Getting people to give is just one part of encouraging generosity in a relational way. Saying thank you is also key! Many of the tools and platforms explored in this document will help you to send an automated thank you. Don't just leave the thank you in the default text, customise it to your community and make it sound human.

Selecting the right option for online giving



Other tools to be aware of

QR Code

QR code adoption has shot up during the pandemic so most people now know how to use them with their smart phone. It's free and easy to generate a QR for any web address and it's particularly useful if the address is complicated to remember. Head to qr-code-generator.com to set one up, download as an image and put on any printed materials you're using.

A poster with a QR code directing people to your donation page is also a good alternative to a collection box if you are not able to utilise contactless in your church. Put one up with a few encouraging words by things like leaflets, candles etc that you would normally expect visitors to donate towards.

Contactless giving

Contactless giving is another important consideration to provide a different way of giving in person for those attending services or visiting your church. Whether you have wifi or good mobile reception in your church is a consideration. The best place to start your research is to look at the options available through the [Parish Buying Scheme](#). You may also wish to ask your bank what options they might be able to provide.

You will likely need to pay an upfront cost for the unit as well as a small fee on each transaction so weigh up which is best for you with your anticipated usage.

Streaming

If you are using YouTube or Facebook live to stream your services, check what options there are to include your own links or use their donation functionality. This would make it very straight forward for people to give from their device straight from the live stream.