

Adding a giving button to your website

A step by step guide

There are a few items that you will need in place before you can add a giving button to your website or A Church Near You page. These are:

1. A Merchant account to process card donations
2. A way of creating a Donate Now button for that Merchant account
3. A website or page to host the button

This guide aims to answer these questions and give you step by step guidance through the process, so by the end you will have a Donate Now button available for your church to use. Let's deal with item 3 first. If your church has its own website then this can be used to host a Donate Now button. You will need Administrator rights or Editor rights to be able to add the button to your website or page.

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A Merchant account – what is it and why do I need one?

A merchant account processes the donor's credit or debit card details and pays the donation into the church's bank account. Without it you can't process card donations. There are a number of different types of merchant account depending on what you are processing – Are you a church or business, do you accept donations or trade, is it for face-to-face or online transactions etc.

We work with two different merchant account providers who understand churches and help make the setting up of a merchant account easier.



How do I setup a merchant account

This is similar to setting up a new bank account, but much quicker. You will normally need:

1. To complete an online application form – please see below
2. Provide proof of ID from more than one PCC member
3. Provide proof that the bank account you want the donations to be paid into belongs to the church – normally a copy of the bank statement is sufficient.
4. Some may require a link to your website or a copy of your annual accounts. This is because they want to understand you more as a Church and what you do. They want to ensure, for example, that you are not raising money and sending it all abroad which is considered a big risk for these merchant accounts.

Once they have completed all of their due diligence checks (normally a day or two) your application will be approved, and you will be given online access to your merchant account.

Below are instructions to set up a merchant account with Braintree. With Braintree there are no setup fees, no monthly fees and you are only charged 1.9% + 20p on the net amount of a transaction. If a donor chooses to Gift Aid their donation there is no charge made on the Gift Aid element.

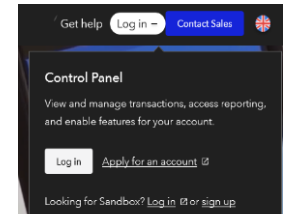
Creating a Braintree application for Churches

In order to accept credit/debit card donations via your website using the Donate Now button you will need to create a 'Merchant account' which is used to process the credit/debit card.

To get started go to the website (<https://www.braintreepayments.com/gb>), click Log in



and click 'Apply for an account'



| Completion instructions | Initial screen | Completed screen |
|---|---|---|
| <p>Business Details</p> <ol style="list-style-type: none"> Business Name: Enter the name of the Church Legal Name: if the church is a registered charity then enter the legal name of the charity. If it is an Excepted charity enter the church name again Industry: Please select Charity/tax exempt. Business Type: Please select Tax Exempt Registered Number: If you are a registered charity then enter your charity number. If you are an excepted charity then enter 'Excepted Charity' or fill it in with 0's Business description: if you are a church enter a description of the work you do, for example: "The funds that the church generate will be used to provide a Church for all people and ensure that all children and vulnerable adults are safe in the Church. This will be done through evangelism to bring more of the people in the UK to the faith of Christ. To strengthen the Christian faith and life of all those who worship God and to contribute to transforming our society and communities through acts of neighbourliness and service to all." Business Address: enter the registered address for the church or church office (whichever is recorded as your registered address) | <p>Tell us the basics about your business. The information you provide below will help us to verify and understand your business.</p> <p>Business Name <input type="text"/> Legal Name <input type="text"/></p> <p>Phone <input type="text"/></p> <p>GBR +44 <input type="text" value="0121 234 5678"/> Website <input type="text"/></p> <p>Industry <input type="text" value="Retail/Physical Goods"/> Business Type <input type="text" value=""/> Registration Number <input type="text" value=""/></p> <p>Business Description <input type="text"/></p> <p>Please tell us about your business including what products or services you sell online and who you sell to. Your business must operate within the permitted use of Braintree services outlined in our Acceptable Use Policy.</p> <p>Business Address <input type="text"/></p> <p style="text-align: right;">Next Step: Contacts</p> | <p>Tell us the basics about your business. The information you provide below will help us to verify and understand your business.</p> <p>Business Name <input type="text" value="Data Developments Test"/> Legal Name <input type="text" value="Data Developments test Ltd"/></p> <p>Data Developments Test <input type="text"/> Data Developments test Ltd <input type="text"/></p> <p>Phone <input type="text"/></p> <p>GBR +44 <input type="text" value="01902 714030"/> Website <input type="text" value="www.datadevelopments.co.uk"/></p> <p>Industry <input type="text" value="Charity/Tax Exempt"/> Business Type <input type="text" value="Tax Exempt"/> Registration Number <input type="text" value="Excepted charity"/></p> <p>Business Description <input type="text" value="The funds that the church generate will be used to provide a Church for all people and ensure that all children and vulnerable adults are safe in the Church. This will be done through evangelism to bring more of the people in the UK to the faith of Christ. To strengthen the Christian faith and life of all those who worship God and to contribute to transforming our society and communities through acts of neighbourliness and service to all."/></p> <p>Please tell us about your business including what products or services you sell online and who you sell to. Your business must operate within the permitted use of Braintree services outlined in our Acceptable Use Policy.</p> <p>Business Address <input type="text" value="Technology Centre Glaiser Drive Wolverhampton West Midlands WV10 9RU"/></p> |

Contacts

Role: the options you have to select from are:

Role

Select One

Director

Owner

Both

Which do not seem to apply to churches or charities.
Select Director and enter the details of a trustee

It is worth adding at least one other trustee so please
click 'Add contact' and add the details for the second
trustee.

Please note that Braintree will be contacting the
trustees that you list so the people you list will need to
be able to speak on behalf of the church and be
regularly checking their email.

Contacts

Tell us about yourself and any beneficial owner involved in this business. In compliance with anti-money laundering laws in the European Union, any beneficiary owning 25% or more of company shareholdings must be included with this application.

Your Information

| Role | First Name | Last Name |
|----------|------------|-----------|
| Director | Stephen | Hendy |

| Phone | Birthdate |
|------------------------|------------|
| GBR +44 01902 714030 | 1980-01-01 |

Where do you live?
United Kingdom

Home Address
Technology Centre Glaisher Drive Wolverhampton West Midlands WV10 9RU

Other Contacts and Beneficial Owners

Providing additional contacts is optional. We will collect information for any required beneficiaries when we process your application.

 Add Contact

Contacts

Tell us about yourself and any beneficial owner involved in this business. In compliance with anti-money laundering laws in the European Union, any beneficiary owning 25% or more of company shareholdings must be included with this application.

Your Information

| Role | First Name | Last Name |
|----------|------------|-----------|
| Director | Stephen | Hendy |

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Where do you live?
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Home Address
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Online Card Processing

As this account will be used solely for receiving donations this section can be difficult to complete.

1. Subscriptions – leave this option blank
2. Physical goods – leave this option blank
3. Projected Annual Volume - Braintree suggest for those with no processing history to enter £60,000
4. Average transaction: enter £5
5. Largest transaction: enter £100

Please note that Braintree do require your 'best guess' for the projected annual volume, average transaction and largest transaction amounts

Online Card Processing

Tell us about your current and projected processing volume on credit or debit cards for items purchased through an online store. This information helps us better understand the processing needs for your business.

| | |
|--|---|
| Subscriptions <input type="checkbox"/> Yes, I offer subscriptions | Physical Goods <input type="checkbox"/> Yes, I ship physical goods |
| Projected Annual Volume £ 50,000 | |
| <small>For start-ups with no processing history, we recommend entering 60,000 GBP (£) or less unless you have some special circumstances around your launch. Otherwise, use your current processing statements as a guide.</small> | |
| Average Transaction | Largest Transaction |
| | |
| Previous Step | Next Step: Delivery |

Online Card Processing

Tell us about your current and projected processing volume on credit or debit cards for items purchased through an online store. This information helps us better understand the processing needs for your business.

| | |
|--|---|
| Subscriptions <input type="checkbox"/> Yes, I offer subscriptions | Physical Goods <input type="checkbox"/> Yes, I ship physical goods |
| Projected Annual Volume £ 60000 | |
| <small>For start-ups with no processing history, we recommend entering 60,000 GBP (£) or less unless you have some special circumstances around your launch. Otherwise, use your current processing statements as a guide.</small> | |
| Average Transaction £ 5 | Largest Transaction £ 100 |
| Previous Step | Next Step: Delivery |

Delivery details

As this account will be used solely for receiving donations this section can be difficult to complete.

1. When do you charge: suggested answer is 'After the service is completed'
2. When do you deliver: suggested answer is 'Within 14 days'

Please note that Braintree **DO** require these options to be completed

Delivery Details

We like to know what products and services our merchants offer. These details will help us get an idea of how to best facilitate your business.

| | |
|---|-------------------------------|
| When do you charge? Select One In Advance After service is completed | When do you Deliver? _____ |
| Previous Step | Next Step: Funding |

Delivery Details

We like to know what products and services our merchants offer. These details will help us get an idea of how to best facilitate your business.

| | |
|---|--|
| When do you charge? After service is completed | When do you Deliver? Within 14 Days |
| Previous Step | (|

| | | |
|--|--|--|
| | <h3>Delivery Details</h3> <p>We like to know what products and services our merchants offer. These details will help us get an idea of how to best facilitate your business.</p> <p>When do you charge? When do you Deliver?</p> <div style="border: 1px solid black; padding: 2px; display: inline-block;"> Select One Within 14 Days 15 - 30 Days 31 - 60 Days Later than 60 Days </div> <p style="text-align: center;"> Previous Step Next Step: Funding </p> | |
| <h3>Bank information</h3> <p>This is the screen needs the information for the church/charity bank account that the donations will be paid into.</p> <p>Both the BIC (Bank Identifier Code) and the IBAN (International Bank Account Number) are located on your bank statement and need to be entered here.</p> <p>PLEASE NOTE: These are different to the sort code and account number, (which are contained within the IBAN number)</p> <p>Click 'Finish Account'</p> | <h3>Bank Information for Disbursement</h3> <p>Please provide a checking account that settles in GBP (£). Funds are typically dispursed within 2 business days for approved merchants. Savings, deposit-only, and prepaid debit accounts will not be funded by Braintree.</p> <p>BIC</p> <hr/> <p><small>A BIC (Bank Identifier Code) is a unique identifier for a bank.</small></p> <p>IBAN</p> <hr/> <p><small>Your IBAN (International Bank Account Number) is used by banks in European countries for international fund transfers. If the banking information provided does not disperse in GBP (£), you may have issues receiving your funds.</small></p> <p style="text-align: center;"> Previous Step Finish Account </p> | |

Once they have completed all their due diligence checks (normally a day or two) your application will be approved, and you will be given online access to your merchant account.



How do I create my Donate Now button

A Donate Now button is normally generated, in the case of churches, by donations software. In this example we will use MyGiving.Online from Data Developments which is free to use for the whole period that churches are closed due to Covid-19.



Your merchant account will have a combination of unique numbers (rather like a bank account and sort code combination) which the Donate Now button uses to ensure the donations are sent to the correct church. These numbers will be located in your online merchant account and need to be copied and pasted for the Donate Now button.

Below is an example

| | | | |
|---|-----------|-----------------------|---------------------|
| <input type="checkbox"/> Braintree | | | |
| Braintree Merchant Id | 123456789 | Braintree Public Key | 111abc222def333 |
| Braintree Merchant Account ID (optional but required for PayPal) | | Braintree Private Key | ab44cd55ef66gh77i88 |

The Donate Now button can now be generated and there can be two different types – A Donate Now button for your church website or a Donate Now link which you will need to use on certain sites such as WordPress.



How do you add a Donate option to my website?

Generate Donate Button

Generate Donate Now Link

Click the relevant button above, this will automatically create the code that you need and copy it for you.

If you are the administrator or editor of the website you will need to login to it to be able to make changes. Depending on the website editor software being used you will normally either see the code for the website or a visualisation of the page.

Go to the section where you want the button displayed and Paste in the code generated above. Preview the page, if it looks correct then save it and that's it your button will be active ready to take donations.



Once you have completed the form click Save at the bottom of the page and that's it - your online donations will be activated

To register to use MyGiving.Online for FREE



MyGiving.Online from Data Developments is designed to re-imagine the way you handle donations and giving for your church by opening up new opportunities and saving you time. It will manage all of your giving, whether online or not and submit claims directly to the HMRC. Gift Aid, non-gift aided and GASDS donations can be entered or imported and thank you letters printed or emailed to donors at the click of a button.

INCREASE GIVING – MyGiving.Online has the ability to communicate directly with your website. Enabling supporters and visitors to make online donations; 24 hours a day, 7 days a week – the details of which will automatically appear in your MyGiving.Online account, even if they are completely new donors.

MINIMISE MANUAL INPUT – A facility to import donations directly from your Bank Statements, your website (using our Donate Now button), JustGiving, your Parish Giving Scheme statement and Paypal is included thus reducing the amount of donations you need to enter manually.

REDUCE ERRORS – With an automatic postcode lookup facility you no longer have to decipher illegible handwriting, simply type in the postcode, select the house number and the rest of the address is filled in for you.

REDUCE RECORD MAINTENANCE – To work alongside this online system we've developed a mobile app that can be used by donors to sign a Gift Aid Declaration, submit donations and update contact details. When means you can receive donations and submit your claim (where applicable) all without lifting a finger.

BETTER REPORTING – With the facility to import donations from external sources, such as JustGiving or PGS, you can establish a better understanding of where your donations are coming from and how much you are receiving.

NO MORE HARDWARE RESTRICTIONS – MyGiving.Online can be accessed from PC's, Apple Mac's, Tablets and almost any device with an internet connection.

SHARE THE WORK – Unlike our desktop application the number of users you can have linked to an organisation is unlimited. Plus each individual user can be assigned their own unique access rights, enabling you to determine what they can and can't do

You can use MyGiving.online for free for the whole period that churches are closed due to Covid-19 simply register at <http://www.datadevonline.co.uk/MyGivingTrial>. Technical support and online training is also included free of charge. For details of our next free online courses please visit our website or give us a call.



Data Developments

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