

## Setting up a Campaign in Give A Little

*(Note the sample slides show £ sterling, rather than € Euros, as the Diocese in Europe is UK-based)*

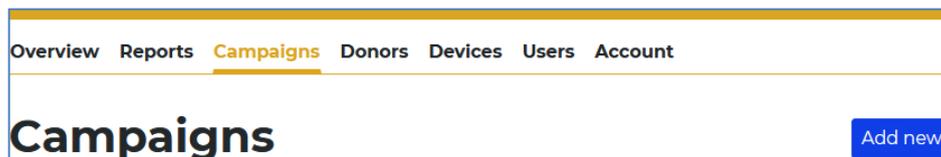


Once you have set up your Give A Little and SumUp accounts you are ready to create your first online giving campaign.

You can create either one central campaign - or multiple ones such as: general funds, a roof appeal, church café sales, mission fund etc.

### Add New Campaign

To begin, log into your Give A Little account online ([givealittle.co/login](https://givealittle.co/login)). Then, click 'Campaigns' in the bar across the top of the screen and then click 'Add new'.



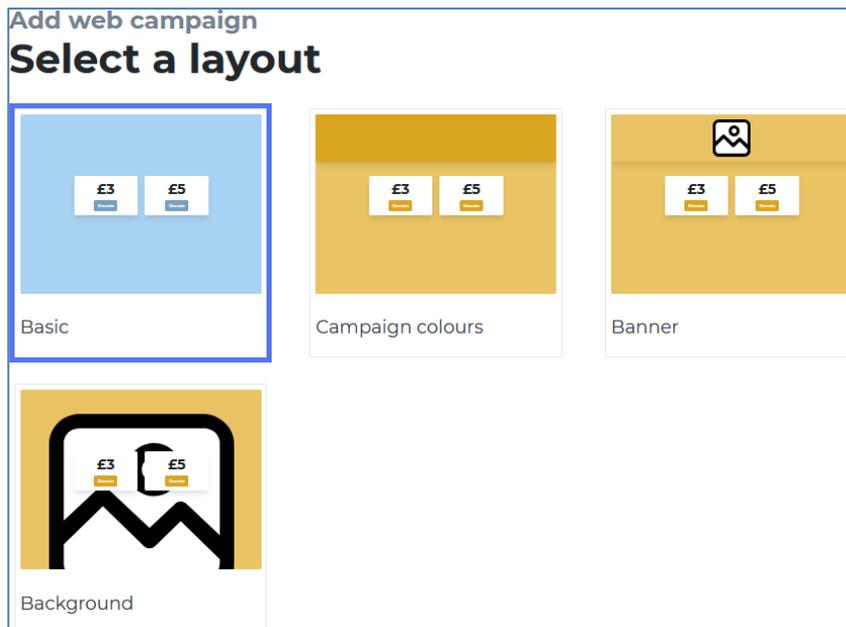
Select a type of campaign to create:

*(Note: Give A Little/SumUp can also be used for contactless giving campaigns if you have a SumUp device)*

- To create an online giving page, choose 'Web campaign' and click 'Next'.
- If you are creating a number of different campaigns (eg 'Mission & Ministry', 'Church Roof Fund', 'Harvest Project') to appear together as a list on one screen, then choose the 'List of web campaigns'. Add a general heading and message that straddle the various campaigns. When prompted, select the campaigns that you would like your donors to choose from. Finally, name the list; this is to help you find it in the admin menu and is not seen by donors.

Select layout:

- We recommend you choose either the 'Basic' or the 'Campaign colours' layout, as including images is complicated.



*NB: You cannot change the campaign layout once you finish setting up your campaign.*

### Campaign Details

Next fill in some campaign details. Under 'Heading', put your church's name. In the 'Message' bar, write a short invitation for people to give. For example, "Please give generously to the work of our church" or "Support our ongoing work in the community". Please note that there is a limit of 70 characters.

The screenshot shows the 'Campaign details' form. The title is 'Add web campaign' and the main heading is 'Campaign details'. There are two input fields:
 

- Heading:** A text box containing 'St Agatha's Anytown' with '11 characters remaining' below it.
- Message:** A text box containing 'Support the ongoing work of our church in the community' with '15 characters remaining' below it.

 To the right of the form is a preview of the campaign banner, which is a solid blue rectangle with the text:
 

St Agatha's Anytown  
Support the ongoing work of our church in the community

 At the bottom left of the form are two buttons: 'Cancel' and 'Next'.

Click 'Next' to move onto the next section.

Set some suggested donation amounts. We would advise that the lowest suggested amount for contactless giving is 5€, and for online is 10€. Four different amounts work well in a campaign, so choose a range that will engage your church community well. We recommend that you switch on the 'Choose your own amount' button so that people can select another amount to donate.

**Add web campaign**  
**Donor options**

Donation amounts

£ 5 Remove

£ 10 Remove

£ 20 Remove

£ 50 Remove

Add another

Button position

Top

Middle

Bottom

Show "Choose your own amount" button

Cancel Next



Click 'Next' to move onto the next section.

In the 'Donor Premium options' settings, you can switch on the ability to offer contact opt-in if you would like to collect supporters' contact details.

**Note: Do not click on Gift Aid eligibility.**

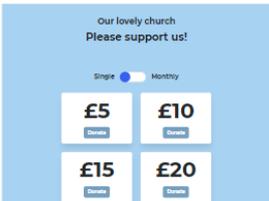
**Add web campaign**  
**Donor Premium options**

Set the campaign to be eligible for Gift Aid

Allow recurring donations

Offer contact opt-in

Cancel Next



Click 'Next' to move onto the next section.

Next, customise your thank you message to add that personal touch for your donors. This could be as simple as, "Thank you for supporting St A's". You can switch on the option to offer a donation receipt - and also the option for people to stay in contact with you, which could be very useful.

**Add web campaign**

## Thank you screen

Thank you message

2 characters remaining

Thank you position

Top

Middle

Bottom

Offer donation receipt

Cancel **Next**



The preview shows a blue rectangular area with the text: "Thank you for your generous gift to St Agatha's. Your support enables so much!"

### **Name Your Campaign**

For web campaigns, you will need to click 'Publish' to make the page visible and share it.

### **Share a Web Campaign via a QR code**

QR codes act as a bridge between the offline and online world, by directing people to a website with a unique code image. Through a QR code, people can make a donation to your church's online giving page on their smartphone.

To download your online giving page's QR code, first return to the main 'Campaigns' section of the website by clicking in the menu across the top. Under 'Web campaigns' you can see your online giving page(s), and the option to 'Download QR code'. Click that and save the PNG file as prompted.

Once you have your QR code saved, you can insert it into a variety of media to share with your church community, such as posters, services sheets, and pew cards.

### **Share a Web Campaign via Link (URL)**

Using a web link is the best way to share your online giving page on your church's website and can enable people to donate from the click of a button anywhere online.

To copy your online giving page's link, first return to the main 'Campaigns' section of the website by clicking in the menu across the top. Under 'Web campaigns' you can see your online giving page(s), and the option to 'Copy link'. Open a new web browser tab and click paste (Ctrl-V) in the address bar, and you will be able to see the online giving page for donors to give through. Bookmark this webpage in your browser so that you can easily access it as needed.

Once you have your web link ready, you can share it in many ways online such as on your website, social media pages, and through livestreamed services.

