

Setting up an Online 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.

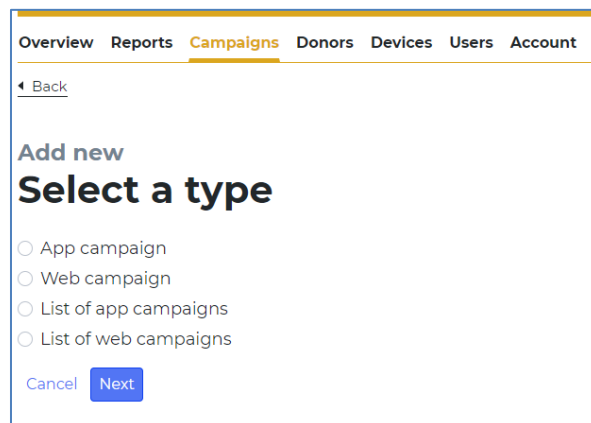
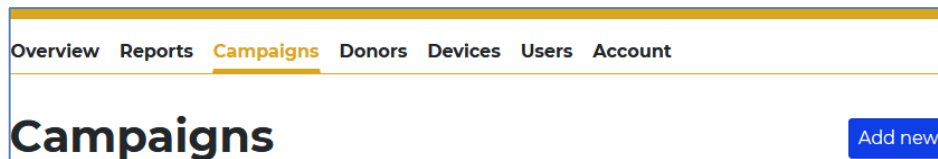
You can create either one central campaign - or multiple ones such as: general funds, a roof appeal, church café sales, mission fund etc.

One of the key things to note is that your online campaign page does not sit on your church's website – it sits on a bespoke Give A Little page eg

<https://givealittle.co/c/5CvUlcLx3WfK39NIR2jH6G> - and you create links to it.

Add New Campaign

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

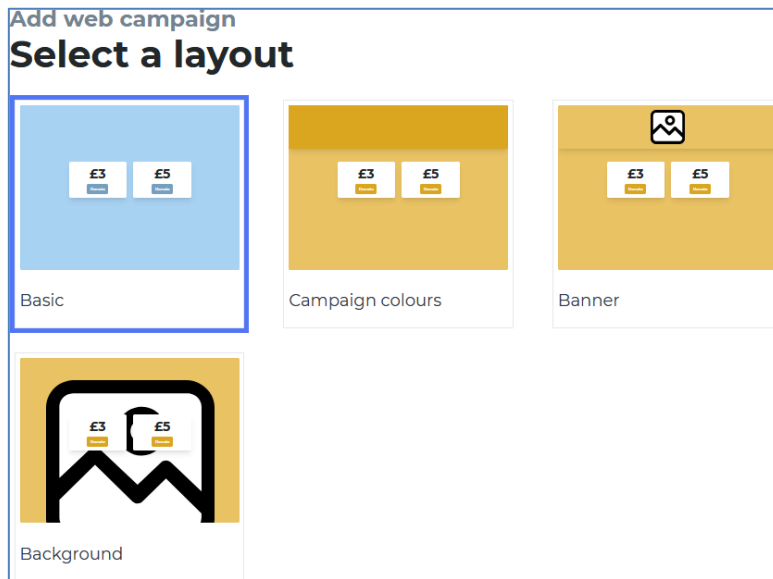


Select a type of campaign to create:

- To create an **online giving** page, choose '**Web** campaign' and click 'Next'.
(Note: For contactless giving campaigns you need to choose 'App campaign')
(Note: For more information on 'List of... campaigns' see the end of this document)

Select layout:

- We recommend you choose either the 'Basic' or the 'Campaign colours' layout, as including images is complicated for online giving. Basic = you can't change colours; Campaign colours = you can change the colours.



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 characters for each field.

The screenshot shows the 'Add web campaign' interface with the heading 'Campaign details'. It features two input fields:

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

 To the right of these fields is a preview of the campaign banner with the heading 'St Agatha's Anytown' and the message 'Support the ongoing work of our church in the community'. At the bottom left, there are 'Cancel' and 'Next' buttons.

Click 'Next' to move onto Donor options.

Set some suggested donation amounts. Think carefully about the lowest amount you offer, as people often choose the lowest option eg should it be 5 or 10€? Four different amounts work well in a campaign, so choose a range that will engage your church/friends communities. We recommend that you switch on the 'Choose your own amount' button so that people can select another amount to donate.

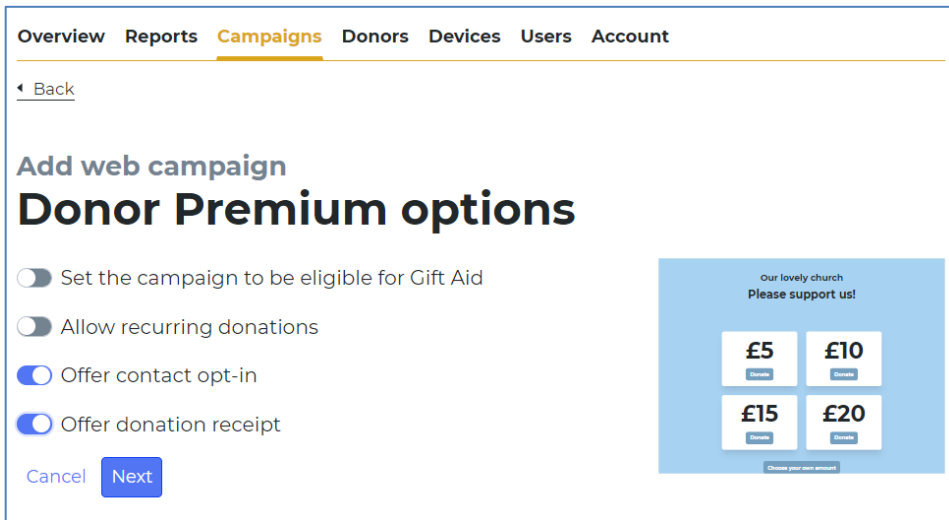
The screenshot shows the 'Add web campaign' interface with the heading 'Donor options'. It features a list of donation amounts and button position settings:

- Donation amounts:** A list of four input fields with values '£ 5', '£ 10', '£ 20', and '£ 50'. Each field has a 'Remove' button to its right. Below the list is an 'Add another' button.
- Button position:** Three radio button options: 'Top', 'Middle' (selected), and 'Bottom'.
- Show "Choose your own amount" button:** A toggle switch that is currently turned on.

 To the right of these settings is a preview of the campaign banner showing four donation buttons labeled '£5', '£10', '£20', and '£50'. At the bottom left, there are 'Cancel' and 'Next' buttons.

Click 'Next' to move onto Donor Premium options.

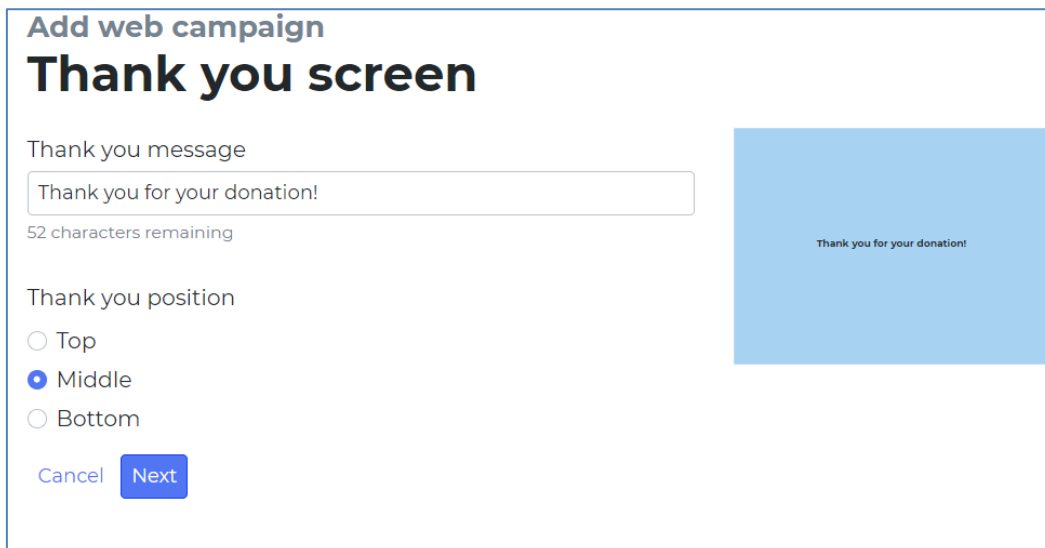
In the 'Donor Premium options' settings, you can switch on the ability to offer contact opt-in if you would like to collect supporters' contact details - or offer a general receipt via email – or allow recurring donations. *Note: Gift Aid eligibility should not appear on European screens.*



The screenshot shows a navigation menu at the top with 'Campaigns' highlighted. Below the menu is a 'Back' link. The main heading is 'Add web campaign' followed by 'Donor Premium options'. There are four toggle switches: 'Set the campaign to be eligible for Gift Aid' (off), 'Allow recurring donations' (off), 'Offer contact opt-in' (on), and 'Offer donation receipt' (on). At the bottom left are 'Cancel' and 'Next' buttons. On the right is a preview of a donation screen with the text 'Our lovely church Please support us!' and four buttons for £5, £10, £15, and £20, with a 'Choose your own amount' link at the bottom.

Click 'Next' to move onto the next section.

You can write a thank you message to add that personal touch for your donors. This could be as simple as, "Thank you for supporting St A's".



The screenshot shows the 'Add web campaign' settings for the 'Thank you screen'. It features a text input field for the 'Thank you message' containing 'Thank you for your donation!' with a note that 52 characters remain. Below this are radio button options for 'Thank you position': 'Top', 'Middle' (selected), and 'Bottom'. 'Cancel' and 'Next' buttons are at the bottom left. On the right is a preview of a blue square screen with the text 'Thank you for your donation!' centered.

Name Your Campaign

Finally, name your campaign. This can be a useful label for your Treasurer to see where giving income has come from. We recommend that you include what the fundraising is for and how it was given in the campaign name. For example, "St A's Online General" or "St A's Online Xmas Appeal". Please note that your campaign name will be visible to donors on their receipt and in their web browser.

Reviewing Your Campaign

You can now review your campaign.

The screenshot shows the 'Diocese in Europe Test 1' campaign review page. At the top, there is a navigation bar with 'Overview', 'Reports', 'Campaigns', 'Donors', 'Devices', 'Users', and 'Account'. Below this is a breadcrumb trail 'All campaigns'. The main heading is 'Diocese in Europe Test 1'. To the right of the heading are two buttons: 'Delete' (red) and 'Publish' (blue), with a red oval highlighting the 'Publish' button. Below the heading is a 'Template' section showing 'Campaign colours'. To the right of the template is a preview of the campaign page, which includes a dark blue header with the text 'Diocese in Europe Thank you for supporting us!' and a teal background with four donation buttons: £5, £10, £15, and £20. Below the preview is a 'Campaign' section with a table of settings:

Campaign		
Name	Diocese in Europe Test 1	Change
Heading	Diocese in Europe	Change
Message	Thank you for supporting us!	Change
Primary colour	#29B6CC	Change
Accent colour	#100B74	Change
Donation amounts	£5 £10 £15 £20 Other	Change
Button position	Middle	Change
Allow recurring donations	Yes	Change

For web campaigns, you will need to click 'Publish' to make the page visible. Then click on 'Yes, I'm sure'. Your page is now live and you can link to the webpage.

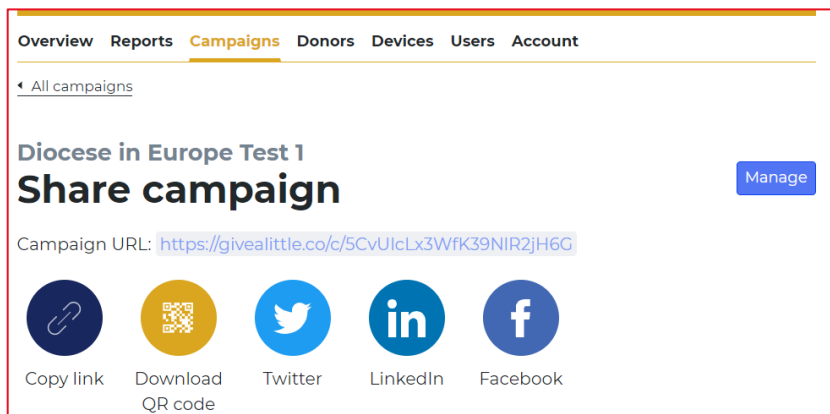
Share a Web Campaign via a QR code (or weblink, Facebook etc.)

You will now see a 'Share' button appearing on the screen.

The screenshot shows the 'Diocese in Europe Test 1' campaign review page after publishing. At the top, there is a navigation bar with 'Overview', 'Reports', 'Campaigns', 'Donors', 'Devices', 'Users', and 'Account'. Below this is a breadcrumb trail 'All campaigns'. A green notification banner at the top reads 'Campaign published. It is now available at <https://givealittle.co/c/5CVUclx3Wfk39NIR2jH6G>'. Below the notification is the main heading 'Diocese in Europe Test 1'. To the right of the heading are three buttons: 'Delete' (red), 'Share' (blue), and 'Unpublish' (blue), with a red oval highlighting the 'Share' button. Below the heading is a 'Template' section showing 'Campaign colours'. To the right of the template is a preview of the campaign page, which includes a dark blue header with the text 'Diocese in Europe Thank you for supporting us!' and a teal background with four donation buttons: £5, £10, £15, and £20. Below the preview is a 'Campaign' section with a table of settings:

Campaign		
Name	Diocese in Europe Test 1	Change
Heading	Diocese in Europe	Change
Message	Thank you for supporting us!	Change
Primary colour	#29B6CC	Change
Accent colour	#100B74	Change
Donation amounts	£5 £10 £15 £20	Change

Click on the 'Share' button and you will see the different ways you can share your donations page.



Download your QR code. Then you can copy and paste it into a variety of media to share with your church community, such as posters, services sheets, presentations and webpages.

You can also share your campaign by copying the link onto a webpage or having a link on Facebook.

Making a List of Campaigns

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 you need to create each individual campaign first.

Once you have done this, go back to the Campaigns home screen and 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. Note: We would recommend that you use 'Lists' only where necessary as people are more tempted to give to a restricted fund, rather than your church's general fund!

A screenshot of the 'Add list of web campaigns' form, specifically the 'List details' section. It includes a 'Heading' field with the text 'St Mary's Church Funds' and a character count of 8 remaining. A 'Message' field contains 'Please support us!' with 52 characters remaining. There are two color selection fields: 'Primary colour' with the hex code #e9c363 and 'Accent colour' with the hex code #daa51f. At the bottom, there are 'Cancel' and 'Next' buttons. A preview of the campaign card is shown on the right.A screenshot of the 'Add list of web campaigns' form, specifically the 'Campaign choices' section. It prompts the user to 'Select the campaigns you would like your donors to choose from.' There is a search bar and a list of campaigns: Diocese in Europe Test 1, Juliet Evans, Cadenabbia, Ibiza Church 2, Ibiza Church, and fafaf. The 'Diocese in Europe Test 1' campaign is selected. There are 'Remove' buttons for each campaign. A preview of the campaign card is shown on the right.

