

# Digital Giving Digest

## Summer 2025



Diocese  
in Europe

Digital Giving

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# Digital Giving Rollout Project 2025 update



**£83,000**  
given  
January - June  
2025

## Key facts, figures & feedback

**52** chaplaincies have now received a large contactless giving device



It's already making a world of difference!

### Income breakdown:

**91%** card reader gifts  
**9%** online gifts

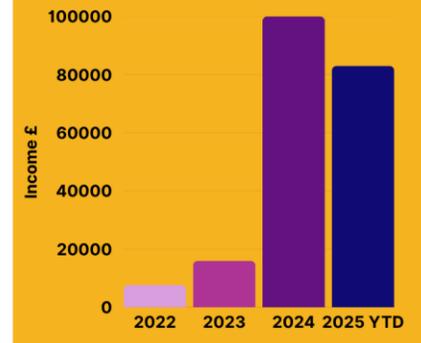
### Average gift size:

**£20.20** card reader gift  
**£43.21** online gift

Income per chaplaincy since the beginning of the project:

Total income from the project so far:  
**£207,000**

- 23** chaplaincies with digital income over £2,000
- 21** chaplaincies with digital income £500- £2,000
- 8** chaplaincies with digital income under £500



Data is only included from chaplaincies that have set up their digital giving through the Church of England (pilot and project data for large and smaller devices). Some chaplaincies are using other card reader devices/ online giving providers outside of the Church of England project; they have not been included. All currencies have been converted to £ Sterling.



# All devices: Getting the most out of your device

# Promotion ideas...

Posters/information next to the device...

(If there is no wall nearby, you can use an old picture frame to make the poster more visible, like this UK church)

Device blessing!



'Pull-up' floor banner



Notices/reminders...

## Digital Device for Donations

*I want to express my deep gratitude to each and every one of you for your kind financial support of the Chaplaincy. At the back of the church, we have installed a digital contactless device to make things easier for our kind donors. Those of you who have attended church recently, I assume, have seen it on the table at back with the hymn-books and service orders. A picture of the device is included, in case you haven't seen it.*

Welcome pew card/  
bookmark with QR code



Social media...



# Resources & Templates

**How to make a contactless donation**



Select an amount on screen or choose your own.



When prompted, hold your card or smart phone/watch\* on the card reader at the top of the device to make your donation. To use chip and pin, insert your card in to the top of the reader.



Wait for the 'beep' and on-screen confirmation that your donation has been successfully processed.



Your donation is safe and secure. Our device is part of the Church of England's Digital Giving Rollout programme.

Thank you for your gift.

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\*Transactions can be made with most major international debit and credit cards, as well as Google Pay and Apple Pay.

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[Ready-to-go downloadable Europe Payaz GivingStation device poster.pdf](#)

[Ready-to-go downloadable Europe SumUp Solo device poster.pdf](#)

The Diocese of Truro in the UK have produced some good 'How to...' PAYAZ videos (scroll down this web page): <https://www.youtube.com/playlist?list=PLdTWyyx0WS7qV9AIBdcpDJvUsjzUikool>

**A Year in the Life of St XXX, Anytown**  
Sharing God's love with our community



|  |  |
|--|--|
|  <b>80 adults &amp; 7 children</b><br>worshipping family  |  <b>150</b><br>Facebook followers   |
|  <b>250</b><br>worshippers joining us for Christmas services  |  <b>£2,000</b><br>Donations to the Ukrainian appeal   |
|  <b>5 baptisms, 4 weddings &amp; 7 funerals</b><br>sharing key life events with our local community |  <b>28</b><br>church and community groups using our building  |
|  <b>100</b><br>church services – in-person and on Zoom  |  <b>30</b><br>community events, including the Jubilee celebrations, Christmas fayre, lunches and games evenings |

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**THANK YOU for all that you have contributed to the life of our church.**  
*\*Give thanks to the Lord, for he is good; his love endures forever.\* 1 Chronicles 16:34*

Powerpoint template available

**A Year in the Life of St AnyWhere, AnyPlace in 2022**

One Chaplaincy, Two Churches, Three Congregations. An International Community Worshipping in English.

Church services and ministry:

|   |  |   |
|---|--|---|
|  <b>113 adults</b><br>18 youth worshipping community |  <b>234 Christmas</b><br>Worshippers        |  <b>300 Remembrance</b><br>Service attendees |
|  <b>90 online services</b><br>or groups             |  <b>11 wedding blessings</b><br>3 baptisms |  <b>11 funerals &amp; burials</b>           |

Community engagement:

-  **11 concerts** including the popular *Christmas at AnyPlace Carols*.
-  **5 cartloads** of gifts for the Ukraine Appeal, Salvation Army & the AnyPlace Project For Refugees.
-  **Money raised** for the AnyPlace Project Back-to-School Appeal, Bishop George School in Nairobi, Kenya.

Our church buildings were used by the local Baptist and Orthodox Churches, Vineyard Church, as well as for many ecumenical services. Twenty-five different community groups run weekly activities at our church, and we also gave 10 guided tours around our beautiful church building.

Church logo here

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Pew card with QR code Canva template

Contact [Juliet Evans](#) for templates

**Thank you for visiting us**

May you find peace and hope in this special place of worship

If you would like to, it's easy to offer a donation to support our work and maintain this beautiful building.

Insert your QR code here or some tap to donate invitation

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**"Be still and know that I am God..." PSALM 46:10**

Poster Canva template

**WELCOME TO ST MARY'S**

Thank you for visiting St Mary's today. We are proud to be the heart of our village community, a place of peace and sanctuary, proving a space to encounter God in all walks of life.

We hope you have enjoyed your visit. If you have any questions, please contact XXXXX.

Gifts to our church are a response to God's generosity to us, and enable us to live out Christ's story in our local community.

If you would like to give a gift to St Mary's Church, please scan here:

Alternatively, if you would like to give directly to our church, our details are:

XXX  
XXX  
XXX

Thank you for all you're able to give.

# Where to put the device & what amounts? (There is no 'right' or 'wrong' here...)

Experiment with putting your device in different places

Where will people see it? (Entrance, exit, coffee point, near noticeboard etc)

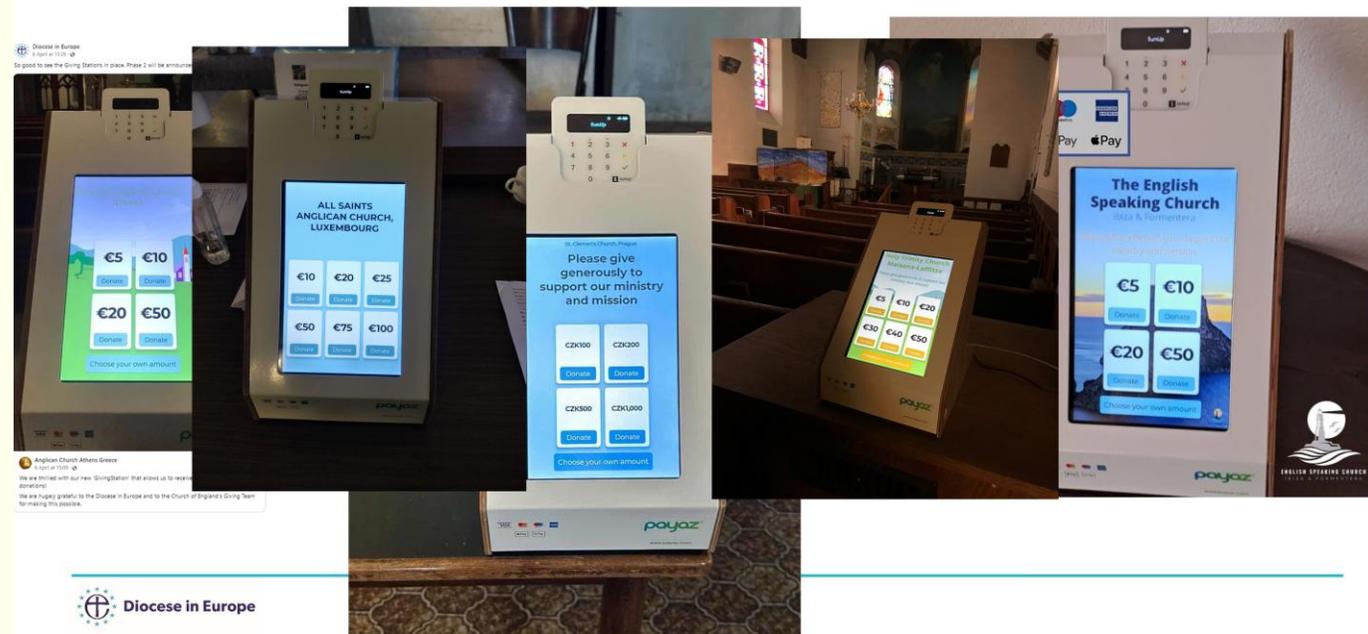
When are they likely to make a donation? Before or after service, over coffee etc?

One church has the device facing people as they come in and then turns it round at the end of the service so it faces people as they come out!

One church has the device near their tech desk, so tech people can help if issues.

(If you only have a small SumUp device, communicate where the person + device will be at the end of service)

Contactless donation amounts across Europe?



**Feedback from last year:** Most chaplaincies choose 4 to 6 donation amounts. Up to individual chaplaincies to consider the amounts and you may need to experiment here too. Generally the smallest note (eg 5 Euros) is the starting point. ALWAYS have the 'choose your own amount' button activated! Make sure more than one person knows how to switch on the device – one chaplaincy put a small sticker near the 'on' button.

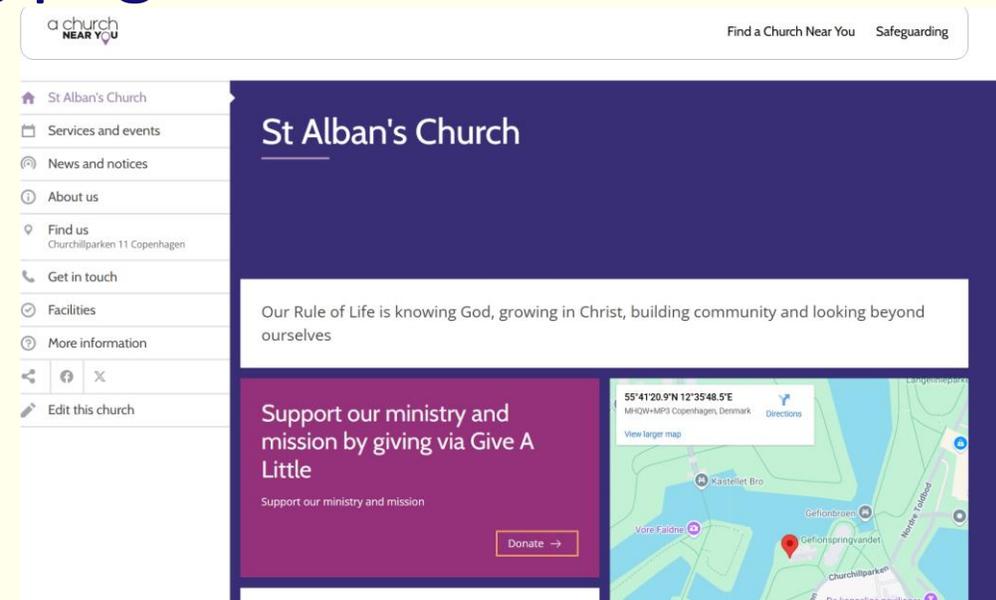
# Did you know you can create a donation button on your 'A Church Near You' page that links to your online giving page/general giving page?

There is a video on how to do this here: [Add a donate / online giving button on your church homepage – AChurchNearYou](#)

It is easy to set up (the church administrator or whoever is the editor for your A Church Near You page can do this)

## PLEASE READ as Europe is different

- You will be given two options 1) Connect to Give A Little and 2) Use a Custom Donation URL
- **CHOOSE THE SECOND OPTION ('Custom Donation URL')\*** whether you have online giving set up with Give A Little or any another provider.
- NB You should already have set up an online giving page, so copy and paste the URL into the box when asked.



## \*So why can't we use 'Connect to Give A Little' here?

Because it can't cope with different currencies! Donation amounts appear as £ Sterling on your A Church Near You page, but if someone clicks on **£10** then it automatically converts to eg **10 Danish Kroner** (which is worth £1.16. 'Ouch'!!!)

# Updates for large 'Payaz' card reader devices using the Give A Little app



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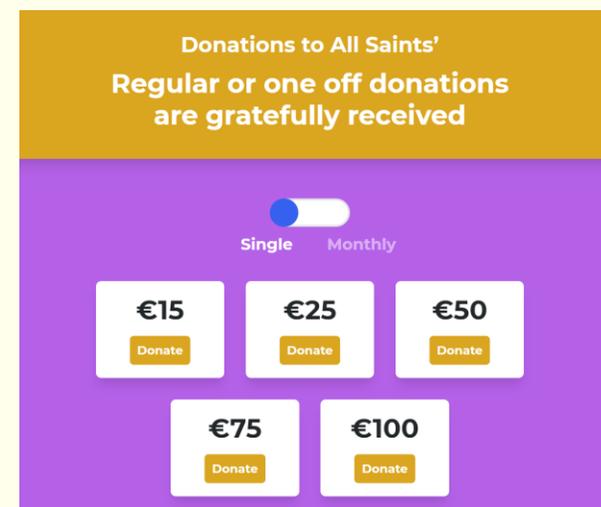
# Give A Little's new 'Magic' template

- *(You can ignore this if you want to keep things simple and continue to use your existing screens)*
- The 'Magic' template is simply a way of creating one 'campaign branding' across both your device and online.
- Only suitable for images, logos - not animation content.
- Continue to use the 'Background' template for an 'app campaign' for this type of file:



# Online and QR code giving

- *(You can ignore this if you already have online giving set up – either with Give A Little or another provider)*
- Just a reminder that you can set up an online giving page and a QR code, using the same technology.
- Log in to Give A Little and set up a 'web' campaign. Follow the steps and then 'publish' the online giving page. You can then share the link, use it on social media – or download a QR code to put on news sheets, notices etc.



# Give A Little changes you can ignore!

- There are lots of new features in Give A Little, but you can ignore these ones as they currently do not apply to us:
  - Stripe account (Europe can only use SumUp here at the moment)
  - Supporters
  - Tap to Pay features

# Updates for small SumUp card reader devices



# Creating a QR code just through SumUp

To create a SumUp QR code for accepting payments, you'll need to use the **SumUp app on your Smartphone**.

Navigate to the "QR Codes" section, then tap "Create QR code". Give it a name and description, and choose to allow people to enter the amount (not 'fix price'). After saving, you can click on the 'three dots' and share or print the QR code.

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Enter Amount

£

Continue

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