

Digital Giving Digest

August 2025



Diocese
in Europe

Digital  Giving

Contents:

- The latest stats from the Digital Giving Rollout Project
- If you would like to get a card reader device
- All devices: Getting the most out of your device
 - General promotion ideas
 - Templates
 - Adding a donation button on your A Church Near You webpage
- Updates for large 'Payaz' card reader devices using the Give A Little app
 - Give A Little – introducing the new 'Magic Campaign' template
 - Give A Little – online giving/QR code giving reminder
 - Give A Little – changes that you can ignore for the moment!
- Update for small SumUp card readers
 - Creating a QR code through SumUp

Digital Giving Rollout Project 2025 update



£70,000
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:

£17 card reader gift
£36 online gift

Income per chaplaincy since the beginning of the project:

Total income from
the project so far:
£192,000



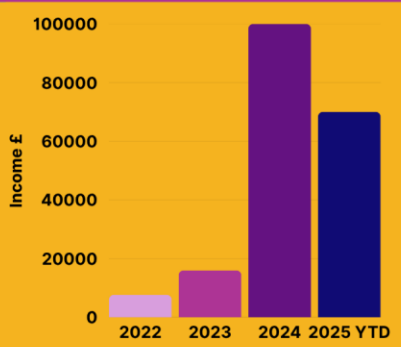
23 chaplaincies with digital
income over £2,000



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.

If you would like to get a card reader device...

- Grants are still available for both small and large card reader devices.
- Information about devices available can be found here:
<https://www.europe.anglican.org/sites/default/files/2025-07/Digital%20Giving%20Rollout%20-%20Summer%2025.pdf>
- If you would like to apply for a device, the application form can be found here:
https://docs.google.com/forms/d/e/1FAIpQLSdcmwlHPkO0BIh8u0Y-SfRSFu1x_gbm5GYvR_r0i6llr-2cdA/viewform
- Please contact [Juliet Evans](#) with any questions.

All devices: Getting the most out of your device



Device blessing!

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)



'Pull-up' floor banner

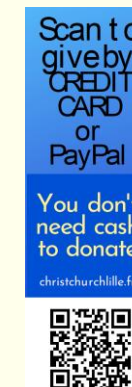


Notices/reminders...

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



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



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



Powerpoint template available



Pew card with QR code Canva template

Contact [Juliet Evans](#) for templates



Poster Canva template



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)

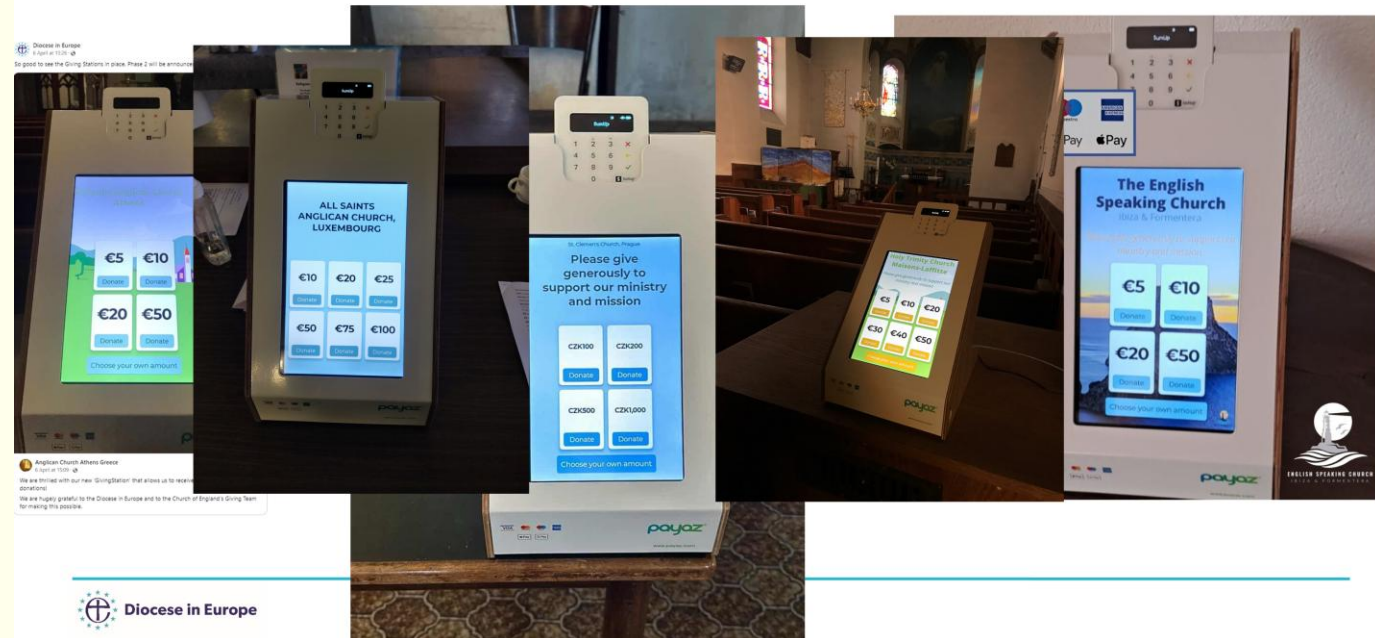
When are they likely to make a donation? Before or after service, over coffee etc?

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.

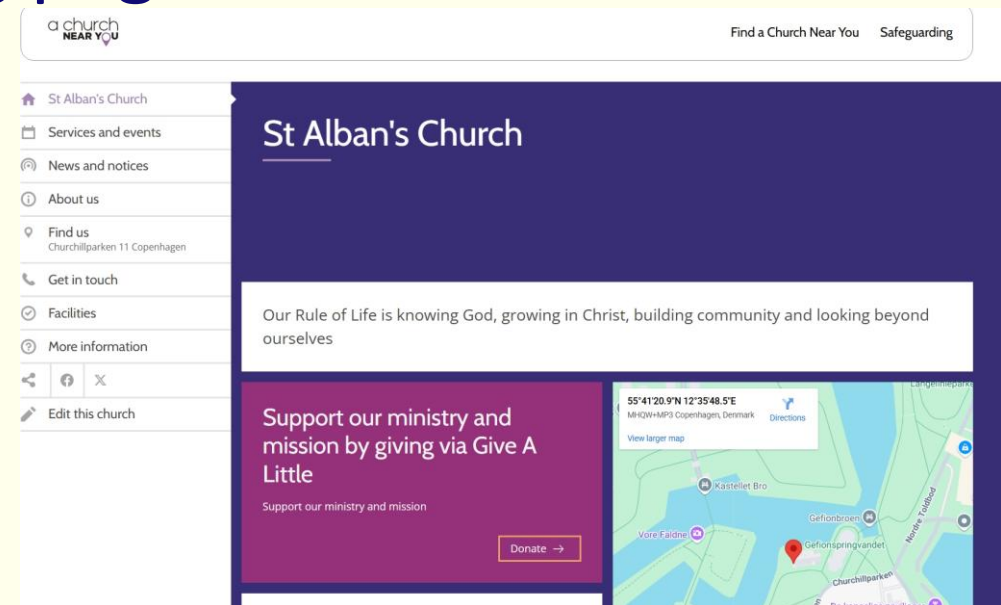
Did you know you can create a donation button on your 'A Church Near You' page that links to your online giving page/general giving page?

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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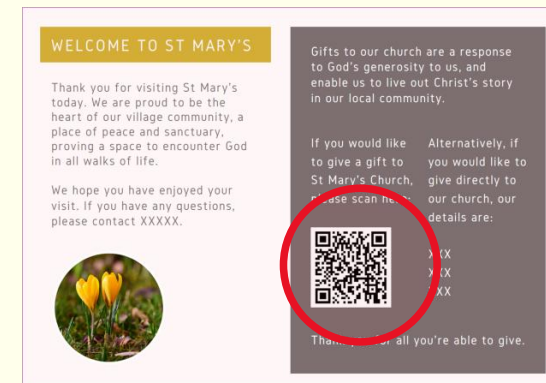
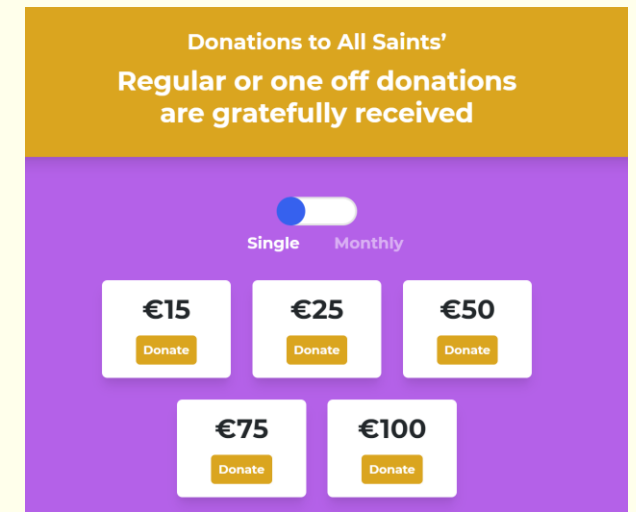
Give A Little's new 'Magic' template

- *(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.

The image displays three sequential screenshots of the SumUp app interface, illustrating the process of creating a QR code for accepting payments.

Screenshot 1: Enter Amount
The interface shows the header "THE DIOCESE IN EUROPE BOARD OF FINANCE" and "payment powered by SumUp". Below this is a section titled "Enter Amount" with a text input field containing "£" and "0". A "Continue" button is visible at the bottom of the input section. At the bottom of the screen, there is a footer with "Powered by sumup", links for "Legal Notice", "Privacy Policy", "Terms and Conditions", and "Cookie Policy", and a disclaimer: "SumUp Payments Limited is authorised by the Financial Conduct Authority in the UK under the Electronic Money Regulations 2011 (register number 900700) for the issuing of electronic money and provision of payment services."

Screenshot 2: Payment successful
The interface shows the header "THE DIOCESE IN EUROPE BOARD OF FINANCE" and "payment powered by SumUp". Below this is a section titled "£1.00" with a green checkmark icon and the text "Payment successful £1.00". Below this is a section titled "15 seconds ago" with the date and time "16/07/2025, 14:08:27 | XLT69XBIAU". At the bottom, there is a footer with "Powered by sumup".

Screenshot 3: Pay as guest
The interface shows the header "THE DIOCESE IN EUROPE BOARD OF FINANCE" and "payment powered by SumUp". Below this is a section titled "£1.00" with a green checkmark icon and the text "Payment successful £1.00". Below this is a section titled "15 seconds ago" with the date and time "16/07/2025, 14:08:27 | XLT69XBIAU". At the bottom, there is a footer with "Powered by sumup".