Making the most of Digital Giving at Christmas

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Diocese in Europe

THE CHURCH OF ENGLAND

Digital Giving

Lots of info here – but:
it's about doing 'just one thing' and doing it well.

If you are stuck, I may be able to help create posters and card reader screens for you...

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Digital Giving
SUPPORTING PARISH MINISTRY

(Digital) Giving at Advent & Christmas

Giving at Christmas:

"50% of people say they always/usually give to charity at this time of year (74% give money)"

Digital Giving Rollout:

£20,000 - December 2024

£100,000 - total 2024

£110,000 - so far this year

Donations for both church & charities

An opportunity to engage with your community

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Digital Giving

Overview of Digital Giving

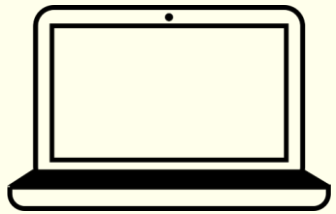
- **Contactless :**

  Donation made at a contactless donation device, using a bank card or some kind of smart device (e.g., Apple Pay on iPhone/watch).

- **Online:**

  Webpage accessed via an internet browser.

  Allows people to give online using their card or Apple/Google Pay.



give a little

sumup

PayPal

helloasso

donorbox

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If you don’t have a device or online giving…

‘Easy’ option if you don’t have anything, but I would recommend looking at the previous options for your chaplaincy.
A LOT of people do not nominate a chaplaincy when giving through JustGiving!

JustGiving™

- **Multiple currencies**
- **Gift Aid**
- **Via the Diocese – but people MUST nominate a chaplaincy**

#1: Card reader devices
#2: Online giving, QR codes & links
#3: A Church Near You (online giving)
#4: Christmas campaign branding
#5: General communications

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Digital Giving
SUPPORTING PARISH MINISTRY

#1 Card reader devices

- Make sure the device is charged...
- ... and it is working before the service!
- People to help out/stand near machine – if needed
- Security
- Location
- Donation amounts

Digital Giving

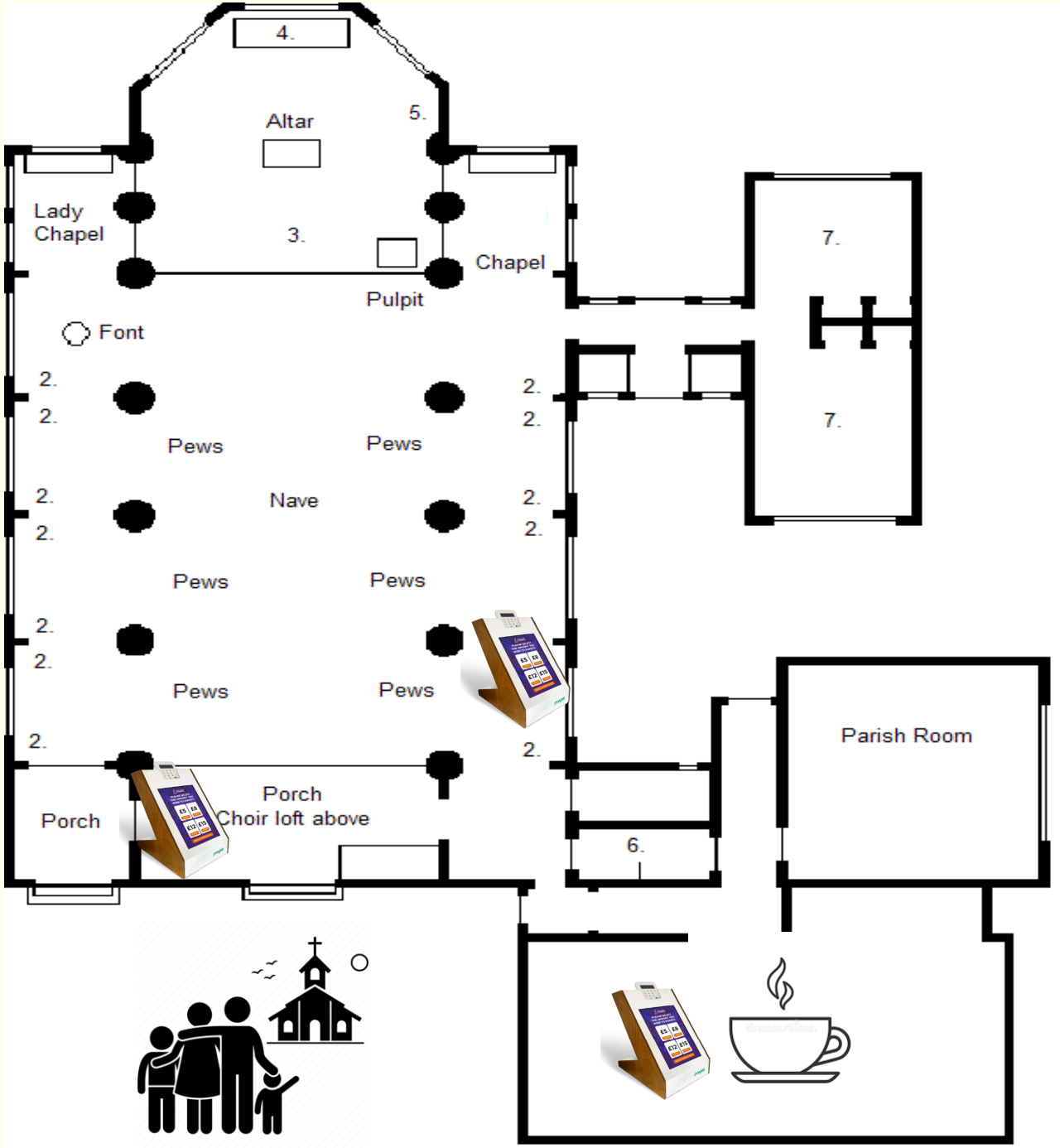
Location? (Entrance/coffee point?)

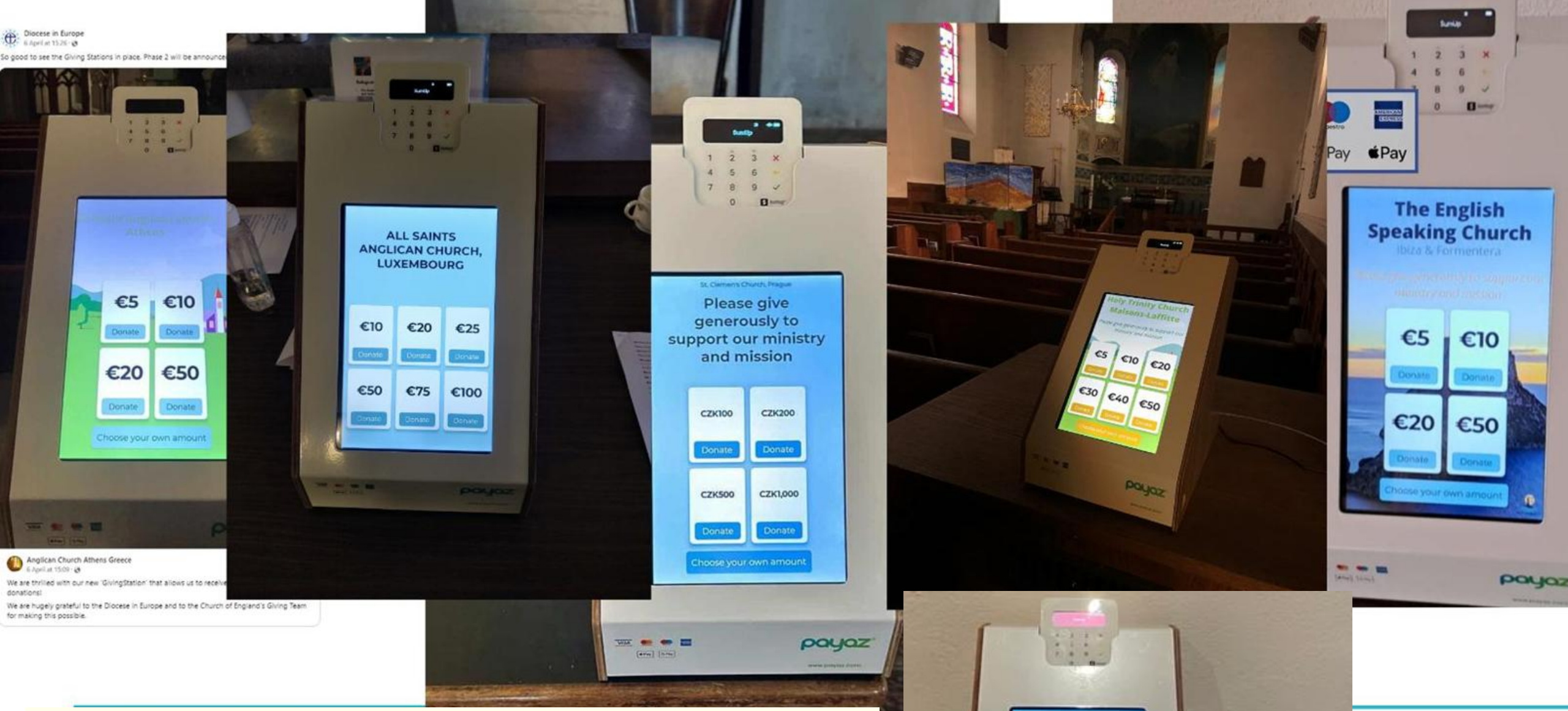
Visual? (Decorate your device?)

Manned/unmanned?
(children or young people assisting? Volunteers?)

Will you move it? (One church turned the device round during the service, so facing people as they came in; facing people as they came out)

(or your location
may just depend on where you have wifi
or mobile)





- **I would recommend lowest amount = lowest note value**
- **4 or 6 options seem to work**
- **Always include the ‘Choose your own amount’ option!**

#2 Online giving, QR codes & links

Chaplaincies are using different platforms for different reasons eg familiarity with a local brand, tax receipts etc. Chaplaincies are free to choose what works for them. **The Give A Little/SumUp option is easier for some as it is one system for both contactless and online giving...** (Also aware that some countries have banking apps, such as Twint in Switzerland.)

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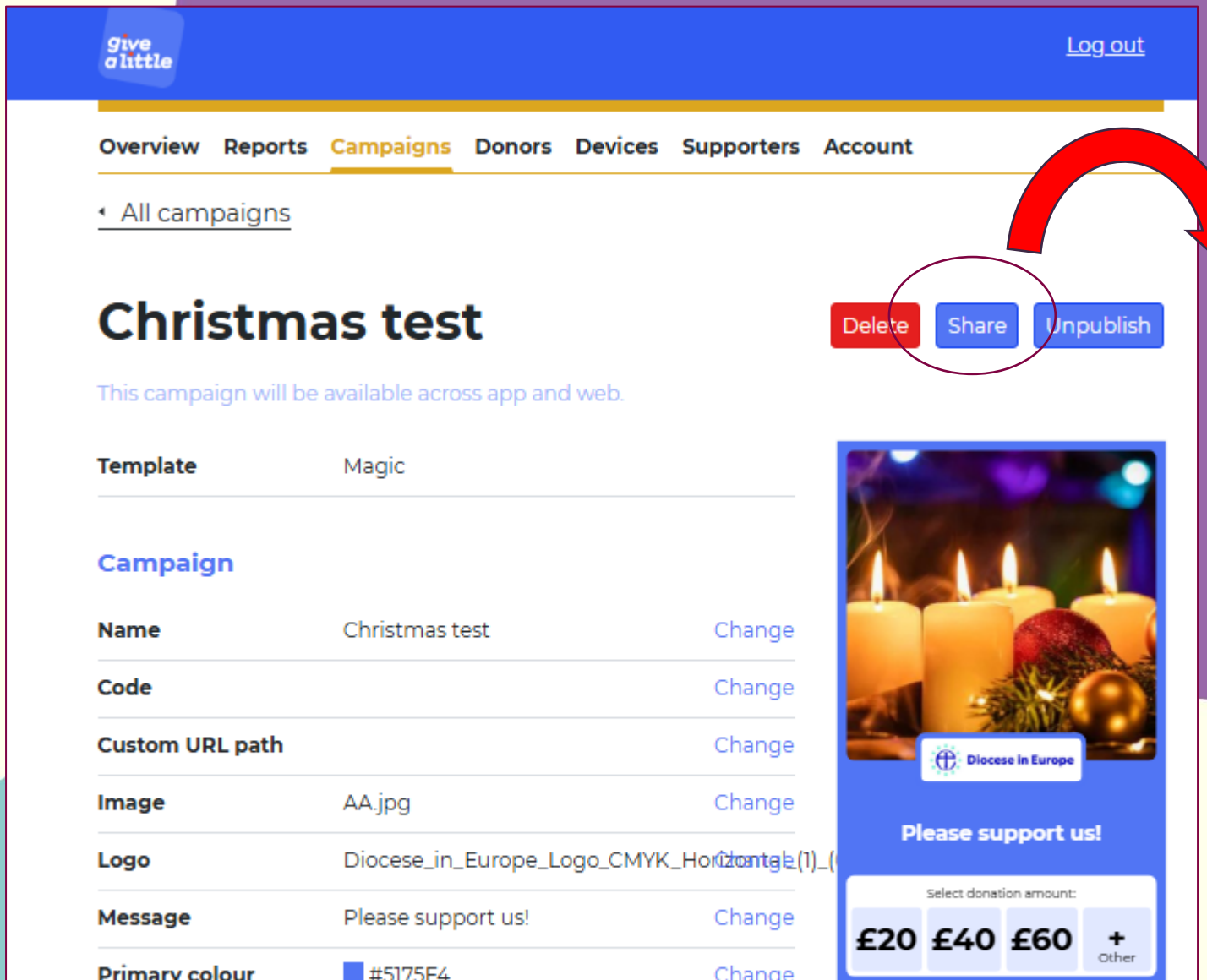
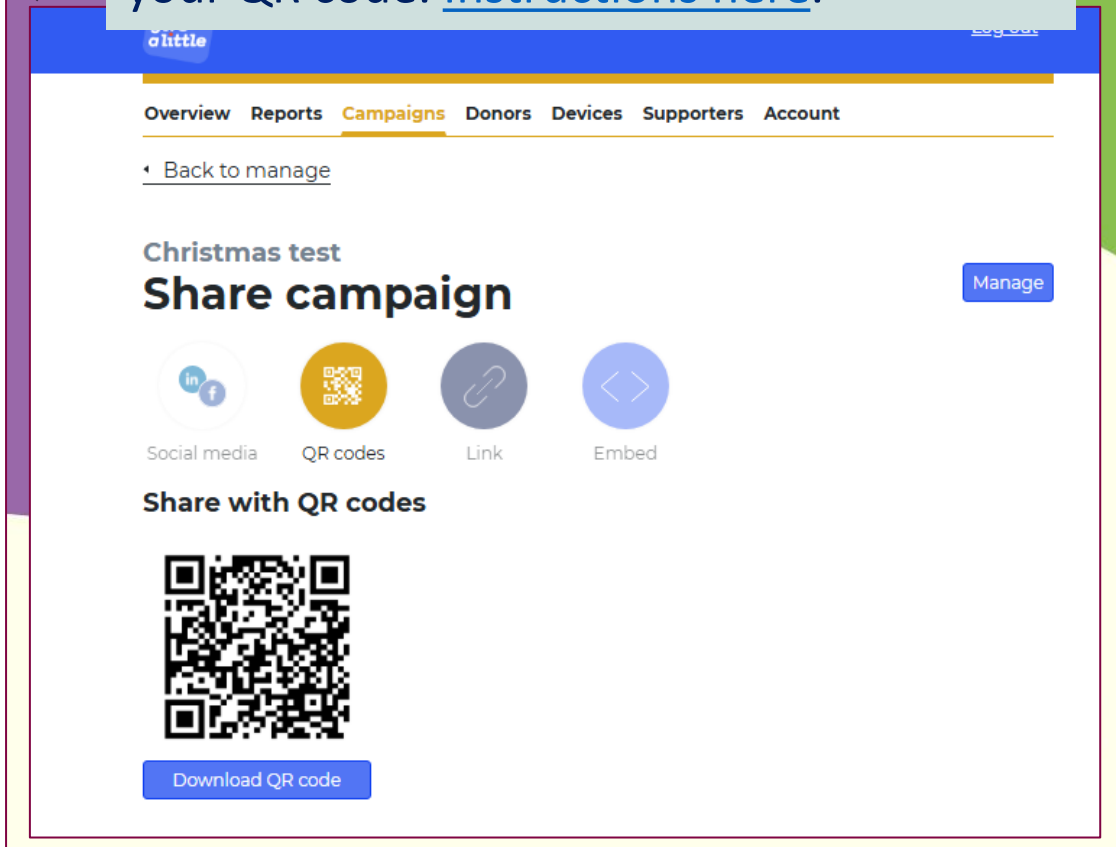
Digital Giving

Creating a QR code through Give A Little

It's easy to create a QR code through Give A Little: Log into your Give A Little account, create a WEB campaign (the 'basic' template is fine), then 'share' to get your QR code. Instructions here.

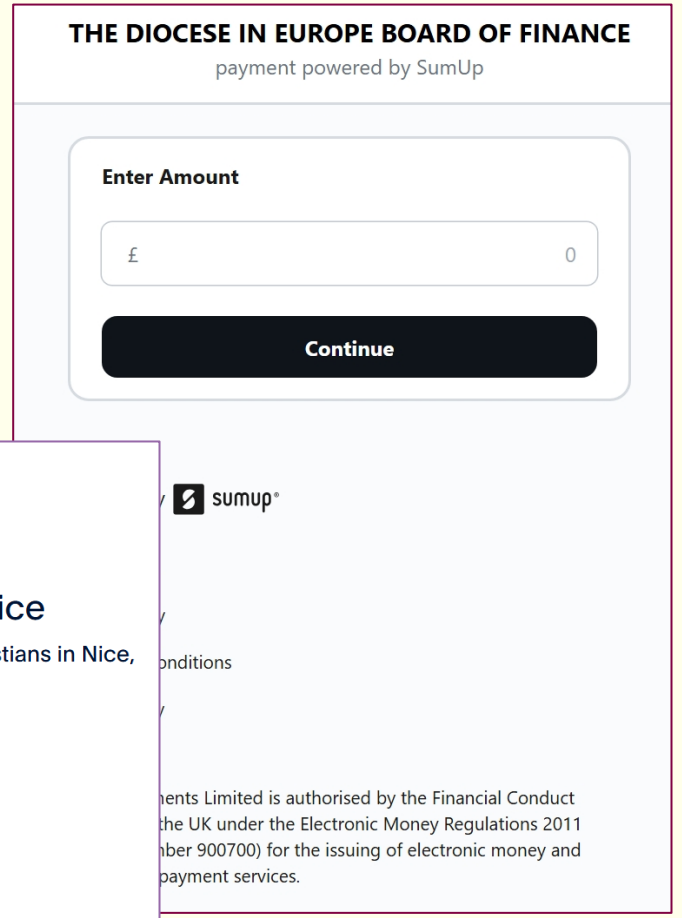


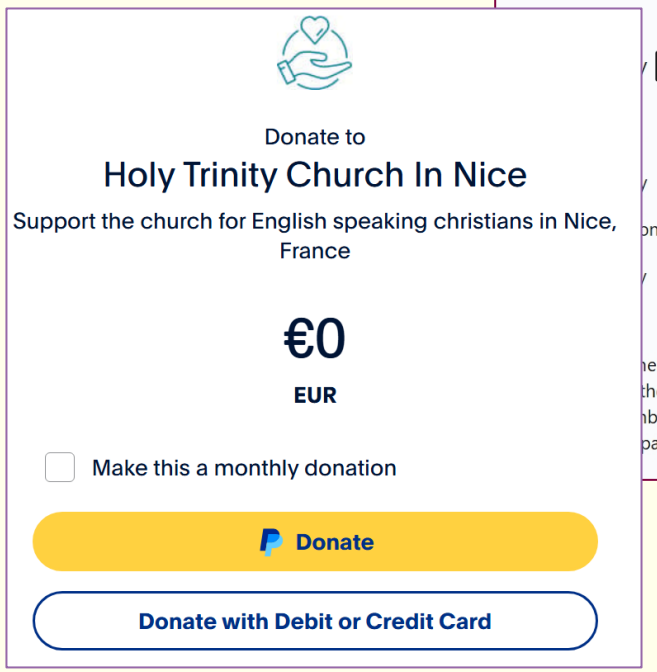


Creating a QR code just through SumUp (and PayPal)

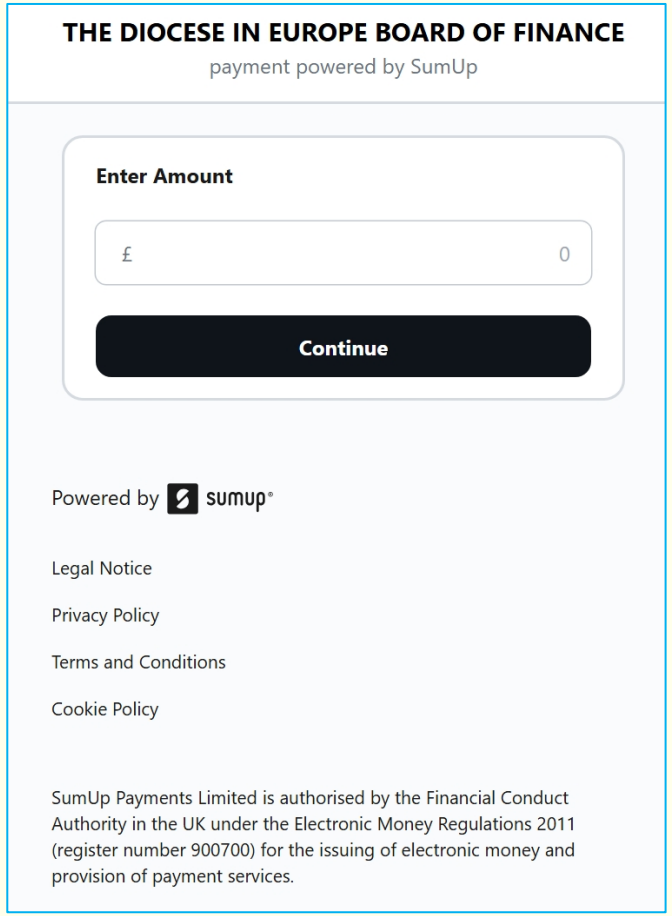
If you have just a small SumUp device eg SumUp Solo – or use PayPal...

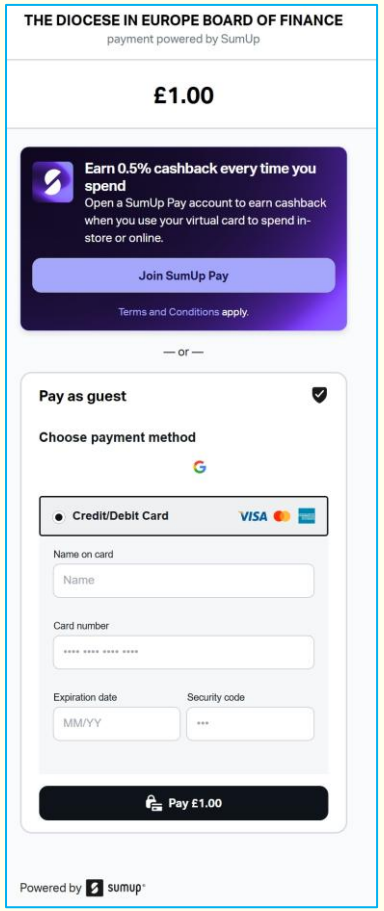
- To create a SumUp QR code for accepting payments, you'll need to download the **SumUp app to your Smartphone or laptop**.
- Navigate down the home menu to the "QR Codes" section, then tap "Create QR code". Give it a name and description, and choose to allow people to enter the amount (not ‘fix price’).
- After saving, you can click on the ‘three dots’ and share or print the QR code.

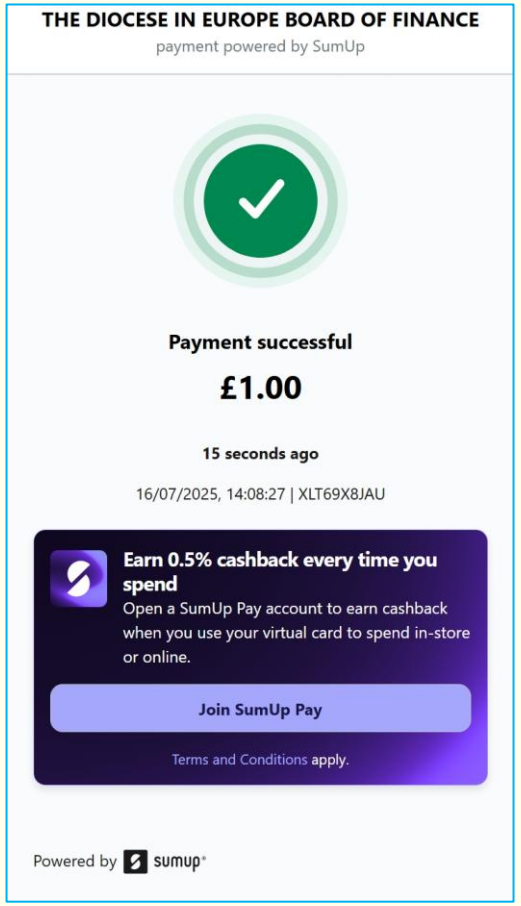


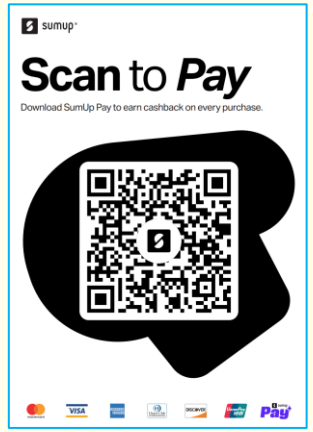


Creating a QR code just through SumUp: sample screens of what donors see







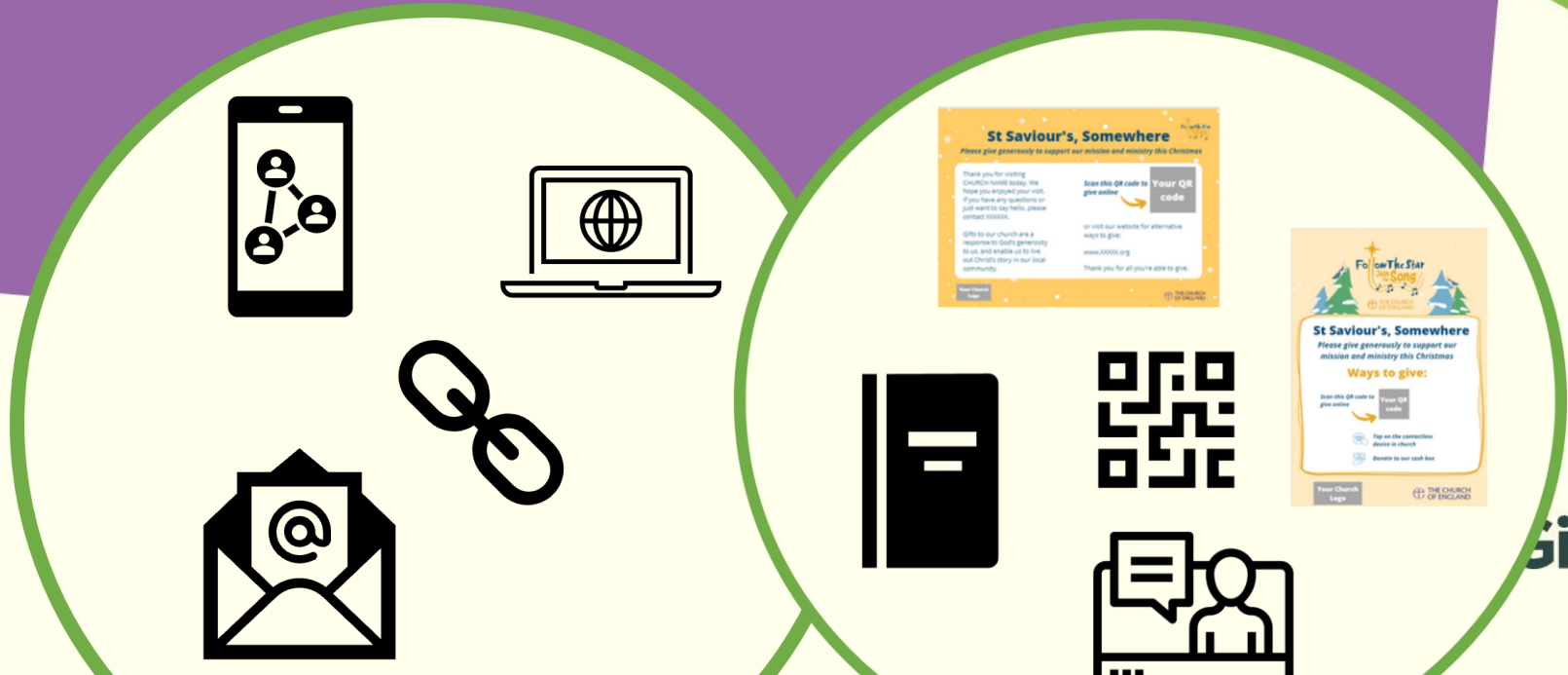


SumUp's QR code looks commercial so I cut it out of the image...

...or 'right click' and select 'Create QR code for this page' for any web page you want to link to

Online giving, QR codes & links

- Service sheets, bookmarks, pew cards, posters, zoom slides, website, social media?
- Always check QR codes/links are correct (in the highly unlikely event that someone might have tampered with it

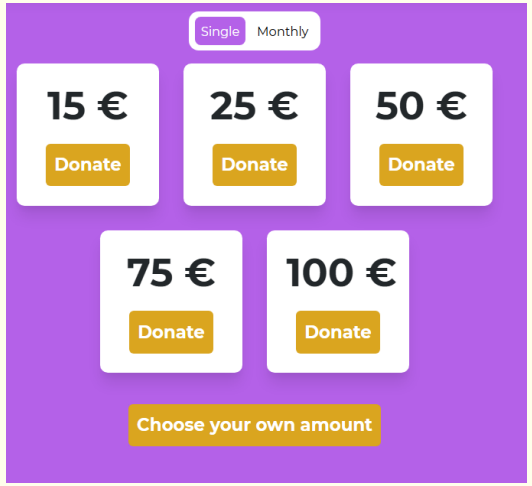


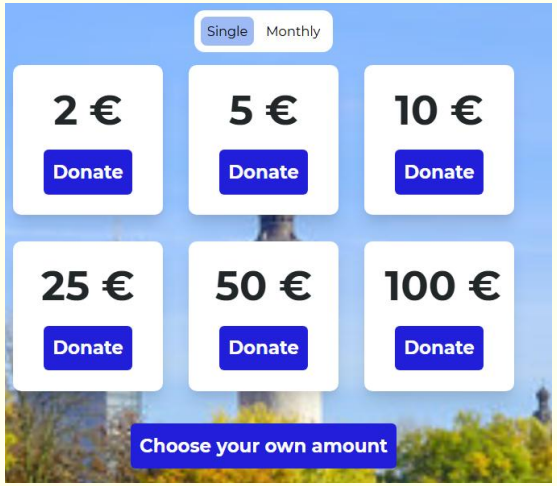
DONATE NOW

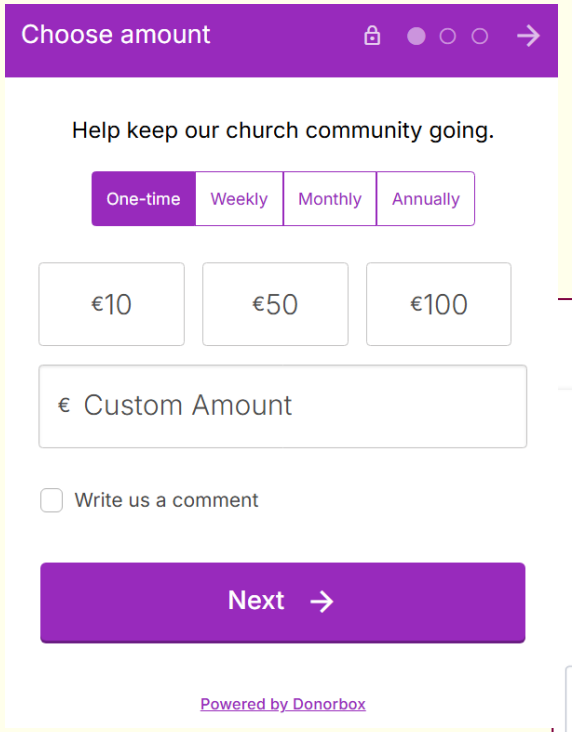
Giving

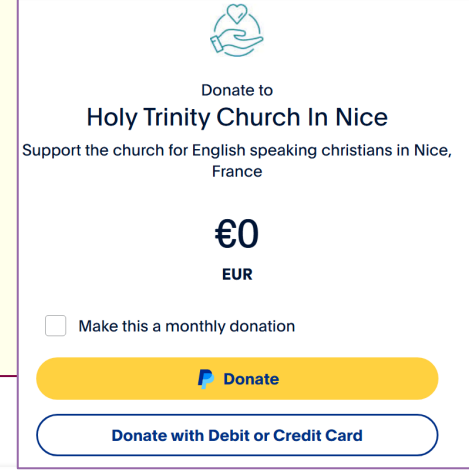
Online donation amounts?

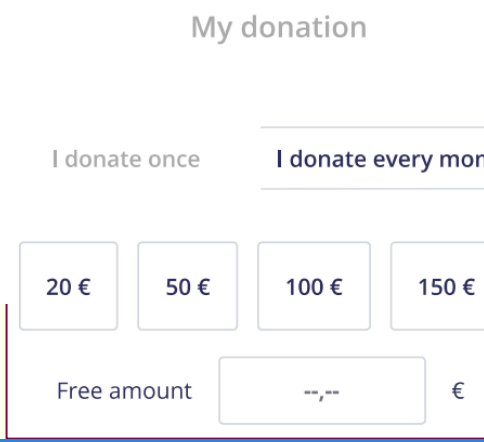
(Generally, you can go a bit higher than with contactless)

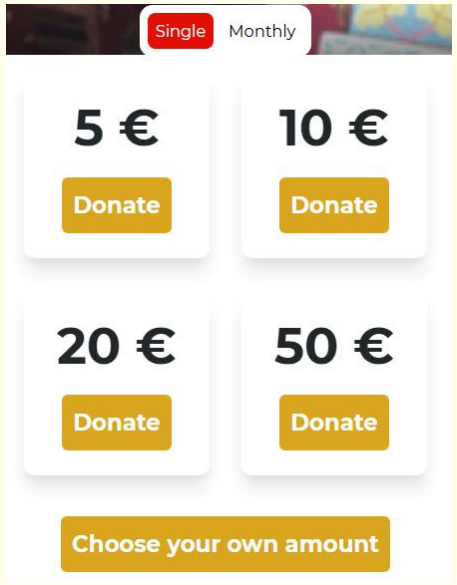


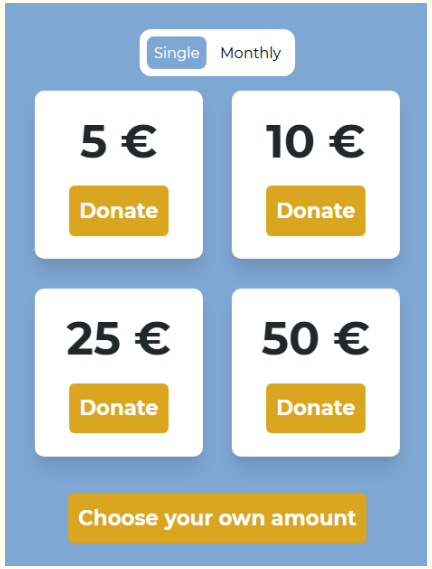


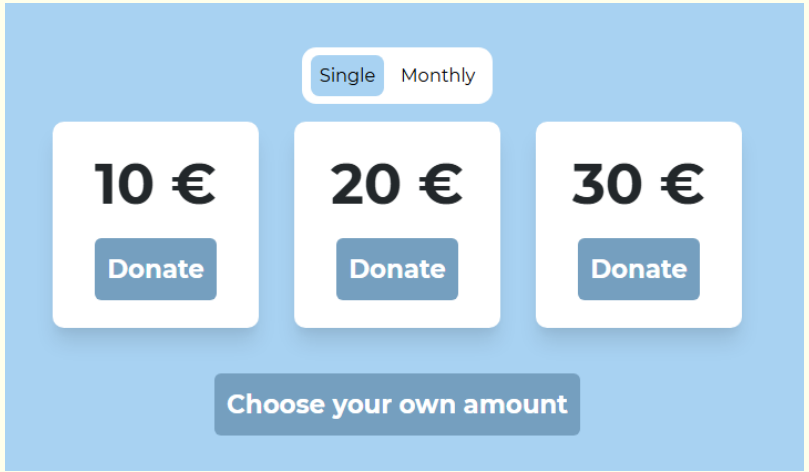




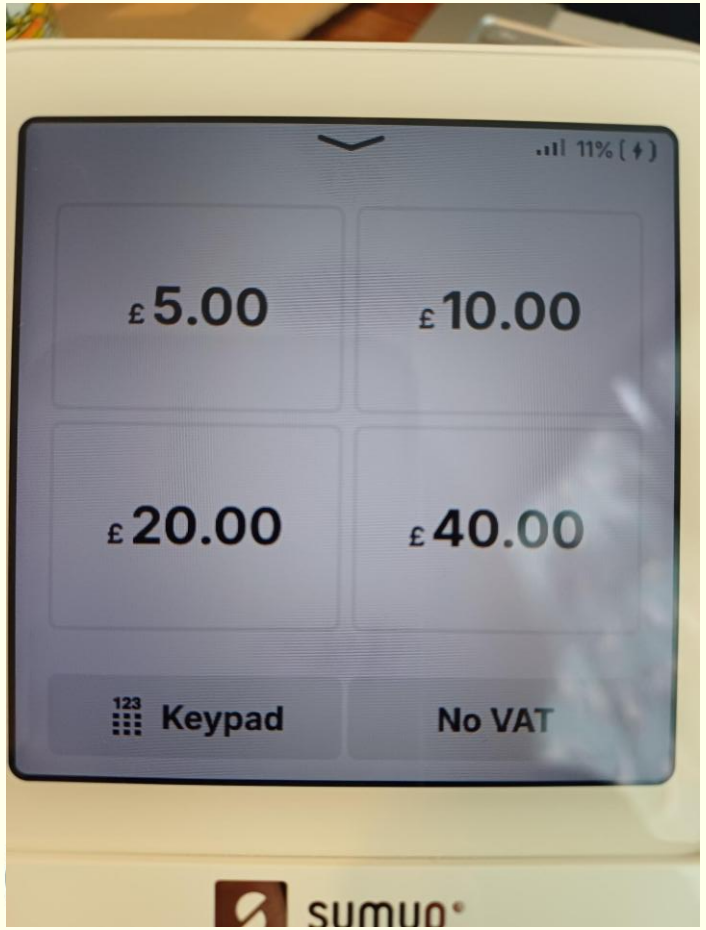








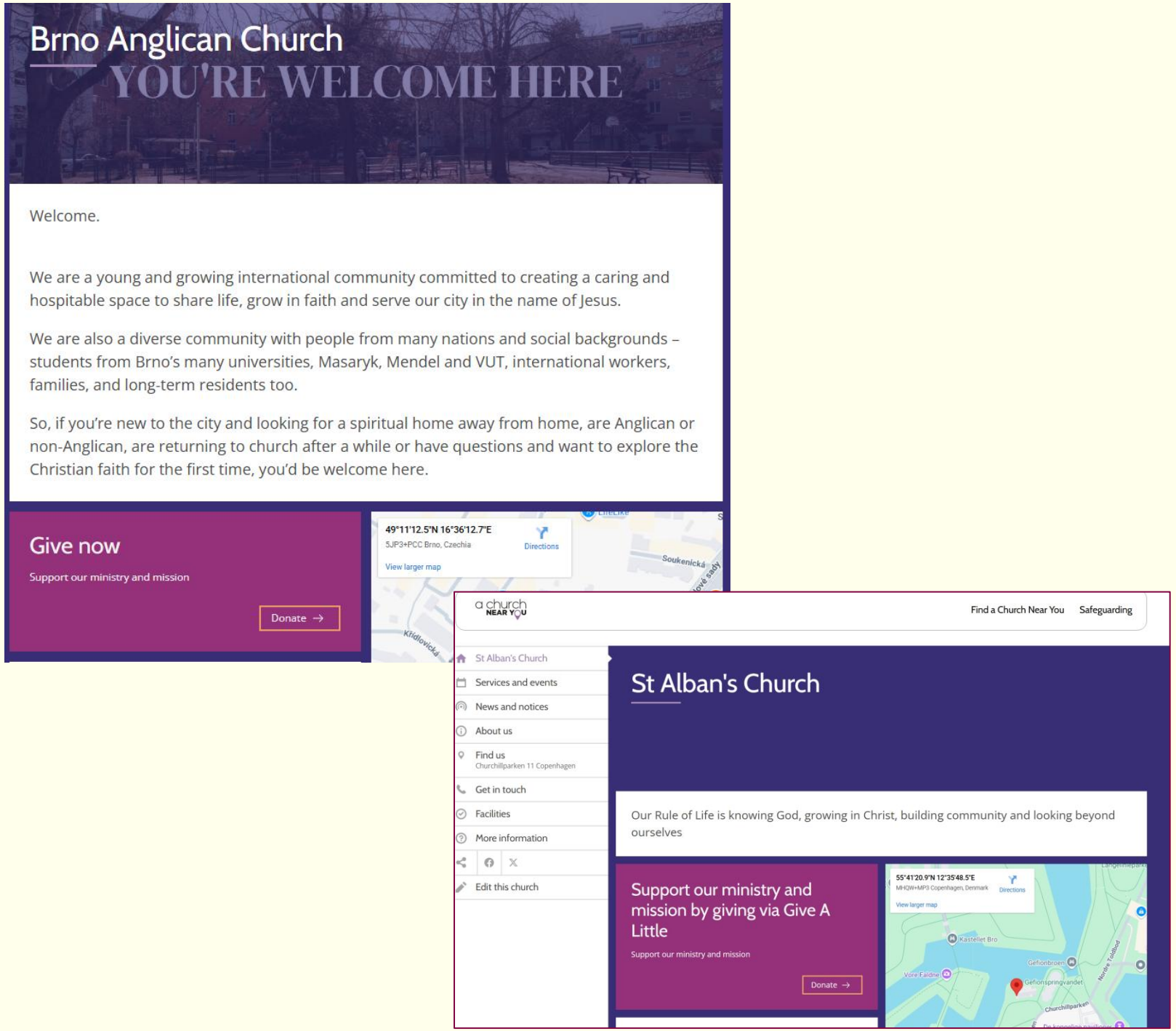
Creating donation amounts through a SumUp Solo device



- **Most chaplaincies just leave the screen as a free choice.**
- But you can set the device to show up to four amounts, which may be useful for e.g. event tickets.
- Click on the arrow on the screen and select ‘payment options’ then ‘fixed prices’ and input your amounts. Ensure the button next to ‘set and charge fixed amounts’ is on. Press the main arrow to go back to the home screen – and the amounts should be displayed. (Note: if someone wants to give a different amount, they need to click on ‘keypad’ – not obvious!)
- To exit fixed amounts, click on the arrow at the top of the screen, go back into fixed prices and switch the button next to ‘set and charge fixed prices’ is turned off.

Digital Giving

Giving via A Church Near You



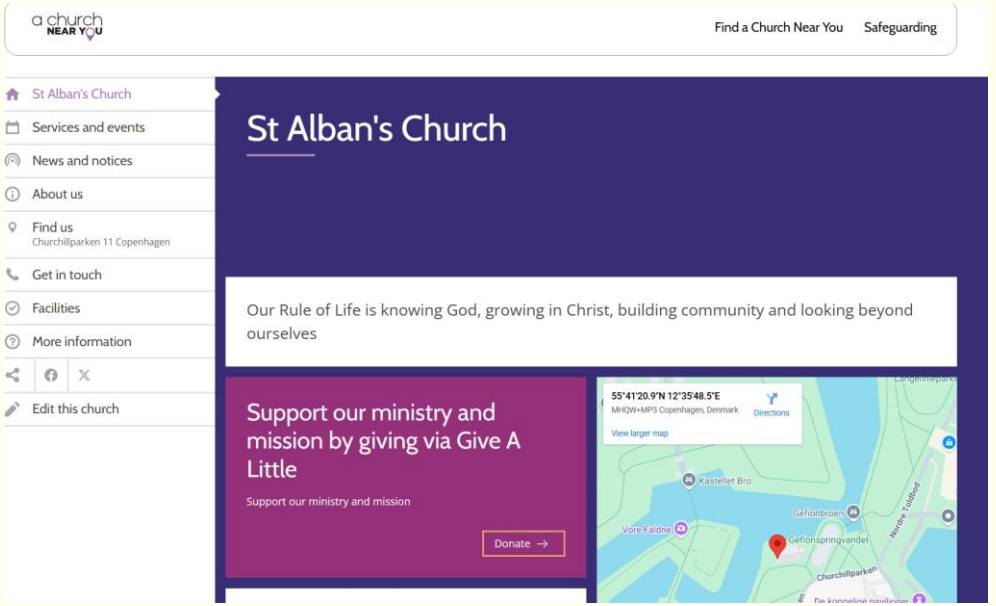
Create a donation button on your ‘A Church Near You’ page (linking to your online giving page)

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

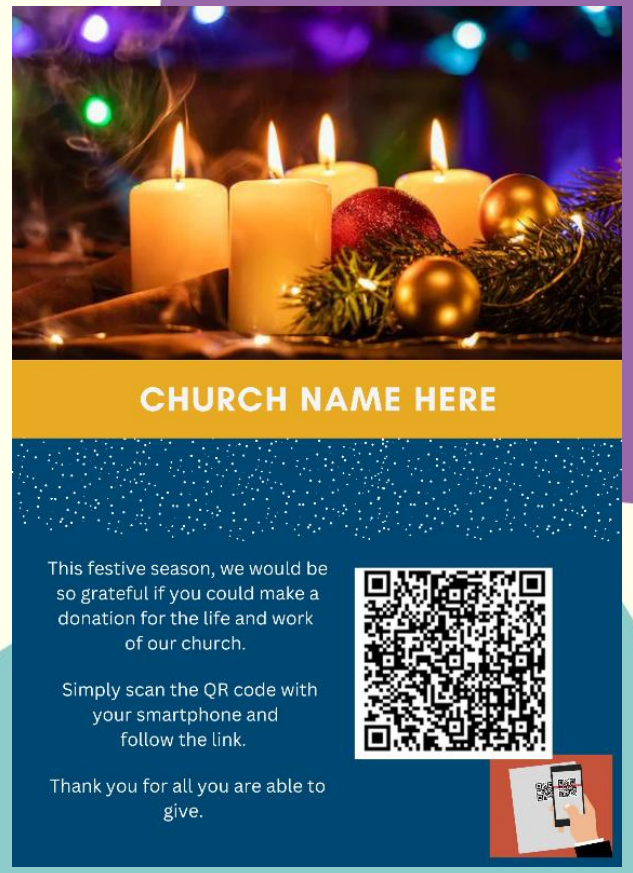
- You will be given two options 1) Connect to Give A Little and 2) Use a Custom Donation URL
- **CHOOSE THE SECOND OPTION (‘Custom Donation URL’)*** whether you have online giving set up with Give A Little or any another provider.
- Copy and paste the URL of your online giving page into the box when asked.

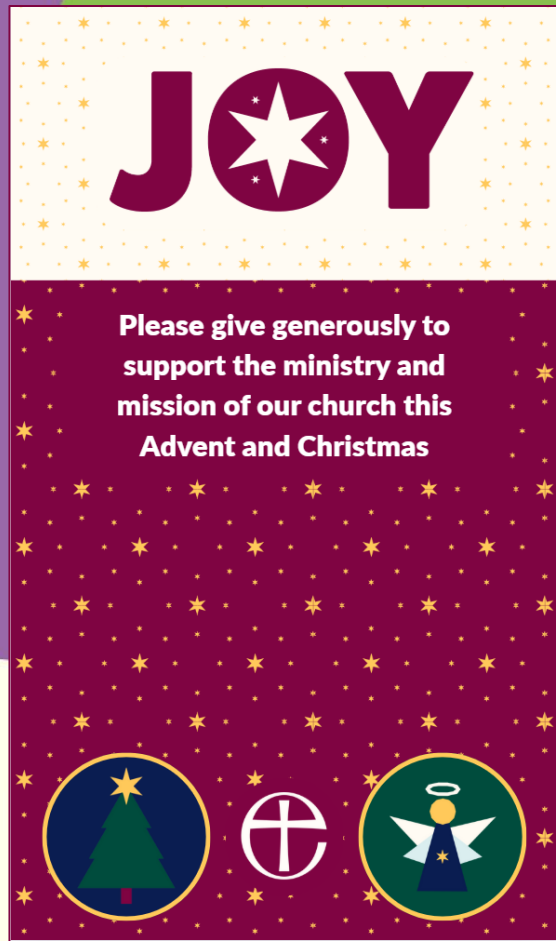


***So why can’t we use ‘Connect to Give A Little’ here?**

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** for St Alban’s Copenhagen (which is worth £1.16. ‘Ouch’!!!)

Christmas branding





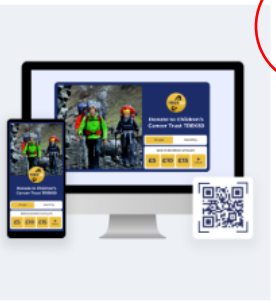
Log out

Overview Reports Campaigns Donors Devices Supporters Account

Back

Add new campaign

Select a type



Magic

NEW

The new 'Magic' blended campaign template makes designing your campaigns quicker and easier and allows you to seamlessly create a campaign that can be displayed on your donation station as well as online and via QR codes.

This template is required for the **Give A Little Champion app**, and is recommended when sharing QR codes.

Select

Background

A fully customisable campaign template, which allows the upload of video, image and text and complete branded designs.

Select

Banner

Add an image to a banner campaign with customisable colours and donation amounts.

Select

Basic

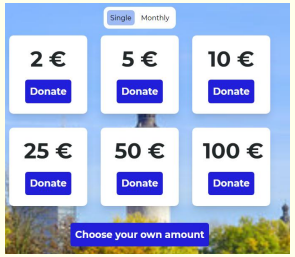
A basic campaign with customisable colours and donation amounts.

Select

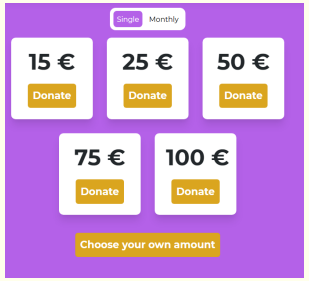
give a little

Images only

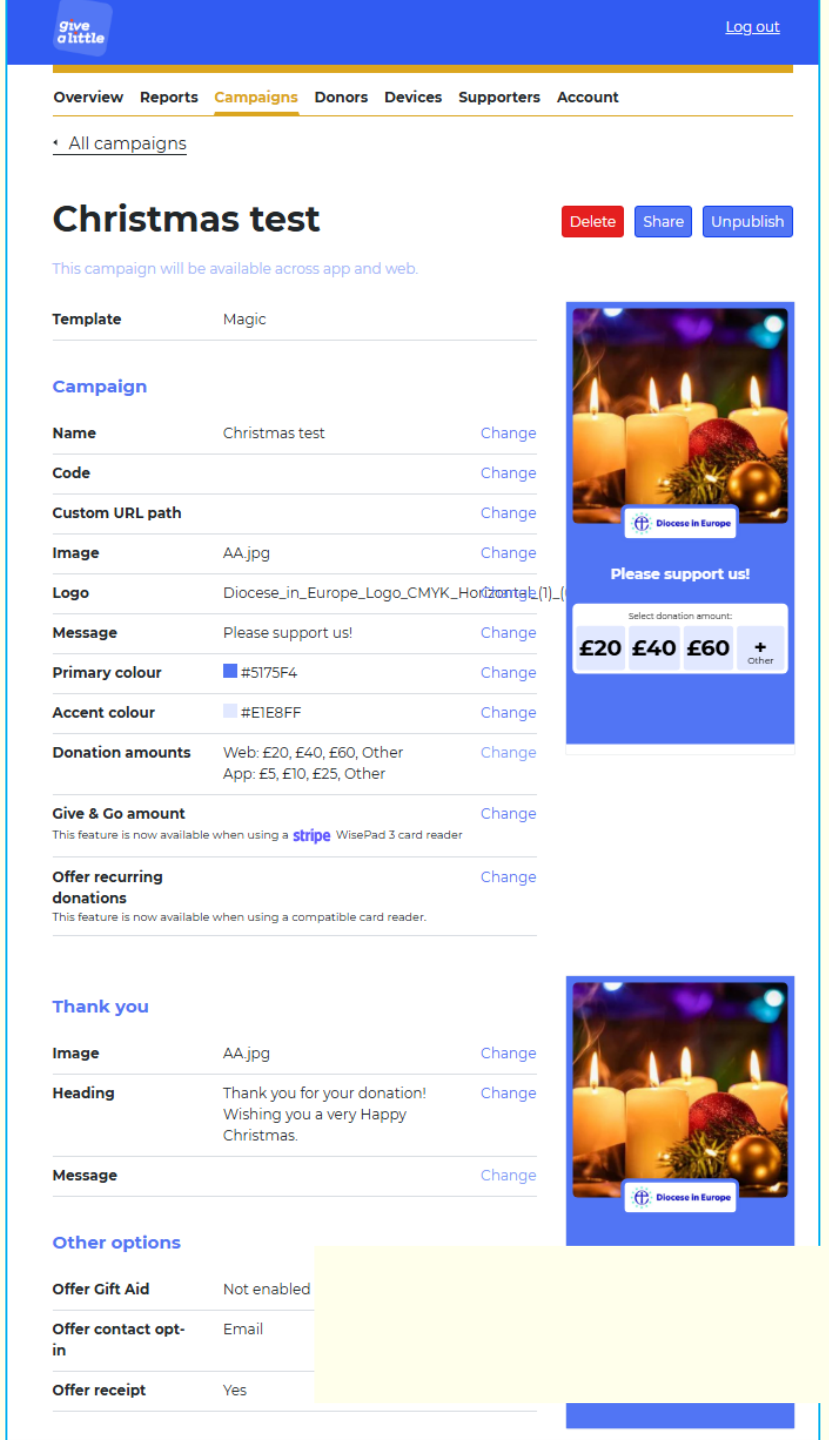
Image or video



Basic is fine!



- ‘What you see is what you get’
- You can amend the campaign at any time



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Create screens for **large card readers**

St Margaret's Budapest

Donations welcome

Thank you for supporting our church

Wishing you a very Happy Christmas!

JOY

Please give generously to support the ministry and mission of our church this Advent and Christmas

Thank you for generously donating to support the life of this church

Have a joyful Advent and Christmas!

JOY

The angel said to them, 'Do not be afraid; for see - I am bringing you good news of great joy for all the people ...'

Luke 2:10-11

THE CHURCH OF ENGLAND

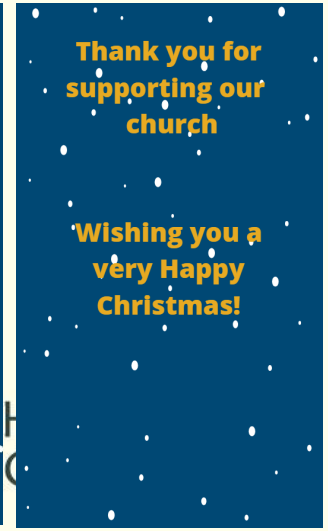
Video (MP4) templates for **card readers**

Generic screens = simply click on the link to download MP4 and upload to Give A Little as a Background file for your card reader, then insert your donation amounts

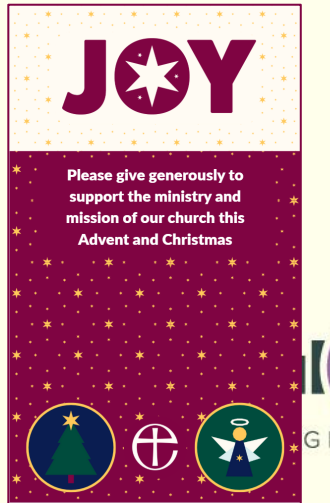
Editable screen templates (ie you can insert the name of your church or change anything) = either click on the link and amend within the Canva design programme – see next page) OR ask Juliet if she has time to amend!

Generic snow welcome Generic snow thank you Generic joy welcome Generic joy thank you

Editable Canva snow welcome Editable Canva snow thank you Editable Canva joy welcome Editable Canva joy thank you



The Church of England has also provided a **step-by-step guide** on how to edit, download, and use the editable Canva templates (you can download it here) and a **video walkthrough** taking you through the process (watch it here).



Canva

- https://www.canva.com
- **graphic design tool** for creating posters, resources, logos, newsletters and social media content.
- PDF, JPG, PNG, MP4 and SVG files.
- Similar to Publisher and PowerPoint

THE CHURCH OF ENGLAND

Digital Giving

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.

"Be still and know that I am God..." PSALM

CHURCH NAME HERE

This festive season, we would be so grateful if you could make a donation for the life and work of our church.

Simply scan the QR code with your smartphone and follow the link.

Thank you for all you are able to give.

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.

Digital Giving

THE CHURCH OF ENGLAND

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

Scan to give by CREDIT CARD or PayPal

You don't need cash to donate

christchurchlille.fr

Canva Design templates

[Poster Canva template]

[Poster Canva template]

[Christmas Poster Canva template]

[Christmas Poster Canva template]

[Pew card with QR code Canva template]

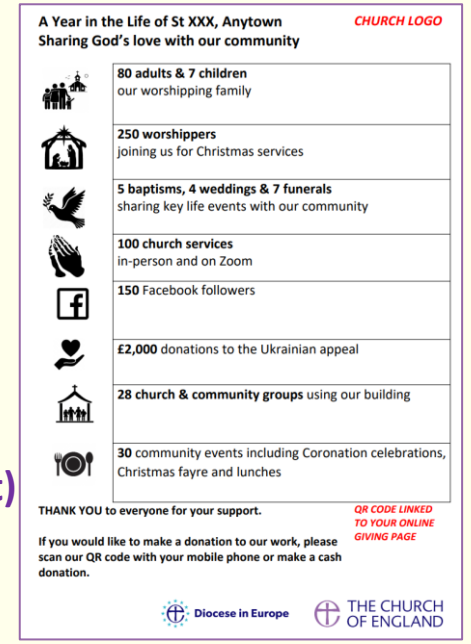
Ready-to-go or Word template resources

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

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

[A Word template] for a pew card/offertory token with an EXAMPLE QR code on it.

Year in the Life of our Church
Powerpoint template (provided by Juliet)



Link to the Word version here

Click on a Christmas poster image
Download image, load into Word/Paint, add your QR code, print – or just download and put separate QR code image on top?
I'll provide some more options
Contact me if you want to!

Digital Giving

A Year in the Life of St XXX, Anytown

Sharing God's love with our community

CHURCH

80 adults & 7 children
worshipping family

150
Facebook followers

A ROCHA BRONZE AWARD WINNER 2019 ECO CHURCH learn more

250
worshippers joining us for Christmas services

£2,000
Donations to the Ukrainian appeal

5 baptisms, 4 weddings & 7 funerals
sharing key life events with our local community

28
church and community groups using our building

100
church services – in-person and on Zoom

30
community events, including the Jubilee celebrations, Christmas fayre, lunches and games evenings

Diocese in Europe

THE CHURCH OF ENGLAND

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

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

CHURCH LOGO

80 adults & 7 children
our worshipping family

250 worshippers
joining us for Christmas services

5 baptisms, 4 weddings & 7 funerals
sharing key life events with our community

100 church services
in-person and on Zoom

150 Facebook followers

£2,000 donations to the Ukrainian appeal

28 church & community groups using our building

30 community events including Coronation celebrations, Christmas fayre and lunches

THANK YOU to everyone for your support this year! Could you help us to help others in 2026? If you would like to make a donation to our work, please scan our QR code with your mobile phone, use our card reader device or make a cash donation.

Diocese in Europe

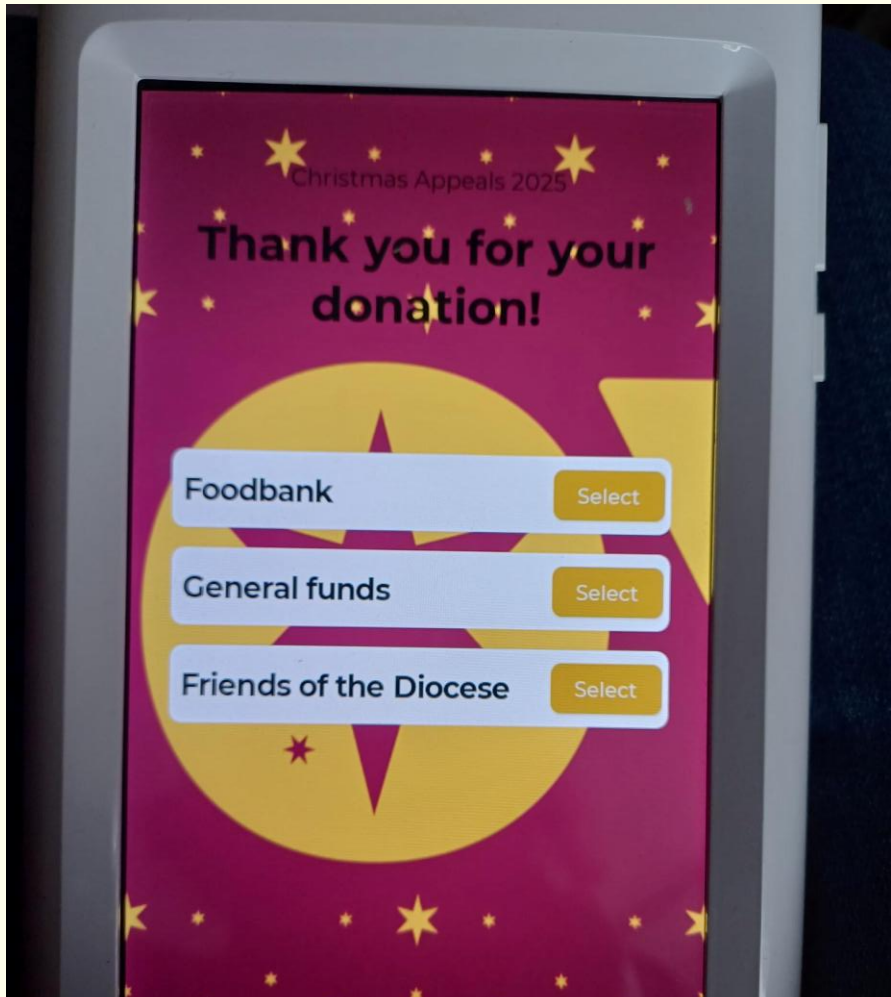
THE CHURCH OF ENGLAND

Communications:

- **Biblical generosity**
- **Visitor quotes**
- **Interview someone**
- **Show a video**

Church and/or charity...?

- You can create a list...
- '50/50' split may be easier?
- Gift envelopes on a Christmas tree?



Communications...

- A conversation with the church leadership team...
- What giving 'mechanisms' are we going to offer?
- Are we going to do something different from normal? (Posters, Christmas screen branding. QR code in service sheets?) What are the deadlines for finalising things?
- How are we going to announce the 'offering' or 'donation' moment? Agree wording ('need' and 'how')
- What's the balance of giving vs other communications?
- Are we raising money for the church and/or charity?
- Wider messages?

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Next Steps?
‘Just one thing’

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Digital Giving

Making the most of Digital Giving at Christmas

Juliet Evans
Diocesan Fundraising Adviser
October 2025

Fundraising and giving | Diocese in Europe
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