

Give A Little Campaign Creation Guide

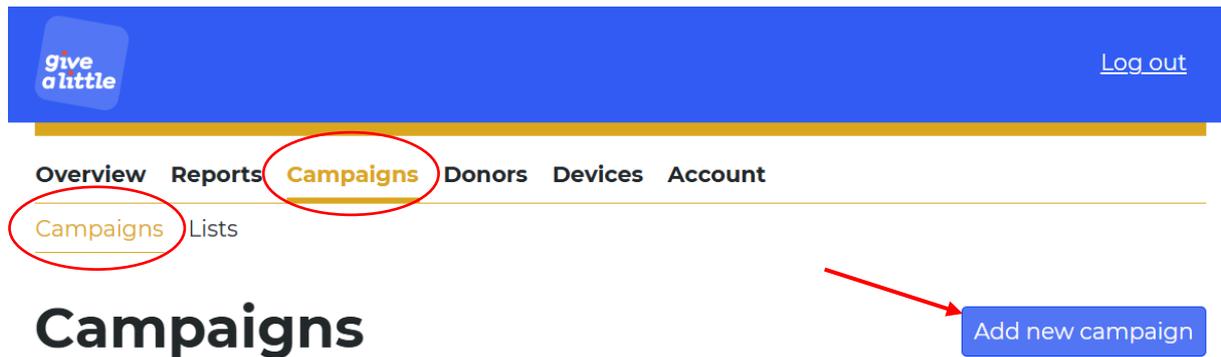
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Setting up a Give A Little campaign

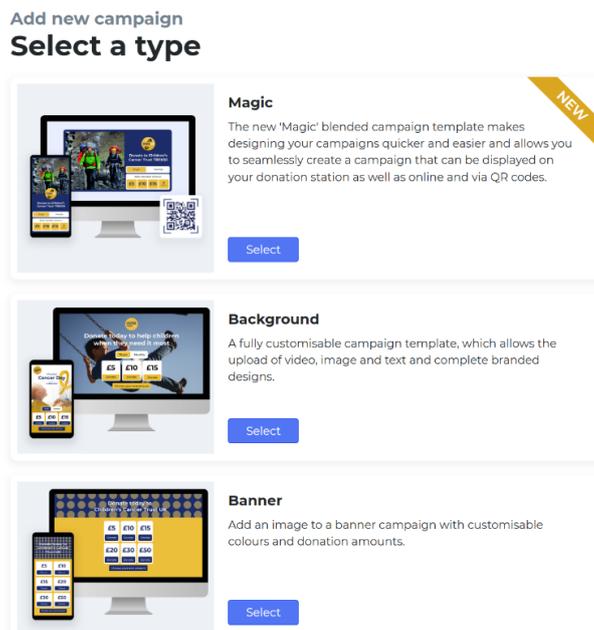
Step 1: Log in

Once logged in to Give A Little (<http://www.givealittle.co/parishbuying>), click on 'Campaigns' and ensure you are on the 'Campaigns' tab. Click on 'Add new campaign' in the top right-hand corner.



Step 2: Select campaign type

At this stage you are presented with a few options. If you select Magic, you will create a campaign that can be used both on the web (as an online giving page) and on the app (to be used as part of a DIY or kit contactless setup). If you choose 'Background', 'Banner', or 'Basic', you will then be given the choice of creating an app campaign or a web campaign. We recommend using the Magic type as this removes the need to create both a web and app version for any campaign you create. Please note, if you plan on using a campaign design that utilises moving images or animation, this cannot be done using the 'Magic' template and you must use the 'Background' option.



Magic campaign creation

Step 1: Name your campaign

Add magic campaign Name your campaign

Name

This will appear in your campaign list and donor receipts

Code

Enter an optional code for this campaign. This is included in your campaigns report export.

[Cancel](#) [Next](#)

Step 2: Add a message

This message is limited to 45 characters. You can see a preview of how the message will appear on the right-hand side.

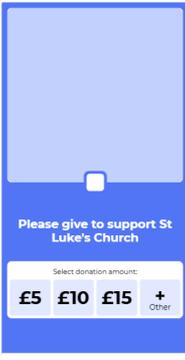
Add magic campaign Add messaging

This will appear on your campaign screen. Your message should make it clear to donors what their donation will be used for.

Message

6 characters remaining

[Cancel](#) [Next](#)



Step 3: Upload your image

This could be an image of your church congregation or building or if you are creating a campaign for a specific fundraising cause, it could be a related image.

The magic template utilises a square image. Therefore, once you have uploaded your image, use the cropping tool to choose which part of the image you would like to be used. Again, you can see the live preview on the right-hand side as you crop the image. You can see an example of this in practice in the image below.

Add magic campaign Image upload

Click or drag and drop to upload your file
JPG, PNG (Max 5MB)

St-Pauls-Cathedral-1024x685.jp... Download Remove

Crop your image

Zoom

Cancel Next

Please give to support the work of All Saints

Select donation amount:

£5 £10 £15 + Other

Step 4: Upload a logo

The Magic template requires a logo to be uploaded. If your church does not have a logo, feel free to use the [Church of England logo](#) as below (we suggest downloading the PNG version for any logo you use) or get creative - any square image can be uploaded so you may want to add a different image of your church or congregation. We have attached some examples below.

If the logo you upload has a transparent background, you can choose the background colour using the 'Logo background colour' box.

Choose the shape of the logo box by selecting from the circle, square or rectangle options (examples shown below).

Please give to support the work of All Saints

Select donation amount:

£20 £50 £100 + Other

Please give to support the work of All Saints

Select donation amount:

£20 £50 £100 + Other

Please give to support the work of All Saints

Select donation amount:

£20 £50 £100 + Other

Step 5: Choose your campaign colours

Choose the colours for your campaign by entering the colour code or by using the eyedropper tool. The colour codes below are the two official colours of the Church of England logo. You can also use the eyedropper tool to select a colour from an image.

Add magic campaign Select colours

Background colour
This will be the colour of your background.

9669a9  

Button colour
This will be the colour of your donation buttons.

100b74  



Step 6: Choose your donation amounts

Here you are able to choose the donation amounts that will appear for donors. Please note, you can have up to 4 donation options (3 fixed amounts and an 'other' option, or 4 fixed amounts). There are also a few options that you are able to select on this page:

- 'Specify different amounts for web and app': If you select this box, you will be able to choose different donation amounts depending on whether someone is giving on the web or on the app (at a contactless donation station). Please note, online donations tend to be higher than contactless donations and we therefore recommend utilising this feature to offer higher donation amounts for web donations.

Specify different amounts for web and app

Web donation amounts

£ 20

£ 50

£ 100

£ Other

Allow other donation amounts

App donation amounts

£ 5

£ 10

£ 20

£ Other

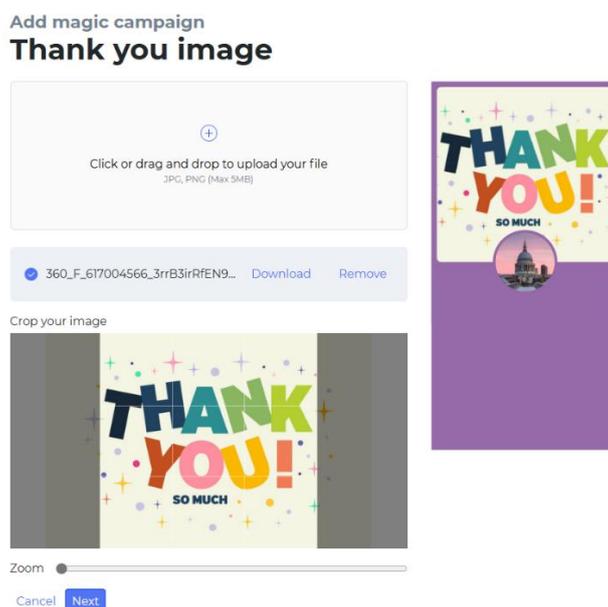
Allow other donation amounts

- ‘Allow other donation amounts’: Toggling this to ‘on’ will allow donors to select their own amount to donate. If you toggle it off, it will allow you to choose a fourth fixed amount instead.
- ‘Offer recurring donations’: This feature allows a donor to sign up to give recurring donations rather than a one-off donation. Please note, this feature is only available for web donations or when using a Stripe card reader.

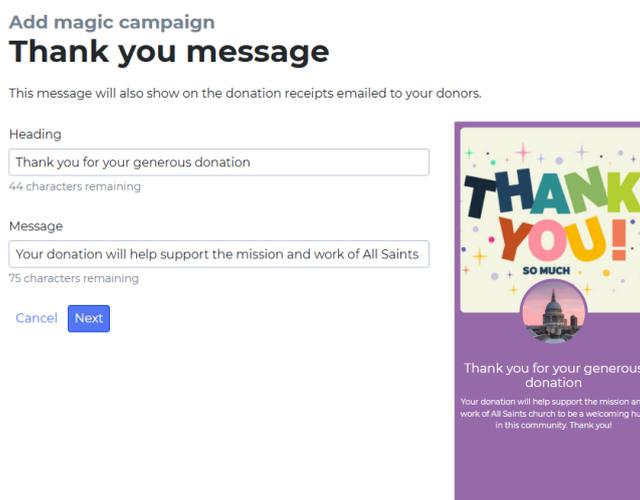
Step 7: Thank you pages

Here you are able to amend the page donors will see once their donation has been made.

- First, add an image that will be the main image on the page. This may be an image of your church, congregation or even just of some text saying thank you.



- Next add a thank you title and message that will show below the image (please note both the title and message boxes have character limits).



Step 8: Gift Aid

On this screen, you will be asked if your campaign is eligible for Gift Aid. Select Yes or No as appropriate. If you select 'Yes', you will be asked whether you would like to capture new declarations. We recommend choosing the 'Capture new declarations' option; this allows donors to make an on-screen Gift Aid declaration at the end of their donation, if they would like to, which you can later process with HMRC in the usual way.

You are then presented two further Gift Aid options that can be selected or deselected.

- 1) **'Do not capture declarations on donations of £30 or less'**: If selected, the declaration screen will only be shown for donations over £30. Any donations of £30 or less will be recorded in the GASDS report. *Please note, GASDS is only applicable for contactless donations. For more information, please visit the Parish Resources webpage on the GASDS scheme [here](#).*
- 2) **'Do not capture declarations in-person (later only)'**: If selected, the declaration screen won't be shown but the donor will be given the option to be sent an email to complete it later.

These options can be beneficial during busy donations periods to avoid long wait times for donors. You may also choose to utilise them in specific scenarios or for certain campaigns. You can find more information about contactless donations and Gift Aid on [this page](#).

Step 9: Marketing consent and offering receipts

- Sliding the toggle on this page to 'on' adds an additional step after donating whereby donors can give their contact details and consent to be contacted by your church. You may wish to have this feature on if you have e.g., a regular email newsletter that gets sent out. However, we would suggest having a clear plan for how you will use and manage this data, if you enable this option. More information about data protection practices for churches can be found on [this webpage](#).
- Following this, you will be given the choice of whether to offer donors a receipt (this will then ask the donor to provide an email address which the receipt will be sent to).

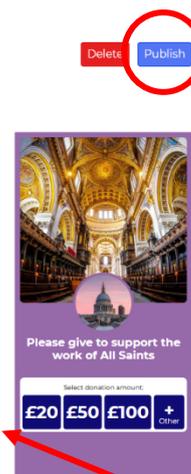
Step 10: Edit and publish your campaign

- You will now find yourself on a summary page for your campaign. To make your campaign live and usable on your device or on the web, select the 'Publish' button. On the next page, select 'Yes, I'm sure' and the campaign will be ready to use.
- If you see any details that are incorrect and need changing, simply click the 'Change' button to make amendments.

General giving - All Saints TEST Draft

This campaign will be available across app and web.

Template	Magic	
Campaign		
Name	General giving - All Saints TEST	Change
Code		Change
Custom URL path		Change
Image		Change
Logo		Change
Message	Please give to support the work of All Saints	Change
Primary colour	#9669a9	Change
Accent colour	#100b74	Change
Donation amounts	Web: £20, £50, £100, Other App: £20, £50, £100, Other	Change
Give & Go amount	This feature is now available when using a stripe WisePad 3 card reader	Change
Offer recurring donations	This feature is now available when using a compatible card reader	Change



Step 11: Start accepting contactless donations

Log in to the Give A Little app on the device you are using for contactless donations. Swipe in from the left to bring up the Give A Little menu, tap on 'Campaigns' and select the campaign you would like to use.

Step 12: Share your campaign

Once published, a 'Share' button will appear at the top right-hand corner of the page

General giving - All Saints TEST



This campaign will be available across app and web.

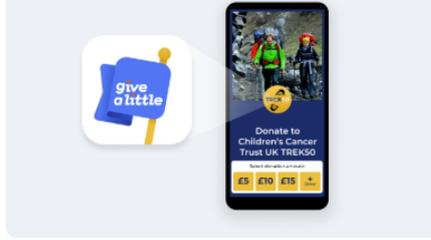
- Click on 'Share' and you will see a page as below with two options: 'Share with donors' and 'Share with supporters'.

General giving - All Saints TEST Share campaign



Share with donors
Share via social media, QR codes, add to your website or get a weblink

Select



Share with supporters
Allow your supporters to fundraise for this campaign using the Give A Little Champion app

Select

- ‘Share with donors’ will give you options to download a QR code or a URL which you can share with people to allow them to access your online giving page. Churches have successfully used QR codes on notice boards, pew cards and order of services among many other places. The key element to determine is where will a QR code be most visible in your church context?
- ‘Share with supporters’ is only used in conjunction with the Give A Little champion app for those churches who are going to use volunteers or church members to fundraise for them via the Tap to Pay functionality.

Please note, you do not need to use both of the above options. If you are only using the campaign as a web page, you can just use the ‘Share with donors’ option and you are now ready to fundraise. However, If you are also planning on using it on a contactless device, you can now move on to Step 12.

Background, Banner or Basic campaign creation

Step 1: Campaign type

If you would like to create a campaign that uses moving images for the background, you must choose the 'Background' option or if you would like a simple campaign on a coloured background, select the 'Banner' or 'Basic' options. *NB: you won't be able to change the campaign layout once you finish setting up your campaign, so it is worth thinking about whether you want to include an image or not at this stage.*



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

Step 2: App or web

Next you will need to choose whether you want this campaign to be usable on the app or the web.

Step 3: Add text, colours, and images

Next, you will see a range of options for adding text and changing the default colour settings/uploading image and video files (not for the Basic layout). Once you're happy with how you have customised the look of your campaign, click 'Next'.

Add app campaign Campaign details

Heading
St Agatha's, Anytown
10 characters remaining

Message
Please give to support the ministry and mission of our church.
8 characters remaining

Primary colour
e9c363

Accent colour
daa51f

Cancel Next



Step 4: Customise donation amounts

Now you can choose what amounts you want to suggest for donation, how many, and also whether to offer an option for the donor to choose their own donation amount (usually worthwhile).

Add app campaign Donor options

Donation amounts

£ 5	Remove
£ 10	Remove
£ 20	Remove
£ 30	Remove
Add another	

Button position

- Top
 Middle
 Bottom

Show "Choose your own amount" button

[Cancel](#) [Next](#)



Step 5: Gift Aid

The steps are the same as for the Magic template, shown on page 6 of this guide.

Step 6 Marketing options and recurring donations

- Sliding the first toggle on this page will offer the donor the option to sign up for recurring donations. This feature allows a donor to sign up to give recurring donations rather than a one-off donation. Please note, this feature is only available for web donations or when using a compatible Stripe card reader.
- Sliding the second toggle on this page to 'on' adds an additional step after donating whereby donors can give their contact details and consent to be contacted by your church. You may wish to have this feature on if you have e.g., a regular email newsletter that gets sent out. However, we would suggest having a clear plan for how you will use and manage this data, if you enable this option. More information about data protection practices for churches can be found on [this webpage](#).

Add app campaign

Other Premium options

Offer recurring donations

This feature is now available when using a compatible card reader

Offer contact opt-in

You can set a message to present to your donors under Account > Settings.

[Cancel](#) [Next](#)

Step 7: Customise the thank you screen

Add app campaign
Thank you screen

Thank you message

52 characters remaining

Thank you position
 Top
 Middle
 Bottom

Thank you background
 No file chosen
Upload an image or video. For details on size and format see [our guide](#).



During this step, you can customise the thank you message and upload an image (depending on which layout option you selected in step 3). When you're ready, click 'Next'.

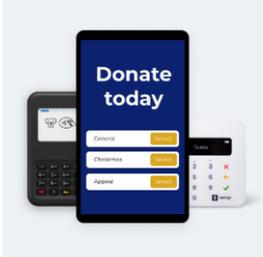
Step 8: Name and save your campaign

Finally, give your campaign a name (for example, 'St Agatha's General Giving') and an optional code that will allow you to differentiate campaigns by code in your reporting, then click 'Save'. This will take you to a summary screen showing the campaign details, and it will be viewable anytime by clicking on 'Campaigns' in the header and scrolling down to 'App campaigns'.

Creating a List of Campaigns

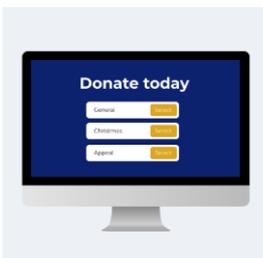
What is a 'list' of campaigns?

Lists



List of app campaigns
Give your donors a choice which campaign to donate to.
For use on DIY or fixed donation stations and portable contactless donation boxes from our partners.

Select



List of web campaigns
Give your donors a choice which campaign to donate to.
For sharing online via a web link.

Select

When you have more than one app or web campaign and you'd like your giver to choose what to give to, you can create lists. Lists display different campaign titles on the same page, giving the donor the option to choose which campaign to donate to. This can be useful if e.g., you have a general giving campaign, but you are also fundraising for a specific project and you'd like visitors to select which campaign they give to. Bear in mind that money raised for a specific cause must be spent on that cause (i.e., [it becomes restricted funds](#)). Setting up a list page follows a similar process to the steps below, but you will need at least two campaigns of the same type (i.e., web or app) to create a list.

Step 1: Go to the 'Campaigns' section in your Give A Little account and click on the 'Lists' tab, then click the 'Add new campaign' button.

Overview Reports **Campaigns** Donors Devices Account

Campaigns Lists

Lists

Add new campaign

Lists of multiple campaigns to give donors the choice of which campaign to donate to.

Step 2: Select whether you want to create a list of app campaigns or a list of web campaigns

Add new campaign Select a type



List of app campaigns
Give your donors a choice which campaign to donate to.
For use on DIY or fixed donation stations and portable contactless donation boxes from our partners.

Select



List of web campaigns
Give your donors a choice which campaign to donate to.
For sharing online via a web link.

Select

Step 3: 'List details' screen is the same as a standard campaign

Add list of app campaigns List details

Background
 No file chosen
Upload an image or video. For details on size and format see [our guide](#).

Heading

30 characters remaining

Message

70 characters remaining

Primary colour
e9c363

Accent colour
daa51f



Step 4: Select the campaigns that you want listed on the screen

You can add as many campaigns as you like, but we recommend offering no more than four options.

Add list of app campaigns

Campaign choices

Select the campaigns you would like your donors to choose from.

General Giving Remove

Lent Living Hope campaign Remove

Christmas Campaign Remove

Add another

Cancel Next

Give to support St Paul's
Please select which campaign you would like to give towards

General Giving Select

Lent Living Hope campaign Select

Christmas Campaign Select

Step 5: Name and save the list

Step 6: Share your list of campaigns

If you have created a list of web campaigns, under 'Campaigns' and 'Lists', click 'Share' next to the list you would like to share. This will give you options to download a QR code or a URL which you can share with people to allow them to access your list of campaigns.

Lists of web campaigns

Gift Aid video example	Share	Manage
List of web campaigns 2023	Share	Manage
St Mary's	Share	Manage
Test	Share	Manage

If you created a list of app campaigns, this will now be available on your device alongside your individual campaigns. To access it, swipe in from the left to bring up the Give A Little menu, tap on 'Campaigns' and select the list you would like to use.

Sharing your Web campaign

Downloading a QR code

Once you have set up a web campaign (via a Magic campaign or web campaign) in Give A Little you are ready to download a QR code.

A QR code is a type of barcode that can be scanned using a smartphone's camera (some older phones will require a QR card reader app, but most can scan a QR using the normal camera app). Once scanned, a notification will appear with a web address. To find out more about how QR codes work, watch the video on [this webpage](#).

Using QR codes makes it easy for smartphone users to quickly navigate to your church's online giving page and make a donation. A QR code is an image file that can be downloaded and then incorporated onto posters, pew cards, order of services, and so on (see the example to the right).



- To download a QR code for a pre-existing Give A Little Magic or Web campaign, login to Give A Little, go to 'Campaigns' and scroll down to the campaign you would like to share. Find the campaign you want to generate a QR code for and click on 'Share'.

St Mary's General Giving

Share Manage

- Select 'Share with donors' and then on the next screen, you'll see the option to Download a QR Code.

Connecting Give A Little with A Church Near You

A great place to display online giving is on your church's A Church Near You page. Connecting your Give A Little account with your A Church Near You means you can have a box displaying different donation options on your church's page (see below). This gives visitors to your church's page a really easy way to give.

The screenshot shows the 'All Saints Church' page on the A Church Near You platform. On the left is a navigation menu with options like 'Edit page', 'All Saints Church', 'Services and events', 'News and notices', 'About us', 'The Blessing of the Light', 'Safeguarding at All Saints', 'Wednesday lunch club', 'Children and Young People', 'After School Club', 'Ghh', 'Midweek groups', 'Video', 'Watch our Videos', and 'Everyday faith'. The main content area features a header image of a church service, a welcome message, and a paragraph about safeguarding. Below this is a 'Give now' widget with a 'Support our ministry and mission' heading, a donation amount selector (with options for £5, £10, £20, £50, and 'Other Amount'), and buttons for 'Just once' and 'Every month'. To the right of the 'Give now' widget is an 'Everyday faith' section with a 'Find out more' button. At the bottom, there is a 'News' section with a 'SEE ALL' button.

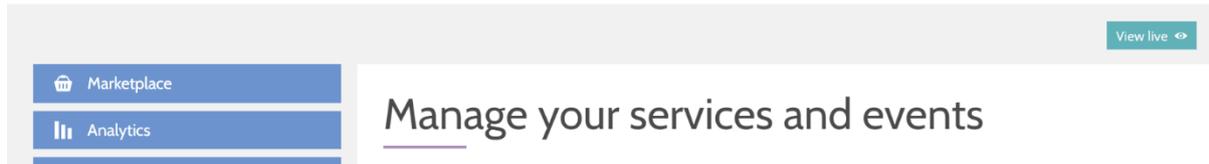
Step 1: Log in to A Church Near You

If you already have an A Church Near You account and have been approved as an editor for your church page, visit the [A Church Near You login page](#) and once logged in select the church page that you would like to set up online giving for.

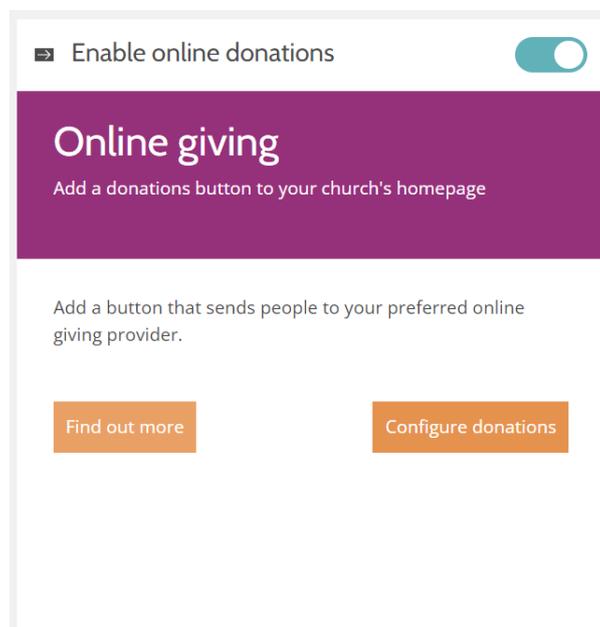
If you are not yet an editor for your church's ACNY page it is easy to become one. Follow the steps on [this page](#) to request editor access and then log in and navigate to your church's page.

Step 2: Go to Marketplace

At the top of the page, click on 'Marketplace'.

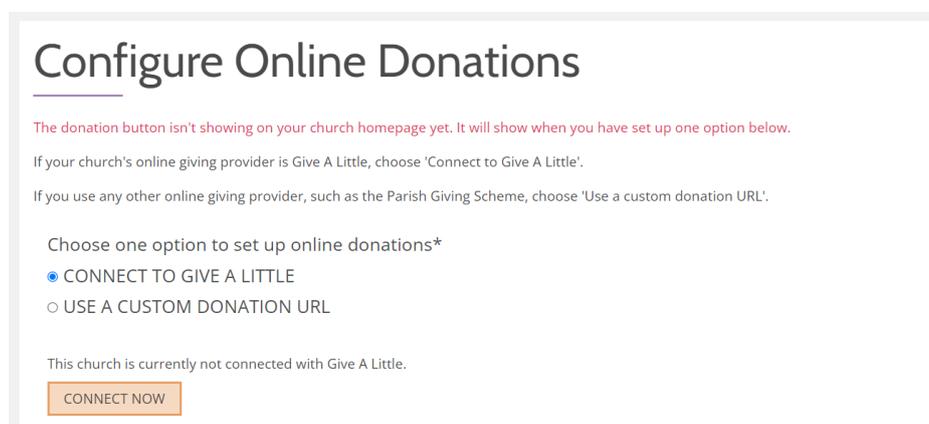


Once in the Marketplace section, scroll down and click the slider next to 'Enable online donations' so that it turns blue. Then click on 'Configure donations'.



Step 3: Connect to Give A Little

On the next screen, ensure 'Connect to Give A Little' is selected and then click on 'Connect Now'.



Step 4: Log in to Give A Little

When prompted, log in to Give A Little (or log in with your SumUp details if that's how you set your account up).

Log in

Your account will be connected with **Parish Buying**

Email address
giving@churchofengland.org

Password
.....

Log in

[Forgot your password?](#)

or

Log in with  sumup

New user? [Create account](#)

Step 5: Customise the banner title and description text

Once successfully logged in, you will be taken back to A Church Near You and will see a message to say you have successfully connected to Give A Little. Customise the title and

This church is linked with Give A Little!

Banner title
Give now

Banner description text
Support our mission and ministry

The banner title and description text fields are optional, and allow you to override the banner's default text.

The default title is "Give now".

The default description is "Support our ministry and mission"

SAVE

description text you would like to display alongside the donation buttons on your church's page, and then click on 'Save'.

Step 6: View your donations box

To see the donations box live on your church's page, click again on 'Marketplace', then 'View live', and you will see the donation box will be visible. Selecting an amount will take the donor straight through to a payment page that has been automatically populated with your church's name.

The screenshot shows a payment interface for 'All Saints Church'. At the top left, there are logos for 'a church NEAR YOU' and 'THE CHURCH OF ENGLAND'. At the top right, there is a link 'Return to ACNY'. The main heading is 'All Saints Church'. Below that, the form is titled 'Enter your payment information'. It features logos for VISA and Mastercard, followed by the heading 'Pay with Credit/Debit Card'. The form includes input fields for 'Name on card', 'Card number', 'Expiration date', and 'Security code'. At the bottom, there is a blue button labeled 'Pay £5.00 with Credit/Debit Card'.

Connecting your Give A Little account with A Church Near You automatically creates a special type of web campaign. It will be visible in your Give A Little account (click on 'Campaigns', then scroll down to 'Web campaigns'). You will be able to change the donation amounts displayed, but because the payment page is only accessed from A Church Near You there is no option to amend other layout details.

Reporting

All donations are reported via the Give A Little online portal, available to your account holder. Give A Little provide reporting on the following:

- Time and date of donation.
- Campaign totals (see how much you have raised for different campaigns).
- Donor details, where a Gift Aid declaration has been completed.
- Payouts, which details the donations that have been paid via SumUp or Stripe into your church's account.

Campaign	Donations	Average	Total
Lent Living Hope campaign	1	£5.00	£5.00 Details
Luke Living Hope Test	5	£1.00	£5.00 Details
AAA Jim Barker TEST	2	£5.00	£10.00 Details
Catia Training	2	£5.00	£10.00 Details
St Andrew's, Thursford	1	£5.00	£5.00 Details
Manchester training campaign	1	£5.00	£5.00 Details
Totals for shown campaigns	12	£3.33	£40.00

Once logged into Give A Little, click on 'Reports' in the banner at the top of the page. Select from one of the following options:

- **Campaigns:** here you can see a breakdown of donations raised by individual campaign type.
- **Users:** here you can see a breakdown of donations based on the login used (useful if you add extra users to your Give A Little account who are fundraising on multiple devices at the same time).
- **Gift Aid:** here you can download reports containing any Gift Aid declarations made, which can then be processed with HMRC.

- **Small Donations Scheme:** Here you can download reports on all donations under £30, which can then be processed with HMRC.
- **Payouts:** here you can view the history of payouts to your church's bank account, from either SumUp or Stripe (depending on which payment processor you use).
- **Supporters:** here you can view the donation totals each of your supporters has raised through their own Tap to Pay device, if you are using this feature.

All the reports can be customised by date range. Please practice good data-handling by keeping these reports containing donors' personal details secure in accordance with your church Privacy Notice. Where appropriate, you could use this information to write a thank you note to those who have given.

Revision history

Version no.	Revision date	Summary of changes
v1.0	02/07/2025	Amalgamated previous Give A Little campaign guides. Added walkthrough for new Magic template creation.
v1.1	08/07/2025	Added link to Parish resources GASDS webpage (p.7)
v1.2	27/11/25	Updated campaign creation screenshots to match new process
v1.3	13/2/26	Content reviewed. Updated campaign creation screenshots to match new process