Promoting online giving (via a weblink or a QR code)

Pathways ▲

Diocese in Europe

1. **Ensure you have a donate button on your website**
2. **Share the link to your online giving page**
3. **Share your online giving page using a QR code**
4. **Share your online giving page on A Church Near You**
5. **Promote online giving at different times during the year**

DONATE ♥

As we become an increasingly cashless society, many people find it easier to give online to causes they wish to support. The average online gift to churc
hes is often much higher than cash gifts, at around £40.

1. Ensure you have a 'Donate' button on your website's home page (and any other Giving page on your website)

- Add a 'Donate' button to the home page of your chaplaincy website and link it to your online giving page. (Also have a 'Donate' button on any general giving page on your website.) If you don't have your own website, see the A Church Near You step below.

2. Share the link to your online giving page

- It is important you share your online giving page so that people can find the link easily.

  Copy and paste the URL onto:

  - Your church website
  - Emails or e-newsletters: Be sure to include some wording that explains what the link is for, such as 'give to support our ministry'
  - Social media channels: Only if you are regularly active on these channels. (You don't want online giving to be the only item...)

- Help givers understand the difference their gift could make and include some information about what your church does. Remember, these don't need to be large-scale activities; eg simply having the building open or providing a funeral ministry will have an impact on your local community.

3. Share your online giving page using a QR code

- A QR code is a type of barcode that can be scanned using a smart phone's camera to take you to a specific webpage. Using QR codes makes it easy for smartphone users to quickly navigate to your church's online giving page and make a donation.
- Your QR code is best shared on paper resources. This could include posters, pew cards, orders of services etc.
- If your church runs online or hybrid services or events, you could also include your QR code eg on a screen slide) so that those watching online can easily give.

- **Note:** You can create a QR code for *any* webpage by 'right clicking' on your chosen webpage and then selecting 'Create QR code for this page'. Download and paste it into your document.
- **Note if Give A Little is your online provider**: To generate an automatic QR code, select your campaign, click on 'Share' and choose the QR code option. Download and paste it into your document.
- **Tip**: Always make regular checks that your QR code is working and has not been tampered with (ie that it does lead to your donation page, no one else's).

- **Link to poster templates (Word and Canva formats) on the diocesan website**

4. Share your online giving page on A Church Near You

- You can add a donation box on your A Church Near You page which links directly to your online giving page.

  - It's really easy to do
  - It requires no technical knowledge
  - **It works with any online giving provider**
  - **Follow these step-by-step instructions**

- **Note:** You will need to be an editor of your church's A Church Near You page to complete this step. (For more information about editor access, **click here.)**
- **Note if Give A Little is your online provider**: Connecting your Give A Little account with A Church Near You will create a new web campaign in your Give A Little account called 'ACNY'. Once connected, you will be able to view this new campaign in your list of web campaigns in your Give A Little account.

5. Promote online giving at different times during the year

- Visitors might not expect your church to have online giving available, so be sure to draw their attention to your QR code and giving page link during the service in notices or when taking the offertory.

- Remember to promote online giving at busy times of year such as Christmas, Easter, Remembrance Sunday, Summer fetes etc.
- Online giving can also be useful if you are fundraising for a specific cause (eg church roof). You can set up a dedicated 'campaign' for this purpose.
- Make a list of key services and events coming up in the next 12 months when it might be particularly helpful to promote your online giving page, where you could:

  - Include the QR code for your online giving page on any printed materials for the event.
  - Include the link to a fundraising campaign in an e-newsletter.
  - Update your website to mention a particular fundraising appeal.
  - Ensure the person leading the service of event knows to mention the different ways to give and that this includes online giving.