

Contactless Giving at Christmas 2024

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Agenda

- **Contactless Giving: Update**
- **Preparing for Advent and Christmas**
 - **At your services and events**
 - **Resources**



Contactless Giving Update

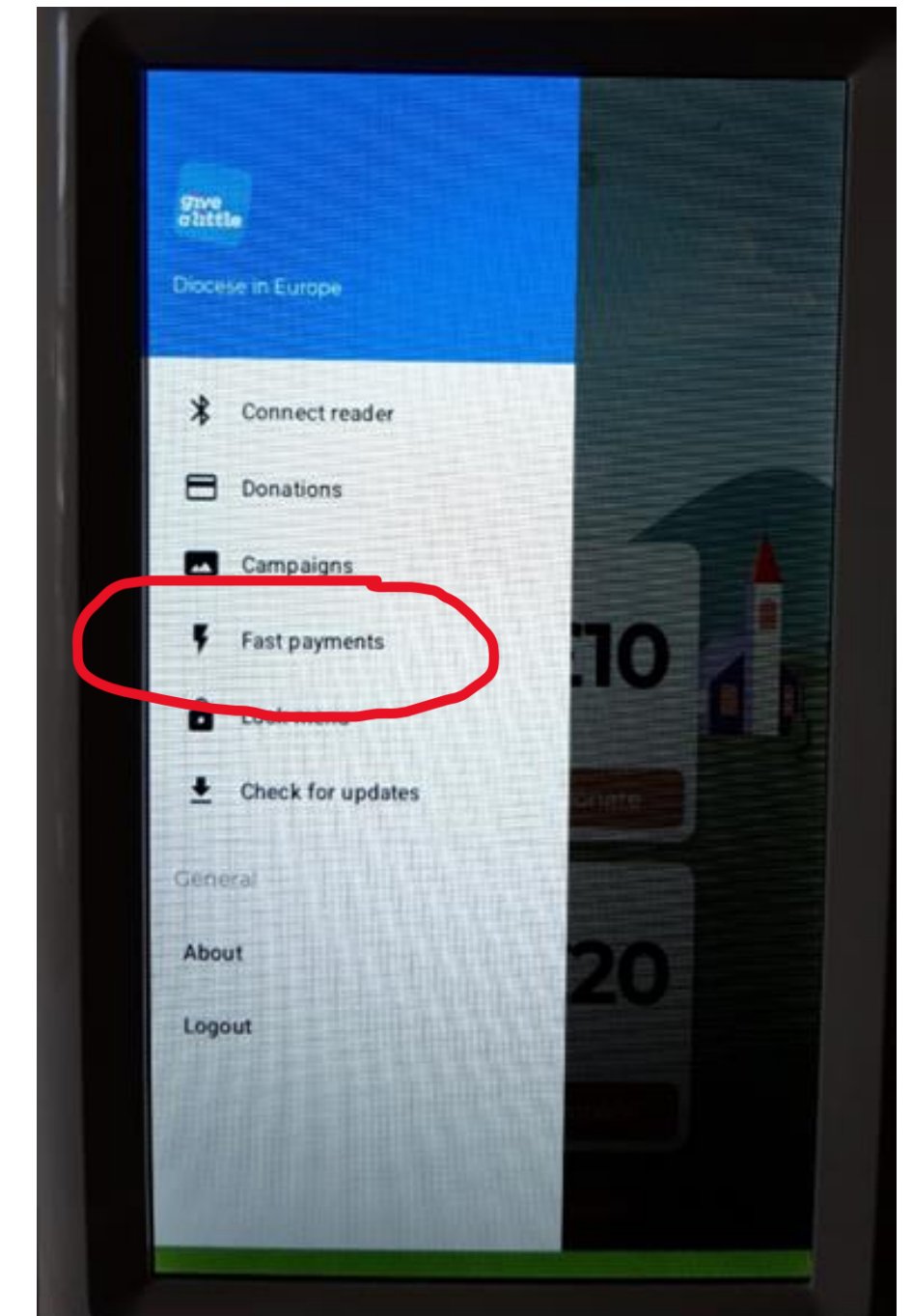
- **£56,500 income from card reader devices year to date (includes 4x pilot chaplaincies, 35 Digital Giving Rollout chaplaincies and additional chaplaincies)**
- **Average card reader donation = £21**
- **Average online donation = £78 (very few, but high-value gifts)**
- **Issues with new SumUp verification procedures. If your chaplaincy has not been asked for eg church constitution or passport ID etc either at – or after - the registration stage, please contact [Juliet](#)**



Preparing for Advent & Christmas

At your services and events:

- Think about where your device should be (entrance, by refreshments, can it be turned around?)
- Decorating your device?
- Do you want to capture contact details? Or do you just want a fast donation experience in a busy service? (If the latter, don't choose the contact details or receipts options for your campaign. Or you could swipe on the device screen itself and choose Fast Payments from the menu – this speeds up the 'Thank You'/new donation screens.
- Volunteers to help?
- Security? Keep an eye on the device...
- Announcements?



Announcements: Making the 'ask'

- Make one!

- 40% of (UK) church attendees have never been asked to give
- Christmas story is a powerful story of generosity
- Visitor expectations

- Find your style

- *"This church is funded by local people, if you would like to contribute you can by..."*
- *"If you are able to, we would love to invite you to give towards the work of our church today, you can do so by..."*

- Communicate impact and need

A Year in the Life of St XXX, Anytown

Sharing God's love with our community

This template is in powerpoint on the diocesan website [here](#)



80 adults & 7 children

worshipping family



250

worshippers joining us for Christmas services



5 baptisms, 4 weddings & 7 funerals

sharing key life events with our local community



150

Facebook followers



£2,000

Donations to the Ukrainian appeal



28

church and community groups using our building



30

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

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- Communicate impact and need

- THANK people

Giving to the church AND a local charity? Yes!

- Create each campaign screen FIRST (ie 1 for the church, 1 for the charity)
- Then choose 'List of app campaigns'
- Then, further on, at 'Add list of app campaigns', choose your campaigns
- Name your list
- You can do the same for online giving ('list of web campaigns')

Add new

Select a type

App campaign

Web campaign

List of app campaigns

List of web campaigns

Cancel Next

Add list of app campaigns

Campaign choices

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

St Agatha's Roof Appeal	▼	Remove
St Agatha's Online Gift	▼	Remove
St Agatha's Food Bank	▼	Remove

Add another

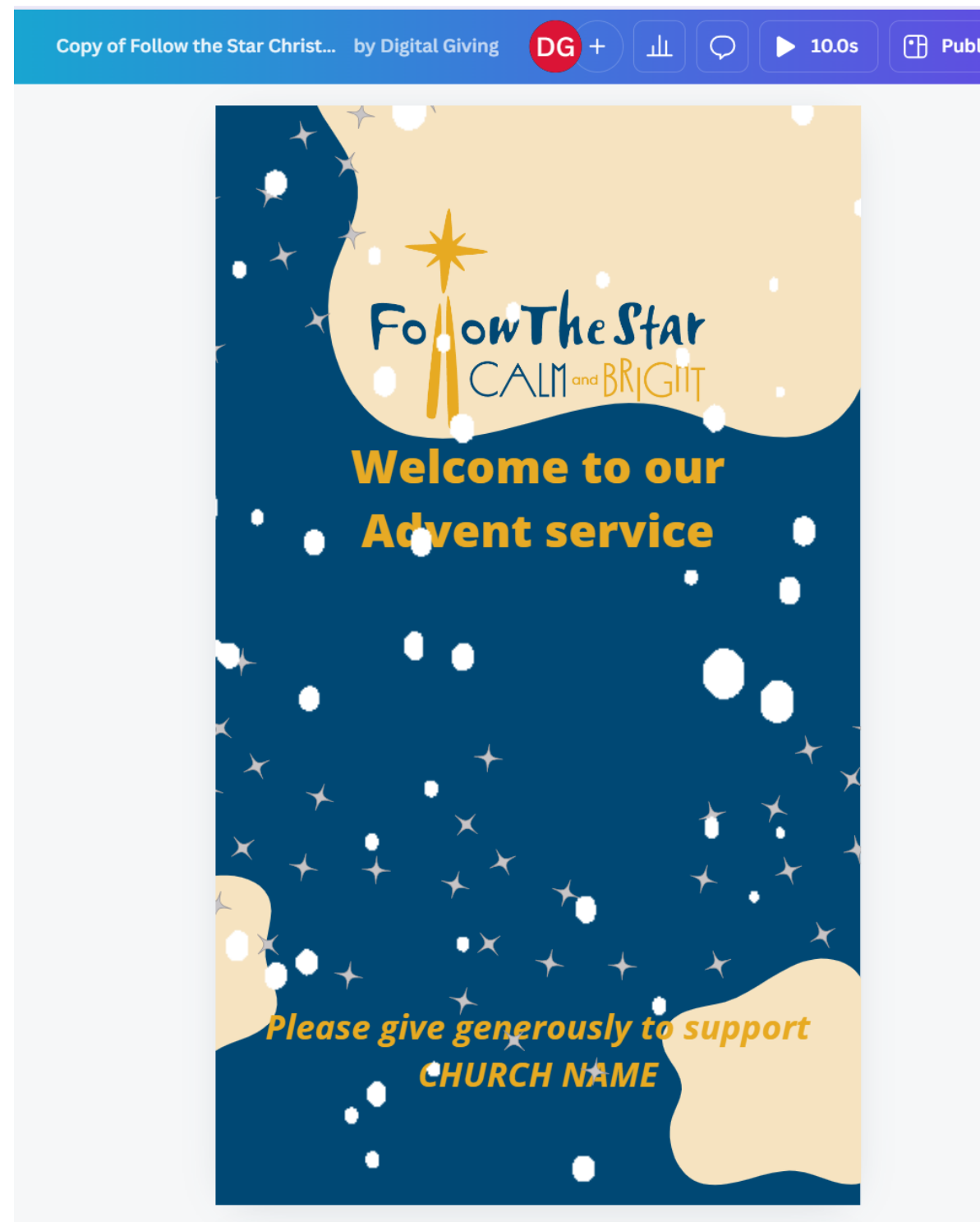
Cancel Next

Donating to St Agatha's

Please donate towards the work of our church

St Agatha's Roof Appeal	Select
St Agatha's Online Gift	Select
St Agatha's Food Bank	Select

Follow The Star Digital Giving Resources



Card reader screen

[Advent – download](#)

[Christmas – download](#)

[Thank you screen – download](#)

[Canva file for versioning](#)



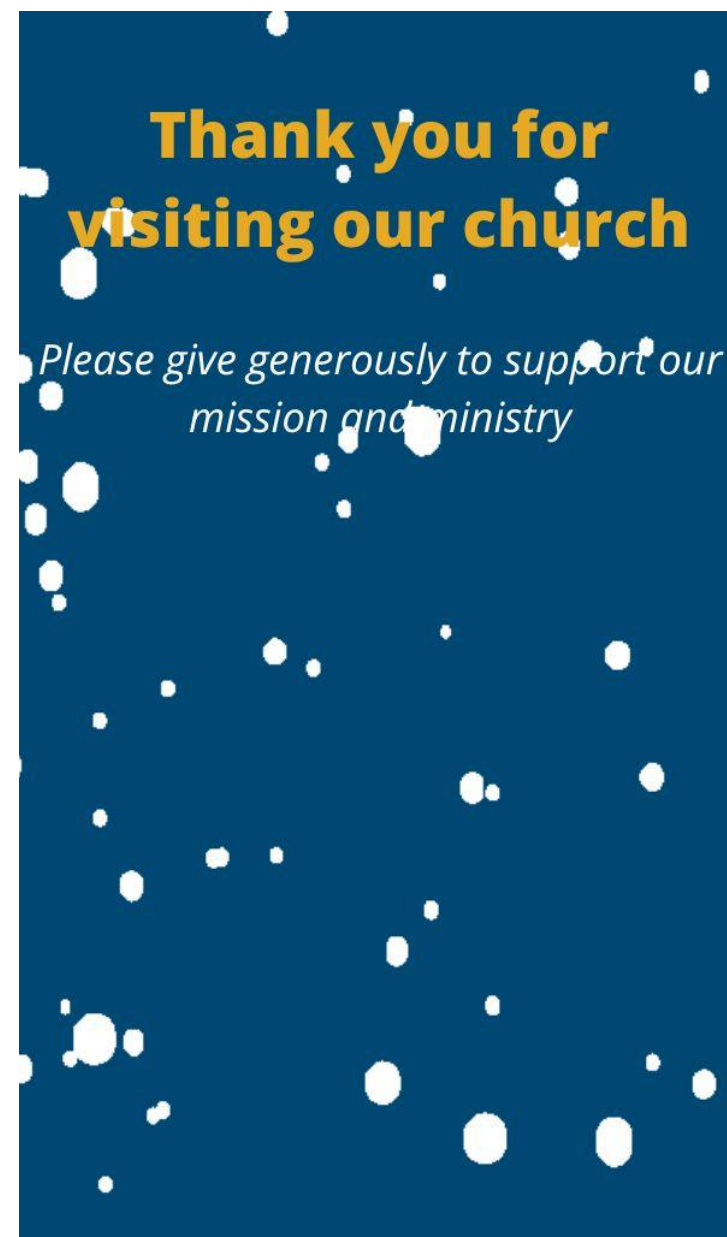
Poster

[Download & add QR code](#)

[\(Word\)](#)

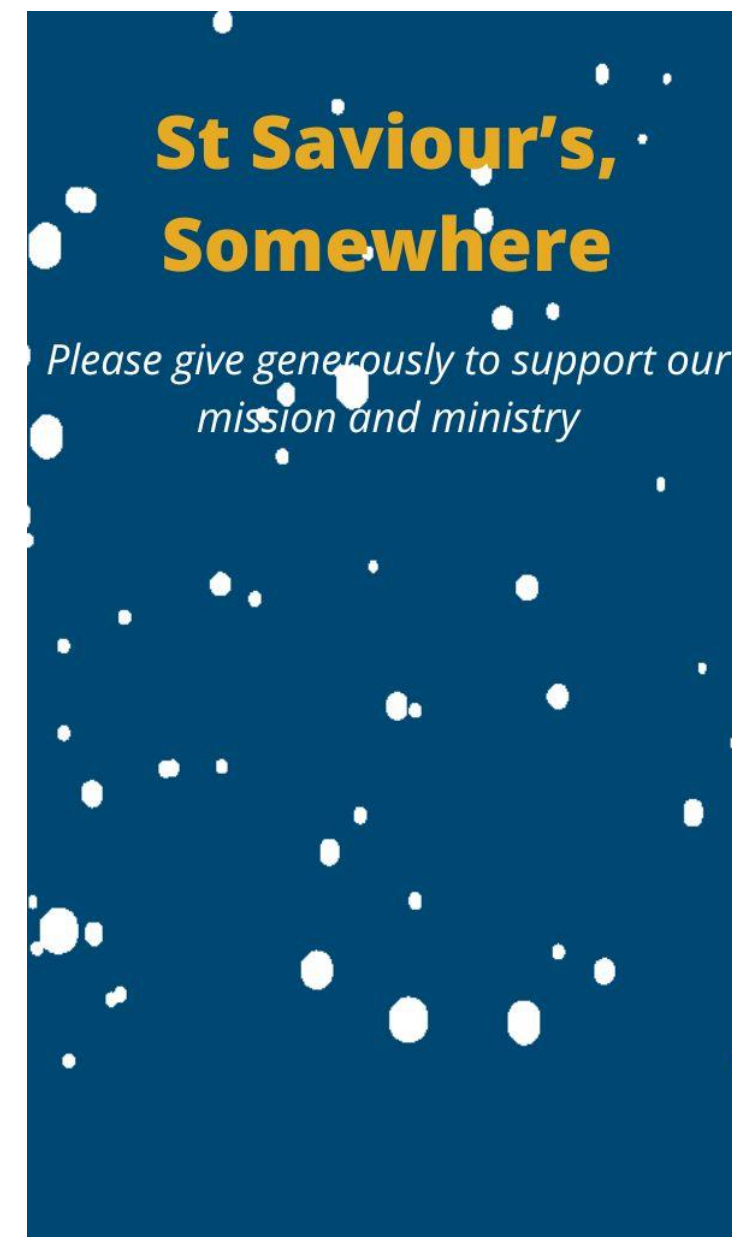
[Canva file for versioning](#)

Generic Digital Giving Resources



General card reader
welcome screen
[Download](#)

General Card reader
thank you screen
[Download](#)



Card reader screen
With church's name

[To add your church's name,](#)
[use the Canva design](#)
[programme template](#) – or
contact Juliet



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Resources on the Diocesan website (Resources>Fundraising & Giving):

Christmas resources (>>[News & Webinars](#))

General resources (>>[Online Giving](#) or [Contactless Giving](#))

Please contact [Juliet Evans](#) for any other resources or support
