

Online/QR Code giving at Christmas 2024

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Agenda

- **Online Giving: Update**
- **Preparing for Advent and Christmas**
 - **At your services and events**
 - **Resources**
- **Q&A**



Digital 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](#)**



What are my options?



Already set up. Money goes via the Diocese. Multiple currencies.

Local currencies:



Well-known. International. But some issues...



Used in some Spanish/Portuguese chaplaincies (Malaga/Lisbon)



Used in some French chaplaincies (St George's Paris, Maisons Lafitte)



sumup[®]

Same process for online and contactless campaigns




<https://www.justgiving.com/diocese-ineurope>

- If your chaplaincy doesn't have online giving in place, the easiest option is just to link to the Diocese in Europe's existing JustGiving page.
- The donation goes into the diocesan bank account, but restricted for your chaplaincy
- Donations can be made in £ Sterling, Euros, USD, AusD, CanD
- You can edit the 'tip' on the summary page
- Donors **must** say which chaplaincy the money is for in the 'Message of support' field after they have submitted their card details
- UK taxpayers can Gift Aid their donation

Donate - Your donation summary - JustGiving - Work - Microsoft Edge

<https://donate.justgiving.com/charity/diocese-ineurope/donation-summary>


Diocese in Europe

Donate to The Diocese in Europe

Your donation summary

Review your donation below. We don't charge a platform fee, so we've added a tip to JustGiving. [Find out why.](#)

Total payment	£2.00
Donation amount Edit	£2.00
Tip to JustGiving Edit	£0.00
Gift Aid £0.50 on my donation at no extra charge to you Edit	
Message Add a message of support	

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About your options

- **You may already have an online giving provider that you are happy with. That's fine! Do what is best for you. Some local online giving providers offer a local tax receipt (Give A Little currently doesn't)**
- **Using Give A Little/SumUp for BOTH card reader AND online giving may be attractive as it's one administration/reporting system. Give A Little clearly shows what donations have been made for each campaign and each method of giving.**

♥ My donation

I give once

I give every month

20 €

50 €

100 €

150 €

Free amount

--,--

€

Choose amount



Please help us to continue the work of Fr. Louis and St George's.

One-time

Weekly

♥ Monthly

€ 10

€ 25

€ 50

€ 100

€ Custom Amount

Write us a comment

Next →

Powered by [Donorbox](#)

Donations to All Saints'
Regular or one off donations
are gratefully received

Single Monthly

€15

Donate

€25

Donate

€50

Donate

€75

Donate

€100

Donate

Choose your own amount



Charity/charitable purpose verified by Give A Little
GDPR, PCI & PCI-DSS Compliant Point of Donation

Different providers,
but the concept is similar...

With online giving (but not contactless)
you could offer monthly giving – but
would probably advise not to enable this,
but encourage regular giving through
bank transfer.



sumup® option

The screenshot shows a web browser window with the following elements:

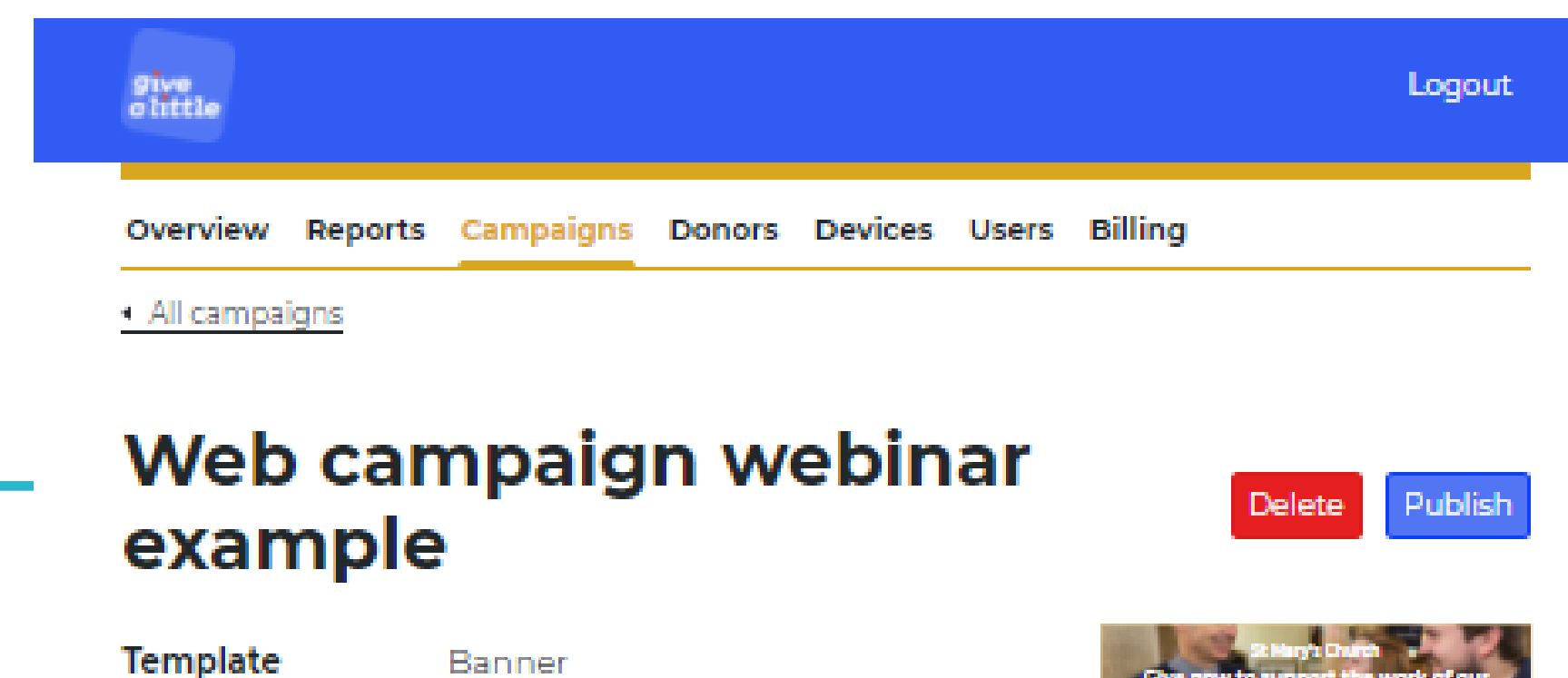
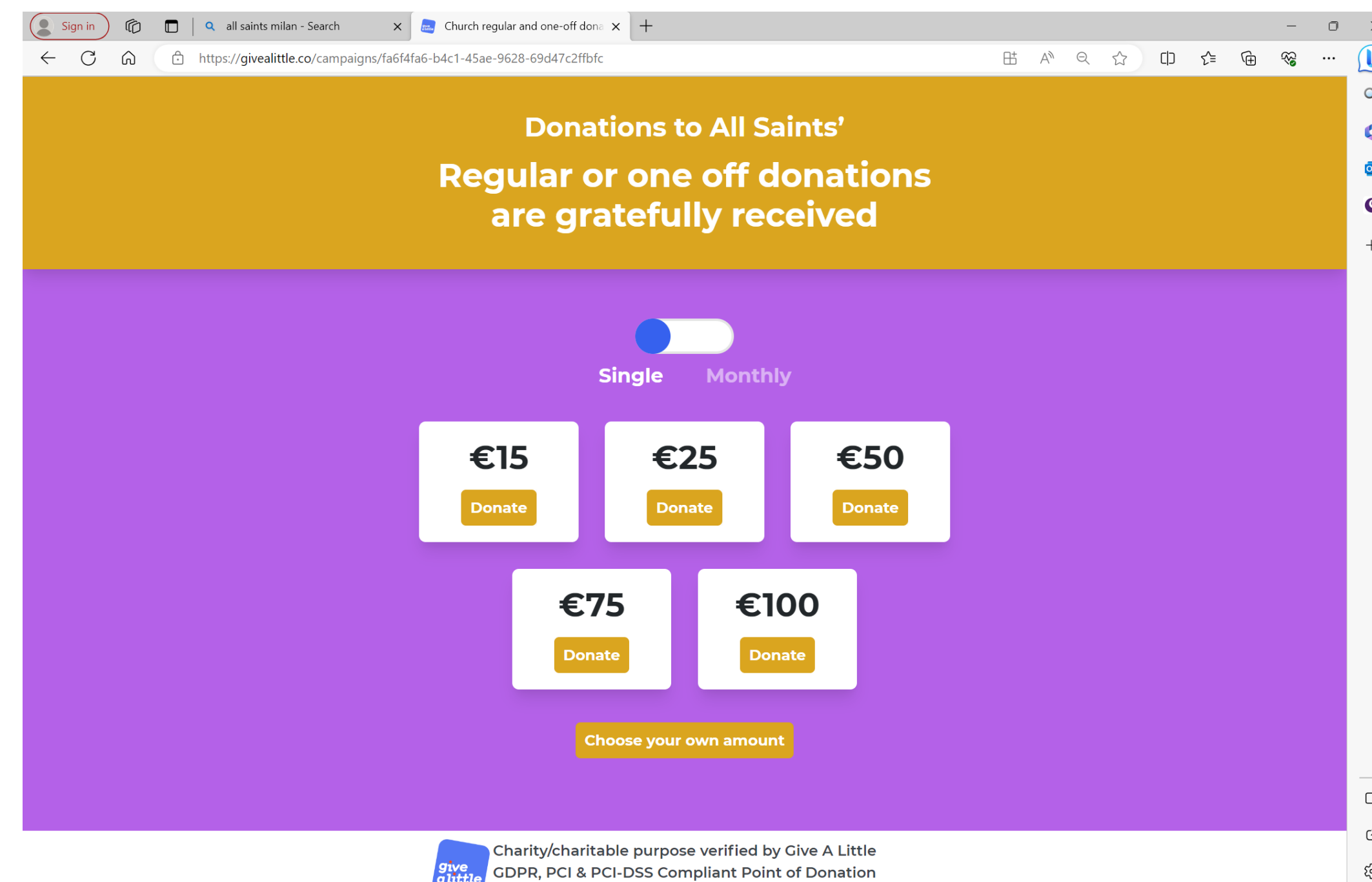
- Browser Tabs:** "all saints milan - Search" and "Church regular and one-off dona...".
- Address Bar:** <https://givealittle.co/campaigns/fa6f4fa6-b4c1-45ae-9628-69d47c2ffbfc>
- Header:** "Donations to All Saints' Regular or one off donations are gratefully received"
- Form:** A toggle switch set to "Single" (with "Monthly" also visible).
- Buttons:** Five "Donate" buttons with amounts: €15, €25, €50, €75, and €100. A "Choose your own amount" button is at the bottom.



sumup® option

- Choose a 'Web' campaign, not 'App'
- Choose 'Basic' or 'Campaign Colours' template (images can be difficult)
- Same steps as a card reader campaign
- You can now create a unique URL eg <https://givealittle.co/c/copenhagenchristmas24>
- 'Publish' the campaign and then 'Share'
- Download the QR code which you copy and paste into your posters etc.

- [Full guide on the diocesan website](#)



Generating a QR code

The screenshot shows the Give a Little dashboard with a blue header containing the logo and a 'Log out' link. A navigation menu includes 'Overview', 'Reports', 'Campaigns', 'Donors', 'Devices', 'Users', and 'Account'. The 'Campaigns' section is active, showing 'All campaigns' and a 'Test web' section titled 'Share campaign'. Below this, the campaign URL is displayed: `https://givealittle.co/c/55OCcXHDUo0hHXI0NO0STh`. There are five sharing options: 'Copy link', 'Download QR code', 'Twitter', 'LinkedIn', and 'Facebook'. A 'Manage' button is visible in the top right corner of the campaign area.

This screenshot shows a browser's 'Downloads' dropdown menu. It lists a file named 'qrcode (12).png' with an 'Open file' link below it. A 'See more' link is also present at the bottom of the menu.



The poster features a dark blue background with a starburst graphic at the top. The text reads: 'Follow The Star CALM and BRIGHT', 'Thank you for visiting us', 'Please support the work of our church and maintain this beautiful building', and 'Ways to give:'. Under 'Ways to give', there are three options: 'Scan this QR code to give online' (with a QR code icon), 'Tap on the contactless device' (with a contactless payment icon), and 'Donate to our cash collection plate' (with a cash tray icon). The logo for 'THE CHURCH OF ENGLAND' is at the bottom.

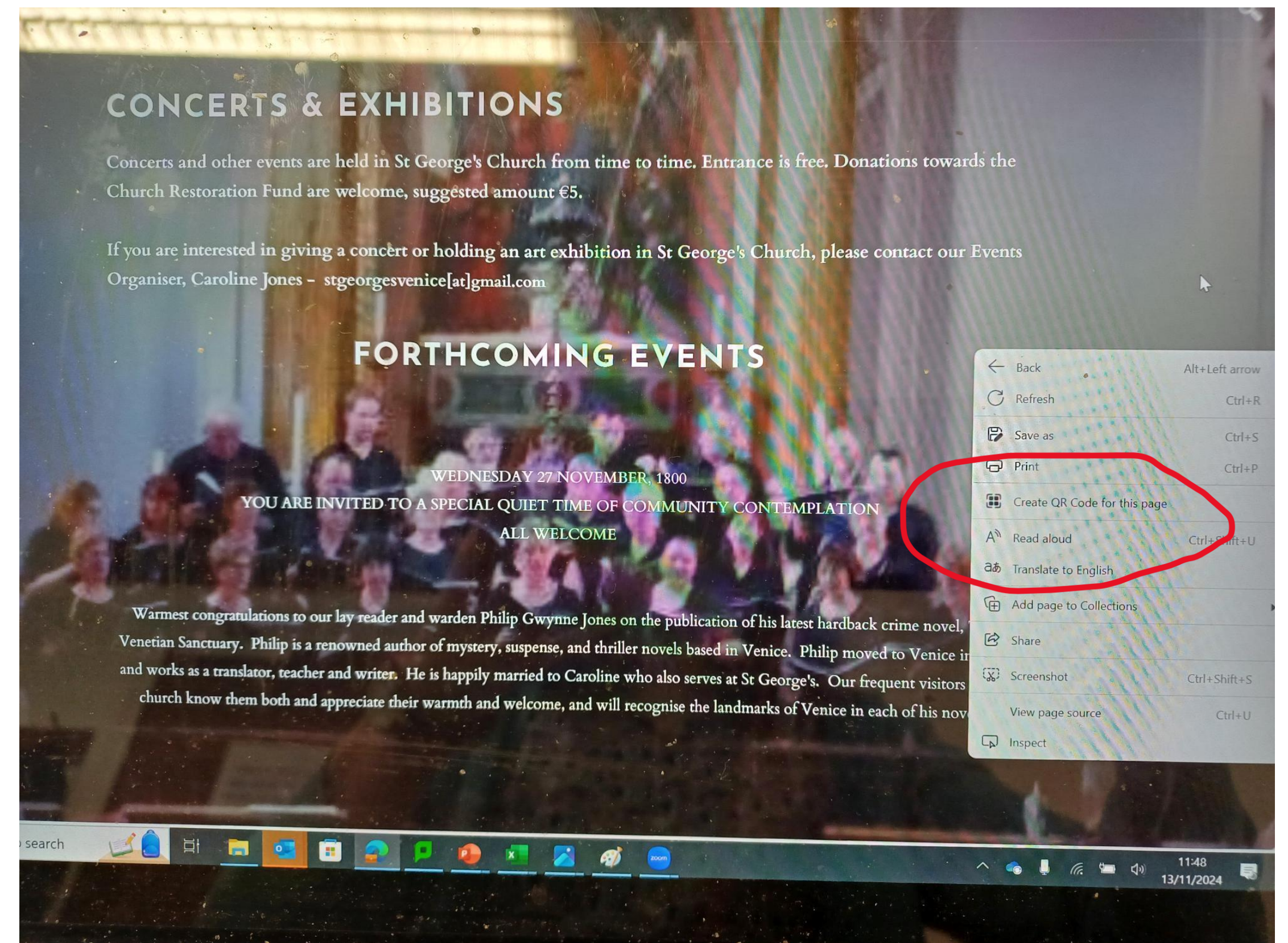
The screenshot shows a donation page for 'All Saints' church. The header is orange and says 'Donations to All Saints' Regular or one off donations are gratefully received'. Below this is a purple section with a toggle for 'Single' and 'Monthly' donations. There are five donation buttons: €15, €25, €50, €75, and €100, each with a 'Donate' button. At the bottom, there is a 'Choose your own amount' button. The footer includes the Give a Little logo and text: 'Charity/charitable purpose verified by Give A Little GDPR, PCI & PCI-DSS Compliant Point of Donation'.

Generating a QR code

You can also generate a QR code for any page on your website:

- 'right-click' with your mouse
- select 'Generate QR code' in the box
- copy and paste the QR code into your publicity

- [Mobile phone giving: QR codes on Vimeo](#)
- [Fundraise with QR codes on Vimeo](#)



Preparing for Advent & Christmas

At your services and events:

- **Volunteers to help**
- **Security**
- **Announcements**
- **Publicity – in church and online**



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 – you could make it visual (poster, video, interview etc)

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

Announcements: Making the 'ask'

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- Communicate impact and need

- THANK people

Giving to the church AND a local charity? Yes!

- **Yes – within Give A Little/SumUp**
- **Create each campaign screen FIRST (ie 1 for the church, 1 for the charity)**
- **For online giving choose ‘List of web campaigns’**
- **Then, further on, at ‘Add list of web campaigns’, choose your campaigns**
- **Name your list**
- **You can do the same for contactless giving (‘list of app campaigns’)**

The screenshot shows the 'Add list of web campaigns' interface. On the left, there is a navigation menu with 'Overview', 'Reports', 'Campaigns', 'Donors', 'Devices', 'Users', and 'Account'. Below the menu, there is a 'Back' link and a section titled 'Add new' with the sub-heading 'Select a type'. Under this heading, there are four radio button options: 'App campaign', 'Web campaign', 'List of app campaigns', and 'List of web campaigns'. At the bottom of this section are 'Cancel' and 'Next' buttons. The main content area is titled 'Add list of web campaigns' and 'Campaign choices'. It contains the instruction 'Select the campaigns you would like your donors to choose from.' Below this, there are two dropdown menus. The first dropdown is set to 'Diocese in Europe Test 1' and has a 'Remove' button. The second dropdown is empty and also has a 'Remove' button. Below the second dropdown is a search input field with the placeholder text 'Search for another'. A list of campaign names is displayed below the search field: 'Juliet Evans', 'Cadenabbia', 'Ibiza Church 2', 'Ibiza Church', 'fafaf', 'Diocese in Europe Test 1' (highlighted in blue), 'Diocese in Europe Test 2', and 'Cadenabbia 2'. To the right of the dropdowns, there is a preview of a campaign screen with a gold background, the text 'St Mary's Church Funds Please support us!', and a search input field with the placeholder text 'Diocese in Europe Test 1' and a 'Search' button.

The screenshot shows a campaign screen for 'St Mary's Church Funds'. The background is gold. At the top, the text 'St Mary's Church Funds' and 'Please support us!' is displayed. Below this, there are two search input fields. The first field contains the text 'Diocese in Europe Test 1' and has a 'Select' button. The second field contains the text 'Diocese in Europe Test 2' and has a 'Select' button.

Promoting online giving

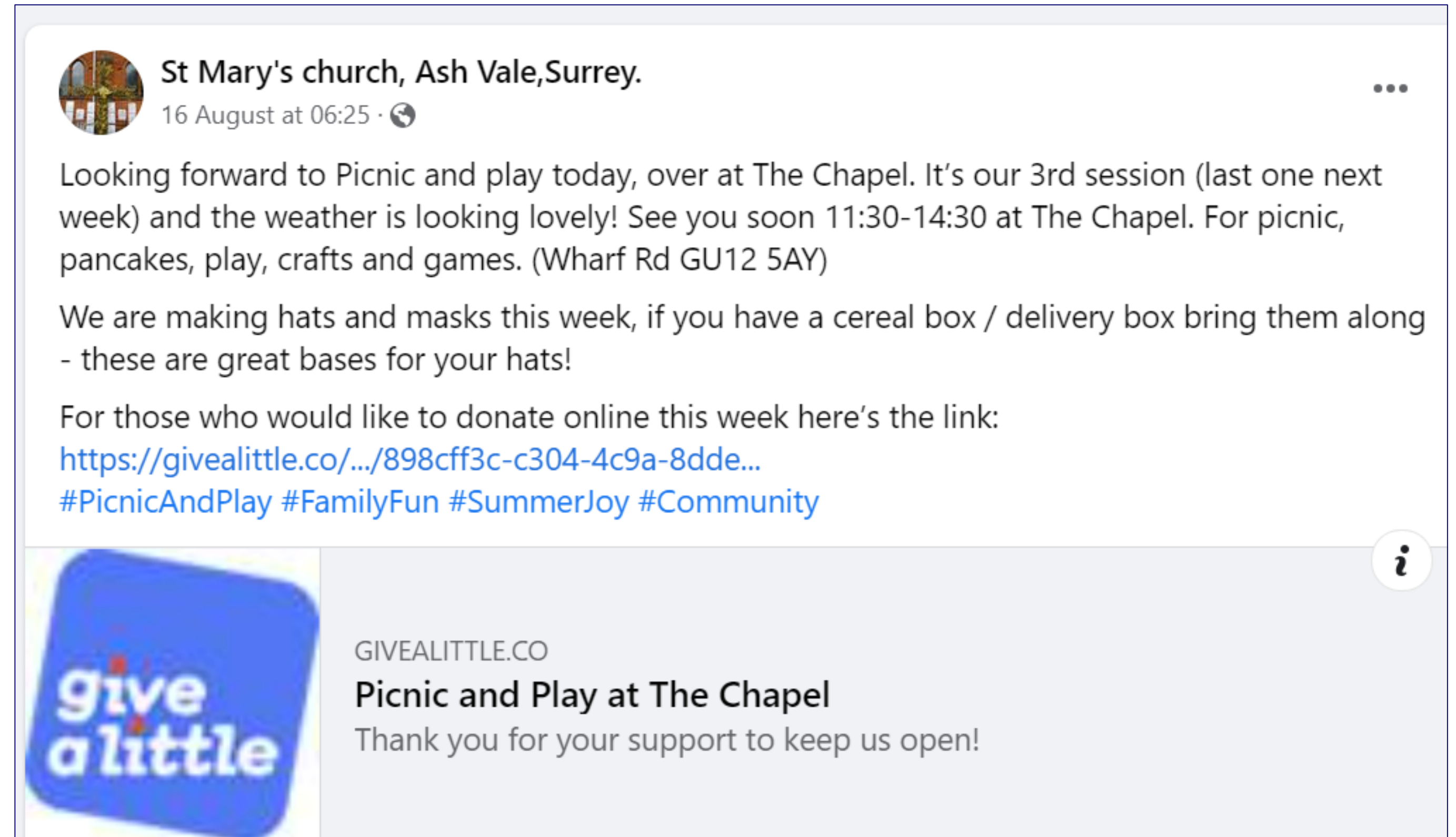
- Church website



The screenshot shows the website for Saint George's Anglican Church, Paris. At the top, there is a large green button with the word "DONATE" in white capital letters. Below this, the church's name "Saint George's Anglican Church, Paris" is displayed. A navigation menu includes links for Home, Who & What, Worship, News & Pics, Les Malgaches, Music, Young People, Giving, Safeguarding, and Get in touch. The main content area features a red button that says "Subscribe to our regular e-news by clicking here". Below this is a "Contribute" button with a play icon, and a note that says "Propulsé par HelloAsso". To the right, a welcome message reads: "Welcome to St George's Anglican Church, Paris". Below this, a paragraph states: "Welcome to St. George's Anglican Church in Paris! Our community consists of many Christians from many different countries and walks of life, who seek to respond to God's love for us and for his world in our daily lives and by developing a welcoming and caring community of". A small portrait of a man with glasses is visible on the right side of the page.

Promoting online giving

- Church website
- Social media channels

A screenshot of a Facebook post from 'St Mary's church, Ash Vale, Surrey'. The post is dated '16 August at 06:25' and is public. The text of the post reads: 'Looking forward to Picnic and play today, over at The Chapel. It's our 3rd session (last one next week) and the weather is looking lovely! See you soon 11:30-14:30 at The Chapel. For picnic, pancakes, play, crafts and games. (Wharf Rd GU12 5AY) We are making hats and masks this week, if you have a cereal box / delivery box bring them along - these are great bases for your hats! For those who would like to donate online this week here's the link: <https://givealittle.co/.../898cff3c-c304-4c9a-8dde...> #PicnicAndPlay #FamilyFun #SummerJoy #Community'. Below the text is a link to 'GIVEALITTLE.CO' and a photo of a blue 'give a little' donation button. The photo shows the button with the text 'GIVEALITTLE.CO', 'Picnic and Play at The Chapel', and 'Thank you for your support to keep us open!'. There is an information icon (i) in the top right corner of the post area.

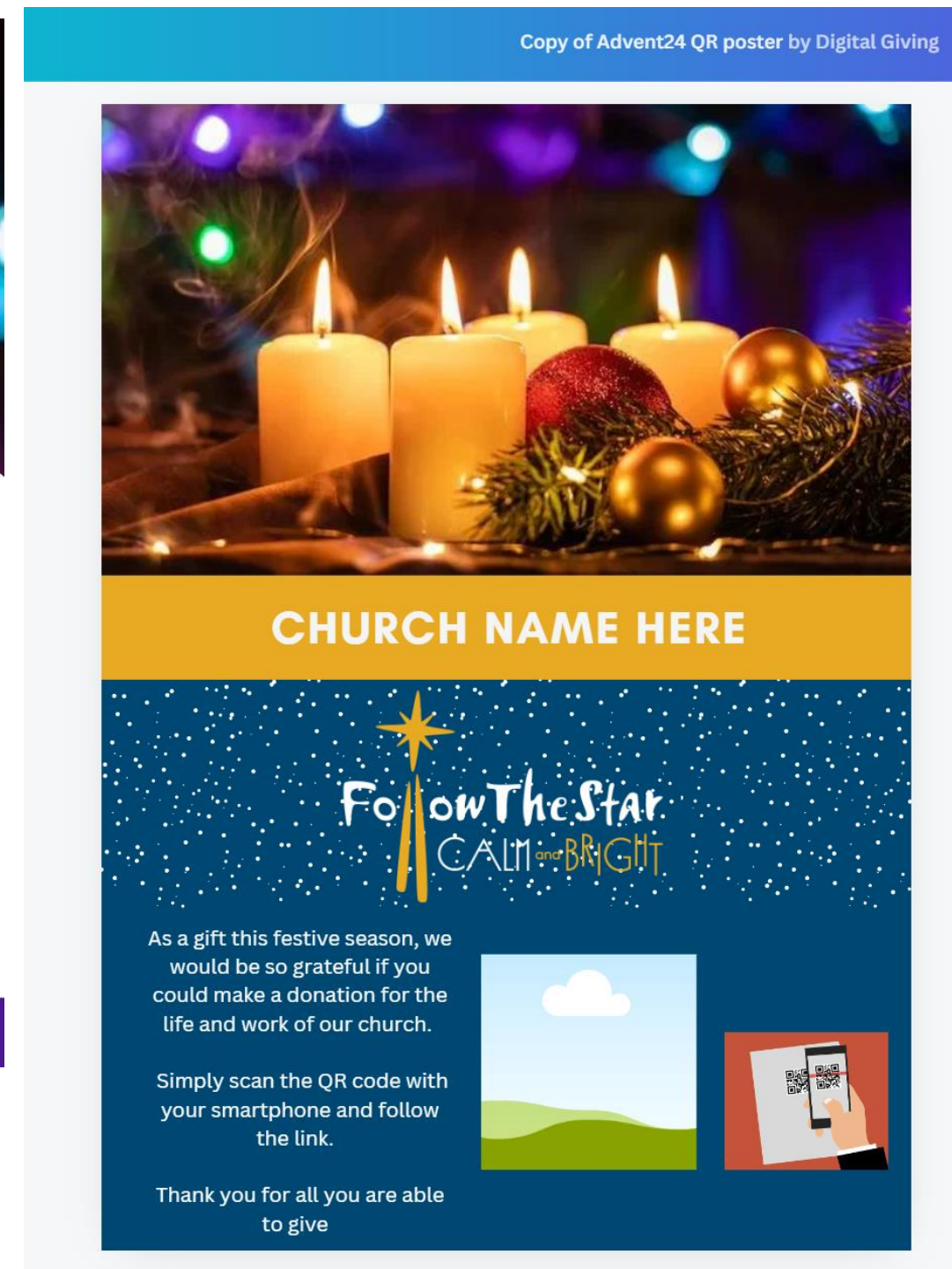
QR Code/Online Giving Resources (see Contactless Giving slides for resources that include card reader option as well)



Poster
[Download & add QR code \(Word\)](#)
[Canva file for versioning](#)



Just Giving Poster
[Ready-to-go file \(PDF\)](#)
[Canva file for versioning](#)



Poster
[Download & add QR code \(Word\)](#)
[Canva file for versioning](#)



Poster
[Download & add QR code \(Word\)](#)
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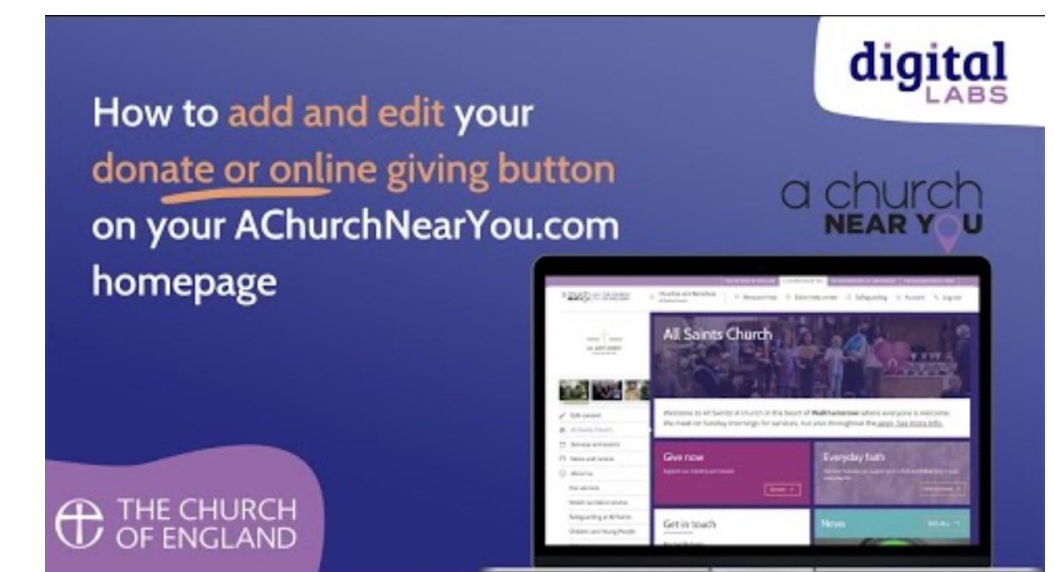
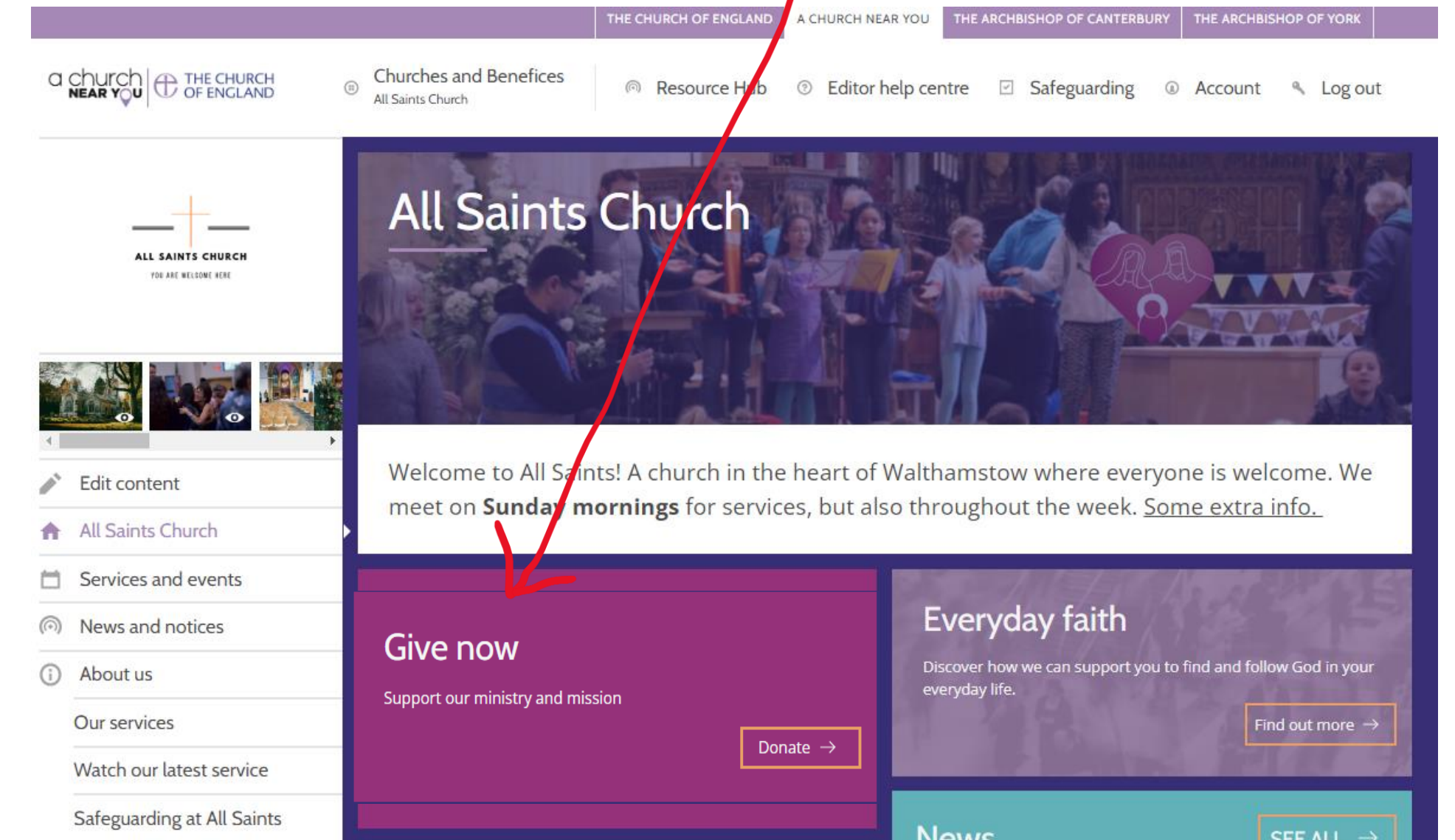
A Church Near You

Give now

Support our ministry and mission

Donate →

- Insert a 'Give Now' button on your [A Church Near You](#) chaplaincy page
- Instructions here with video: [A Church Near You](#)
- Very easy. No technical knowledge required! ACNY chaplaincy editor needs to log in
- Offers two options: 1. 'Give A Little' / 2. 'Other'. I am not sure if 'Give A Little' option works for Europe – may need to use 'Other'(?). It seems that if you choose the 'Give A Little' option, the donation amounts are listed in £ Sterling – but when you actually link to the chaplaincy webpage to make the donation, the amount appears in the local currency. So it may be safer to choose 'Other'...
- I would be interested to have some feedback on this!





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
