Making the Most of Contactless Giving

If you have recently purchased a donation terminal then you may be wondering how to maximise exposure, engagement, and income. In short, communication and visibility are king.

This brief guide outlines a few of the key “dos and don’ts” to help your parish make the most of contactless giving.

Do

☺ Use to maximise income from occasional offices, services at Advent, Christmas, and Easter.

☺ Use at events such as concerts, fetes, sales, coffee mornings, playgroup, lunches so that people can support your church.

☺ Make sure that the device is on and working during the times people have access to the church.

☺ Present and discuss with your PCC so they can lead the way and inform your congregation!

☺ Encourage local media engagement. Let them see that the church is modern.

☺ Place in a prominent area where there is high footfall.

☺ Create a visual display around terminal to draw attention to how to use it. Explain how the donation will be used (mission, community outreach, etc) and demonstrate work undertaken by your church in mission and in community engagement (case studies/projects where available).

☺ Explain running costs of keeping the church open, providing precise figures as many people have no concept of the costs involved and how they are funded.

☺ Check for updates and regularly monitor the giving, including claiming the gift aid through the GASDS scheme for donations of £30 or less.

Don’t miss out on donations by:

• Hiding the device away in an obscure part of the church (!)
• Placing the device in an isolated position away from the display.
• Leaving it unsecured.
• Only using it for your congregation at services.
• Locking it in a cupboard and failing to get it out when there are people in the church or visitors have access to the church.
• Forgetting to switch it on and making sure it is working.

For any queries, please contact julie.podd@cofesuffolk.org or look on our website cofesuffolk.org for further information.