

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.