



How to ...

Set up an online giving page

Online giving is a valuable tool

Setting up an online giving page on your church website is a simple and effective way of encouraging giving. It not only provides people with the facility to give a one-off gift to support the mission and ministry of the church, it also allows you to explain all the giving options to church, as well as online giving. This is especially important during any time when our church buildings are closed, because it may be difficult for people to give they way they usually do.

What options are there for online giving?

The options for online giving are constantly changing, but are summarised on the Parish Resources website [here](#). Nearly all providers will charge a small admin fee to cover their costs.

NOTE: To avoid fees, you can ask people to set up a standing order or make an online BACS transfer, but it can be hard to keep track of these if people don't give you a reference.

We'd also encourage you to consider registering your church with the [Parish Giving Scheme](#), which is a service offered freely to parishes. While this is ideal for encouraging regular gifts, it isn't yet offered digitally, but a phone option is available from end April 2020.

What giving information should be on your website?

You might want to simply add a donate button to your home page, which links directly to an online giving service allowing people to make a donation. However, this doesn't provide information to encourage generous giving; to do this, consider creating a giving webpage on your website where you could provide information on:

- why we give as Christians
- how your church spends the money gifted to it, and examples of how it has made mission possible
- the benefits of making a regular gift to the church and how to set this up
- how to enable the church to claim gift aid
- why writing a will is important, and the role of legacies
- how people can make a one-off donation now through online giving.

An example of what you could include is provided at the end of this 'How to...' guide.

If you don't have a church website, then the simplest solution is to add a giving link to your 'A Church Near You' online page. There are [instructions](#) provided for your 'A Church Near You' editors, however you will first need an online giving page to link to. For example, this could be setup through Justgiving (who don't charge, but will ask everyone to make a donation to cover their costs), or Give.net (who will charge 3% but also offer a direct debit facility).

If you have a church Facebook page, you may be able to add a Facebook donate button to your page to invite people to make a donation through their Facebook profile. (Be aware, Facebook may only accept charities with a Charity Registration number).

NOTE: Some donation platforms have offers for charities. If you are a church excepted from registering with the Charity Commission (income of less than £100,000 per year), and therefore don't have a charity number, you may need another way to prove your charitable status. In this case, www.achurchnearyou.com now has the function to download a

certificate, (which you can find by clicking on 'More Information' in their left hand menu) which shows your church's charitable status. JustGiving, for example, have agreed to accept this.

Which is the best solution for online giving?

The right solution for your church depends on various factors, such as:

- Do you want a temporary solution or one that you plan to use long term?
- Do you have an existing website, or do you want to use your 'A Church near you' page?
- Do you need something very quick and simple for users (but with little flexibility) or something with more customised options (but which may be a little more complicated to use and may cost more to set up)?
- Do you need to capture gift aid details? If you are already claiming the maximum available through your GASDS claim, then this will be more important to you.
- Do you want to have the ability to process regular gifts as well as one-off gifts? Some providers will only allow one-off gifts, others will allow regular gifts via credit card (but these may expire when the credit card does) and others will allow a true direct debit, but may charge more.
- Do you want to know who is making the donation, or are you happy just to receive the donations as a lump sum from the service provider?
- Would it be beneficial to the church to invest in a system with additional functionality beyond processing donations? Services such as ChurchSuite and iKnowChurch offer a wide suite of services such as contacts management, rotas, bookings, and much more.

Advice and Support

Once you have thought through all of these questions, review the information in the [Parish Resources Online Giving page](#) which has links to all the main providers. If you still have questions, please contact [Clare Fussell](#) or [Naomi Buckler](#); Diocesan Giving and Resources Advisers.

Additional Services:

Text Giving: Donr

<https://donr.com/text-giving> offers a similar service to JustTextGiving (which has now closed) and charges 5% of donations. Donr allows people to make a donation via a text message. Churches can use Donr as long as they collect gift aid and have a HMRC code.

Mobile Friendly Giving: Thyngs

This service provides a mobile friendly option but there is a 5% transaction cost. But they do allow you to take gift aid details so you can claim an extra 25% on gift-aidable transactions. Go through parish buying to get the best deal. You will need to have an account with either PayPal or with stripe in order to receive the payments, but this is normally quick and easy to set up. You can test the service out on their webpage: <https://thyngs.net/news/good-thyngs>

Mobile Friendly Giving: Give.net

Stewardship provide a similar service and charge 3% of donations, although all profits go back to stewardship, which is run for the benefit of Christian organisations. This option also allows people to sign up to give by direct debit.

APPENDIX: EXAMPLE WORDING FOR A CHURCH GIVING PAGE

Thank you for considering supporting our church!

At St Somewhere Church, we believe that giving to God bring us joy as givers, whilst blessing others. The Bible says that 'God loves a cheerful giver', so our giving should be something we do as part of our worship to our loving God. St Somewhere's receive almost no external funding, so all of your gifts - no matter how large or small - are vital in helping the work of God to flourish and grow in our parish.

How can we make it easy for you?

Many of our congregation makes a **regular gift**, and this is a big help in planning our budget, while also making it straightforward for you. We recommend giving by Direct Debit through the Parish Giving Scheme; just pick up a leaflet about this from the church or contact the Church Office to request a form. If you'd prefer to give by Standing Order, please contact the Church Office.

To make a **one-off** donation:

- Online through PayPal by clicking [here](#);
- By cheque made payable to 'PCC of St Somewhere Church';
- By using the offering plate during a Sunday service.

If you are a taxpayer, Gift Aid will increase the value of any gift by 25%, so please do fill out a gift aid form! It only takes a minute.

Where does the money go?

100% of our money supports mission, in one way or another, but if you want more detail:

- We give a proportion to support churches and outreach projects across the whole region, through our Parish Share. This is a great example of us all being connected: each parish gives what it can, to be shared out amongst all parishes so that those who have more can help those who have less. It goes towards costs of clergy (and those in training), as well as vital central support roles, such as safeguarding. You can find out more information by [watching this video](#).
- We also need to pay for our general running costs, such as heating, lighting, and other bills, and for things like stationery, and loo rolls!
- Some of our income is set aside for helping others in our community, and our mission partners abroad.

More information:

Stewardship have [resources on budgeting, spending, and giving](#), that you may find helpful.

The Bible says lots about giving; here are just a few verses:

*Command those who are rich in this present world not to be arrogant nor to put their hope in wealth, which is so uncertain, but to put their hope in God, who richly provides us with everything for our enjoyment. Command them to do good, to be rich in good deeds, and to be generous and willing to share. In this way they will lay up treasure for themselves as a firm foundation for the coming age, so that they may take hold of the life that is truly life. **1 Timothy 6.17-19 (NIV)***

*Remember this: Whoever sows sparingly will also reap sparingly, and whoever sows generously will also reap generously. Each of you should give what you have decided in your heart to give, not reluctantly or under compulsion, for God loves a cheerful giver. And God is able to bless you abundantly, so that in all things at all times, having all that you need, you will abound in every good work. **2 Cor 9:6-8 (NIV)***

*Give, and it will be given to you. A good measure, pressed down, shaken together and running over, will be poured into your lap. For with the measure you use, it will be measured to you." **Luke 9.38 (NIV)***