



ONLINE GIVING

What does it involve?

To get started, you'll need to set up a 'donations platform' which allows givers to donate using a variety of payment methods. Many platform providers will allow you to seek donations for a number of separate projects and some will automatically reclaim Gift Aid on your behalf.

Once a provider has been selected and a donation platform set up, you will have a new URL (or web address) for your online giving page.

Online giving enables people to give to a church without physically being in the building. This is key for members of the wider community who aren't regular church goers but may still wish to support the church with a financial gift.

Offering a secure and convenient way for supporters to donate online, (through a PC/laptop or smart phone), is vital for churches seeking to grow giving from outside their church walls.



'GiveALittle' and Online Donations

Parish Buying have created an affordable and simple online donations platform called GiveALittle. It works by partnering with a payment processor to accept donations on the church's behalf and then deposit them into the church's bank account.

Most churches use SumUp as their online payment processor as SumUp can also process contactless donations.

In 2022, the average online donation in the Diocese of Newcastle was £21.06*

**Source: Digital Giving Report 2022 (based on 75 parishes)*

Benefits of GiveA Little

- GiveALittle accounts registered through Parish Buying qualify for free access to Premium Membership. Benefits of this include **capturing gift aid information** and an ability to create **multiple “campaigns”** or fundraising pages with different styles and images.
- **Low transaction rates** of between 1.1%-1.95% depending on the payment processor chosen.
- **Easy setup** all done online. Full, step by step set up instructions can be found on our website.
- Instantly generated **QR code** which takes smart phone users straight to the online giving page.
- Capable of handling **both online and contactless donations**.



Encouraging Online Giving

- Add the URL to your church website or A Church Near You page. For presentation purposes, it's best to hide the link behind a more prominent **'donate' button**.
- **Share the link on social media** and consider pinning the post on Facebook or including it in your Twitter bio so that it's always one of the first things people see.
- Create a short **inspirational film clip** to go with the link, showing what generous giving achieves.
- Add the link on YouTube or other **streamed services**.
- Create an **email signature** with a clickable field to your online giving page.
- Share the **QR code on all printed material** such as newsletters, leaflets, postcards etc.
- Create **QR code posters** which **share the church vision** and remind people that achieving the vision depends on the financial generosity of all those who support the church locally. Display around the community as well in the church.

Scan to visit
our Online
Giving
webpage

