A step-by-step to setting up online giving

1. Parish Buying

Sign up at no cost to Parish Buying (if you haven't already) at www.parishbuying.org.uk, the Church of England's central portal for purchasing everything from contactless giving devices to utilities to insurance to church supplies.

You can register by finding and selecting your church (by postcode or village/town name) and completing the simple form.

Parish Buying will then send you an email to confirm that the account is live. This can take a couple of days.

2. SumUp

Once you're set up with Parish Buying, login to Parish Buying and find 'Online Giving' under 'Categories'. Scroll down and click on the link to register for SumUp.

This takes you first to a page which shows you the different options for a contactless card reader (and if you have a reasonable 4G signal and host fundraising events or life events it's worth investing £19 in a SumUp card reader – read more in our guide to contactless giving).

Even if you don't have a device or don't yet want to purchase one, if you click on 'I already have a reader' it will take you through to a page on which you can then set up your profile. For churches (as exempt charities), the legal type is 'Other' but the merchant category is 'charitable organisation'. You can name individuals as 'beneficial owners' – which is basically anyone who will be downloading the Give A Little app on their smartphone (and logging in to take contactless card payments if you do decide to proceed with buying a card reader) – but you can add people at any time by editing your profile, so all you need to set up the account initially is one name and address (e.g. treasurer, churchwarden or incumbent) and your church's bank details. You do not need to upload any documents to complete your profile and register.

Once registered, you will be able to receive online payments to your church whether or not you have a card reader, but anyone donating will have to enter his or her card details when making a payment (which may put some donors off, compared with the ease of paying with a contactless card reader).

3. Give A Little

You do not need the Give A Little app in order to process online payments via SumUp, but it is a very useful app which is user-friendly and provides a better donor experience – and if you register via Parish Buying the £10/month premium version is paid for by the Church of England and therefore free to churches. This facilitates useful additional functions such as GiftAid.

Give A Little also has a new feature (as of 30 July 2021) which invites donors to submit their email addresses if they would like you to stay in touch with them.

To set up Give A Little, return to 'Online Giving' under 'Categories' on the Parish Buying website (this should still be open on your computer, as the SumUp registration page will have opened in a separate window), and scroll down to 'Click here to log in to GiveALittle and set up your online giving account (using your SumUp log-in details)'.

Once registered, you will need to set up a 'web campaign' to enable online giving.

Go to the Campaigns tab and choose 'web campaign' and you will be given a few options for how you want this to look. You can choose the colours and upload an image of your choice and choose the default amounts you want to appear to donors (e.g. £3, £5, £10 and £20). These need to be whole pounds between £1 and £45 (although the limit will soon increase to £100). You can also choose to activate the option to 'choose another amount'. The standard diocesan colours are purple (#a663e9) and gold (#daa51f).

You will also need to enter the messages which donors will see before and after they donate. You can also choose other options such as whether or not donors can be contacted by you and to enable monthly as well as one-off donations; having both is a good idea, and as the default setting is to one-off donations this doesn't come across as too much of a hard sell!

Once created, your 'web campaign' may look something like this and is ready to 'publish'.

St George's Orleton

Template	Banner	
Name	St George's Orleton	Change
Banner	Church from South_gravestones in sun.jpg	Change
Image size	cover	Change
Heading	St George's Orleton	Change
Message	Thank you for supporting our place of welcome, sanctuary and hope.	Change
Primary colour	■ #a663e9	Change
Accent colour	■ #daa51f	Change
Donation amounts	£3 £5 £10 £20	Change
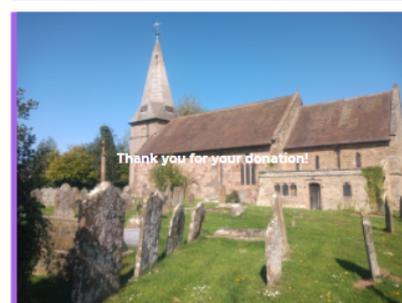
You can also set up an 'app campaign', which can be and look exactly the same but is more user-friendly for smartphone users, but you need a 'web campaign' in order to generate the all-important QR code.

Once your 'campaign' is published, your 'Campaigns' tab on your Give a Little profile page will look something like the image on the following page, and you will see that there is the option to 'download QR code' and to 'copy link' so that you can add QR codes to service sheets and posters etc. and add the internet link to things like your Facebook page.

This is the same way in which people will be able to give to you from your 'A Church Near You' (ACNY) site, but to set that up you need to be an editor for your ACNY page and add the link from there; see the section on A Church Near You below.

Overview   Reports   Campaigns   Donors   Devices   Users   Account

Campaigns

Add new

Lists of app campaigns

No lists yet.

App campaigns

St George's Orleton   View

Lists of web campaigns

No lists yet.

Web campaigns

St George's Orleton   Download QR code   Copy link   View

Please note that the new feature which allows you to be in touch with donors is campaign-specific. In other words, if you have a standard 'web campaign' for general support to your church funds and then decide to add a new campaign to raise money for a bat survey or a statue of your vicar, donors who have given to a previous campaign and opted out of being contacted by you will be asked again if they wish to opt out of being contacted when they donate to a new campaign.

4. A Church Near You

A Church Near You boasts a donation function which can link among other options to your Easy Fundraising account (if you have one; if not, see below) or to your Give A Little account. To activate this feature, you will need to have editing rights to your A Church Near You page.

If you do not already have editing rights for your ACNY page you can request them by finding and selecting your church (entering a village name or postcode will do) and scrolling down on the left-hand side to the 'Edit this Church' option. Within a minute or two you will then receive an automated email from acny@churchofengland.org asking you to confirm your registration. This will register you as a user, and when you then choose your church again and click 'Edit this Church' you will be taken to a page in which you can write a message to the current editor(s) requesting permission to be authorised as an editor. If you know who your editor is, do get in touch with them and ask them to log in and authorise you under 'Manage editors'.

Once you're confirmed and logged in as an editor, you will see a little pencil next to each heading on the left-hand side. If you click on this on the top section (the homepage, with your church's name) and scroll down you will see a section called 'Charity and donations'.

It will look something like an incomplete version of the image below.

Click 'copy link' next to 'web campaigns' on your Give A Little campaigns page, and paste that into the 'Online Donation URL' box, enter the text you wish to accompany it (the 'banner title' and the 'banner description', which are what appear on the button people click to donate), and tick the box that says 'take online donations', and as soon as you press 'save' at the bottom of that section your online donations will be active. On your ACNY page it will then look something like this.
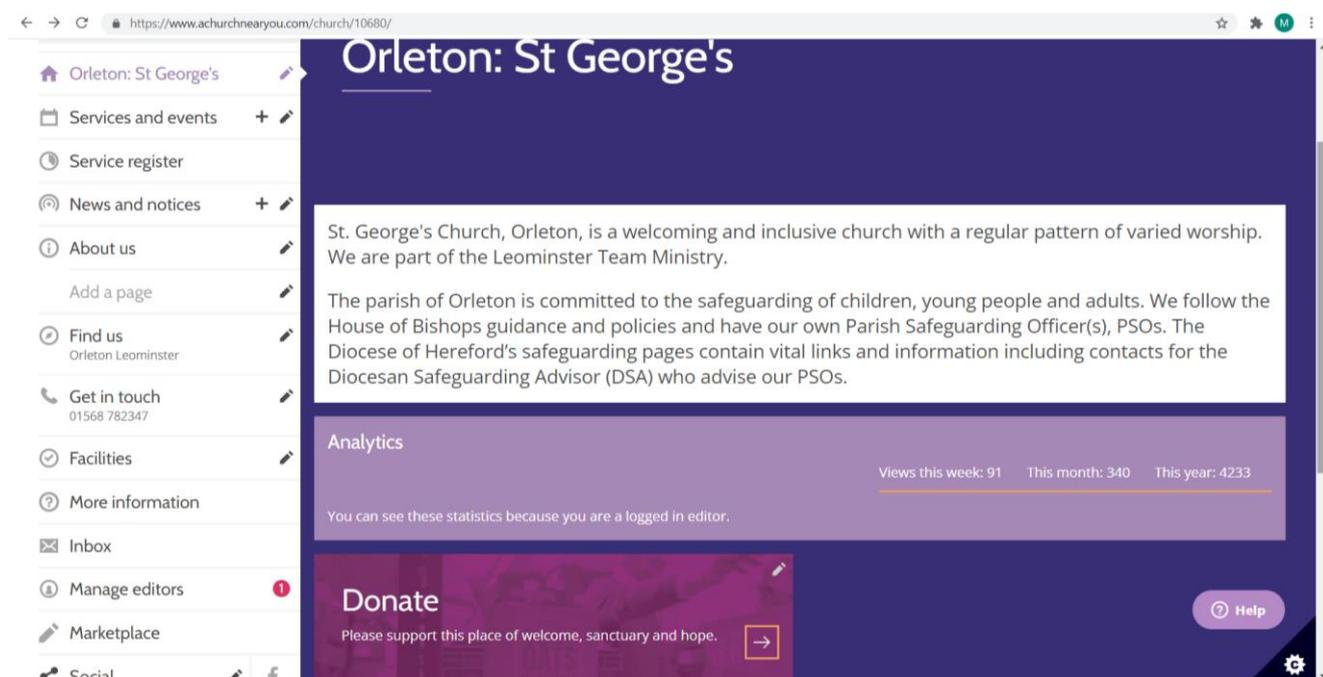
5. EasyFundraising

EasyFundraising is an online platform which enables a wide range of retailers, utility suppliers, travel websites etc. to donate a percentage of any purchase to your church. It costs nothing to the user, and it's very easy to register.

Once registered, your church will have a unique url which you can share with people or on social media (or your ACNY donation page, if you prefer that method over Give A Little).

It then needs lots of promotion, because it only works when individuals go to EasyFundraising and select your church as the 'cause' they want to support. Once registered, whenever a supporter shops online with a retailer which is registered with EasyFundraising a little prompt will pop up automatically asking them if they'd like the retailer to donate a certain percentage (it says how much, and it varies from retailer to retailer) to their chosen cause. The rest happens automatically, with no effort on the part of the individual donor beyond registering to support your church, and every month EasyFundraising will transfer to your bank account the amount donated by retailers.

6. Text Giving

'Donr' is one of the best platforms for people to give by text message, with no set-up, monthly or keywords fees, unlimited keywords, customisable messaging and the facility for one-off and recurring donations.

We have agreed with 'donr' that if we send them your church's 'excepted charity certificate' (which is available at the bottom of the 'More Information' section on your church's ACNY page) and a copy of recent correspondence with HMRC showing your GiftAid reference, you will then be able to register with 'donr' by entering that GiftAid reference rather than a charity number. (This is because most churches are 'excepted charities' and therefore are not registered with the Charity Commission.) While churches could and should come under a whole range of charitable categories from education to the environment to food poverty to social welfare and human rights etc., there is a category called 'Christian Church' under 'Religious'. Please email Mark with a copy of your HMRC correspondence if you would like to take advantage of this opportunity.

Once you have registered with 'donr', you will be able to set up a range of campaigns, choose options (like a preferred number to text, and whether or not to send donors a follow-up message asking if they would like to add GiftAid and/or become regular donors). Donors then send a text message with a word (which you choose, unless the word has already been taken) and a number (of pounds they would like to donate – e.g. STDUBRICIUS10 or STMARYTOWER20) to a 5-digit number.

Thank you!

Thank you to all of you who give to your local church and enable others to do so. To get help downloading a QR code for the Parish Giving Scheme or for support with broadband/WiFi options, contactless giving or anything else, please do not hesitate to contact your parish giving team at mark.simmons@hereford.anglican.org or on 01568 782347.